Radio rides '68 billings surge to billion-dollar year. p21
Tough antinewspaper policy on media emerges at FCC. p42
Affiliate pre-emption of network shows widespread. p48
FCC examiner says WBBM-TV pot party filming staged. p52

Strip programming?
We practically invented it!

Hazel (154 half-hours) . . . The Farmers Daughter (101 half-hours) . . . The Donna Reed Show (175 half-hours) The Flintstones (166 half-hours) . . . Dennis the Menace (146 half-hours) . . . Father Knows Best (191 half-hours) . . . Huckleberry Hound/Yogi Bear (276 cartoons) . . .

Quick Draw McGraw (135 cartoons) . . . Naked City (99 hours/39 half-hours) . . . Route 66 (116 hours) . . . Three Stooges (190 two-reelers) . . . Burns and Allen (239 half-hours) . . . The Perfect Match (130 half-hours) and Wild Bill Hickok (113 half-hours) Screen Gems®
The Class of '68

As the new year gets under way, we'd like to pass out a few summa cum laudes to programs that have received high marks from the television audience this season. These really were the class of 1968.

Because of their popularity (and the popularity of dozens of others), NBC is:

- The top-rated television network during prime-time (7:30-11:00 ET).
- Prime-time leader among viewers ages 18-49 (by a 14% margin over the second most popular network).
- The only network with larger prime-time audiences than in the previous season (an increase of 7%).
- The network presenting three of the five most popular weekly programs.
- The network that has presented 14 of the 20 most popular Specials.

Source: Nielsen Television Index. Season-to-date computed from respective starting dates of each network, through week of Dec. 16-22 (last full week national Nielsen estimate of 1968). Audience estimates subject to qualifications available on request.
Most Popular Program
Rowan & Martin's Laugh-In

Most Popular New Star
Diahann Carroll as Julia

Most Popular Special
Bob Hope (Dec. 19)

Most Popular Adventure Program
Bonanza

Most Popular Variety Program
The Dean Martin Show

Most Popular Comedy Program
Rowan & Martin's Laugh-In

Most Popular Movie Night
NBC Monday Night at the Movies

Most Popular Family Special
Heidi (Nov. 17)

Most Popular Musical Special
Elvis (Dec. 3)
The Dallas-Ft. Worth market —
Growing . . . Thriving . . . Pulsating!
An area with an increasing amount
of important events creating a need
for authoritative reporting. Channel
4’s professional newsmen keep
a constant vigil on the happenings
with up-to-the-minute, reliable re-
porting — where it happens, when
it happens.

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

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

represented nationally by

KRLD-TV
The Dallas Times Herald Station

CLYDE W. REMBERT, President
Hot about pot

Draft report on WBBM-TV Chicago pot-party probe by House Investigations Subcommittee, now circulating among subcommittee members for comment, calls for amending section of Communications Act that prohibits rigged quiz shows to include prohibition against "deceptive news broadcasts and manipulation of news programs for advantage of broadcasters' pecuniary or other interests." Among other recommendations, which may or may not appear in final text of report, depending on strength of subcommittee support, are need for legislation to require broadcasters to keep for inspection all news film and tape, whether or not aired, for minimum of six months; widening of grounds on which FCC can revoke licenses to include violation of federal, state or local law, and requirement that stations extending preview privileges to any person, such as reviewer, also offer preview opportunity to any other applicant.

Report follows FCC examiner's findings that pot-party program aired by WBBM-TV was prearranged by station's newsman (see page 52), says CBS's investigation of owned-station's activities was "whitewash" showing "futility of self-regulation," and adds that CBS President Frank Stanton's reservations against allowing investigators to examine out-takes was "contrary to public interest."

Spot splash

In its first spot-TV program deal since Yogi Bear three years ago, Kellogg Co., Battle Creek, Mich., has arranged for sponsorship of half-hour cartoon series, Skippy, the Bush Kangaroo, in 150 markets. Series is produced in color in Australia and is beginning in markets throughout country this month and in February. Kellogg was highly active in spot-program sponsorship in 1950's with as many as four series on air at one time. Agency is Leo Burnett Co., Chicago.

Dinner for four

Gravity with which broadcast leaders view developments in Washington was apparent last Monday night at ultra-private dinner in New York attended by Leonard Goldenson of ABC, Frank Stanton of CBS, Julian Goodman of NBC and Vincent Wasilewski of National Association of Broadcasters. Mr. Wasilewski was host. No concrete plans for action reportedly emerged, though there was discussion of possible research to replace supposition with facts about relationship, if any, between television and violence.

Three networks and NAB, along with Department of Health, Education and Welfare, are parties to Joint Committee on Research on Television and Children, formed in 1963 after Senate Juvenile Delinquency Subcommittee conducted hearings. There's indication committee, which has been inactive, may intensify search for ways to measure impact of TV. Need for such work may be emphasized after release of Louis Harris study, now in preparation for President's Violence Commission, into what people think may be connection between TV and violence (see page 57).

Faint hint

Though he's keeping quiet about it, word is that FCC Commissioner Robert E. Lee received veiled inquiry about his availability for agency's chairmanship if Nixon administration decides on change. Mr. Lee, it's understood, has said he would prefer not to assume post, but, if formally asked, would not decline.

Incumbent Chairman Rosel H. Hyde, also Republican (third GOP member is James J. Wadsworth), as of last week hadn't heard from anyone in authority and will continue as chairman if it suits new administration. His present term as commissioner runs until June 30 and while there's widespread notion that he intends to terminate his government stewardship, which began in 1926, he has confined to long-time friends that he's willing to stay on until age 70 (which he reaches April 12, 1970) or even beyond.

Two for release

Paucity of fresh off-network series available to syndication market may be relieved shortly by release to stations of two half-hour programs formerly on CBS-TV, Dick Van Dyke Show and Candid Camera. CBS Enterprises is understood to be completing negotiations for acquisition of rights to offer series for fall start for strip programming.

Three who fled

National Citizens Committee for Broadcasting displayed its board of trustees at news conference blasting broadcast-
KTVI
St. Louis, Missouri
Channel 2 — ABC
announces the
appointment of
Harrington, Righter
and Parsons, Inc.
as national
representative

Effective January 1, 1969
Radio rode crest of advertising's 1958 comeback to its biggest annual sales gain since TV emerged, biggest rate of increase of all major media that year and first billion-dollar year in its history. See . . .

Radio bursts billion level . . . 21

Sunny Puerto Rico is site for National Association of Broadcasters board meeting where FCC's proposed CATV regulations appears to be prime topic of conversation, along with current Hill, land mobile problems. See . . .

CATV issue a worrisome thing . . . 30

Broadcasting's gadfly Thomas P. F. Hoving launches $5 million five-year project to promote sterner regulation, "better programs," "stop" broadcast-government liaison that "exploits" nation's audiences. See . . .

Hoving aims to shake things up . . . 38

Under pressure from the courts, Justice and some of its own members FCC appears to be taking increasingly tough policy position on concentration-of-control-of-media questions, particularly newspaper ownership. See . . .

Multi-media groups under attack . . . 42

Network TV grapples with practice that, like sex in Victorian era, everyone knows is prevalent, although there is little public talk of it: affiliate pre-emption of network shows, either dumping or delaying. See . . .

Missing links in TV chains . . . 48

Controversial pot-party program filmed, presented by CBS's WBBM-TV Chicago, found to be "prearranged for the benefit of CBS" in initial decision. Report could pose threat to station's renewal. See . . .

CBS hit hard in pot party . . . 52

CATV copyright participants huddle with Senator John McClellan, but appear as far apart as ever; breach is noted by senator who indicates that Congress may have to impose solution to no one's liking. See . . .

Copyright action promised . . . 54

Presidential radio-only address—once-popular format that has been dormant for nearly 20 years—is about to be revived by President-elect Nixon who will be tailoring FDR format to his own style, personality. See . . .

'Fireside chat' with Nixon . . . 58

Review of 1968 broadcast stock activity shows CATV issues setting pace with 57.6% increase; December slump hit all categories, about 7%, but overall there was 5.9% increase in six index categories. See . . .

Stocks show average gain in '68 . . . 63

TV's gross revenues and pretax income will grow by 6.5% over 1968's, and radio's revenues and income by 5.7%—part of expected 7% jump in total advertising outlays, according to Dept. of Commerce unit. See . . .

Commerce paints rosy picture . . . 66
A poignant Christmas story, filmed by our Chief Photographer, Mike Crivello, has won 1st place as the best TV general newsfilm in the world at the World Newsfilm Festival in London. It’s the latest in a long string of awards for this feature and for our news department.

In 1968 alone, WISN-TV newsfilm photographers won 27 major awards. That is a record, we daresay, few, if any, stations in the country can challenge. And it’s proof, beyond doubt, that when it comes to the Milwaukee market, excellence in TV news means WISN-TV.
Ackerman moves into LIN

Purchase by Saturday Evening Post Co. of 80,000 common shares of LIN Broadcasting Co., Nashville, was announced Friday (Jan. 10). Purchase price was said to be $3.5 million cash.

Shares represent about 4% of LIN's outstanding stock and comprise entire holdings of Frederick C. Gregg Jr., president-chairman, who has resigned as president but continues as chairman. Martin S. Ackerman, president of Saturday Evening Post Co. and of Perfect Film and Chemical Corp., New York, was elected president and chief executive officer of LIN.


LIN also owns Teen American Associates (Miss Teenage America contest), RTV Sales (direct mail company), John C. Butler Co. (station representative firm), Adonis Radio Co. (media buying company), Telanserfone (New York telephone answering service), Scherl Art Galleries and Delta Education Corp.

Last month LIN announced it was reducing its interest in LIN/Medallion Pictures Corp., New York, to 13%. passing majority ownership to its stockholders through stock dividend (Broadcasting, Dec. 23, 1968). New name of motion picture and TV film distributing firm is to be American Leisure Corp.

Earlier Friday Mr. Ackerman announced that Saturday Evening Post magazine would cease publication with its Feb. 8 issue.

Mr. Gregg told Atlanta financial interests earlier in week that estimated 1968 total revenues were $25 million, compared with $12.3 million last year, and net income was $1.75 million compared to $871,000 in 1967.

Heads up to Wasey

Gillette Toiletries Co., Boston, announced Friday (Jan. 10) its Heads-Up male hair grooming product will be handled by Erwin Wasey Inc., New York. Previous agency, Doyle Dane Bernbach, has been given new specialized hair product from Gillette.

Heads-up account had been billing estimated $2 million plus, with good share in television, but sources say future billings may drop under $1 million.

KTAL-TV license is target

Petition to deny license renewal of KTAL-TV Texarkana, Tex., filed with FCC Friday (Jan. 10) by group of area Negroes. Principal charge is failure to meet needs and interests of local black community.

Group is receiving aid from United Church of Christ, which helps citizen groups in media actions under grant from Ford Foundation, according to church spokesman. Church itself has asked federal court to overturn FCC's license renewal of WLBW-TV Jackson, Miss., after unsuccessfully opposing renewal on grounds of failure to serve local Negroes (Broadcasting, July 1, 1968). Church is not directly involved in Texarkana case, however.

Last week's filing also raised concentration-of-control issue against owner, citing common ownership of KCNC and KTAL-FM, CATV and Texarkana Gazette and News. Complaint alleged move of KTAL-TV's programing emphasis to Shreveport, La., deprives area of local television service. Negro group said that Texarkana Junior Chamber of Commerce will also urge FCC to deny renewal to KTAL-TV.

Agronsky leaves CBS

CBS News confirmed Friday (Jan. 10) that veteran news correspondent Martin Agronsky, who also has been host of Face the Nation, resigned as of Jan. 1. Mr. Agronsky, who joined CBS in April 1964 and previously had worked for NBC and ABC, was vacationing in Florida and was not available for comment.

Subpoena newsmen in trial

Trial of Sirhan Bishara Sirhan in Los Angeles (see page 56) has taken new turn with flood of broadcast newsmen subpoenaed to testify behind closed-door chambers of Superior Court Judge Herbert V. Walker, presiding judge at trial.

Reportedly, as many as 11 broadcast representatives were called, including newsmen from Los Angeles stations KNX, KPMC, KLAC, KHJ, KABC, KFI and member of local office of American Research Bureau.

It's believed that broadcast people were questioned about stories that may have linked Sirhan to the grand jury investigation of defense attorney Grant B. Cooper, who has admitted unauthorized possession of secret transcript in another case.

Instant' ratings by 1970

A. C. Nielsen Co. plan to have instant national television ratings by September 1970 was confirmed by company Friday (Jan. 10).

Nielsen spokesmen acknowledged that company has been discussing possibility of instant ratings with networks and agencies over past two years, and reportedly has "verbal agreements" with CBS and NBC for 30-market instant service to be operational by January 1970 and fully national by September of that year.

A. C. Nielsen now provides instant ratings of New York viewing with approximately 300 Audimeters feeding tune-in data directly by line to Chicago where Nielsen maintains its computer facilities.

There are about 1,200 Audimeters currently in operation around country; about half that number are used for current 30-market MNA sample. Audimeter now records viewing information on tape. Nielsen instant method would feel viewing data directly from home receiver to Chicago computer center. This is in effect what Nielsen now does in New York to obtain instant ratings made available to clients next day.

Nielsen's "fast" service now provides national ratings to clients on weekly basis. data being mailed from Chicago eight to nine days after measured week.

Kent leaves Grey

P. Lorillard Co., New York, is dropping Grey Advertising, New York, as agency for Kent cigarettes, effective on date to be announced later. Kent billed about $11 million in 1968, of which estimated $8.5 million was in broadcast.

Spokesman for Grey said that agency will retain more than $7 million in other Lorillard business. Grey obtained Kent from Lennen & Newell, New York, in 1966. Lorillard has not named new agency for Kent.

Mulling reply to NAACP

CBS officials were reported Friday (Jan. 10) to be drafting reply to protest by National Association for Advancement of Colored People against
Chase Morsey Jr., VP, marketing, RCA, since Jan. 1, 1968, elected to new post of executive VP, operations staff. He will have overall responsibility for RCA's corporate staff functions in areas of marketing, corporate planning, manufacturing services and materials, patents and licensing, research and engineering, and international activities. Before joining RCA, Mr. Morsey was with Ford Motor Co. Dr. James Hillier, VP, research and engineering, RCA, advanced to executive VP, research and engineering, reporting to Mr. Morsey. Dr. Hillier has been with RCA since 1940 except for one year (1953-54) when he was with Melpar Inc.

Donald II. McGannon, chairman and president, Westinghouse Broadcasting Co., named president, broadcasting, sales and engineering, RCA, advanced to executive VP, research and engineering, reporting to Mr. Morsey. Mr. McGannon has been with RCA since 1940 except for one year (1953-54) when he was with Melpar Inc.

David C. Croninger, VP and general manager, WNEW New York since last July, elected president of Metromedia Radio division of Metromedia Inc. ("Closed Circuit," Jan. 6). He succeeds John Van Buren Sullivan, who had been president since January 1965 and seven weeks ago became VP-corporate relations of Metromedia (BROADCASTING, Nov. 25, 1968). Mr. Croninger joined Metromedia in Detroit in 1961 where he opened sales office for company, and in same year was named VP and general manager of KMBC Kansas City. Robert Mouny, VP and director of sales, WNEW, succeeds Mr. Croninger as VP and general manager of station. Richard Janssen, who was being shifted from Cleveland where he was VP and general manager of Metromedia's WKB in become VP for special projects for Radio Division (BROADCASTING, Dec. 30, 1968). appointed VP and general manager of Metromedia's KLAC Los Angeles. He replaces Jack G. Thayer, who has resigned (see page 68).

John H. A. Cross, executive VP, Compton Advertising, New York, named partner of Jack Tinker & Partners. Mr. Cross joined Compton in 1950 as assistant account executive; became VP in 1959; senior VP and director in 1964; executive VP in 1967. At Compton he supervised Proctor & Gamble and Norwich Pharmacal brands accounts, as well as advertising for Davis & Geck department of American Cyanamid.

Av Westin, executive director of Public Broadcast Laboratory, New York, will assume duties as ABC news executive producer March 15 (see page 39). He replaces Sid Darion, who becomes producer of ABC News documentaries. Mr. Westin was with CBS News for almost 20 years before joining PBL in 1967.

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

new 18-week Black Heritage series on CBS-owned WCBS-TV New York. NAACP executive director Roy Wilkins claimed that series is not "a history of Afro-Americans," [program's subtitle], "but an interpretation of history from a single point of view: the contemporary left-of-center black militant minority view, literally garnished with the thrust for a new apartheid."

Series, produced by WCBS-TV and Columbia University, started last Monday (Jan. 6).

NAB's choice

National Association of Broadcasters has landed man who may be nation's best known ham radio operator for opening-day luncheon speaker at Broadcast Engineering Conference during NAB Washington convention in March. He is new junior senator from Arizona, Barry Goldwater, GOP presidential candidate in 1964.

Syndicated shows set

Winters/Rosen Productions, Hollywood, will produce and syndicate four TV series-three strips and one weekly variety hour. In deal announced Friday (Jan. 10), broadcast division of Chris Craft Industries Inc. has signed for all shows.

Programs are Barbara McNair Show, weekly variety hour: Zsa Zsa Gabor Show, guest-interview strip: Juvenile Court, half-hour strip and Slim Scene, daily exercise show.

Winters/Rosen Distribution Corp. will handle syndication sales. Chris Craft stations are KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis.

Three named to commerce

Senate steering committee named three Democratic members to vacancies on Senate Commerce Committee Friday (Jan. 10), subject to approval by Democratic Caucus, which is expected.

New on commerce panel will be Senators Daniel K. Inouye (Hawaii), William B. Spong Jr. (Va.) and Joseph D. Tydings, (Md.).
Rarely has a single musical artist dominated a field so overwhelmingly as BUCK OWENS.

For five straight years BUCK OWENS has been voted America's No. 1 Country Music artist, receiving every award that his field has to offer.

Every one of his twenty records for the past six years has made the No. 1 position on the music charts.

His “Buckaroos” have also been voted the No. 1 Country Music group in the U.S.A. four years in a row by the Country Music Association at their Nashville Awards Ceremony.

Now “BUCK OWENS TV RANCH SHOW” is available — 78 tuneful, COLOR, half-hour, tape programs! Celebrity guests augment the series and it programs beautifully as part of a Monday-Friday strip or a Saturday-Sunday block. “Buck” gets top ratings and continuous renewals from such stations as Ft. Worth (KTVT); Houston (KHTV); Phoenix (KPHO); Oklahoma City (WKY); Nashville (WSIX). Important new sales are in San Francisco (KEMO); Syracuse (WHEN); Spokane (KXLY); Los Angeles (KCOP); and San Diego (the KCST group), plus 21 additional stations.

Tie up this saleable “audience-pleaser” exclusively for your market.

WINTERS ROSEN DISTRIBUTION CORP.,
9110 Sunset Boulevard,
Los Angeles, Cal. 90069, (213) 274-5872

CONTACT: JERRY WEISFELDT.
Executive V.P., In Charge of Sales.
It's easy to sell sellers on color

SELL YOUR CAR SELLER.

SELL YOUR HOME SELLER.

SELL YOUR FASHION SELLER.

SELL YOUR BEVERAGE SELLER.

SELL YOUR MEAL SELLER.
There's a retail color explosion going off right now in hundreds of markets. Loan companies, Dairies, Department stores, Car dealers. They're all producing color spots. And for a good reason; they move the merchandise.

You undoubtedly know how many color sets there are in your market. You've certainly seen some of the research about the reach and recall-ability of color vs monochrome spots. Well, now's the time to start cashing in locally on color.

Our VR-1200B videotape recorder is the easiest and most flexible way to get on the highband wagon. Built for highband color from the ground up, the VR-1200B lets you get into color commercial production immediately, then add performance options as you grow. And you can choose the configuration most suited to your needs with overhead monitor or "sidecar" console.

We've gathered some interesting case histories that show how color has helped local retailers. We think you will find their experiences most helpful in selling your local retailers on color. If you'd like a packet, drop a line to Sell the Sellers at our world headquarters, 401 Broadway, Redwood City, Calif. 94063.

with a VR-1200B.
TIMEPOWER

USE IT...
FOR ANOTHER PRACTICAL EXCHANGE OF LOCAL STATION TELEVISION SUCCESS IN
- PROGRAMMING  - NEWS
- PRODUCTION  - PROMOTION
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LOS ANGELES
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Station or firm ______________________________________
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Advance Registration Fees
( ) Voting Member $40 Are you bringing
( ) Non-member $60 your wife?

Please send membership information ( )

Are you bringing your wife?
Yes ( ) No ( )

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AREA CODE (717) 393-4321
A calendar of important meetings and events in the field of communications

**January**

Jan. 15—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 the community's grade B contours. If one CATV in the area has already been authorized to carry that signal.

Jan. 22—New deadline for comments on FCC's proposed rulemaking that would require common carriers filling 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. Previous deadline was Dec. 30.

Jan. 31—Annual winter meeting National Association of Broadcasters board of directors. Americana hotel, San Juan, P. R.


Jan. 27—Eleventh annual KMVT(TV) television public service awards dinner. Speaker: Julian Goodman, president, NBC. Omaha.

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

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


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

Feb. 3—New deadline for reply comments on FCC's proposed rulemaking on future use of 806-960 mc band. In which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 4—Annual meeting of Walt Disney Productions, Disney studios, Burbank, Calif.


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


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


Feb. 7—Twenty-first annual radio-television seminar, Northwest Broadcast News Association, School of Journalism, University of Minnesota, Minneapolis.

Feb. 8—First annual convention, Georgia Cable Television Association. Demsey hotel, Macon.

Feb. 9—New deadline for 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.


Feb. 12—Sixth annual convention, National Association of Television Program Executives. Workshop sessions emphasizing network-local station relationship; "man of the year" award, and awards presentation for program excellence. Century Plaza hotel, Los Angeles.


Feb. 17—Inside advertising/marketing week sponsored by Advertising Club of New York, College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.


**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 station. Previous deadline was Jan. 9.


March 13—Spring meeting of New York State Association of Broadcasters. Thruway motor Inn, Albany.


March 13—Meeting of National Federa-
A word for radio power  
EDITOR: A radio thought for 1969: Why not radio power?  
Everyone talks power, but the great majority of the nation's radio stations are floating alone, surviving alone, standing alone.  
TV has swept the major agencies with its "sweet smell of success"; but radio finds itself a power without a power base, a song without a dancer.  
The cost of TV, national and local, has priced some regional advertisers out of the market. And since no one seems to create a radio song, some of this advertising money drifts away.  
Someone ought to remember the medium that started this communications business, doing the jobs that are not profitable enough for TV, broadcasting the specialty shows, with no national image. And, filling its logs with the public service major media "just doesn't have the time for."  
In the beginning, there was the word; radio needs a spokesman who remembers.—John McAdam, owner-manager, KLBS-AM-FM Los Banos, Calif.

Reading on the Hill  
EDITOR: BROADCASTING is being sent to me with the compliments of the Maryland-District of Columbia-Delaware Broadcasters Association. I look forward to reading your fine magazine with great interest.—Senator J. Caleb Boggs (R-Del.), Washington.

When, why and weather  
EDITOR: Too many broadcasters, in both radio and television, fail to sound the "h" in words that begin with the letters "wh."  
They say wen, ware, and why, instead of when, where and why.  
Also, weather broadcasters should not say that the temperature will be warmer or that it will be colder. They should say that the temperature will be higher, or it will be lower, because temperature is a measure of the degree of heat or cold that prevails. It is not an article such as your ear which can be warmer or colder.—Charley Stookey (retired broadcaster), Palm Beach, Fla.
One-of-a-kind antenna system takes unique skills

You couldn't ask for a more complex TV antenna system than this one-of-a-kind installation—with five RCA antennas on-air from twin masts on John Hancock Center in Chicago next fall. Only the Empire State antenna system by RCA paralleled it in technological involvement.

The John Hancock Center has: Two UHF Polygons, A VHF Zee Panel. A VHF Superturnstile, A VHF Butterfly. Each one is designed to handle maximum authorized ERP. All five can radiate maximum power with minimum inter-reaction. And that's not all: There are provisions in the system for future expansion to a total of 10 antennas!

Did you know that almost all multiple antenna installations in the business were RCA-engineered—planned—tested—built—and installed? And that the basic principles of multiple array antenna operation were first evolved at RCA's Gibbsboro Center—world's best equipped and most advanced Antenna Engineering facility. Or that Gibbsboro maintains the industry's largest and most complete computerized store of reference data. RCA's experience and intelligence are readily adaptable to solutions of every kind of antenna problem.

Your antenna is your bridge to business. Call your RCA Broadcast Representative when you begin to think about that installation. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

RCA Broadcast Equipment

Owner/Developer:
John Hancock
Mutual Life
Insurance Company
People must listen to get the message

The advertisers who pay the bills couldn't care less whether radio is supposed to be a hot medium and TV cool or vice versa. But they do know that it's all just a lot of very expensive hot air or stone-cold, dead air unless their sales message gets into their consumers' heads.

And right here there seems to be a failure to communicate: people by the millions turned off, tuned out and just plain don't listen to most of the boring, dull commercials that clutter up the air.

How do you get your word to listen to your message? It's really so simple that maybe I should try to pretend it's a big secret and talk in mumbo jumbo about psychic needs and ego satisfactions. But I won't.

In the interest of a world with a few fewer lousy commercials, I will reveal the secret of how our agency grew from $0 to $1.5 million in billing in five years without our company president marrying a client.

The secret: We talk to people in our commercials and our ads as we talk to our friends. People who have some intelligence, humor and common sense. Not geniuses. Not slob. Just nice people. Like us.

(Sure, everyone says his commercials do this. But if everybody does, who produces those god-awful things, that make us ashamed of being associated with advertising?)

Let me show you what I mean by a couple of examples of current stuff from an agency I know and love—Warren, Muller and Dolobowsky.

How do you talk to motorists if you're an independent marketer in three Midwestern states? If you're faced with competition by little companies like Shell, Mobil, Sohio, Gulf and Texaco offering gasoline, trading stamps, repairs and national credit cards on every corner in your marketing area?

One of our newest accounts, Bonded Oil Co., came to us with this swell problem:

How do you make people aware of Bonded? How can you convince anyone that Bonded gas is as good as the others? And that Bonded is a nice company to do business with? Obviously, the campaign had to be a blockbuster. A "me too" pitch just wouldn't do.

We used the age-old testimonial technique—but with a twist. A complete spoof.

First we ran 10 different, 10-second TV "testimonials": "Before I changed to Bonded," says Tina Louise, "I was a fullback for the Cleveland Browns." "Before I changed to Bonded," says Wilt Chamberlain, "I was four foot two." A surgeon says he used to be called "Fumblefingers." A Prince On A White Horse says he used to be a frog.

A Miss Universe candidate says she used to be a "12-year-old boy." All spots ended with the line: "See what Bonded gasoline can do for you."

It was followed by 30-second versions with the same characters, in character, talking about the savings, mileage ingredient and detergent in Bonded. Always with the line: "See what Bonded gasoline can do for you."

What did Bonded's campaign do for them? Their station attendants are wildly enthusiastic, ordering and reordering the buttons, bumper stickers and postcards which tie into this campaign. Bonded has achieved a fantastic awareness in their area, with commercials being played back word for word. Gallonage figures, while secret, are happy ones.

People had never been talked to in this human, relaxed, humorous way by a gasoline company. They responded.

Who, of all the people in the world, would you pick to be the spokesman for a chain of discount stores? Two years ago, Bradlees, a division of Stop & Shop, the New England supermarket operation, came to us. With discount operations growing at 10 times the population rate, how could one chain with basically the same merchandise and prices stand out? They asked us to "make them famous."

To help do it, we selected the world's best known (and best loved) penny pitcher. A guy called Jack Benny. We used him in a series of Bradlees commercials on radio in New England and New Jersey areas. Up to this time, Jack had never, in his 39 years, done a commercial for anyone not sponsoring his national radio or TV programs. Jack worked with us for two reasons. Because the commercials we wrote were in the character he'd spent a lifetime developing. And for the money.

A year and a half later, Texaco's advertising agency had this same idea and spent millions on a radio and TV campaign featuring Jack Benny.

Our client was rightly concerned whether his investment was down the drain and wondered whether everybody wouldn't associate Jack Benny with this big oil company.

We suggested that he find out. They surveyed their areas and discovered that about 65% of the people asked associated Jack Benny with Bradlees. If the message—what you say and how you say it—is so important, how does it get so distorted so often?

Two types of people are responsible, the client types and agency types. People who are only interested in numbers, not people. Those who think advertising in some kind of numbers game or film flam.

But when clients who are professional in their business work together with agency pros, the advertising profession can get pretty close to an art.

And the message comes through loud, and clear and convincing.

Lawrence J. Muller is vice president and general manager of the five-year old New York advertising agency, Warren, Muller, Dolobowsky Inc. Mr. Muller's career includes association as vice president, creative director of Sudler & Hennessey; creative group head of McCann Erickson, and copywriter at Grey Advertising. As Mr. Muller puts it: he's worked on just about every kind of product and never been satisfied with the quality of commercials.
Meet Paul between the covers!

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

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

AVCO BROADCASTING CORPORATION

TELEVISION: WLWT Cincinnati / WLWD Dayton / WLWC Columbus
WLWI Indianapolis / WOAI-TV San Antonio / RADIO: WLW Cincinnati
WOAI San Antonio / WWDC Washington, D.C. / KYA & KOIT San Francisco
Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D.C. / Represented by QMI.
Nearly 1200 hours of locally produced news and informational programming were aired by WBAL-TV during 1968.

Our "community involvement" was evidenced in such programs as a 22-part "Black American in History" series, medical specials answering questions about arthritis, heart disease and cancer, and our highly acclaimed two-and-a-half hour "Gubernatorial Forum" in prime time—applauded by legislative experts for awakening Marylanders' interest in the selection of Governor Agnew's successor.

Among other highlights, WBAL-TV News, Maryland's largest broadcast news organization, dispatched a team to film exclusive, local interest reports at the Republican and Democratic National Conventions. Our live remote coverage during April's civil disturbances was credited with "breaking the communications barrier" between law enforcement officers and the public.

All in all, 1968 was a memorable year.

For 1969: our renewed pledge of responsible and responsive broadcasting by WBAL-TV.
Radio bursts through billion level

Outpacing other media in rate of gain in '68, it makes its biggest spurt since advent of TV

Radio rode the crest of advertising's 1968 comeback to its biggest annual sales gain since television emerged, the biggest rate of increase of all the major media in 1968 and the first billion-dollar year in radio history.

Figures to support those claims were made public last week by the Radio Advertising Bureau.

RAB President Miles David put radio's billings for the year at $1,074,000,000, up 12% from 1967 levels, and supplied a breakdown that indicated still other records had been achieved:

- Spot radio billings passed $300 million for the first time, reaching an estimated $327,303,100 for a 12% gain over 1967.
- Local radio billings, which had never reached $600 million before, sailed well past that landmark and approached $700 million, ending at approximately $690,999,780 for the year, up 13% from 1967.
- Network radio, though setting no record, held approximately even with its 1967 performance on billings of about $55,697,120, including program as well as time sales.

The estimated 12% rise in total radio sales was the highest since 1947—also a 12% increase year—when television was just beginning to emerge. The FCC had not then begun to collect television revenue data. When it did so the following year, it put the TV industry total at $8.7 million, or about 2% of radio's total the same year.

Radio enjoyed a 11.4% gain in time sales in 1948, according to FCC figures, but from then until 1966 its annual increase rates were marked in single numbers—and sometimes in fractions of single numbers, and on two occasions in minutes—as the force of television competition became evident.

Although radio's rate of increase slowed, the upward movement continued in all the intervening years except 1954 (down 5.4%) and 1961 (down 0.9%), with the result that RAB's estimate of $1,074,000,000 for 1968 is almost triple radio's total sales in the last 12% increase year 21 years earlier.

In 1966 radio returned to a two-number increase rate with a gain of 10.2%, but in 1967 an advertising slowdown hit all major media and radio's growth was cut about 4%, according to RAB estimates. (The FCC's complete radio financial report for 1967 has not been issued.)

RAB's estimate of 12% radio sales growth in 1968 is higher than that reported for any other major medium. Television's increase has been estimated at about 9% (Broadcasting, Jan. 6), while the gain for newspapers has been put at 5%, for magazines 3% and for outdoor 10%.

Mr. David attributed radio's 1968 rise to a number of factors, importantly including the continued surge in radio spending by department stores, retail chains and discount houses.

Radio's progress in this area has been "dramatic," he said, citing figures to indicate that Sears, Roebuck—a bellwether retail advertiser—increased its radio commitments 69.5% between the first half of 1966 and the first half of 1968, while Montgomery-Ward boosted its radio spending 173% in the same period.

A survey conducted for RAB in 43 major markets by Radio Expenditures Reports, Larchmont, N. Y., found retail advertising generally in the first half of 1968 totaled $7.57 million or 206% more than in the same period of 1966, according to preliminary tabulations of the findings.

From these figures RAB authorities projected that retail spending for the period in the top-300 retail markets may have reached $29 million to $30 million for all of 1968, a gain of $19 million to $20 million over 1966.

Sears was found to have increased its radio investments from $359,000 to about $2.856 million in the survey markets, which officials said might indicate a Sears investment of around $11.1 million in the top-300 retail markets in 1968 as against an estimated $1.4 million in 1966.

Montgomery-Ward's 173% increase was said to have brought it to $547,000 in the survey markets, projected to $2.1 million in the 300 markets for 1968.

Similar figures for other advertisers, RAB authorities said, must await compilation of further details from the study.

"Research breakthroughs" were cited by RAB as figuring prominently in the 1968 advances. During the past year, Mr. David said, the buying and selling
of radio have moved into "a more scientific, more simplified era" as a result of several developments.

Among these he cited the All-Radio Methodology Study (ARMS) underwritten a few years ago by RAB and the National Association of Broadcasters, the Radio's All-Dimension Audience Research (KADAR) project initiated in 1968 with expressed hope for sponsored by all four radio networks, and a "radio planner" developed for RAB, based on a computer run of 10,000 schedules, to show the reach and frequency that a given radio plan will attain.

Mr. David said the RAB planner, unveiled last spring, has become "a basic planning tool" that has contributed to radio's growth both by helping buyers plan more efficient campaigns and by simply demonstrating that radio's reach and frequency are as big as they have been claimed to be.

Along with more sophisticated buying and selling tools, Mr. David cited a growing "media-mix philosophy" among agencies and advertisers and their recognition that radio belongs in that mix. He also felt that today's radio sales managers and salesmen are "more professional" than in the past and that the "total sales effort" of all segments is expanding and improving.

He said that RAB itself is about 40% bigger now than it was three years ago. Among RAB projects is "Operation 5200," in which RAB executives sold face-to-face to an average of 100 advertisers and agency decision makers a week throughout 1968.

A growing creativity in radio commercials also has helped make advertisers and agencies more aware of the selling power of radio" and contributed significantly to the year's gain, Mr. David asserted.

A BROADCASTING sampling of leading radio station reps meanwhile found much to support RAB's 1968 estimates, its assessment of factors contributing to the increase and its confidence that, barring problems in such imponderables as the general economy, 1969 will be another good radio year.

Some typical rep comments follow:

One of the top radio-station representatives reported a business rise of 20% in 1968 and expressed hope for a further 10% increase in 1969. His business going into this year "is slightly better for the first quarter" though there were reports of some markets being "spotty."

The swelled radio business in 1968 was explained by the rep as having had several contributing factors: "Radio had a reasonable growth in 1965; a sensational, banner year in 1966, but a drop-off in 1967 as advertisers tightened their budgets along with tobacco-advertiser withdrawals. Last year had to look like a terrific year but when compared to 1966 is representative of what is a natural curve upward."

This representative also noted that local business in radio appeared to be in a period of sound growth, helped in large part by retail business—"department stores are recognizing the value of radio"—and by increasing auto-dealer buying.

On the national level, the rep's spokesmen credited also such factors as RAB's "good job in selling radio" and an improved acceptance of American Research Bureau ratings." ARB's figures, they said, have helped buyers better understand radio's audiences. Still another factor—though of lesser importance—"influencing buying decisions in radio is the "continued rise in TV costs and the contrasting economy of radio in reach and frequency."

The radio vice president of a large representative firm characterized 1968 as "a record year," with over-all volume rising by about 40% over 1967. He explained, however, that a good part of the increase could be accounted for by an expanded station list, some in major markets.

He attributed the solid gains of 1968 to expanded budgets by traditional users of radio and to increased activity by companies that in recent years have used the medium sparingly, particularly Colgate-Palmolive and Bristol-Myers. Though January 1969 is less active than January 1968, he reported, the word from advertising agencies is that there will be a burst of activity within the next few weeks. The company's projections for 1969 as a whole are that it promises to be "a very good year."

A rep with a short list of stations in major markets predicted an excellent year, but noted that the character of the individual stations influences business greatly. The ratings of this particular rep's stations happen to be rising.

In 1968, some of the stations did poorly and some did well, so the rep's over-all business increased less than 10% over 1967. Business this January is slower picking up than in 1968, but prospects for the year are good.

The rep said feedback from the stations shows that much more interest is being shown by local retailers in radio advertising, mainly by department stores and chains such as Sears, Roebuck.

From the view of another major rep whose business is exclusively in radio, the upward movement will continue but will be tied to the economy. The rep's own business was up "better than 10%" in 1968 and is currently holding at that percentage—"the first half of '69 looks as good."

Despite the encouraging assessment of current business, the president of this rep company predicted a drop in percentage rate for 1969: "Maybe 3% or 4% increase over 1968 because of the state of the general economy." He said present indicators of increased and continued government restraints on the economy will affect radio's upward swing.

Local radio business is "exceptional," he said, on the basis of client stations' informal reports. "Local will continue to accelerate this year at a rate far greater than is true of national business."

The vice president and director of radio sales for another large firm called 1968 "a record year" with sales rising about 12% over 1967. More substantial gains were made in large markets, though virtually all showed increases, he said.

He believed the improved general economy was a factor as well as recognition by some advertisers that radio could be employed economically and effectively in an over-all media mix. He was heartened particularly by added spending last year by Colgate-Palmolive.

He noted that business is slow at this time of the year, but pointed out this duplicated the winter of 1968 and said indications are that orders will perk up by mid-February. He was confident that 1969 will be "a good year," but said he preferred to be cautious in making projections. Represented stations report to him that local business is proceeding at a satisfactory pace, he added.

The president of a major radio-representative firm reported that sales in 1968 were at an all-time high. Business in the top-20 markets was up 15% over last year; in the 21st to 40th, up about 10% and below that, up about 5%.

He credited the spot-radio upsurge to improved rating information made available directly to advertisers, particularly data supplied by the American Research Bureau, and to more extensive use of radio by advertisers in combination with television and other media. He noted that in past years, some of the money spent on spot radio was for "promotional purposes," but more and more, funds now are assigned a direct selling role in the media plan.

Among accounts that boosted their spending at stations his company represents, he said, were General Foods, Colgate-Palmolive and Bristol-Myers. He indicated that R. J. Reynolds, among the cigarette companies, had spent considerably more money than the rep company had projected in its early estimates in 1968.

The sales pattern for about the past five years has been a slow December and January, he observed. But he expects the pace to accelerate in late January and continue throughout 1969. Local advertising seems to be doing "quite well," he pointed out, helped by the increase in retail advertising.
Sears buys TV, radio and magazines

Controlled experiments push 1968 sales to over $8 billion, says president

Sears, Roebuck & Co., in 1969 will triple the money going into "controlled experiments" in the effective use of all major media, including TV and radio, it was disclosed last week by Arthur M. Wood, president.

Dollar figures spent in advertising, however, were not revealed, even though from industry sources such as Television Bureau of Advertising it previously was disclosed that Sears has already become a dominant factor in local TV station revenues in many markets (Broadcasting, Nov. 25, 1968).

Mr. Wood, speaking to the Retail Analysts Society of New York last Wednesday, indicated the controlled experiments have proven effective in every case. He reported sales for Sears in 1968 hit the $8.2 billion mark.

Noting that the current issue of Fortune Magazine points out that Sears' gross sales are about equal to 1% of gross national product, Mr. Wood said that "with a trillion dollar economy in prospect, the company is devoting a great deal of time and effort to keeping up with a fast-growing and changing market. This has placed greater emphasis on product development."

One of the changes in approach "that is visible," he said, "is the increased use of television, radio and magazine advertising." For years Sears relied on newspapers and catalogues, he noted, and these media have been very effective.

"For the last two and a half years our senior merchants have been conducting controlled experiments in the effective use of all media to advertise a wide range of products," Mr. Wood explained, and the experiments have included newspapers, radio, TV and magazines.

"Specific case studies have been developed and executed on such diverse products as premium auto tires and batteries, seamless stretch nylon hosiery and static-free tricot slips for women," he said. "Significant market penetration and market development has been the result," he said, adding, "in no instance have we failed to provide a highly satisfactory return on our advertising investment."

Mr. Wood said "the new developments do not detract from the historical importance of newspapers—quite the contrary. New emphasis will be added in many areas."

In 1969 expenditures "for this new approach will be approximately three times the sums spent in 1968," Mr. Wood said, explaining, "the cost of these national programs has been absorbed by restructuring promotional efforts to maintain the company's closely controlled advertising ratios."

Most lines of Sears will ultimately benefit from the increased application of the program. Mr. Wood said, with those lines in the lowest market penetration target getting the most.

"Significantly," Mr. Wood said, "most products in the case studies have been sold at regular price at full mark-up, somewhat contrary to our historical practice."

Network ad revenues rise 3½% in 1968

Network television advertising revenues for 1968 came to $1,548,102,800, up 3.5% over 1967's figures, Broadcast Advertisers Reports Inc. estimated last week.

CBS-TV was the leader with an estimated share of $580,205,700 (37.5% of the total), but NBC-TV made the biggest gain over 1967—up 9.8% to $549,501,900 (35.5% of the total). ABC-TV took in $418,395,200 (27% of the total). CBS's share, as compared with 1967, decreased 0.23%, while ABC's gained 1.7%.

Meanwhile, advertiser investments for December 1968 totaled $161,236,600, a 6.8% increase over December 1967, according to Leading National Advertiser preliminary figures released by the Television Bureau of Advertising last week.

A 13.3% increase in night-time network television was offset somewhat by a 3.8% decline in daytime. The entire decrease took place in weekday daytime periods (—12.4%) while weekday daytime advanced (+5.1%).

LNA's full-year report is expected later this month. TVB estimated a year-end total of $1,550,000,000, up 3.3% over 1967.

NH&S loses Drackett products

The Drackett Co., Cincinnati, a Bristol-Myers subsidiary, confirmed last week that Nutrament and Get Up and Go products are being transferred out of Needham, Harper & Steers. No new agency has been named. The Nutrament account bills an estimated $1.5 million.

AFL finale sold out

NBC-TV last week completed its list of sponsors for the American Football League's All-Star game Sunday, Jan. 19 (2 p.m. NYT). Participating are Chrysler Corp. (through Young & Rubicam), RCA (J. Walter Thompson), Phillips Petroleum Co. (J. Walter Thompson), Trans World Airlines (Wells, Rich, Greene), Gillette (BBDO), Joseph Schlitz Brewing Co. (Leo Burnett), American Tobacco Co. (BBDO), Colgate-Palmolive Co. (Ted Bates), Miles Laboratories (Jack Tinker & Partners) and Travelers Insurance Co. (Young & Rubicam).

Agency merger beat goes on

Ted Bates acquires motion-picture specialist, $13.3 million billings

Ted Bates & Co. announced last week its merger with Diener Hauser Greenthal Co., an agency serving the motion-picture field. The merger became effective Jan. 1.

Diener Hauser brings with it billings of an estimated $2 million in TV and $750,000 in radio. The agency will contribute a total of $13.3 million in billings to Bates, which now claims total billings in excess of $330 million.

Archibald McG. Foster, president of Ted Bates, said that the purchase of Diener Hauser is part of Bates's continuing plan to acquire and develop subsidiaries in the advertising/marketing field, particularly companies with their own special areas of expertise. Two-and-a-half-years ago, Bates acquired AC&R Advertising Inc., New York, and more recently, Richter & Macky-Bates, Los Angeles.

Diener Hauser, with offices in New York and Los Angeles, has a total of 30 clients, including Avco Embassy Pictures, Cinema V-Rugoff Theatres, Guild Enterprises, National General Corp., RKO-Stanley Warner Theatres, Sigma III Corp., 20th Century-Fox, United Artists Corp. and the Walter Read Organization Inc.

Herbert S. Hauser is chairman, and David E. Diener, president, of the new subsidiary. Both will become senior stockholders in the Bates agency and will continue to operate Diener Hauser.

New department-store ads

A new series of four 55-second color TV commercials is being offered department stores and TV stations by Burdon Advertising Inc., Peoria, Ill. Films are geared to department stores' usual promotion efforts—white sale, back-to-school, storewide clearance and Christmas. Films have a music background but no audio, permitting voice announcements as needed. Commercials are $100 each or $350 for the group of four.
Spot TV's '68 totals keep climbing

TVB reports third quarter of last year 18.2% ahead of '67; auto buying leads the way

Investment by national and regional advertisers in spot television in the third quarter of 1968 rose to $291,653,000 from $268,692,000 in the same period of 1967, according to the Television Bureau of Advertising.

In its announcement today (Jan. 13) notched that in the third quarter of 1968, 367 stations reported billings, as compared to 393 reporting stations in the third quarter of 1967. A comparison of billing from 344 stations reporting during the third quarter of both 1968 and 1967 showed an increase of 18.2% in spot-TV spending. The figures were compiled by Leading National Advertisers/Rorabaugh.

Automotive advertiser buying showed the largest percentage growth by category, increasing by 57.4% over the third quarter of 1967 to $16,248,100. The nighttime segment of spot TV registered the largest dollar increase, up $32.5 million over the 1967 quarter. The early evening segment showed the largest percentage gain, increasing 37.3%.

Top 100 national and regional spot television advertisers

Third quarter 1968

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<tr>
<th></th>
<th>ABC</th>
<th>Cum.</th>
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<th>CBS</th>
<th>Cum.</th>
<th></th>
<th>NBC</th>
<th>Cum.</th>
<th></th>
<th>Total</th>
<th>minutes</th>
<th>Total</th>
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<td></td>
<td>Week ended Dec. 29</td>
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<td>Week ended Dec. 29</td>
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<td>minutes</td>
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<td>dollars</td>
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<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>$7.3</td>
<td>$278.7</td>
<td>$166.5</td>
<td>$5,572.4</td>
<td>$289.6</td>
<td>$17,301.5</td>
<td>$97</td>
<td>$463.4</td>
<td>4,207</td>
<td>$23,152.6</td>
<td></td>
<td></td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,267.9</td>
<td>64,069.2</td>
<td>2,414.6</td>
<td>143,789.9</td>
<td>1,977.8</td>
<td>115,068.7</td>
<td>701</td>
<td>5,660.3</td>
<td>46,340</td>
<td>322,927.8</td>
<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>1,055.5</td>
<td>55,857.6</td>
<td>1,714.6</td>
<td>67,091.5</td>
<td>1,157.9</td>
<td>34,993.8</td>
<td>265</td>
<td>5,398.0</td>
<td>13,497</td>
<td>157,942.9</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>585.8</td>
<td>19,314.6</td>
<td>800.8</td>
<td>31,144.0</td>
<td>682.6</td>
<td>31,657.1</td>
<td>101</td>
<td>2,069.2</td>
<td>4,796</td>
<td>82,115.7</td>
<td></td>
<td></td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>106.2</td>
<td>5,704.0</td>
<td>302.3</td>
<td>12,030.7</td>
<td>55.0</td>
<td>9,605.7</td>
<td>15</td>
<td>463.5</td>
<td>1,060</td>
<td>27,340.4</td>
<td></td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>4,767.7</td>
<td>252,845.6</td>
<td>6,969.5</td>
<td>310,618.3</td>
<td>6,332.4</td>
<td>313,644.0</td>
<td>419</td>
<td>18,089.6</td>
<td>22,840</td>
<td>877,107.9</td>
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</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>320.1</td>
<td>18,262.0</td>
<td>73.4</td>
<td>6,654.5</td>
<td>664.3</td>
<td>23,756.0</td>
<td>98</td>
<td>1,057.8</td>
<td>4,155</td>
<td>48,672.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$8,120.5</td>
<td>$416,331.7</td>
<td>$13,901.7</td>
<td>$576,901.3</td>
<td>$11,199.6</td>
<td>$566,026.8</td>
<td>1,696</td>
<td>$33,181.8</td>
<td>96,285</td>
<td>51,539,259.8</td>
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Admiral changes mind, comes back to television

Admiral Corp., Chicago, which about a year-and-a-half ago dropped out of television advertising because of dissatisfaction over the quality of programs, now makes its use of the medium this week with a heavy schedule to run for about two months on NBC-TV.

Admiral dropped out of television in the summer of 1967 because Ross D. Siragusa, its board chairman, considered NBC programming to be "lackluster." In 1968 Admiral put about $4 million entirely in print media instead.

This year Admiral boosts its total advertising budget to about $8 million and is in the first quarter is using 14 prime-time shows on NBC-TV. Agency is Campbell-Ewald Co., Detroit.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Dec. 29, 1968 (net time and talent charges in thousands of dollars)
One thing that grows faster than the Atlanta market: WSB's share of it.

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it.

We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

WSB Radio

Atlanta/AM 750/FM 98.5
NBC Affiliate/Petry & Co. Inc.

*Pulse studies, 1963-1967. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
FTC flunks student exam  
Nader recruits want reforms of agency and TV ad practices  

"Nader's Raiders," a team of students mobilized by consumer-crusader Ralph Nader last summer to probe the Federal Trade Commission, staked out a whole new area of deceptive advertising last week. In their report on the FTC, Mr. Nader's team suggested that the commission "should begin to consider whether sophisticated motivational-research advertising may violate the FTC Act."

The report is not the sort that the FTC would be likely to turn to for advice. The agency, it's charged, displays inordinate "devotion to public-relations activity, secrecy and collusion" while a backlog of unresolved consumer-protection cases, mostly trivial, await action. Personnel is "the core of the problem," the report says, calling for immediate reforms at the top. FTC Chairman Paul Rand Dixon's "chief and perhaps only contribution to the commission's improvement would be to resign from the agency," the probes conclude.

Chairman Dixon called the report a "smear."

Sections of the report focus on television advertising of analgesics, ciga-rettes and deodorants. The report suggests that the broadcast media are "uniquely" suited for advertisements that appeal "to strongly irrational forces in the human personality." Governmental "intervention" may be needed to "protect rational consumer choices," it is concluded. "Public importance" should be the primary criterion for the investigation of deceptive advertising, the great bulk of which is in TV and radio, the report says.

Another section takes aim at the FTC's program of monitoring broadcast commercials. The commission's typical monitoring operation, the report contends, is haphazard and occa-sional. One monitoring session "consisted of several matrons watching the set and was discontinued because they paid too much attention to the programs (mostly soap operas) and would leave for snacks, etc. during commercials," the report said. As a corrective to inadequate monitoring, the report recommended commercial "pre-screening by expert engineers. doctors and other professionals."

In an eight-page rebuttal to the report's charges, Chairman Dixon branded the investigators as "young zealots" with a "self-granted license to criticize a respected governmental agency through smear techniques."

Congressional reaction (which the report was designed to stimulate, according to Mr. Nader during a Public Broadcast Laboratory appearance on Jan. 5) varied from guarded interest to snide off-the-record asides. A staff member on the Senate Commerce Committee said the report could not be ignored and would probably point the way toward some sort of hearings on the agency and its mission.

Such a development, it was noted, would square with evolving plans for the committee to emphasize its "oversight" function during the 91st Congress, examining a number of federal agencies.

Consumers' benefactor bids Washington farewell  

Betty Furness, television's gift to the federal bureaucracy, is leaving her post as special assistant to the President for consumer affairs with a sense of accomplishment, but with a feeling she may have no successor.

Basing her comment on President-elect Richard Nixon's campaign speeches, she said: "He seems to take a dim view of the job" of special assistant for consumer affairs; "he might abolish it.

She feels that Mr. Nixon regards consumer protection as a function that should be the responsibility of various government agencies. But if that were the case, she feels, the importance now given to consumer protection would decline.

The Nixon headquarters had no comment on Miss Furness's assessment of the President-elect's plans for her post.

Miss Furness, who has already submitted her resignation, feels that much has been accomplished in the field of consumer protection in the 19 months she has been in office. She referred to the "great deal" of consumer-protection legislation enacted at the request of President Johnson.

But what she considers of overriding importance is that the "consumer realizes that under President Johnson the federal government cared about his problems."

The White House announcement in March 1967 that Miss Furness was being named to succeed Esther Peterson, assistant secretary of labor, in the White House consumer-protection post, caused eyebrows to rise in Washington as well as on Madison Avenue.

She had long been regarded as a potent TV saleswoman, particularly as a result of her 11-year association with Westinghouse. But she appeared to have no credentials as a protector of consumers.

However, she is now regarded as having developed into an able, tough-minded advocate for the consumer—a role in which she has been more aided than hampered by the glamour of her association with television.

Mrs. Furness has no plans for the future other than to "fuss over my family." That consists of husband Leslie Midgley, an executive producer for CBS News in New York, whom she married shortly before being appointed to her government post, and four children and four grandchildren.

But she still has a strong attraction for television. "If I can find the right way to do it, I'd like to get back into it," she said.

U.S. palates to try Aussie gourmet series  

Young & Rubicam Inc., New York, on behalf of Hunt-Wesson Foods, American Can Co., and John H. Breck Inc., has obtained U. S. TV rights to the first 65 half-hour color episodes of The Galloping Gourmet, cooking and entertainment series, which will be carried on six major-market TV stations in the U. S., starting on Jan. 27.

The programs, which are produced by Fremantle International, New York, have been bought as a weekday presentation by WCBS-TV New York, WNEC-TV Boston, WXYZ-TV Detroit, KGO-TV San Francisco, KABC-TV Los Angeles and WEWS(TV) Cleveland. The series features Graham Kerr, an international cooking expert from Australia.

Tape/16 debuts under Teletronics banner  

Teletronics Corp., New York, which was formed in 1968 to produce videotape commercials and programs, has established a new subsidiary that will produce on 16mm film and release in tape.  

George K. Gould, Teletronics president, said the new subsidiary will be called Tape/16 and will supply "a quality service in which highly professional but less-than-extreme produc-tion values can do the required job."

Ted Okon, who has been a commercial producer at his own company and with several advertising agencies, will head up the new operation.
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Title/Position: [ ] [ ] [ ] [ ]

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036
New agency gears to U.S. Spanish market

Formation of Conill Advertising Associates Inc., New York, as an advertising agency specializing in the Spanish market in the U.S. has been announced by its president, Rafael M. Conill. Mr. Conill formerly was president of Mestre, Conill, a leading agency in Havana.

He has been a vice president and account executive for the past six and a half years with LPE-Robert Otto Inc., New York, an international advertising agency. Conill Advertising is located at 800 Second Avenue, New York 10017. (212) 661-6588.

Business briefly:


Mutual of Omaha Insurance Co., through Bozell & Jacobs, both Omaha, has purchased sponsorship in the Bob Considine show on NBC Radio's Monitor. The 52-week schedule includes four shows per week. Other NBC Radio buys include Abbott Laboratories, through Tatham-Laird & Kudner, Chicago, in News-on-the-Hour and Monitor and the Association of American Railroads, through Geyer Oswald, New York, in various programs.

Foundation for Commercial Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, will sponsor a rebroadcast of the Fred Astaire Show on NBC-TV Sunday, Feb. 9 (10-11 p.m. EST). The foundation also sponsored the original telecast Feb. 7, 1968.

State Farm Mutual Insurance Co.'s, Bloomington, Ill., through Needham, Harper & Steers, Chicago, will co-sponsor CBS Radio's Drees on Sports in 1969 for the third consecutive year. The company this year will also co-sponsor CBS Radio's It's Sports Time with Phil Rizzuto.

Miller Brewing Co., through Mathisons and Associates Inc., both Milwaukee, and the Johnson Motors Division of Outboard Marine Corp., Waukegan, Ill., through Baker/Johnston and Dickinson, Milwaukee, will sponsor Fisherman's World on CBS-TV Feb. 15, 5-6 p.m. EST.

F. & M. Shaefer Brewing Co., Brooklyn, N. Y., for the second year is using radio-TV spots for its talent hunt, aimed at uncovering musical talent. The 10 best entries will be selected to record the Shaefer beer jingle as part of the company's summer radio advertising campaign. Agency is BBDO, New York.

Bristol-Myers Co., through Young & Rubicam, both New York, has purchased schedules on ABC Radio's Entertainment and Information networks for No-Doz. Flights will run Feb. 10-March 10, May 12-Sept. 7 and Nov. 10-Dec. 4.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has purchased half of daytime serial, Hidden Faces, on NBC-TV, Monday-Friday, 1:30-2 p.m. EST. The other 15 minutes in the show has been sold to participating advertisers.

Rep appointments:

- Ktre-tv Lufkin, Tex.: Avery Knode, New York. To be sold in combination with KLTV(TV) Tyler, Tex.
- KYAC Seattle: Greener, Hiken, Sears, New York.

Lunar visits theme set for Eveready spots

For its Eveready batteries, Union Carbide Corp., New York, will be featured on "Man on the Moon" spots starting Jan. 20.

Running through mid-April, the futuristic campaign will be concentrated in prime-time on the three major networks.

Agency for the account is McDavid, Richmond & Rudd Inc., New York.

Agency appointments:

- Whitehall Laboratories, division of American Home Products Corp., New York, has appointed Spade and Archer, New York, for Sniffles 'n Fever reliever, a new cold tablet for children. Spot TV is being used in test marketing.
- Incentive division of the Sperry and Hutchinson Co., New York, has named Sullivan, Stauffer, Colwell & Bayles New York. SSC&B has also been the agency for S&H green stamps.
- AC&R Advertising Inc., New York, a division of Ted Bates & Co., has been appointed to handle Wasa Ry-King Inc., the newly formed American subsidiary of Wasabrood ab. Filipstad, Sweden, a bread manufacturer. Broadcast advertising is being considered in selected markets.
- Kurtz Kambanis Symon, New York, has been appointed for Berlitz Schools of Languages, New York. The agency is currently working on a campaign which will include some broadcast.
- National Association of Blue Shield Plans, Chicago, names Earle Ludgin & Co., Chicago, effective March 1, dropping Buchen Advertising there. Blue Shield buys both radio-TV on local basis.
- Needham, Harper & Steers, Chicago, has been assigned the Chicago Daily News editorial and circulation promotion account. Billings are estimated at $1 million.
- Shulton Inc., New York, has named Norman, Craig & Kummel, New York, for Old Spice toiletries. Shulton estimates 1968 advertising expenditures at "$3 million and up," with over half in TV. Wesley Advertising had the account for over 20 years.

Also in advertising:

Production shop - French TV director Jacques Lemoine and Fred Foster Jr., with Wydle Films, New York, have formed TVA Group Inc. The new production company is located at 4 East 46th Street, New York 10017.


Agency move - Lewis & Gilman Inc., Philadelphia, is moving into new and expanded office facilities at 1700 Market Street. The agency, which billed $11.9 million in 1967, expects actual billings during 1968 to total $14 million.

New office - WGN Continental Sales Co., representing WGN-TV Chicago, KWGN-TV Denver and KDAL-TV Duluth, Minn., has added its second West Coast office at 44 Montgomery Street, San Francisco, with Roz Troskey as manager. Calvin Copsey, vice president and head of the firm's Los Angeles office, will divide time there and in San Francisco.
In

"YOUR DAILY HOROSCOPE"

every sign has a color—ours is GREEN.

GREEN—for the dollars "Your Daily Horoscope" is putting into stations pockets.
GREEN—for the envy your competitors will feel when you program "Your Daily Horoscope" opposite them.
GREEN—for all systems go—with modern, today programming.

So successful in New York that WNEW has now decided to call its movie, in which YOUR DAILY HOROSCOPE is inserted, Fortune Movies, and repeat again later in the day.

It has tripled their ratings in this time slot. It's bound to be a huge success no matter how you use it. No wonder our favorite color has become green. Everything comes up green with "Your Daily Horoscope" starring Norma French.

260 Five-minute episodes IN COLOR with 2 built-in commercial openings.

"Your Daily Horoscope"
already sold in the following markets:

WNEW Metromedia
New York
WLWD AVCO
Dayton, Ohio

KTSM—El Paso, Tex.
WBBH—Ft. Myers, Fla.
KELO—Sioux Falls, Iowa
WDAY—Fargo, N.D.
WBLG—Lexington, Ky.
WTVN—Columbus, Ohio
WSUN—Tampa
St. Petersburg, Fla.

KARD—Wichita, Kans.
WEHT—Evansville, Ind.
WBRZ—Baton Rouge, La.
KBAK—Bakersfield, N.Y.
WKRG—Mobile, Ala.
WREX—Rockford, Ill.
KFDM—Beaumont, Tex.

Produced on tape in color at the Metromedia Stations by Official Films

For screening prints contact AL LANKEN, OFFICIAL FILMS 445 Park Avenue, N.Y., N.Y. 10022 • PL 9-8900
CATV issue is a worrisome thing

Prime topic at NAB board meeting, it promises to share current spotlight on Hill problems

Sunny Puerto Rico extends her sultry charms to the board members of the National Association of Broadcasters this week. But so do the FCC’s proposed CATV regulations, present and portentous rumblings on Capitol Hill, personal product advertising, and a host of other knotty problems that have bedeviled broadcasters most of 1968, and are certain to be no less subservient to board examination Jan. 13-17 at the Americana Hotel in San Juan.

If the discussion involving the commission’s cable rates at the NAB Future of Television Committee last week is any barometer of definitive thinking, it’s going to be a long four days.

The committee was to have formalized recommendations to present to the board for use as an association position on cable matters before the commission. But, as acknowledged by some staff and committee members, there appeared to be some confusion as to what had been decided.

Discussion is said to have centered principally around what the commission has termed “retransmission rights.” When the commission adopted its CATV rules last month (BROADCASTING, Dec. 16, 1968), it said that it would consider waivers of its existing rule against importation of distant signals into the top-100 TV markets—if the CATV applicants had obtained retransmission rights of the program to be carried from the distant stations.

The committee, at the least, is understood to want a clarification of that term from the commission. In the meantime it has tentatively adopted a position that the complete responsibility of copyright permission rests with the cable operator. Since broadcasters cannot give copyright clearance on feature films, syndicated shows, and other copyrighted material, it is felt the commission should place the burden of proving that copyright permission was received on the cable system requesting the waiver. Such proof, it is said, could be demonstrated in the periodic or annual reports the CATV may be required to file under the new rules. On a related copyright issue, it is reported that the committee reaffirmed a traditional NAB view that every broadcast signal is entitled to carriage on a CATV within its grade B contour without payment of a copyright fee.

On other points the committee is understood to have recommended opposing the commission’s proposed ban on cross-ownership of TV stations and CATV systems within the station’s grade B contour, and limitations on the multiple ownership of CATV systems. There was some feeling, however, that the commission could make a case for barring broadcast ownership in the same market from originating programs on his CATV system.

The committee is said to have supported reasonable technical standards being imposed on CATV’s in order to keep them abreast of current electronic developments. And it is understood the committee generally agreed that the commission-proposed 35-mile-zone formula, which controls whether or not and under what conditions a CATV may import distant signals, was a suitable substitute for the previous grade A determination. But it was also felt that a range of from 35 to 45 miles would be a better calculation.

Attending the committee meeting were John F. Dille Jr., Comunicana Group of Indiana, chairman; Richard Shafto, Cosmos Broadcasting Corp.; Columbia, S. C.; Dwight Martin, WUST-TV New Orleans; William Grove, KFBC-TV Cheyenne, Wyo., and Willard Walbridge, KTRK-TV Houston.

It was anticipated by the staff that the CATV rules would prove to be a tough issue. and accordingly, an extra half-day was added to the Tuesday session (Jan. 14) for joint TV-radio board discussion. The TV board will thrash it out Wednesday; the radio board, Thursday, and some position will be reached, hopefully, Friday, at the closing joint-board meeting.

In addition to the multidimensional CATV problems the board will be confronted by a wide range of problems—Congress and personal products, pay TV and ETV, music licensing and public relations, satellites and radio-dispatched diaper services, as land-mobile remains a spectrum threat that shows no signs of diminishing (see page 36).

Briefings by Paul Comstock, NAB
The General Electric guide to explaining your unfair advantages over competition
Part 1: antennas
Face it. Eventually, at a club or charity meeting, you’ll run into a fellow broadcaster and he’s going to want to know some things. Like why your market coverage is better. Why you get sharper picture detail. And better color. And a higher profit. All the unfair advantages a General Electric antenna can give you.

To keep your unfair advantage, it’s important to know how to handle these questions. Three examples should get you on the right track.

**QUESTION:** Did you have to do a lot of figuring to get that coverage pattern?

**ANSWER:** “We made the standard calculations.” Understatement is important. No need to tell him about the GE computers that figure the vertical and horizontal radiation patterns. Don’t bother to mention the sharp GE engineers that work with you and the computer, either.

**QUESTION:** Did you do very much antenna testing?

**ANSWER:** “Just the standard test you’d expect.” Being a little devious like this doesn’t hurt. GE’s standard tests go a couple of steps further than the rest of the industry’s. The natural “free space” test site at Cazenovia, N.Y. is unmatched for checking patterns and giving predictable performance. And GE can pretest to an alternate pattern, then adjust helical and zigzag antennas after installation—something your competition (and ours) has never heard of.

**QUESTION:** You were pretty lucky last winter, weren’t you?

**ANSWER:** “Pretty much so.” Modesty helps here. You don’t have to tell him how GE antennas are designed to stand up in all kinds of weather. Just let him guess why GE antennas are on Mt. Wilson and the Empire State Building—transmitting to the country’s two major markets where missing a minute of air time would be disastrous.

In fact, don’t overtalk at all. You don’t have to remind him that GE was the first to develop a high-gain TV transmitting antenna. First with helical and zigzag VHF and UHF installations. The industry leader in super-power.

If he doesn’t know, don’t tell him.

If by some chance you don’t know, someone may be taking unfair advantage of you. Today, ask your General Electric Broadcast Sales Representative for a copy of the GE antenna story, “The High and Mighty.” Or ask us. It could give you the unfair advantage you’re looking for.

General Electric Company,
Visual Communication Products Department, Electronics Park, Syracuse, New York 13201.
government-affairs vice president, will put prime focus on the 91st Congress, which promises to be an unruly body taking up antibroadcasting stances where the 90th Congress left off, with most of the congressmen and a good number of the senators angry about violence in the media and concerned about the high cost of broadcast campaigning, and most of the Democrats still concerned or outraged about the Chicago convention coverage.

The TV board's consideration of a change in the television code to permit certain categories of personal-product advertising follows a twice-considered action by the TV code review board. The parent board will consider the code board's latest revisions, hammered out in a December meeting (BROADCASTING, Dec. 9, 1968) as well as review an experimental relaxation of the personal-products ban since last September (BROADCASTING, Sept. 23, 1968).

The relaxation permitted commercials for feminine deodorant sprays and powders only, subject to TV board review this week. The relaxation followed TV board tabling of a proposal by the code board last year that would have permitted the advertising of feminine deodorant and hemorrhoidal products.

CATV argument dates delayed to Feb. 3-4

The FCC has set Feb. 3-4 as the date for oral presentations on the major overhauls it has proposed of its CATV rules.

The commission, in issuing its proposed rules last month (BROADCASTING, Dec. 16, 1968), said it would hear oral arguments on two sections of rulemaking notice—one dealing with CATV program origination, technical standards and reporting requirements; the other, with importation of distant signals.

The commission had expected to hear oral presentations in late January, but last week it said "the possible complexities of working out the time arrangements" caused it to choose early February for presentations.

The commission expects requests for time at the two-day proceeding will be requested by not only CATV, broadcaster and common carrier interests but also by film producers, copyright owners, city and state franchising and regulatory entities "and the public, with whose interest we are basically concerned."

Parties interested in appearing are asked to notify the commission this week. Then the commission will allocate blocks of time to major interests and specify the composition of the various groups.

Deadline for written comments on the proposed rules is now set for March 3. Reply comments are due by April 3.

Florida outlets get interim operators

FCC approves applicants for TV stations in Orlando and Jacksonville

The FCC has authorized the competing applicants for Orlando channel 9 and Jacksonville channel 12, both Florida, to operate those facilities until decisions on permanent grants are reached.

The commission's order, issued last week, was in compliance with a decision of the U.S. Court of Appeals for the District of Columbia that rejected an earlier commission plan for interim operation. That one would have permitted the existing licensees—Mid-Florida Television Corp. (WFTV-TV Orlando) and Florida Georgia Television Co. (WFGA-TV Jacksonville)—to continue operating on the channels.

The only court-offered alternative to permitting the competing applicants to operate the channels on an interim basis was to take the present stations off the air. The court last month rejected a commission suggestion that applications for interim authority be invited from parties not seeking permanent grants.

In the only controversial aspect of the cases ("Closed Circuits," Jan. 6), the commission turned down proposals by the existing licensees that profits from the interim operations be turned over to educational or charitable groups.

Three commissioners—Chairman Rosel H. Hyde, Nicholas Johnson and H. Rex Lee—dissented on that point. They issued a statement saying they "would have favored a condition that would allocate profits in a reasonable manner to local educational broadcasters." Com- missions H. John Payne, Marvin A. Cox provided the saving vote, but by simply "concurring in the result" he avoided endorsing the commission position.

The commission, in its orders in the two cases, said its aim is to permit continued operation of the stations in a manner that will not prejudice any of the parties. And the conditions proposed by the operators, it said, are not necessary to achieve that end.

The two hearing cases are among the relics of the ex parte scandals that rocked the commission more than 10 years ago. Mid-Florida and Florida-Georgia won the original grants for their respective channels, but charges of ex-parte activities on the part of other applicants in their hearings resulted in a continuing series of court cases and contested interim grants.

In the Orlando case, the commission granted the application of Consolidated Nine Inc., composed of four applicants for the permanent grant, for interim operation. And on the other, it approved the applications for interim authority filed by Florida-Georgia's three competitors in the channel 12 proceeding—Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co.

But all of the parties in each of the proceedings are to be permitted to participate in the interim operations.

Mid-Florida and Florida-Georgia have said they would lease the facilities of their stations to the interim operators. Accordingly, the commission said the interim operators will be able to begin operating the stations as soon as they can take control.

However, the commission directed the new interim operators to submit for approval the terms of the agreements under which they will operate the stations, and the terms of the agreements under which the parties in the comparative hearings will participate in the interim operations.

The four applicants that constituted Consolidated Nine are Orange Nine Inc., Central Nine Corp., Florida Heartland Television Inc. and TV-9 Inc. A fifth applicant, that filed a competing interim application, is Comint Corp.

Basic Communications would extend holdings

Basic Communications Corp. plans further station acquisitions and TV-film production if the firm's proposed merger with another broadcast group, a newspaper and a printing company is approved. The new firm also intends to expand in the amusement, entertainment and education fields. A spokesman for the firm said Basic could "consider as many as six additional TV's and 24 radio stations (AM's)."

This broad plan for future operations, once the merger proposal is approved by FCC and a public offering made after necessary approval of the Securities and Exchange Commission, was presented in New York last week by Emil Mogul, former advertising agency executive and a principal in Basic Communications.

The merger, announced last month (BROADCASTING, Dec. 30, 1968), involves group broadcaster Basic Communications Inc. (Mr. Mogul and associates, and whose stations are WTVV-AM-FM Wheeling, W. Va.; WIGO Atlanta and WYDE Birmingham, Ala.); West Michigan Telecasters Inc. (WZWM-FM-TV Grand Rapids. headed by William C. Dempsey); the weekly Birmingham (Mich.) Eccentric and Averill Press, Detroit commercial printing firm, both headed by Henry M. Hogan Jr.

Mr. Mogul reports the properties involved are valued at $18 million.
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REPRESENTING KVOO-TV
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KARD-TV
KANSAS STATE NETWORK
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KPTV-PORTLAND, OREGON
KTNT-TV-SEATTLE-TACOMA
WTCN-MINNEAPOLIS
Dingell downgrades the FCC

New bills would dismantle commission, transfer spectrum power to Commerce

Representative John D. Dingell (D-Mich.) is expected to introduce legislation this week that would either abolish the FCC—transferring its functions to two new commissions, a new legislative branch authority and the Department of Transportation—or vest with the secretary of commerce all the FCC's frequency-assignment duties. At the very least, one of three Dingell bills planned would authorize the secretary of commerce to conduct a $1-million study of frequency assignments.

Plans for submission of the bills follow the release of a report of the Small Business Subcommittee on Regulatory Agencies, of which Mr. Dingell is chairman, on land-mobile spectrum needs. The report recommends that the FCC "press forward with all possible vigor" toward land-mobile frequency relief and suggests that failure of the commission to act quickly will result in subcommittee hearings.

It was understood that although certain provisions in the three bills seem to be mutually exclusive, they are to be offered by Mr. Dingell to provide a basis for committee discussion and to have legislation officially before the Commerce Committee, to which they will be referred.

The proposal to abolish the FCC is similar to a plan put forth by FCC Commissioner Robert Bartley last year (BROADCASTING, May 27, 1968). The Dingell bill, as does the Bartley plan, provides for two independent agencies—a common-carrier commission and a federal broadcast commission—with frequency assignment duties placed in a third body, a telecommunications authority under the legislative branch. FCC operations in safety and special radio services would be transferred to the Secretary of Transportation.

The two independent agencies would be composed of five commissioners each, appointed by the President with the advice and consent of the Senate, to serve (after an initial start-up period) for 15-year terms, with no full-term member to be reappointed and with a chairman elected by the commissioners. The frequency-allocating authority would be headed by a presidential-appointed administrator, also for a 15-year term.

The Boulder Laboratory, a radio-propagation research facility in Colorado, would be transferred from the Department of Commerce to the telecommunications authority. Presumably the new authority would continue to share allocations authority, as does the FCC presently, with the Office of Telecommunications Management in the White House, (which manages the federal government's use of radio frequencies).

A second Dingell bill would simply transfer all frequency-assignment functions from the FCC to the secretary of commerce.

A third bill would direct the secretary of commerce "to conduct a comprehensive study and investigation of the assignment of frequencies for radio and television communications for the purpose of formulating an assignment system to achieve the maximum use of the frequencies for such communications." The bill would authorize a $1-million funding for the purpose.

The report of Mr. Dingell's Small Business Subcommittee sums up a year's work on spectrum needs for land-mobile users and finds voice channels congested and "a substantial amount of UHF-frequency spectrum which, although it is allocated to television, is presently unused for television and would remain unused under the facts as they now exist even if the lowest seven UHF channels were completely allocated to land-mobile radio use."

In the report's recommendations the FCC is urged, in the commission's pending land-mobile docket, to examine the seven-lowest UHF channels, whether or not they are presently assigned to television licensees. Even the channels presently in use, the report says, should be examined "in determining the relief to be granted." In the meantime the report urges the FCC not to permit the filing of any new applications in the seven-lowest UHF channels during the pendency of its land-mobile docket.

The subcommittee held two days of panel-discussion hearings in Washington, at which broadcast representatives appeared (BROADCASTING, Feb. 26, 1968), and conducted further hearings in Los Angeles, Detroit and Chicago, focusing on testimony of police and safety services regarding radio-communications overheads during civil disturbances in those areas. Broadcasters did not participate in those later hearings. (Ward Quaal, president of Western Continental Broadcasting Corp., Chicago, however, filed written testimony for incorporation in the Chicago hearing record.)

There were undercurrents of dissatisfaction in broadcasting circles in Washington with the body of the report, which, in excerpting testimony of the hearings, summarized the subcommittee's findings. One passage, in par-
Small shipments are the heart of our business.

We've got more going for you, with service to over 25,000 cities and towns every day. Can we drop something off for you? It's there in hours and costs you less when you ship by GPX.

For Example

<table>
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<tr>
<th>Route</th>
<th>Buses Daily</th>
<th>Running Time</th>
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<th>30 lbs</th>
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Other low rates up to 100 pounds. Lot shipments, too. For complete information call Greyhound, or write Greyhound Package Express, Dept. B.A., 10 South Riverside Plaza, Chicago, Illinois 60606.
How Hoving aims to shake things up
He and his committee dig in for long campaign to force sterner regulation, 'better' programs

An ambitious plan to reshape broadcasting and broadcast regulation was announced last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting.

The committee's purpose, as described by Mr. Hoving at a news conference in New York, was to put "a stop to the broadcast-government liaison that in the name of free enterprise has exploited audiences ... and enriched a relative handful of their peers in direct proportion to how little they serve the public interest." Appearing with Mr. Hoving at the conference were members of the committee's board of trustees.

First order of committee business is the launching of a five-year $5-million funding campaign to enable the committee to carry out its other plans. The committee currently operates with $225,000 a year from the Carnegie Corp. and the Ford, Danforth, Kellogg and Sloan Foundations. These foundations and others will be approached, but the committee expects to obtain most of its support through private individuals and businesses.

Mr. Hoving cited six programs already started or to be undertaken immediately:

- The purchase of stock in ABC, CBS and RCA, parent of NBC—"A minimum of three shares each." The committee intends to exercise its voting and discussion rights, and hopes the corporations will be responsive to the committee members as stockholders.
- A meeting with the FCC in Washington March 12. "We ... want to hear from those public servants themselves," Mr. Hoving reported, "why and how it is that licenses of stations around the country appear to receive rubber-stamp renewals when many stations probably should be ineligible for renewal, except and unless the letter of the law is intolerably stretched."
- Cooperation with the National Commission on Causes and Prevention of Violence. The committee sent a report of its goals to the commission, asked to collaborate on present studies on the effect of mass media, and indicated a willingness to undertake future such studies.
- Preparation of a study on long-range financing for public broadcasting. The committee has hired Dr. Dick Netzer of New York University to make the study and outline possible economic alternatives.
- Preparation of a position paper on cable television. Mr. Hoving commented: "One of the foremost questions will be whether the FCC really should regulate that burgeoning industry if it indeed is incapable of regulating properly what is already supposed to be under its regulation."
- Preparation of a report on network broadcasting's coverage of the presidential political campaign. This study of "woefully inadequate informational coverage of both the issues and the candidates" will be released publicly and sent to "appropriate congressional committees."

These specific goals are the first steps toward the committee's long-range objective of insuring that broadcasters serve "the public interest, convenience and necessity."

Dr. Charles Siepmann, professor emeritus of communications at New York University and a committee trustee, who also was principal architect of the FCC's "Blue Book" on programming in the mid-1940's, defined public interest in terms of programming, "the essence of broadcasting."

The viewer, he noted, needs relaxation and light entertainment, expansion of horizons of knowledge and awareness, exposure to experience in depth, information as a responsible voter in a democracy, and practical information for "the daily round of getting and spending."

Dr. Siepmann offered his own formula for a balance in these areas of programming. "I would load it heavily with entertainment," he said, "at least 50%." The other 50% he would divide among the remaining four categories.

Neither Mr. Hoving nor Dr. Siepmann gave commercial broadcasters credit for their "public service" programs. Mr. Hoving labeled their efforts "propaganda," and Dr. Siepmann called their definition of public interest "essentially silly."

Actor-producer Robert Montgomery, another trustee, said that broadcasters were obligated to operate in the public interest because air space limited the number of people who could be heard. Television does not have the same constitutional guarantees that newspapers have, he declared.

Mr. Montgomery also called for strong support of public television, offering his own opinion on financing—a 3.5% tax on commercial broadcasting's sale of time and programming. Mr.
Hoving said the committee would consider this proposal among others in its long-range study on public television financing.

A third trustee, critic Marya Mannes, added her own recommendation to a list approved by the committee. She cited a great need for better television criticism: "Critics should be trained to search and demand as well as search and destroy."

The committee's list included the usual recommendations for better programming, as well as explorations into: a licensing system for networks, joint ownership of broadcasting facilities and newspapers in the same locale, broadcast ownership of unrelated services or products, revised procedures for FCC appointments, encouragement of CATV and other technological developments aiding program diversity, local hearings on license renewals and increased congressional appropriations for "sufficient staffing of the FCC to enable careful appraisal of broadcast license service."

Earle K. Moore, recently appointed counsel to the committee, said in answer to a question that the committee is considering the possibility of monitoring stations, examining renewal applications, "perhaps on a random basis," and in cases of what the committee considers extreme abuse of public interest, opposing renewal of licenses.

Mr. Moore is no stranger to that sort of thing. He represented the United Church of Christ in attacking the license renewal of WLB(T)V Jackson, Miss., on grounds of racial prejudice, and his clients also include John F. Banzhaf III, who is seeking to block license renewals of a number of stations on grounds that they have carried too few antismoking messages.

Mr. Hoving indicated any such approach would be on a selective basis. "The cost of legally challenging even one station license is phenomenal," he said.

Of the 25 trustees, 18 attended the meeting, and Mr. Hoving read telegrammed regrets from two others. The committee is composed of 165 men and women established in the arts, business, law and religion.

"We like television," Mr. Hoving maintained. "That's why we're doing this . . . We are not somebody's neutrally appointed, appropriately apolitical commission, destined only to make one final, solitary report—a swan song—with both commission and report preordained to fade away. die and be ignored . . . As an on-going commission, the committee will be here to see that its reports, positions and recommendations are carried out on behalf of the people whose diversified needs make up public interest."

"We are not a lobby," Mr. Hoving added. "We are a public-opinion generator."

In an unusual move, Mr. Hoving got an on-the-scene rebuttal from two commercial broadcasters at his conference.

Charles Tower, executive vice president of Corinthian stations, who said he was representing principal owner John H. Whitney, reported during the question-and-answer session that Corinthian and many other commercial broadcasters support educational TV, financially and in other ways, and that commercial TV devotes much more of its resources to special-appeal programming than most people realize or give it credit for.

But the best definition of public interest and of balanced programming, he asserted, is determined by "the constant and continuing interplay between broadcasters and viewers—even non-viewers"—rather than by decision of government or a "semi-private organization" such as the Hoving committee.

When Mr. Hoving sought his endorsement of the committee's principles, Mr. Tower said he would endorse "entertainment and information" but not the specification of percentages for any particular type of programming.

Later, James C. Richdale Jr., president of Corinthian stations, challenged Mr. Hoving's assertion that he liked television, said the idea of a tax on broadcasters' gross was "meaningless" and expressed reservations about the committee's ideas on CATV because "I doubt if anyone up there [board of trustees] knows anything about CATV."

The next day Roy Danish, director of the Television Information Office, which Mr. Hoving had characterized as "one of the broadcasting industry's chief propaganda arms," issued a statement saying that the committee "could be more effective if it recognized that the public interest must include consideration of what interests the public," and that the addition of a TV broadcaster to the committee's board "might bring more realism to the group's thinking."

"Television is the most researched mass medium in the country," Mr. Danish said. "Every day research is conducted by independent organizations using reliable statistical methods to learn what the public wants. And while ratings are not the only criterion broadcasters use, the television industry is directly responsive to the wishes of the many publics it serves. The fact is, the mass audiences that television has attracted with its entertainment programs have stayed to watch and appreciate more cultural and informational fare."

"Mr. Hoving's notion that the FCC works in secret and mysterious ways to give unfair support to the television industry is sheer nonsense."

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Westin to leave PBL for ABC News post

Public Broadcast Laboratory's executive director will not be back next year. And there is some doubt that PBL itself will return for another season.

Av Westin, executive director of the Ford Foundation-sponsored programming project since its inception in 1967, has signed a contract with ABC News as executive producer of ABC Evening News with Frank Reynolds. He will continue at PBL, beyond his February contract expiration date until March 15, when most of the programs should be completed. Mr. Westin succeeds Sid Darion, who will become a producer of ABC News documentaries.

Prior to joining PBL, Mr. Westin spent almost 20 years with CBS, where he developed and supervised CBS Morning News and CBS Reports programs, and became executive producer of the special-events and election units.

Although praised highly by John White, president of PBL's supervising organization, National Educational Television, and Fred Friendly, television adviser to the Ford Foundation, Mr. Westin withstood two years of both internal and external criticism at PBL. The culmination of internal squabbles last year between the operating staff headed by Mr. Westin and an advisory board was a reorganization, which eliminated the advisory board (Broadcasting, June 24, 1968). This year the problems seem to be external—the critics have not received PBL programs too favorably, and, in Mr. Westin's words, the first nine or 10 programs are critical to renewal of the Ford Foundation grant.

PBL officials expect a decision from Ford about the same time Mr. Westin leaves. Authorities feel that the foundation will not completely drop Sunday programming, but may insist on altering either structure or programming content.

‘Television Quarterly’ gets new editor, home

Dr. David Manning White, professor of the journalism division of the School of Public Communication at Boston University, has been named editor of Television Quarterly, journal of the National Academy of Television Arts and Sciences.

Home base of the Quarterly is also being moved to Boston University from Syracuse University, where Dr. A. William Blum has been its editor. The change, which became effective Jan. 1, were announced last week by Lawrence Laurent, radio-TV editor of The Washington Post, and Hubbell Robinson, programming executive and producer,
who are respectively chairman and co-chairman of the editorial board.

The new editor, in addition to being a prominent teacher and author, has a background as editor, reporter and television commentator. The Quarterly, founded eight years ago at the initiative of Sydney H. Eiges, NBC vice president for public information, is distributed as a service to the academy's 6,500 members in nine chapter cities in the U.S. and to paid subscribers around the world.

McGannon heads new WFC unit

He will also assume responsibility for MCA if merger goes through

Donald H. McGannon, chairman and president of the Westinghouse Broadcasting Co., was designated last week as president of one of four new "company-like" units established by the Westinghouse Electric Corp.

Mr. McGannon will be responsible for WEC's broadcasting, learning and leisure time unit, which currently embraces the areas for which he has had responsibility but to which will be added MCA Inc., motion picture-TV producer and distributor, if the proposed merger of MCA into Westinghouse Electric is consummated (Broadcasting, Aug. 5, 1968). He will continue as chairman and president of WBC and chairman of the Westinghouse Learning Corp.

The realignment of Westinghouse Electric into four units was announced last Tuesday (Jan. 7) by D. C. Burnham, chairman and chief executive officer, who said the move was made to "prepare for and stimulate the long-range growth" of the corporation.

The three other presidents and their operating units are Robert E. Kirby, industry and defense products; John W. Simpson, power systems, and Charles E. Hammond, consumer products. Each of these men and Mr. McGannon will report to Mr. Burnham, who was president of Westinghouse Electric prior to the restructuring.

"What we have done, in effect," Mr. Burnham said, "is break the office of president in four parts, thus creating four presidents, each of whom assumes responsibility for operating an important segment of the corporation."

Mr. McGannon joined the Westinghouse Broadcasting Co. in January 1955 after serving in top executive capacities with the former Du Mont television network. He was named president of WBC in November 1955. The company owns and operates five TV and seven radio stations; operates Group W Productions, which produces the Mike Douglas Show, the Merv Griffin Show and television specials; Group W Films, which co-produces feature films; Television Advertising Representatives (TVAR) and Radio Advertising Representatives (RAR), national sales organizations, and CATV systems in New York, Georgia and Florida.

Mr. McGannon also is chairman of the Westinghouse Learning Corp., which is conducting research and development of individualized systems to make quality education and training more widely available by applying the latest advances in educational technology. Its president, Dr. Verne S. Atwater, reports to Mr. McGannon.

Congressman protests FCC's cable rules

Representative Samuel S. Stratton (D-N.Y.) has called on the FCC to rescind its "temporary freeze" on cable television operations and applications "until such time as there can be a full and complete hearing" on these regulations.

In a letter to FCC Chairman Rosel Hyde, Representative Stratton stated that if the interim ban on processing further CATV applications or extending CATV areas of service is not rescinded, he intends to initiate legislation that will reverse the FCC decision. The district represented by Congressman Stratton is without a single TV station of its own and relies heavily on CATV.

Representative Stratton said in his letter to Mr. Hyde that "I find it especially objectionable that this action should have been taken by the FCC in the light of the findings of a Presidential Task Force on Telecommunications which have been submitted although not yet published, arriving at exactly the opposite conclusion with regard to this very important industry."

Although the commission's proposed CATV regulations will not go into effect until some time after comments have been filed on them, Representative Stratton noted that the commission had issued certain interim orders applicable to the current processing of CATV applications. The issuing of interim orders he said, "has, as a practical matter, placed a complete and immediate freeze on cable television without any opportunity for any hearings by those most directly concerned or for any consideration by the Congress." He further noted that those orders are "preventing individuals in one area of my district on one side of the street from getting cable television while those on the other side of the street do."

Representative Stratton indicated an intent to introduce legislation to require a full congressional study into the commission's action and to prevent the commission from imposing its interim freeze on CATV pending further congressional action.

Sale of WFLD-TV still indefinite

If Metromedia is able to buy station, merged firm would relinquish Houston CP

The station that Metromedia is negotiating to buy, mentioned in the filings with the FCC two weeks ago in connection with its merger into Transamerica Corp. (Broadcasting, Jan. 6), is independent, WFLD-TV (ch. 32) Chicago.

But, as of last week there was some question whether the transaction would be consummated. There were reports that discussions had ceased and that there were problems involving an agreement with the six groups that have ownership interests in the station.

On the other hand, Metromedia sources confirmed that discussions had been held, but they say no agreement has been reached as of last week.

WFLD-TV, which went on the air in 1966 and is one of two operating commercial UHF stations in Chicago, is 50% owned by Field Communications Corp., affiliated with the Chicago Sun-Times and Daily News. Among the other stockholders are Harry and Elmer Balaban, with 14%; Irwin and H. W. Dubinsky, with 14%; Herbert Scheffel and associates, Harold Froelich and Milton D. Friedland, with varying interests.

The Balabans and the Dubinskys own 47.5% each of WTVO-TV Rockford, Ill. The Balabans and Mr. Scheffel's group also own WICS-TV Springfield, Ill. Mr. Froelich is general manager of WTVO; Mr. Friedland is general manager of WICS.

In the event that Metromedia is successful in buying another UHF station, the company said in its applications for FCC approval of the transfer ownership of the Metromedia stations to Transamerica, the merged company would drop the construction permit it holds, through its United Artists subsidiary, for ch. 20 KUAH-TV Houston. This move would be necessary for the firm to remain within the FCC's ownership limit of seven TV stations.
can be expanded as your station grows.

Gates dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels — six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control — and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.

Gates TV-15 with two TVS-6's added for a total of 27 mixing channels and 108 inputs.
Multi-media holdings under attack

FCC sets hearing on Chicago ‘Tribune's' FM buy, may be edging toward anti-newspaper policy

The FCC, under pressure from the courts, the Justice Department and some of its own members and staff, showed evidence last week of taking an increasingly tough policy position on concentration-of-control-of-media questions, particularly where newspaper ownership is involved.

The most dramatic piece of evidence was an order to designate for hearing the court-remanded application of WGN Continental FM Co., part of the Tribune Co. complex of broadcast and newspaper holdings, to acquire WFMT (FM) Chicago. The hearing will be on the question of concentration of control of media.

But there are signs, also, that the commission is becoming increasingly wary of efforts of newspaper-connected applicants to acquire broadcast properties in markets of all sizes. The commission staff was instructed last week to ask such an applicant for a daytime only AM station in Charlevoix, Mich. (population 2,750) why its application should not be designated for hearing on a concentration-of-control question. The question will be contained in a so-called prehearing letter.

Commission handling of another case last week, involving an application for an AM channel in Middlesboro, Ky., indicates that the trend is not firmly established. The commission is said to have instructed the staff to draft an order granting the application of the Cumberland Gap Broadcasting Co., owner of the only AM station—a daytimer—and the only newspaper for the only FM channel assigned there.

But it is understood that a number of prehearing letters addressed to newspaper-connected applicants are being drafted at the request of the commission.

And as the result of one directive for a hearing order, the staff has asked the commission for a clarification of its policy on the cross-ownership question. The staff wants guidance on whether all applications by the owner of a community’s only newspaper to acquire a station are to be designated for hearing regardless of the number of competing stations. If they are, the staff suggests that a public policy statement to that effect be issued. The commission is expected to consider the request this week.

The commission has become increasingly tightening with grants to applicants already owning one or more broadcast and newspaper properties in the same market. But it had not ordered hearings in cases where an applicant’s only media interests are in newspapers.

The commission is said to have instructed the general counsel’s office, that a hearing was required by the order of the U.S. Court of Appeals remanding the case. The court did not specifically direct that a hearing be held, however, and the commission’s Broadcast Bureau reportedly suggested that the commission affirm its original grant without one.

But the action appears to establish a precedent. And it comes at a time when the Department of Justice’s antitrust division has become increasingly active in seeking to break up or prevent the creation of what it considers concentrations of control of media (see page 43). In its most recent action, the antitrust division petitioned the commission to hold a hearing on the renewal application of Frontier Broadcasting Co.’s KFBC-TV Cheyenne, Wyo., and to grant it only on condition that the station be sold (BROADCASTING, Jan. 6). It is the only television station in the city. Frontier also owns the only daily newspapers in Cheyenne, the city’s only full-time AM outlet and its only CATV system. Frontier also has a construction permit for the city’s second FM station.

Moreover, Commissioners Bartley, Cox and Johnson have repeatedly and forcefully expressed their concern about concentrations-of-control issues. The decision in the WFMT case, plus Justice’s recent actions, can be expected not only to encourage them but provide them with new arguments.

The full commission indicated its concern with the concentration-of-control question when, on a 6-to-0 vote, it issued a notice of proposed rulemaking aimed at barring any owner of a full-time station from acquiring another full-time outlet in the same market. The commission issued the proposal and adopted a policy to implement it on an interim basis on the same day it approved the sale of WFMT from Gale Broadcasting Co. to the owner of WGN-AM-TV Chicago. However, it said it would consider all pending applications under the old rules. (The WFMT assignment application, furthermore, was granted after the Justice Department had looked into the proposed sale and decided to take no action to block it.)

The commission action was appealed by a group of Chicago residents banded together into a Citizens Committee to Save WFMT and a number of individuals. They expressed concern that Chicago would lose the “fine arts” programming offered by WFMT. They also said the sale would lead to a concentration of control of media.

Besides WGN-AM-TV, the Tribune Co., through subsidiaries, owns KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, and a CATV system in Houghton-Hancock.
Justice Dept. activity in broadcast surveyed

A yearend review of Justice Department antitrust activity by Attorney General Ramsey Clark last week cited five interventions by Justice in broadcast matters before the FCC.

Among these was the proposed merger of ABC and International Telephone & Telegraph, which was abandoned by ITT after Justice went to court to challenge the FCC's approval of the merger (BROADCASTING, Jan. 8, 1968).

Also included was a reference to Justice's argument before the commission against approval of the $5.5-million sale of KFDV-TV Beaumont, Tex., to the Beaumont Enterprise and Journal. In that case, Justice cited alleged antitrust questions involved in the sale of one of Beaumont's three TV stations to the city's only newspaper. The sale was subsequently canceled (BROADCASTING, Aug. 12, 1968).

And, in what the attorney general noted was Justice's first suit opposing the merger of TV and newspaper interests, it challenged the acquisition of newspapers by Broadcasting Co., by the Gannett Co., which owns over 30 newspapers in five states and was then licensee of WREX-TV Rockford. Gannett was ordered in a consent judgment to sell either the Rockford newspapers or the station. It elected to sell WREX-TV to Gilmore Broadcasting Co. for $6,850,000—over $3 million more than Gannett paid for it five years ago (BROADCASTING, Dec. 9, 1968).

The commission noted that the Chicago Tribune Co. owns the Chicago Tribune and American and, through interlocking ownership of the McCormick-Patterson families, the New York Daily News and the News's WPIX-FM-TV New York and WICC Bridgeport, Conn. The Tribune Co. also owns the Fort Lauderdale News, Pompano Beach Sun-Sentinel, and Orlando Sentinel-Star, all Florida.

The commission found no merit to the argument that Chicago would lose WFMT's programing of classical and folk music, poetry and concerts. WNQ Continental, it noted, planned no changes in the programing format.

But on the other issue it said that the public interest was advanced by a policy which provides the 'widest possible dissemination of information from diverse and antagonistic sources' and guards against undue concentration of control over communications media.

The commission noted that the court, in remanding the case, held that the proposed rule to bar acquisitions such as that involved in the WFMT case was 'not conclusive since an agency may change its standards prospectively.'

But the court also said that an agency may change its standards "retrospectively" when that better serves the public interest, the commission noted, adding: "Petitioners contend that a grant here would not further the public interest and have sought a hearing to establish their claim." The commission concluded that they "should be afforded that opportunity."

The commission directed that the hearing be expedited, with the examiner certifying the record directly to the commission for action. And WNQ Continental, which has been operating the station since April, will continue to operate it while the hearing is underway.

The commission said there is "no question of the character" of the new owner, since WGN is a long-time licensee "whose qualifications are well known." The former general manager and owner of the station, Bernard Jacobs, the commission said, is disabled by a serious illness and cannot resume active control.

Legislative drums carry well-worn beat

Congress's opening-week flood of bills, as in previous Congresses, overfilled the hopper in the House, backlogged the government printer, and included, like raisins in the mash, an occasional problem or possibility for broadcasters. Following the first-day torrent that included a call for a CATV study and a network-regulation measure (BROADCASTING, Jan. 6), last week's production saw a joint resolution calling for a probe of televised violence and a perennial favorite of broadcasters—a bill to extend broadcast licenses to five years.

In addition, a number of bills were introduced to amend the Cigarette Labeling and Advertising Act following a rash of measures introduced in the 90th Congress to provide for stronger health warnings on cigarette packages and in advertisements. Two cigarette bills, first introduced by the late Senator Robert F. Kennedy, were reintroduced in the House by Representative John E. Moss. (D-Calif.)

The Moss bills would provide a sliding scale of taxes on cigarettes, depending on tar and nicotine content (H.R. 1234) and a stronger health-warning measure (H.R. 1236). In addition, Congressman Moss submitted another bill (H.R. 1237) that would prohibit certain broadcasting of cigarette advertising.

The five-year broadcast license bill (H.R. 713) was submitted by Representative Bob Wilson (R-Calif.),

The joint resolutions directing the FCC to conduct a "comprehensive study and investigation of the effects of the display of violence in television programs," are reintroductions of resolutions submitted the year before by House members. Among the first entries this year are those by Representatives Cornelius E. Gallagher (D-N.J.) (H.R. Res. 36) and William R. Anderson (D-Tenn.) (H.J. Res. 110).

The resolutions would provide for FCC consideration of the connection between the display of violence in television programs and the attitudes of television viewers toward violence; the public policy objectives to be adopted with regard to the display of violence in television programs, and the most effective means for realizing such objectives.

Examiner would grant WCAM sale to McLendon

McLendon Corp. has won a round in its bid to acquire city-owned WCAM Camden, N. J. FCC Hearing Examiner David I. Kraushaar said in an initial decision last week that the proposed assignment of license to McLendon should be approved.

The application, which specified a selling price of $1,350,000, had been set for hearing on the issues of whether
McLendon had engaged in trafficking, and whether its proposed programming is "realistically designed to meet the needs" of Camden or neighboring Philadelphia.

Although the trafficking issue was more complex (McLendon has acquired 25 broadcast facilities over a 22-year period, and presently owns a total of 12), the question of proposed programming assumed primary importance last month when it formed the basis of the FCC's Broadcast Bureau recommended denial of the application (Broadcasting, Dec. 23, 1968).

Examiner Kraushaar, however, favored McLendon on both issues. In the process, the examiner defended both the specific right of broadcasters to make their own programming judgments and the general concept of free-enterprise broadcasting.

He disagreed with the bureau's conclusion that McLendon would aim its programming at the larger Philadelphia market rather than its proposed city of license. McLendon intends to program the station "with the needs, tastes and desires of the public in the Camden, N. J., area principally in mind," the examiner found.

On the trafficking issue Examiner Kraushaar noted that, with a single exception, McLendon operated the stations it sold for more than a year "and in most instances for a considerably longer period." The numerous transactions follow a clear pattern, he claimed, in which the company attempted "to advance [its] concepts of programming and to operate each facility in the public interest," while continuing to move into larger markets. The proposed acquisition of WCAM accords with this pattern, he said.

The examiner concluded that if broadcasters "are to be condemned to perdition as 'traffickers' for publicly and candidly admitting their ambition to serve the larger and better markets, one may also ask whether it is not also the purpose of government to end, once and for all, the 'free enterprise' system under whose aegis the broadcasting industry was cradled and grew."

Lee group buys Racine package

Lee Enterprises, publishers and group broadcasters, has purchased controlling interest in the Journal Times Co., Racine, Wis.; and its radio stations for $4,020,000. The sale of WRJN-AM-FM Racine, is subject to FCC approval. J. Donald and Carol Starbuck McMurray are selling their 536 shares, or 72.8%, to Lee for $7,500 per share.

The Journal-Times Co. publishes the Racine Journal-Times and the Sunday Bulletin. The company also owns 50% of the applicant for a new UHF TV at Racine.

Lee is seeking a waiver of the one-to-a-customer rule, but does not intend to operate WRJN-AM-FM on a prolonged basis. It will dispose of one or both of the stations within one year from the date of the FCC's grant of the sale. Spinning off WRJN-AM-FM would require a waiver of the FCC's three-year holding rule. Lee also intends to withdraw from the UHF TV application if the FCC approves the sale.

Lee owns KGLO-AM-TV Mason City, Iowa; KEYC-AM-TV Mankato, Minn.; WATD-AM-FM Quincy, Ill.; Kloa-TV Hannibal, Mo., and has a construction permit for WMDR Moline, Ill. It also has interests in WKBH and WKB-TV, both La Crosse, Wis., and KFAB-AM-FM Omaha, and is an applicant for a new FM at Billings, Mont.

In addition, Lee owns the La Crosse Tribune and the Madison (Wis.) State Journal and owns six newspapers in Montana, five in Iowa, and newspapers in Illinois, Missouri and Nebraska.

WRJN is full time on 1400 kc with 1 kw day and 250 w night. WRJN-FM is on 100.7 mc with 15 kw.

More delay for pay TV seen in court challenge

The nation's theater owners are taking their fight against pay television to court, as promised. The National Association of Theater Owners and the Joint Committee Against Toll TV, which includes principally theater owners, last week asked the U.S. Court of Appeals for the District of Columbia to review the FCC order establishing a restricted, but nationwide, system of pay television.

The petition had been expected since the commission adopted the pay-TV order—after 17 years of study and delay—on Dec. 13 (Broadcasting, Dec. 16, 1968). The theater owners had been fighting the proposal from the very beginning. And Marcus Cohn, their counsel, had served notice the fight would be taken to the courts (Broadcasting, Dec. 23, 1968).

The action probably means that implementation of the pay-TV rules will be delayed beyond their present June 12 effective date. The commission had set the effective date six months back to allow time for congressional action and court review. But it seems unlikely that the court case could be resolved in that time. Lee also asked Congress—the other potential barrier to a June starting date—or any starting date, for that matter, is yet to be heard.
from. Some members of the House Commerce Committee, whose postpone-
ment appeal the commission ignored in adopting the pay-TV rules, have indicated they would seek congressional action to override the commission’s ac-
tion. The committee has been the prin-
cipal congressional barrier to commis-
sion action on pay television for years.

The theater owners’ petition for judi-
cial review contained no arguments. But Mr. Cohn has said their case would be based principally on three points—that the commission lacks the legal authority to establish a pay-television system, that pay television discriminates against "poor people," and thus de-
prives them of their constitutional guarantee of equal protection of the laws, and that the commission has no basis for making its decision. The the-
ater owners will argue that the results of the Hartford, Conn., pay-TV test, now drawing to a close after seven years, are inadequate for that purpose.

Changing Hands

Announced:
The following station sales were re-
ported last week, subject to FCC ap-
proval:

- **WJN-AM-FM and Journal Times and Sunday Bulletin**, Racine, Wis.: Sold by J. Donald and Carol Starbuck McMurray to Lee Enterprises for $4,020,000 (see page 44).
- **KERV Kerrville, Tex.:** Sold by Albert F. Mason and Clyde Jones to Jack D. Slack, John J. Jacquemin and Ray-
mond O. Johnson for $220,000. Mr. Slack owns 92% of a construction company and Mr. Johnson is secretary-
treasurer of that company. Mr. Jac-
quemin has interest in pipeline coat-
ing contracting business and a pipeline equipment rental company. KERV is full time on 1230 kc with 1 kw day and 250 w night.
- **WFTR Front Royal, Va.:** Sold by Mr. and Mrs. Kenneth Gordon and others to Charles Britt for $200,000. Mr. Britt owns WIRY Plattsburgh and WIRD Lake Placid, both New York, and formerly had interest in WWAY (TV) Wilmington, N. C. WFTR is full time on 1450 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved:
The following transfers of station own-
ership were approved by the FCC last week: (For other FCC activities see “For the Record,” page 70).

- **WMV-FM Millville, N. J.:** Sold by Fred M. Wood, Dorothy H. Carl-
son, Muriel Buglio and Harry J. Daly to William F. Schnaut, Fairleigh S.

Dickinson Jr. and others for $280,000. Mr. Schnaut is consultant to WNJU-TV Linden-Newark, and has interest in WJRE Hackensack, both New Jersey. Mr. Dickinson, state senator from Ber-
gen county, N. J., owns 28% of WNJU-
TV. WMVR is a daytimer on 1440 kc with 1 kw. WMV-FM, on 97.3 mc with 5.2 kw and an antenna height of 195 ft., has a construction permit for 10 kw and an antenna height of 165 ft.

- **WGKV Charleston, W. Va.:** Sold by Edgar Clinton to David E. and Pauline D. Steere and Jeremiah D. Berkey for $250,000. Buyers own WKMI and WSOK-FM, both Kalamazoo, Mich. WGKV is full time on 1490 kc with 1 kw day and 250 w night.
- **KUSB Montrose, Colo.:** Sold by George O. Cory and others to Gerald R. Proctor, Jerry Johnson and others for $209,000. Mr. Proctor owns 50% of applicant for a new AM at Vidor, Tex., and Mr. Johnson is an ophthal-
mologist. KUSB is full time on 580 kc with 5 kw day and 1 kw night.

AMST sets meeting dates

The annual membership meeting of the Association of Maximum Service Tele-
casters has been set for Tuesday morn-
ing, March 25 in Washington. The tech-
nical committee and the board of di-
rectors of AMST will meet on Sunday, March 23, with the technical commit-
tee meeting in the morning and the board in the afternoon. The second board of directors meeting will be held on Tuesday afternoon.

Now-in-business sign set out by Culligan

New group, with broad media umbrella, shopping for radio stations

Culligan Communications Corp., headed by Matthew J. Culligan, has been incor-
porated with an initial capitalization of $1 million and is in the market to acquire radio stations.

Mr. Culligan said last week that CCC would “aggressively seek radio stations—FM’s in the top 12 markets and AM’s in the top 40 markets.” He said the company would “be in all forms of communications,” eventually including TV. Another Culligan com-
pany, Pilgrim Productions, is currently working on a motion-picture version of Robin Moore’s book, “The Devil to Pay,” and may eventually be brought under the CCC umbrella.

Mr. Culligan is a former head of NBC Radio, key executive of the Inter-
public Group of Co’s., head of Curtis

EXCLUSIVE LISTINGS!

**SOUTH CENTRAL**

—Old established daytimer with companion FM in single station market that is growing. Economy excel-

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BROADCASTING, Jan. 13, 1969
The Washington chapter of American Women in Radio and Television scooped the capital social scene by staging a mass reception for new House and Senate members on their first official weekend in Washington. Turn-out for the AWRT's annual function was rated as a record, with notables in attendance from past, present and future administrations ranging from Herbert Klein, communications director for Richard Nixon, to Pearl Mesta, Truman-era hostess with the mostest.

A large cross-section of the new congressional talent, standing, around Faye Gillis Wells, president of the Washington AWRT chapter, includes (1. to r.) freshmen Senators Henry Bellmon (R-Okl.), Thomas Eagleton (D-Mo.), Allen Cranston (D-Calif.), Robert Packwood (R-Ore.), Richard Schweiker (R-Pa.), Edward Gurney (R-Fla.), Bob Dole (R-Kan.) and James Allen (D-Ala.).

Publishing Co. from 1962 to 1965 and president of Mutual from 1966 until mid-1968. When he left Mutual, he announced plans to go into business for himself in a wide range of communications areas including books and newspapers as well as broadcasting and motion pictures (BROADCASTING, Aug. 10, 1968).

With him in CCC are 15 other charter subscribers and together they hold a total of 15 ownership units. One of the units is held by the "Culligan group," consisting of Mr. Culligan, president; James E. Fuchs, who was closely associated with him at NBC, Curtis and Mutual, and Ethel B. Smoak, a vice president of CCC and an assistant to Mr. Culligan for the past 18 years.

The other units are held by a diverse group of business executives, investment bankers, consultants and private investors, who are listed in the incorporation papers as owning one unit each:

Harold W. Fisher, director of Standard Oil of New Jersey; Morgan J. Cramer, president of Royal Crown Cola International and former president of P. Lorillard Co.; Thomas E. Culligan, a director of Culligan Inc. and president of the distributing firm of T. E. Culligan Co. (he is a cousin of the CCC founder-president and son of the founder of Culligan Inc., the water-softener company).

In addition, Peter Townsend of Sterling Grace & Co., investment bankers; Victor Tabaka, management consultant; Denniston Slater, chairman of Fanny Farmer Candy Co., Mrs. Marcus T. Reynolds and Mrs. Hope B. Klenk, private investors, and Dr. John W. Mauchly, computer scientist, of Mauchly Associates.

Also, Jack L. Clark, president and chairman of Four Seasons Nursing Centers of America, a chain nursing home, and Amos Bouse, vice president of the chain, were said to own two units each, and Thomas A. Coffey and Richard Todd of the brokerage and investment banking firms of Shields & Co. and Walston and Co., respectively, were said to own one share between them.

Culligan Communications was incorporated in Delaware and has set up its New York headquarters at 150 East 61st Street, (212) Murray Hill 8-3666.

CATV's may be required to inform local TV's

The FCC has proposed changes in its CATV rules to make clear CATV systems must notify stations in their market of plans to carry new local as well as distant signals. The proposed changes would require the notification for the deletion as well as the addition of signals.

The commission, in a notice of proposed rulemaking last week, said there had been some question as to whether the notification requirements applied to the addition of local television signals on operating systems.

"We have," the commission added, "consistently applied these portions of the (rules) referring to new CATV systems and to CATV systems proposing to extend lines into obviously new geographic areas to all signals to be carried."

The proposed amendment would make it clear that the notification requirements apply to local television signals for all CATV systems, the notice said. It also said that the commission believes it desirable to amend the rules to require that notice be given when a CATV system proposes to delete any signals.

Comments on the proposed rule are due Feb. 17; replies are due Feb. 27.

WTRF-FM-TV plans move to $1-million home

WTRF-FM-TV Wheeling, W. Va., expects to complete installation of equipment and move of personnel into its new $1-million complex in downtown Wheeling. First telecast from the new building at 96 16th Street will take place Feb. 9.

The communications center is constructed on three levels with an underground garage. Main studio will be 2400 square feet equipped with the most modern lighting and production equipment.

Harry Holbert, WTRF-TV art director, has installed a color mosaic mural, containing more than 30,000 pieces of cathedral glass, in the first-floor reception center. The mural and an accompanying tape narration tell the story of a TV production.
Leaseback a shelter from local rules?

Ohio judge says cities can't regulate CATV's with telephone ties

A federal judge has prohibited two Ohio cities from using their CATV ordinances to regulate cable systems that operate with facilities leased from an existing public utility.

Judge Dan J. Young of the U.S. District Court for the Northern District of Ohio ruled that Sandusky and Fremont cannot require CATV's with leaseback arrangements to obtain franchises because "they have chosen to use the services of a distribution system which occupies the streets and is thus already regulated."

The judge said that CATV systems within the cities' jurisdictions are "clearly subject" to such local regulation when they maintain their own distribution systems, since they would then fall under the city's police power to regulate the use of the streets. But when they use existing facilities, the judge said, "the CATV companies ... do not enter into the streets any more than one who uses the telephone to transact business, or communicate with a computer."

The decision is similar to one issued last year by the New York state supreme court, in which it ruled that New York City could not require Comtel Inc., a Bell Television subsidiary, to obtain a franchise, when the CATV firm elected to use telephone company cables (Broadcasting, April 22, 1968). In that case, the city sought a permanent injunction, and was denied. The Ohio case, on the other hand, was initiated by the CATV's involved, and the resultant injunctions are directed to the cities.

The two firms that initiated the Ohio case—Greater Fremont Inc. and Greater Sandusky Inc.—contracted in 1965 with the Ohio Bell Telephone Co. for use of its distribution facilities. Construction of the CATV plant was said to be in violation of cable ordinances, then enacted by the two cities. In a consolidated court case the CATV's sought to have enforcement of the ordinances permanently enjoined.

In his decision, Judge Young considered all possible bases of local regulatory authority and ruled that none of them could properly be invoked in this case. In addition he found that the ordinances would distinguish unfairly between CATV and other "media of entertainment and of communication of news, thought and ideas which utilize the telephone lines to carry their messages. . . ." Judge Young also dismissed as invalid the application to CATV of a city's power over public utilities. One definition of public utility, he noted, might include services which are owned by the city for the benefit and use of the public, whether or not they are "true" public utilities. However, he said, the fact that a city might establish a CATV for the use of its citizens, would not permit it to regulate other CATV's in the area, any more than a city that owned and operated a newspaper could regulate other newspapers in the area.

Ward, Rourke enter race for L.A. mayor's job

A television newsman and a TV producer are among the 21 prospective candidates who have filed of their intentions to run for mayor of Los Angeles. The deadline for the filing was Jan. 6. A primary election for the office is scheduled for April 1.

Baxter Ward, since 1962 news director and news anchorman for KABC-TV Los Angeles, formally announced his candidacy last week. He said he had resigned from all his duties at the station because of FCC regulations concerning equal time for political candidates. He was on his last TV newscast Jan. 3.

Also announcing his candidacy last week was Jack Rourke, head of Jack Rourke Productions, Hollywood. Mr. Rourke is a long-time radio and TV producer on the West Coast, who specializes in staging telethons. He helped produce an election-eve two-hour telethon for President-elect Richard Nixon last year. Mr. Rourke also produced local weekly TV series for Los Angeles Mayor Sam Yorty in 1967 and 1968. Mr. Yorty is expected to run for re-election.
Missing links in the TV chains
Growing problem for the networks: how to keep affiliates from dumping or delaying network shows

Network television continues to grapple with a practice that, like sex in the Victorian era, everyone knows is prevalent, although there is little public discussion of it.

The practice is that of affiliate pre-emption, "covering" and delayed broadcast of network programing.

It is obvious that the covering procedure—an affiliate's substitution of its own programing for live network fare—has become widespread in some areas, such as prime-time movies, where one study of the top-75 markets showed 186 regularly scheduled prime-time local features this fall, compared to 182 last spring (Broadcasting, Dec. 16, 1968).

A study by Broadcasting indicates that the reluctance of stations to grant across-the-board network clearances is not confined to the feature-film phenomenon. It is growing, if with limitations, in other areas and shows promise to continue for a variety of reasons, from changes in program types to greater strength of local stations, both in sales force and in judging the tastes of the local community.

The importance of clearances to the networks is reflected in the fact that it remains one of the unspeakable topics, at least publicly. Two of the networks, NBC and CBS, will not discuss the subject for the record. As one CBS official commented: "You already know there is a problem. It would gain us nothing to air it."

ABC, the network generally acknowledged to have the most difficulty with clearances, is taking strong action to cope with it. Says the manager of one major-market ABC affiliate: "Within the last year and a half, the pressure from the network has tripled. It's almost a cardinal sin if you preempt a show these days."

NBC and CBS have been telling their advertisers and agencies that clearance patterns are better this year than last, which probably is true, since both networks have relatively strong line-ups in both daytime and prime time, with a minimum of new-show juggling, and local movie coverage apparently has neared a peak from its rapid growth that paralleled the network television movie boom.

The motivation for movie coverage obviously is financial. As one network executive noted: "A station operator sees the networks putting on all these movies and thinks: 'Why can't I sell my own picture in prime time locally and make a few more bucks for myself?' But he doesn't want to show his picture against the network movie of one of the other affiliates in his market since he would probably get slaughtered trying to show a syndicated package against a network first-run. With movies seven nights a week now, all he can do is pre-empt one of his own network's movies."

Joseph Giugniuto, vice president, operations, ABC affiliate relations division, acknowledges that the major wave of "deletion of live clearances for networks came with the movies."

He notes that when each network had only one movie night, "they would carry ours and pre-empt two hours of other programing to make way for their own movie."

Executives of the other networks and advertising agency executives agree with Mr. Giugniuto that now, with a movie every night, "it hurts the networks because one of our movie nights gets hit in most of the major markets. But we amortize the cost of the package over two nights. It really hurts us if they clear Sunday night but not Wednesday."

Because of their weaker position, ABC will furnish affiliates, if they have a good clearance record, with prints of its movies for delayed broadcast, most often in fringe time. CBS and NBC will not furnish movie prints for delayed broadcast, although with approval of the delayed time slot they will on a program-by-program basis, allow affiliates to tape programing for delay.

There is agreement with the estimate of one network affiliate that the problem of clearances—especially for movies—is most acute in the top-100 markets. This, he notes, is because the major-market stations have built up film libraries that can compete with the networks and have the sales forces to sell them.

"It's a question of what the fellow in a little market can afford," the affiliate official points out. "Plus there is the question of whether he has enough local and national spot to sell out a movie package. You have to remember that the top-30 markets control spot advertising. If a little fellow buys a package, he has to play it, and if he does it half-sold, he's in trouble."

On the other hand, the situation in many major markets has reached the point where local movie coverage is so extensive that individual stations can get movie products never seen on the network in that area.

Such is the situation in Cincinnati, where Avco's WLWT(TV), the NBC affiliate, covers the Tuesday night movie (it is now switching to Monday night, so as not to block the network's new two-hour once-a-month magazine-format news program on Tuesday night). Explains WLWT Vice President and General Manager Fred E. Walker: "With us covering one NBC movie, the CBS affiliate doing the same thing, and the ABC affiliate covering one or two movies a week, you can very often buy films off-network for their TV first runs in the Cincinnati market."

Mr. Walker, like most other major-market station managers, emphasizes a belief in "almost total clearance" by stations as necessary for a strong network. Nonetheless, the situation in the major markets is "almost total" rather than simply "total."

While observers of the clearance situation generally agree that prime-time movies have the poorest clearance pattern, the movies are not the only targets for coverage or delayed broadcast, either in prime time or other segments of the day.

From the sidelines viewpoint of advertising agencies, Peter Bardach, vice president and associate media director for broadcast at Foote, Cone & Belding, says that in prime time "basic clearances are better but individual clearances are worse."

He backs up the contention of network officials that across-the-board, prime-time clearances probably are better than last year for the general line-ups. "But," he says, "for a given date
the situation is worse. One-time pre-emptions are killing us, particularly during the third quarter with the elections.

Many other observers agree with his assessment that this comes from two factors: "The stations are becoming much more independent in doing things on their own, and the network no longer can say 'you will clear for us or else.' You can't blame the networks. Stations are now pre-empting, particularly on a one-time basis, as they damn please."

Station logs, individual affiliate managers and even network executives confirm the growing independence of station managers.

ABC's Mr. Giagunto says of the affiliate operators: "They're becoming more sophisticated to what people in their market want, more selective. Stations always have been selective, but as they've felt their power and weight in the community, they've paid more attention to what the people in the community want."

Although many station managers will argue that they have always been selective, some, such as Norman P. Bagwell, vice president and general manager of WYXV-TV, Oklahoma City, concede that "from people I've talked to, stations are being a little more aggressive in carrying their own programs over the networks'."

Mr. Bagwell's station, the NBC affiliate in the market, has been pre-empting Saturday Night at the Movies since September and has found it "very successful." In addition, to make room for local prime-time programming, it delayed broadcast of Dragnet and substituted a show with local college coaches during football season, and it pre-empts 1st Down on Monday to make room for a half-hour local talent show. On the weekends, Mr. Bagwell didn't take the second AFL football game. His explanation: "We have various shows we think are better for our local audience than a whole afternoon of football. We haven't had any complaints." (This situation is unusual. Sports generally command high clearances.)

Bruce Hebenstreit, president and general manager of KGOM-TV Albuquerque, N. M., dropped Daktari when CBS wouldn't allow him to delay it for broadcast at 4:30:5:30 p.m. on Saturday. "I'm not criticizing CBS because they've always allowed us to do pretty much as we wanted, particularly here in the mountain time zone. Daktari probably violated some blanket rule they had. But we didn't want the show where they were giving it to us because we thought it was a weak lead into our prime-time Wednesday," Mr. Hebenstreit juggled the evening's schedule, filled the hole left by Daktari by running syndicated Perry Mason as a lead-in to Jonathan Winters at 9 p.m. and proclaimed: "Evidently we were right because Winters did better here than nationally."

Nowhere is the independence of affiliates more obvious than in their picking over of new program offerings. Nielsen and Broadcast Advertisers Reports records of last fall's network schedule and show why not only a decided reluctance to sign up for new shows, as opposed to established winners, but also a strong batting average in picking programs that will succeed.

Of course, refusal of stations to clear for a new program makes it that much harder for the novice program to gain life-sustaining ratings—another major headache of the clearance battle for network executives.

"I don't think that doesn't get the number of live clearances it should start out with two strikes against it," says ABC's Mr. Giagunto. "It has to come on twice as strong. Once a show does demonstrate some success, though, it can move up much more quickly because you get two things: both more live clearances and better time periods for those that are DB'd."

A glance at the clearances list for the flying nun tells the story: Where a hit ABC show such as Bewitched is carried by 217 stations and The Flying Nun by 212, Don Rickles was virtually doomed from the beginning with only 123 outlets—fewer than any other regular prime-time show on network

Clearance rundown

Station clearances for prime-time and selected sports and other programing for all network affiliates at start of new season in September as reported by the networks to A. C. Nielsen and Broadcast Advertisers Reports. The prime-time shows are listed alphabetically by network and are followed by the news, late-night programing and specials of the network. ABC has 153 primary and 106 secondary affiliates, CBS has 190 primaries and seven other "available" stations and NBC has 210 affiliates. Some clearances are higher than the number of affiliates of the network claims, because if the network has no affiliate in a market it will sell the show to any station requesting it. (* indicates new shows.)

**ABC**

- **The Avengers** 177
- **Bonanza** 195
- **Big Valley** 195
- **Dawson City** 124
- **Dakota** 195
- **Doomsday** 124
- **Fletch** 124
- **Flying Nun** 212
- **The Guns of Will Scantrell** 194
- **Hawaii Five-O** 180
- **Hollywood Palace** 180

**CBS**

- **Beverly Hillbillies** 198
- **Blondie** 187
- **Blondie** 191
- **Daktari** 201
- **Don't Ask** 205
- **Ed Sullivan** 209
- **Friday Night Movie** 186
- **George Burns** 200
- **Gomer Pyle** 201
- **Good Guys** 172
- **Grease** 172
- **Gunsmoke** 203
- **Hawaii Five-O** 165
- **Hogan's Heroes** 193
- **Jackie Gleason** 201
- **Jonathan Winters** 175
- **Laugh-In** 189
- **Lucy Show** 212
- **Mannix** 186
- **Manhattan B.P.D.** 170
- **Mission: Impossible** 201

**NBC**

- **Adam 12** 178
- **Bonanza** 222
- **Bonnie & Clyde** 204
- **Brady Bunch** 213
- **Brooke** 204
- **Daktari** 204
- **Get Smart** 198
- **Ghosts and Mr. Mui** 198
- **High Chaparral** 206
- **I Dream of Jeannie** 210
- **Indie** 199
- **Jerry Lewis** 177
- **Julia** 184
- **Kraft Music Hall** 200
- **Monday Night at the Movies** 130
- **Mothers-in-Law** 187
- **Name of the Game** 199
- **New Adventures of Huckleberry Finn** 179
- **New Moon** 203
- **The Outsider** 177
- **Peyton Place** 205
- **Peyton Place** 199
- **Prime Time at the Movies** 203
- **Premiere at the Movies** 203
- **Star Trek** 205
- **Tuesday Night at the Movies** 205
- **Todays Children** 203
- **Top Cat** 204
- **Yul Brynner** 204
- **Huntley-Brinkley** 201
- **The White Shadow** 171
- **Tonight Show** 206
- **AFL Football** 206
- **All-Star Baseball** 208

BROADCASTING, Jan. 13, 1969
television.

On CBS, fated newcomer Blondie obviously was at a disadvantage compared to the more successful Doris Day when Blondie met television life with 157 stations, compared with Doris Day's 197. Neither, of course, did it so soft as big hits such as the 203-station Gunsmoke or 205-station Lucy. In keeping with its long-time ratings championship, NBC's Bonanza is the clearance leader among regularly scheduled programs, with 222 stations, and on the basis of the opening season line-up, it was a good bet that the network's new Julia, with 194 stations, would have a better chance of making it than the dumped Phyllis Diller, which got only 177.

Says Mr. Giaguinto: "If you can start with 165 to 175 stations and the show is successful, you'll hit 200 stations when the results start to come in. That's what happened with our first season of Bewitched. We had 200 stations by December."

All network affiliate experts agree that the need to sell new programing to more selective station managers has resulted in stronger sales pitches. "Among other things, that's why all three networks now hit the National Association of Broadcasters conventions with continuous shows of our new product," comments an NBC spokesman.

Station operators readily acknowledge their independence in shopping through the new programing. Asked why he did not carry Blondie, George Jeffrey, executive vice president and general manager of CBS-affiliate KXTV (TV) Colorado Springs, replied: "We didn't think the show was worth a damn." Mr. Jeffrey says he has "not had any problems with the networks," although he declares: "We pre-empt when we think we should, and do it quite frequently. We don't ask them. We tell them what we are going to do. If we have something of local interest, we get on the TWX and tell them. The answer always come back 'okay.'"

WBAL-TV Baltimore is an NBC affiliate whose general manager advocates sticking as close as possible to the network line ("We pre-empt only for local programing; we don't think we can do any better in movies than the networks. We make money. We don't pre-empt for revenue.")

Nonetheless, the station did not hesitate to refuse Phyllis Diller this past fall, although it is taking the replacement, My Friend Tony.

"Our reason for not taking Phyllis Diller was very simple," said vice president and general manager Brent O. Gunts. "We didn't think it was a good show. Tony is. Tony looked like it had some thought and money behind it while Diller seemed a mistake from the beginning."

Mr. Gunts said his station also checked local audience reaction to Miss Diller and found little evidence of enthusiasm, including a cancelled concert appearance because of poor ticket sales. "We try to keep a pulse on what our audiences like and we didn't get any reaction to Diller," he said. "We have proceeded on this same basis for the last eight to 10 years. We feel we should carry programing appropriate to our area."

Although WBAL-TV originally cleared The New Adventures of Huckleberry Finn, that show too was rejected after station personnel saw the pilot. "When the network feeds us a sample of a new show, we ask all our people to turn the monitors on in their offices. After Huck Finn everyone ran out in the hall and said it was the most atrocious thing they'd ever seen," according to Mr. Gunts.

What did he tell the network? "That we did not feel the program was in keeping with the quality of what NBC should offer. They make mistakes and are misguided sometimes, just as we are. But we intend to exercise our right of responsibility. We don't hesitate to threaten a pre-emption whenever we think programing is not acceptable."

Even the strongest advocates of network allegiance will not argue with station pre-emption for local programing. A. Louis Read, president and general manager of WDSU-TV New Orleans, and former chairman of the NBC affiliates board of delegates, criticizes stations that "set themselves up as judges of what is best. If a show is really bad, it should be taken out, but all shows should be given a chance." He accuses most stations of covering network programing "just because they want to sell more commercials of their own," and maintains that "we can do a better job in station time by concentrating all our efforts there and not attempt to compete with the network."

Nevertheless, Mr. Read also says that he has no quibbles about pre-empting for a good local special.

In addition to increased station independence and selectivity, there is another major factor exerting pressure in the clearance and pre-emption picture: the continuing growth of local advertising money.

In major markets, with spot booming, even WDSU-TV's Mr. Read concedes that "with the bigger dollars in spot, there is some pressure from the reps to go to local programing when prime-time minutes aren't available."

But the money—and the pre-emptions—also are filtering down to the smaller markets. "We have 20% more local and regional advertisers in prime time this year," says Dwight Wheeler, operations manager of KSbew-TV Salinas, Calif., a CBS affiliate that is an "also available station" for NBC (since the two networks no longer designate primary and secondary affiliations)."

Local and regional advertisers are upping their television budgets," Mr. Wheeler said. "More and more of them won't settle for fringe. They want to get into prime time and they're willing to pay the price for it."

Mr. Wheeler notes this is particularly true of regional advertisers such as banks and utilities, some of which are buying their own programs on a regional basis in his area.

Dwight J. Bruce, vice president and program director of Wtoc-TV Savannah, Ga., a CBS affiliate that covers network programs and uses delayed broadcasts fairly frequently, says the abundance of local advertising is "the whole reason for it." Mr. Bruce adds: "Two-thirds of our gross revenues these days come from local advertising, and six weeks prior to the holidays, we were bleeding for any kind of open spot to give an advertiser."

One network executive notes that 1967's slump in national spot accelerated local sales. "Local stations are concentrating more and more attention in local spot from the lesson they learned when national dried up and they had to find a replacement," he said.

How do agencies view the situation? "We're on the horns of a dilemma, between the local advertisers and the national one," says Robert Buchanan, vice president, J. Walter Thompson Co. He points out that while pre-emptions and lack of clearances are obviously unfavorable to a network sponsor who wants a maximum audience, for any client with a "one-market problem," it is a significant development when you can buy good time locally on a one-time basis.

A number of agency executives note in particular the success of clients in obtaining station buys of regional or local spots. "Stations will drop some very good program for it," says one agency vice president.

Another cites the advantage of buying full sponsorship of local movie coverage in three or four markets for a sponsor, such as an automobile manufacturer, who wants full sponsorship to concentrate a sales drive in a few specific areas.

What about the problems of the non-cleared or pre-empted network advertiser? "We have to just keep the pressure on the networks to make the stations take our shows," said JWT's Mr. Buchanan.

"There's no coercion, but sometimes we have to call the stations and point out how important we feel it is that..."
they carry a particular show," said Bern Kanner, senior vice president and director of media management at Benton & Bowles.

FC&B's Mr. Bardach says: "In general, advertisers today have become somewhat less concerned with going clearances than with the one-time-only pre-emptions that stations are doing more frequently as they become more independent and feel an obligation to do more local programing. While advertisers have to applaud their initiative, one-time-only pre-emptions hurt particularly because an advertiser finds out about them only after the fact—when it's too late. That can have a serious effect on some specialized campaigns, such as a matched-market test program."

Although most attention is focused on what one agency executive calls the "nibbling away" of prime-time network clearances by stations, it is not the only area where there are problems.

Daytime network programing has been particularly hard-hit by the rise of desk-and-couch talk shows. "Talk shows have had the same effect in daytime as movies in prime time," says ABC's Mr. Giaguinto. "You could get them at a pretty good price when they first started and the stations who got in at the first have had a hell of a franchise. With that sell-out time for a show like Mike Douglas, they were getting hernias from carrying the money to the bank."

Just as in the case of prime time, ABC is generally conceded to be the network most seriously hurt by station coverage of network daytime programing, but an NBC spokesman concedes "we all are bothered because there obviously are more products competing for daytime."

One network official notes that the structure of daytime programing can make the clearance problem even more difficult for a particular show. "At night if we can't get clearance, we can at least ask for a delayed broadcast or secondary affiliate. But in the daytime, you've got strip shows and it may be hard to find a place to put it."

Another area where ABC has a serious clearance problem is news. This fall The ABC Evening News with Frank Reynolds had only 124 station clearances, compared to CBS's 201 for Walter Cronkite and NBC's 201 for the Huntley-Brinkley Report.

Although the situation seems to irritate newsmen at all three networks, many ABC affiliates choose to drop any early evening national news and counter-program rather than go up against the much stronger ratings of Cronkite and Huntley-Brinkley. For example, the ABC affiliate in Louisville, WLKY-TV, runs local news at 5:30-6 p.m., then shows a local movie until it goes into prime-time programing at 7:30 p.m.

"Unlike entertainment and sports shows, you have to play news when it's fed and affiliates are reluctant to go up against the leaders," said ABC's Mr. Giaguinto. "We've lived with the news problem as long as we've had news. People are funny about it. They get used to a guy and there's nothing you can do, and NBC and CBS have the franchise on dominance simply by their tenure."

The one area where observers agree there is a minimum of clearance problems is sports—"almost any kind of network sports coverage you feed," says one network executive. Some note that the ease of sports clearances points up the fact that even if stations are becoming more selective, there is little resistance to programing that has proven ratings success. There also is no difficulty with weekend morning children's program clearances ("The stations couldn't afford the kind of cartoons we put on today," said a network executive).

How are the networks treating the clearance problem? ABC is the only one to take a public stand. To beef up clearances for its 10-year-old daytime programing, the network announced

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**BROADCASTING, Jan. 13, 1969**
last month that it will demand that affiliates carry all of its noon-to-4:30 p.m. block of programming live. To convince station owners of the necessity for the action, the network's regional sales force has been touring stations with valises full of data showing the effectiveness of its counter-programing against the other networks when carried live.

"We start out being hurt when you compare the networks," said ABC's Mr. Gianguito. "We have only 154 stations against their more than 190 each. In daytime they cover 98%-99% of the homes while we have only 96%." Fewer live clearances than granted the other two networks put ABC even further behind CBS and NBC. "When you take the over-all weight, we're about a million homes behind the other networks," said Mr. Gianguito, "but we think we can make it up if we get the cooperation of the affiliates, and we're trying to convince them that it's in their interest to do it."

Off the record, according to affiliates, ABC is twisting the arms of station managers for prime-time clearances by refusing to bicycle them movie prints for delayed broadcast if the stations pre-empt more than three hours of prime time. "It's not a written rule, but it's generally accepted," said the manager of one affiliate.

CBS and NBC, with less clearance difficulty, appear to be less strident in their demands. Most affiliate managers claim no change in relations over the past several years, and some smaller-market station managers say clearance pressure has even lessened. "At one time they would never have let us get away with the db's we now have. They once had a very strong policy that has relaxed," said the manager of a southern CBS affiliate.

And the manager of a West Coast CBS affiliate said: "We would like to think they make more concessions to us than in the past, because there is a tendency by us more and more not to accept something if we think it won't go. They are going to have to continue to make more concessions to us or they will find even more pre-emptions. We don't like to pre-empt because of the load on our local sales force but we'll have to unless they continue adapting to our needs."

From an advertising standpoint, Rodney Erickson, vice president in charge of TV/radio programming at Kenyon & Eckhardt, said: "While certain stations are taking a more independent attitudes now, all stations will get more independent. It's a problem we're going to have to live with for some time."

Carried to an extreme, Mr. Erickson sees the refusal of stations to grant regular network clearances as the path to the foundation of a fourth network—if someone were willing to pay the price.

"If I were someone like Howard Hughes with a lot of money, I would pay stations 50% or better, as compared with the network's 20%, to carry my programing, provided I was willing to take the station's weak-time periods," Mr. Erickson said. "Although he could never get full coverage, a smart operator could take this time and put together a pretty good list of stations. Some day it could come to that."

(The foregoing special report was researched and written by Walter Troy Spencer, associate editor, New York.)

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**Programming**

CBS hit hard in pot-party finding

FCC examiner questions supervisory responsibility; report could pose threat to television journalism

The controversial pot-party program filmed and presented by CBS's WBMM-TV Chicago as a spontaneous college campus event was, in fact, "prearranged for the benefit of CBS" and would not have occurred but for the request of a WBMM-TV reporter.

FCC Chief Hearing Examiner James D. Cunningham reached this "ultimate finding of fact" in a report that could place WBMM-TV's license in jeopardy and add fuel to congressional criticism of broadcast news operations. The report was submitted to the commission last week.

The examiner based his findings on a special inquiry over which he presided and on hearings held by the House Investigations Subcommittee on circumstances surrounding the filming and presentation of Pot Party at a University. The program was broadcast in two installments, on evening newscasts of Nov. 1 and 2, 1967.

Examiner Cunningham held that the party, in which Northwestern University students participated, had been prearranged at the request of "a young, ambitious reporter," John Victor Missett, 23, a June 1966 graduate of Northwestern who had worked as a news intern at WBMM-TV in his senior year.

He also found that the licensee "did not demonstrate adequate responsibility when it broadcast an immediate denial of the staging allegations without having first completed an adequate investigation into the matter."

Examiner Cunningham did not name anyone but Mr. Missett as being involved in the staging. But he said station supervisory personnel "and responsible CBS officials allowed themselves, without adequate investigation, to believe what Missett . . . told them because of their interest in the program." Among those he felt had been less than rigorous in ferreting out the facts was CBS President Frank Stanton.

The examiner also said that CBS, licensee of five television, seven AM and seven FM stations, lacks the kind of control it needs to carry out its responsibilities to the commission. He based this on his finding that CBS has no policy "concerning the need to notify authorities when it is known that a crime is about to happen," or requiring station managers "to clear in advance proposed controversial programs."

The case turned largely on a conflict in testimony between Mr. Missett on the one hand and five other witnesses on the other. One was Malcolm Specter, now an assistant professor of sociology at McGill University in Montreal but a graduate student at Northwestern in 1967. The others were students who participated in the party that was filmed and who were given immunity from prosecution after being compelled to testify. Their identities were not disclosed.

Examiner Cunningham prepared a memorandum which Mr. Missett prepared in connection with the case and which was attached to Mr. Cunningham's order identifies one of the four —the one who reportedly arranged the party that was ultimately filmed—as "Frank Feldinger."

Mr. Specter said that Mr. Missett approached him with a request that he stage a marijuana party that could be
film. He said Mr. Missett told him that CBS was interested in doing a program exposing the harshness of the marijuana laws. Mr. Spector said he refused to cooperate.

Mr. Missett denied this version, saying he was interested only in attending a marijuana party to obtain information and, if possible, in filming the party.

In answering the examiner's note that one of the unidentified witnesses—"Witness A"—related a conversation with Mr. Missett that was almost identical to that reported by Mr. Spector—with one difference: Witness A agreed to arrange a party, Mr. Missett, again, denied requesting that a party be arranged.

But Mr. Cunningham said the three other unidentified witnesses who attended the party, including one who made his apartment available, corroborated Witness A's testimony. Mr. Missett's testimony, the examiner said, "is rejected."

CBS, which has steadfastly denied the staging charges, is continuing to stand by its personnel. In its proposed findings of fact, submitted to Examiner Cunningham, it said: "WBBM-TV in no way arranged, encouraged or induced the marijuana party which it reported."

It also said that the station's executive personnel conducted an investigation of the facts surrounding the program that was "as complete and thorough as the circumstances required."

And in the brief accompanying the proposed findings, CBS sought to discredit the testimony of Mr. Spector and the "contact" (Mr. Feldinger). It said that since Mr. Spector was not at the party, "the weight of his testimony is minimal, even if it is to be believed." CBS said he was "obviously biased" and an "obvious publicity seeker." His first reaction when the program was broadcast, it noted, was to seek out the newspapers.

The "contact," CBS said, had every reason to "distort the truth." CBS said the "minimization of his role in the party lessened the probability that he would be disciplined by the university."

CBS also said that charges against WBBM-TV would distract attention from his activities "as the supplier of drugs at the party."

Last week, following the announcement of the examiner's findings, but before it had seen them, CBS issued a statement noting that its investigation of the charges was "thorough and professional" and revealed the charges to be "groundless." The investigation was conducted under the supervision of CBS Chicago counsel, the law firm of Leibman, Williams, Bennett, Baird and Minow. Newton N. Minow, a former FCC chairman (1961-1963), is a partner in the firm. "We stand by [the investigation's] findings," CBS said.

However, Examiner Cunningham, in his findings, said that a similar statement by CBS as to the thoroughness of its investigation, contained in a response to commission inquiries early in the investigation, revealed a lack of adequate responsibility. He noted that CBS had failed to report its decision to respect a pledge of confidentiality that Mr. Missett had given the party participants, and had failed to advise the commission that the participants had not been interviewed.

The examiner also noted that CBS had failed to mention that a coincidental telephone survey had been ordered for the second night of the broadcast. CBS in its proposed findings said that neither the program nor the advertising that promoted it was aired to artificially influence the station's audience ratings.

In accord with his instructions, Examiner Cunningham made no recommendation in certifying the record of the proceeding to the commission. However, the criticism of CBS contained in the findings is such as to lead some commission sources to speculate on the possibility that the commission might designate WBBM-TV's license renewal application—on the deferred list since December 1967—for a hearing.

There are other options. The commission might impose a sanction in the form of a one-year license renewal. Or, if it chooses to reject the examiner's findings in whole or in part—and the commission has frequently rejected examiners' recommendations in hearings—it could grant a full-term renewal with or without a reprimand.

Examiner Cunningham's report was received with evident satisfaction in the offices of House Investigations Subcommittee, which has drafted but not yet released a report on its investigation of the pot-party program. Staff members indicated the findings would not require any redrafting of the subcommittee report.

The examiner's report comes at a time when members of Congress, including those on the investigations panel and its parent Commerce Committee, are advocating tighter restrictions on broadcast news operations. Criticisms of broadcast news have focused principally on network coverage of the Democratic national convention in Chicago last August. But some Investigations Subcommittee members, in their hearings on the pot party last summer, appeared to feel that broadcasters should not be permitted to engage in investigative reporting if it meant they would not notify authorities of advance knowledge of the commission of an illegal act.

WBBM-TV has maintained its pot-party program was an investigative report designed to put into proper perspective for its audience the use of marijuana and other drugs. (Party participants who had marijuana in their possession were liable, under Illinois law, to a prison term of two to 10 years for a first offense, and to a term of from five years to life for the second.) However, members of Congress may be expected to cite the Cunningham report in urging tighter controls on broadcast-news operations.

Both the commission inquiry and the House Investigations Subcommittee investigation were undertaken after Northwestern University charged the pot-party program had been rigged. The commission directed Mr. Cunningham to preside at an investigatory proceeding on March 22, 1968, but it was obliged to postpone the hearings after the House unit began its investigation. The subcommittee, which eventually held secret sessions in Chicago and public ones in Washington, prevented the commission from talking to witnesses by keeping them under subpoenae. The commission proceeding began in Chicago on Oct. 8 and ended 10 days later.

Examiner Cunningham appeared to regard as a major defect in CBS's handling of its responsibilities the reliance placed on Mr. Missett and other station personnel in attempting to ascertain the authenticity of the program. The examiner noted that, after Northwestern University officials raised objections to the program before it was aired, Mr. Missett's superiors did not seek to check the matter with the party participants or even to ask their names.

Another aspect of the case was whether the party actually occurred on the Northwestern campus, as described by Mr. Missett and represented in the
Copyright action promised this year

That's McClellan view after rival parties split again on CATV

The CATV-copyright controversy took an old turn on Capitol Hill last week; after a morning-long meeting with Senator John L. McClellan (D-Ark.) and his Senate Judiciary Subcommittee on Copyrights, representatives of broadcasters, cable-TV operators, copyright owners and government observers failed to agree on anything.

The lack of agreement among the parties, after almost a year of meetings and negotiations, was noted by the senator. Congress, he said, will act on a new copyright law this year, and he appealed again to the almost 50 people who were present to "try, yet again, to resolve your differences.

Otherwise, he intimated strongly, Congress will have to impose a solution that may not be to the liking of any of the parties.

Senator McClellan did, however, express his feelings about CATV, and they were clearly favorable.

Although he stressed that he had "no rigid position" on the details of a CATV statute, he said he believes that cable television serves a "vital and necessary" role in national communication. And, he added, "this industry [CATV] should not be destroyed or seriously crippled because of pressures exerted by more powerful economic interests."

The meeting was conducted by Thomas Brennan, chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights.

It was consensus of those attending the meeting that a resolution of the CATV-copyright impasse may have to come from the committee. At least that's what the plan is: Mr. Brennan is to meet individually with various elements in the copyright controversy in the next month and come up with a single suggested CATV section for the revision bill. This would be the subject of another, full-scale meeting with all the parties present. Concurrence by the rival parties in such a determination to press forward anyway by Senator McClellan, would pave the way for subcommittee consideration of a bill in closed session (no further hearings are contemplated).

From there, the bill would proceed through the full Judiciary Committee to the Senate floor, and on to the House, where the last Congress's revision bill came to grief—over the CATV provisions. Presumably, pitfalls found there in 1967 will be bridged by language and political solutions engineered in advance during the Senate maneuvering.

The group at last week's meeting was given the three proposals drafted by the office of the register of copyrights (Broadcasting, Jan. 6), but it was emphasized that these were for talking purposes only and did not constitute a position by the register.

CATV sources said there is no indication of how the various elements in the copyright controversy feel about the outcome. There is a strong opinion among cable-TV leaders that because of the complexities of a law, no compromise is possible and that Congress will have to adjudicate the differences.

It was noted by CATV sources, however, that there was more of a cooperative attitude among the broadcast and copyright representatives toward CATV than previously. "There was less invective," one cable representative who was present, commented.

Broadcast sources agreed that last week's meeting went more smoothly than some previous encounters but indicated that positions were still poles apart. But they, too, detected signs of some flexibility, or at least a willingness to listen to other positions, in most of the groups present.

But the CATV operators' insistence on a blanket license arrangement for retransmission rights that broadcasters have to negotiate piece by piece, was termed "anathema" to the broadcasters.

A government viewpoint was that two conclusions could be drawn from the meeting. One, there was general agreement that there would have to be some sort of copyright legislation. Two, it seems equally clear that future negotiations would not produce real agreement. Given those two conditions, a way can be seen opening for an imposed solution by the McClellan subcommittee and Congress—one that the parties would be at least resigned to rather than one that engendered active
opposition.

Among those present at last week's meeting were Douglas A. Anello and Paul Comstock, representing the National Association of Broadcasters; Ernest W. Jennes and William Malone, Association of Maximum Service Telecasters; Charles C. Woodard Jr., Westinghouse Broadcasting Co.; Harry R. Olson Jr., Coll, ABC; Robert Evans, Ronald Kaiser and Mallory Rintoul, CBS; Corydon B. Dunham and Myron Roth, NBC; Martin Firestone, All-Channel Television Society; Norman Jorgensen, National Association of Educational Broadcasters.

Also Robert Beisswenger, Alfred Stern, Irving Kahn, Ralph Demgen, Frederick W. Ford, Bruce Lovett and Walter Schier, National Cable Television Association; Harry Plofkin, Midwest Video Inc.; Herman Finkelstein, American Society of Composers, Authors and Publishers; Edward Cramer, Broadcast Music Inc.: Seymour Pizer and Sidney Schreiber, Motion Picture Association of America; Howard Levinson and Richard Harper. Warner Bros.-Seven Arts.

And Albert J. Giancimino, SESAC; Nicholas Zapplet, Senate Commerce Committee; Robert Guthrie, House Commerce Committee; Herbert Fuchs, Senate Judiciary Committee, and Mrs. Ruth Reel, FCC.

TV gives full coverage in Maryland and Missouri

White most station managers are getting ready for the irate phone calls that will inevitably arise because of regular TV-programming pre-emptions for coverage of the presidential inauguration, a half-dozen East Coast TV outlets have already received a taste of that viewer reaction. And stations in Missouri are preparing for it today (Jan. 13).

The election of Spiro T. Agnew as Vice President on the Republican ticket left the governorship of Maryland vacant, since the state has no lieutenant governor. The new governor was to be picked by the state House of Delegates, and for that purpose as well as to formally announce his resignation, Mr. Agnew called a special session of the Maryland legislature for Jan. 6-7.

The network-affiliated stations in Washington and Baltimore carried the proceedings live from the state capitol in Annapolis, the first time live color cameras had been placed in that building. A three-camera pool was handled by WTOP-TV Washington and made available to WRC-TV and WMAL-TV, both Washington and to WBOC-TV, WJZ-TV and WMAR-TV, all Baltimore. Cost of the pool was estimated at $3,000 per station.

The live coverage, virtually all of it on Tuesday (Jan. 7), resulted in a torrent of phoned complaints—355 to WTOP-TV, more than 200 at WRC-TV, about 25 at WMAL-TV, some 75 at WJZ-TV, "a few" at WBAL-TV and "numerous and vociferous" at WMAR-TV. Stations reported the bulk of their complaints came from the devotees of the soap operas ordinarily carried in the pre-empted time slots.

Although there were isolated live pickups by the individual newsmen for the stations on Monday, most of the fees were short taped takes. On Tuesday the stations took between 90 minutes and four hours of the available live material, which included Mr. Agnew's speech, the vote for the new governor and the swearing-in and acceptance speech of Governor Marvin Mandel, a Democrat, who had been the Speaker of the House of Delegates.

In Jefferson City, Mo., today (Jan. 13) Governor Warren E. Hearnes, the first governor in the state's history to succeed himself, will be inaugurated. KMox-TV St. Louis is originating three-and-a-half hours of live color coverage and (as of Thursday [Jan. 9]) planned to feed it to KSD-TV St. Louis, KTV(TV) and KMTC(TV) Springfield, KRCC(TV) Jefferson City and other stations in the state. Coverage will include the inaugural parade, swearing-in, receptions and inaugural ball that night.

Because of a lodging problem for the 30-man, five-camera crew, KMox-TV has leased three Pullman cars and a diner from the Norfolk & Western Railway to house and feed the staff for three days.

Bach blends with Bacharach on WQXR

WQXR New York is undergoing a re-vamping of its musical programming, embracing classical, folk and pop classifications, to modernize its sound and make the station more attractive, particularly to "young" listeners.

Walter F. Neiman, general manager of WQXR, reported last week that WQXR is not abandoning its basic character, but is restructuring its programming to make it more contemporary. The re-structuring of its classical programming has been going on for the last six weeks and changes in other areas will be implemented during January and February, he said.

Mr. Neiman indicated that the program overhaul is an attempt to improve the station's ratings (it is 10th among AM stations in the New York market) and to bolster its advertising. In 1968 ad revenue declined from record 1967 levels, he acknowledged.

WQXR-FM, which broadcasts the AM programs a week later, will also be affected by the program revamping.
Sirhan trial before the camera

Closed-circuit coverage produces usable, but not sharp picture; audio feed is clean

For the first time in California court history, judicial proceedings of a criminal case were televised—sort of—last week. The long-delayed trial of Sirhan Bishara Sirhan, accused assassin of Senator Robert F. Kennedy, began on Jan. 7 with the proceedings in the courtroom transmitted to an overflow crowd of newsmen in an auxiliary room via a closed-circuit telecast. Ironically, the trial as a news story got off to a sputtering start. Some two minutes after it opened, the participants withdrew to the judge's chambers—well out of the range of any TV camera—for an hour conference. Shortly after returning, the session was adjourned for the day.

The closed-circuit pickup of last week's proceedings (the trial was adjourned on Jan. 9 until Jan. 13) was not up to broadcast standards but still proved serviceable. The video signal newsmen saw in the auxiliary room was murky and of poor definition. It was difficult to identify individuals.

The view shown was restricted and unchanging. The wide-angle lens of the fixed TV camera was aimed at the judge's bench from in back of the courtroom. It took in the area from the witness stand on the far right to the defendant's seat on the far left. It did not pick up the jury box which was immediately below the camera and out of range. This was in keeping with the wishes of Superior Judge Herbert V. Walker. Sirhan, because of his slight stature and his position in the far left-hand corner away from the camera, was barely noticeable. His facial expressions could not be determined. Except for a partial view of the first row behind the rail dividing the working part of the courtroom, none of the spectators, including Sirhan's mother and brother, who were present, could be seen.

Still, for newsmen in the auxiliary courtroom the proceedings easily could be followed in its essentials. The sweep of the camera took in the entire counsel table setup—defendant, three defense lawyers, two prosecution lawyers. Peering over the counsel tables, the camera faced the bench, aiming directly at the judge and also glimpsing the witness stand on the judge's left. It appeared to be enough of a view to provide a running account of the trial, though not all newsmen were happy with it.

The sound was clear and the microphones sensitive. On occasion the rustling of legal briefs and other papers obscured voices. An attorney speaking on the telephone in the courtroom just before the trial opened was clearly overheard by newsmen in the auxiliary room repeating a telephone number he promised to call as soon as the session was adjourned.

The television system uses two Norelco industrial vidicon black-and-white cameras, one in service, the other a spare. The cameras can be turned on only by the bailiff who can switch to the second camera if the first one breaks down. The cameras, nine inches long, four inches wide, six inches high and weighing about eight-and-a-half pounds each, are fitted with 16 mm, wide-angle, Angenieux Fl. 3 lenses, set at about F4. Both cameras are on loan from Norelco, with lenses borrowed from KNXT(TV) Los Angeles.

The picture is carried from the courtroom where the proceedings are taking place, via coaxial RG59U cable, through existing ducts.

The courtroom's existing sound system is used, with audio carried by shielded wire to speakers in the auxiliary courtroom. The speakers, manufactured by Dukane and backed by a Stromberg-Carlson model AU-57, 150-watt, 50-60 cycles amplifier, are mounted under each of three Conrac black-and-white 27-inch studio monitors. The monitors, on loan from and maintained by KABC-TV Los Angeles, are mounted on shelves on the wall of the auxiliary courtroom. Unlike the cameras, which are solid state, the monitors take time to warm up and the plan is to keep them on throughout the trial, for as long as three continuous months. The hope is that this procedure will avoid alignment problems.

There was never any official plan to tape or broadcast the trial. Rule 980 of the Judicial Council of California specifically prohibits broadcasts of court proceedings and also forbids television camera crews or newspaper photographers from taking film or pictures in the courtroom while a trial is in progress. The closed-circuit system is intended solely to extend the courtroom to a greater number of newsmen than could be accommodated in the courtroom itself.

Between 35 and 40 seats are available for news media in the courtroom on the eighth floor of the Los Angeles Hall of Justice. Some 75 additional newsmen can watch the closed-circuit

Two Norelco industrial vidicon black-and-white cameras are hidden in the box (indicated by arrow) above the steel-plated window in the left-hand corner of the Los Angeles courtroom where Sirhan Bishara Sirhan went on trial last week for the murder of Robert F. Kennedy. The box, where the cameras are mounted one over the other, used to house an air conditioning unit.

Sound is picked up from microphones on the table serving prosecution and defense attorneys and on the bench where Los Angeles Superior Court Judge Herbert V. Walker presides. Camera's view, for the closed-circuit telecast, does not include the jury box or more than the first row of spectators.

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telecast in the courtroom annex four floors below.

TV cameramen and newspaper photographers last week were able to work in the corridors outside the courtrooms on both floors. On-camera interviews with attorneys (Sirhan was seen but not heard) were arranged on a pooled basis. But even in the auxiliary courtroom, no typewriters, cameras, recording equipment, or any other electronic equipment were permitted. Alsi forbidden was tapping of the closed-circuit cable or use of any type of film or video tape.

Tight security precautions for newsmen were maintained on both floors. Newsmen were asked to remove their jackets, empty pockets, were searched from head to toe by a bailiff and checked by a metal detector. Once inside, they were not permitted to leave the security area surrounding the courtroom until the court session adjourned.

News media from all over the world are represented at the trial. Among the broadcast stations covering are KFI, KPFW, KHJ-AM-TY, KMPC, KNX, KBBC-AM-TY, KNBC(TV), KNXT(TV), KTTV(TV), KTTLA(TV), all Los Angeles. All U.S. radio and television networks are represented. There are also newsmen representing France, Italy, Switzerland, Mexico, Scandinavia, the Jewish Press, England, Australia, Japan, Germany and countries of the Middle East.

Newsmen covering via closed-circuit television resented not being in the courtroom where the proceedings were actually taking place. Some griped about the quality of the TV picture.

The California Freedom of Information Committee, representing all news media, is hoping that the system being used for the Sirhan trial will set a precedent for coverage of important trials throughout the country where courtroom accommodations are limited. Sums up a California newsman: "We're hoping by our efforts with the Sirhan trial to change the attitude of some courts and the bar to use of cameras in the courts throughout the country."

High cost of gladiators

In what appeared to be quick decision and scheduling in time for the start of the mid-season, ABC-TV purchased network rights to "Spartacus" last Wednesday (Jan. 8). The network said it would show the color feature in two parts on its movie nights the first week of February (Wednesday, Feb. 5, and Sunday, Feb. 9).

The feature, originally released by Universal to theaters in October 1960, was purchased from MCA-TV for three runs on the network at a reported cost of $1.8 million. ABC will show the film in the 9-11 p.m. period on both movie nights.

Harris poll quizzes U.S. on TV violence

Results will be given violence commission in February report

An extensive survey of public attitudes toward television and violence has been completed by Louis Harris & Associates and will be a major part of a report by the President's Commission on the Causes and Prevention of Violence.

Some 50 detailed questions were asked of 1,600 Americans last October in interviews lasting an hour each. Many of them dealt with the respondents' use and judgment of television. The results are expected to be presented to the commission next month by its mass-media task force.

The violence commission, appointed by President Johnson last June following the assassination of Senator Robert F. Kennedy, has until June 10 to submit its final report. A preliminary account is being submitted to the President this week.

The questionnaire, which takes up 30 legal-size pages, was constructed by the Harris organization in conjunction with both the mass-media and the assassination task forces of the commission. The polling was done Oct. 1-8, 1968, among a sample of 1,200 adults (18 and over) and 400 juveniles. The youngsters were asked only those questions dealing with mass media; the adults were asked other questions dealing with social attitudes as well as social and economic status.

It is believed that the Harris company charged only about half of the normal fee for the work. Commercially, it is understood, the poll would have cost more than $50,000.

One part of the questionnaire used by Harris interviewers started with the statement: "Now I would like to get your judgment on some questions concerning the possible effects of television violence." Respondents were then asked to give one of these answers—"likely," "possible," "unlikely" or "not sure"—to each of the six parts of this question: "How likely is it that TV violence (1) plays a part in making America a violent society; (2) allows viewes to blow off steam by watching violence, thus decreasing the likelihood of their being violent; (3) makes people insensitive to real acts of violence that they hear about or see; (4) provides entertainment and relaxation without harmful or bad effects; (5) triggers violent acts from people who are maladjusted or mentally unstable; (6) supports and strengthens traditional American values."

Among other questions in the poll: (1) Which one of the major forms of mass communications do you use most frequently to get the news? (2) Which medium seems to emphasize news about crime and delinquency the most? (3) In your judgment which one tends to emphasize the use of guns, knives or other instruments of violence? (4) Imagine . . . that you had the power to eliminate the television program from the air of all last year's or this year's programs. Which one would you eliminate? (5) Of the three major television networks—ABC, NBC, CBS—do you detect any difference in the amount of violence they portray in their entertainment programs? How would you rank them from most to least violent? (6) How do you feel about the amount of violence portrayed in television programs today, not including news programs? Do you think there is too much, a reasonable amount, or very little violence? (7) Apart from the amount of violence, do you generally approve or disapprove of the kind of violence that is portrayed on TV?

The remainder of the questions related to attitudes toward hypothetical and real-life situations and asked for socioeconomic answers about the respondents and their families.

'Playboy' grows like Topsy in television

HMH TV Inc., Chicago, owned by Playboy magazine publisher Hugh M. Hefner and producer-director David Sontag, plans to expand into television and motion pictures, as a sequel to its one-hour syndicated series, Playboy After Dark, which begins on the air this month in major markets.

Mr. Sontag, who is executive producer of the new weekly series, reported in an interview in New York last week that he and Mr. Hefner are envisioning at least two, and as many as four, one-hour specials a year. Their program concepts, he said, will be derived from material published in Playboy magazine. "We are considering several motion-picture projects, but we probably won't take them up until later this year as we're deep into our TV series," he said.

Mr. Sontag, who has been in TV production for 15 years with both NBC-TV and ABC-TV, noted that 22 segments of the Playboy series have been completed in Hollywood. The series, which had begun in a few small markets, will debut in New York, Los Angeles, Chicago, San Francisco, Dallas, and Philadelphia shortly. Screen Gems Inc., the distributor, has placed the series in 14 markets to date.

BROADCASTING, Jan. 13, 1969
A ‘fireside chat’ with Nixon

President-elect plans use of radio-only talks, tailoring FDR address format to his own style

The presidential radio-only address—a once-popular format that has been dormant for nearly 20 years—is about to be revived.

President-elect Richard Nixon was so pleased with the results of the radio broadcasts he made during the campaign that he plans to keep right on making radio-only addresses as President. This was the opinion last week from Herbert G. Klein, director of communications for the executive branch in the incoming Nixon administration and one of the President-elect’s closest aides.

Mr. Klein, who indicated that Mr. Nixon would use television only for speeches of the widest interest, suggested that the new President does not want to become too obtrusive. In using television, he said, “you’re interrupting people’s TV, and we don’t want to overload it”—presumably causing Mr. Nixon to suffer from TV over-exposure.

The presidential radio address, developed to a high art in the “fireside chats” of the late Franklin D. Roosevelt, has virtually disappeared since the days of Harry Truman. But Mr. Nixon found radio “very effective” during the campaign, according to Mr. Klein.

Mr. Klein said radio provided Mr. Nixon with national exposure for his views on important matters, and the addresses, generally taped in advance, generated stories in the press. Audiences for the radio addresses were relatively small by present mass-media standards—some 600,000, according to estimates. But the audiences of a presidential radio address could be expected to be many times larger.

Mr. Nixon, who began using radio before he was nominated in July, reportedly hit on the medium as an important outlet for his views at a time when campaign finances were tight. He used the medium to discuss such issues as race problems and his concept of “black capitalism.” It was during one of his radio addresses that he charged Democratic defense policies had led to a “security gap.”

As for whether Mr. Nixon would attempt to adopt the intimate style of an FDR fireside chat, Mr. Klein said the new President would develop a format of his own.

Still to be worked out, also, according to Mr. Klein, is the kind of formula Mr. Nixon’s news conferences will follow. Television and radio will be admitted to some or all of the conferences, (“Closed Circuit,” Nov. 18). But presumably still to be decided is whether or not live coverage will be permitted, as in the news conferences of Presidents Kennedy and Johnson. Broadcast coverage of presidential news conferences was recorded and subject to editing when President Eisenhower, the first President to admit television to his news conferences, was in office.

Speculations as to how Mr. Nixon proposes to limit the use of television during his news conferences, and how he proposes to use both radio and TV during his administration, were contained in a speech made last week to the Advertising Club of Denver by Elmer W. Lower, ABC News president (see below).

Information pipe-line during Nixon years

ABC’s Lower forecasts President-elect’s use of television, radio

ABC News President Elmer W. Lower has predicted that under President-elect Nixon, “we will see some steps forward” in his efforts to use television as an “informational, even educational, tool.”

Mr. Lower’s predictions came in a speech on television journalism and the First Amendment delivered last week before the Advertising Club of Denver, during which he enumerated broadcast policies which he thinks the new President will implement. Mr. Lower also strongly attacked moves for censorship of television news.

Of President-elect Nixon, he said that while “there will probably be some attempts at what we like to call news management” from the White House, “I think we can expect a further step in the steady evolution of television as a means of communication between the President and his constituents.”

Mr. Lower said all three networks have complained to the President-elect’s staff about Mr. Nixon’s policy in announcing some appointments in which he makes a statement on-camera, then orders lights-out for a question-and-answer period (BROADCASTING, Dec. 9, 1968). Calling this a “particularly disturbing practice,” Mr. Lower said the networks “have informed Mr. Nixon’s staff that they feel this is relegating the news organizations with the nation’s largest audiences to second-class citizenship.”

He said that although Mr. Nixon’s spokesmen say this is being done because the President-elect does not feel comfortable under the lights, some think it is being done so that there will be no film if Mr. Nixon makes a serious slip—as he did after losing the California primary to Pat Brown, when he made his famous ‘you won’t have Nixon to kick around any more’ farewell statement.”

Mr. Lower said protests have been registered over “some indications he [Mr. Nixon] will follow the Johnson practice of impromptu news conferences in his office.” The network news head said: “The objection to this comes not merely from us broadcasters who have our equipment excluded from the informal sessions, but also from the major newspapers and wire services which are unable to get their specialists over [to] the White House in time to cover them.”

Mr. Lower further said the President will “take one step into bygone days by reviving the Franklin D. Roosevelt ‘fireside chats’ on radio.” He said: “The new chief executive’s staff members have been telling Washington newsmen that Mr. Nixon will make some of his major statements in this way—on radio only” (see adjoining story). Mr. Lower offered his own predictions for radio-TV operations under the Nixon administration:

• “That the State of the Union message will remain in prime time—the impact of Mr. Johnson’s evening message was so much greater than that of the traditional afternoon message, that I doubt very much we’ll ever again see the President speaking in midday to a joint session of Congress and a national audience comprised mostly of housewives, plus whatever working men can make it into a tavern with a TV set at the right time.”

• That Mr. Nixon will try to hold some question-and-answer sessions with the public in various parts of the country, similar to those used in his campaign.

• That he will follow Mr. Johnson’s practice of the protested impromptu news conferences in his office.

Mr. Lower said there have been no indications as to whether the President-elect will submit to the hour-long threennetwork Conversations with the President programs that President Johnson did twice and President Kennedy did once. But Mr. Lower added: “We certainly hope he will.”

The broadcast news executive said he would not venture a guess on the defini-
tion of "frequent" as used by Mr. Nixon's staff in saying that the new President will hold "frequent news conferences." And he added that Mr. Nixon's unscripted cabinet introduction program revealed the President-elect "to be quite at ease with the cameras" and to have "a remarkable sense of timing."

Addressing himself to the relationship of broadcast newsmen with the new administration, Mr. Lower said that "while I really expect no frontal assault on the First Amendment from the President-elect, I must say that it both surprises and saddens me to have to stand up ... and defend something so sacred to the founders of our country . . ."

Calling it "inconceivable that there could be one set of ground rules for newspapers and news magazines and another for radio and television journalism," Mr. Lower said, "I must warn our brethren of the printed word that censorship of television news would be the first in a series of encroachments on the First Amendment guarantees."

**Hialeah horses to run in 30 eastern markets**

Price-Roberts Productions, New York, announced last week that it had acquired TV rights for a seven week Saturday series from Hialeah race track in Florida.

According to Tommy Roberts, partner in the firm, Price-Roberts will set up the Jan. 18-March 4 series on their own Independent Television Network for 30 cities in the eastern half of the country. Two of the larger races, the Widener Handicap and the Flamingo Stakes, will be carried nationally. Series is to be called Racing at Hialeah with Mr. Robert as producer-host.

Stations will be accepted for the network up to Jan. 18.

**Residuals keep mounting**

The more than 2,700 members of the Writers Guild of America, West, which represents writers in film, television and radio on the West Coast, earned more than $5 million in television residuals last year. Guild members earned $5,617,988.46 in 1968 compared to $4,720,539.12 in 1967, an increase of 19%. Domestic residuals plus foreign residuals, royalties, and compensation in addition to money generated from the replay of scripts of writers used on television amounted to $4,688,752.18 last year, an increase of 16.72% over the previous year. The leasing of motion picture films to television accounted for an additional $929,206.28 in residuals, an increase of 32.18% over 1967.

**Higher press rate proposal draws fire**

**Common Carrier plan in six-year FCC case stirs old animosities**

The FCC's Common Carrier Bureau has proposed that lower press rates for private line telegraph and telephotograph services be ended.

"There is no history or tradition that requires such special treatment for the press and we can find no evidence to justify such treatment," the bureau said in proposed findings that are part of the latest phase of a six-year-old FCC case.

Other participants in the case disagreed, however. The National Association of Broadcasters warned that major newswire services would be required to pass on rate increases to their broadcast customers, or else decrease their service.

The commission approved higher rates for all users in early 1963, over objections from the press. Upon reconsideration it withheld application of the rates to press users, stating that it needed to determine whether the public interest in the widest possible dissemination of news would be endangered by halting the reduced rates. After four more years of investigations, oral argument and recommendations, the commission reopened the record in November 1967, and held hearings late in 1968.

The Common Carrier Bureau held to its previous contention that discontinuance of the reduced rates would have a "minimal" financial effect on news services. It said that "the news services may not have to meet any increase in any event because, as AP's principal witness candidly admitted, in two years AP would be sufficiently far along in its multiplexing program to eliminate its dependence upon private line services almost entirely." The other major service, UPI, has a similar program in the works, the bureau said.

The bureau found a comparable pattern when it considered the impact of higher rates upon other press users. As applied to the broadcast industry, the bureau said, "the impact of increased costs, if the total increase to all press customers of $3 million were passed on to the broadcast industry, would come to less than 1% of that industry's total operating expenses."

NAB contended, however, that the higher press rates would be passed on to the wire service broadcast customers, and that this effect would be particularly pronounced in communities with only one radio station.

The association noted that the commission recognized broadcasting's value as the fastest means of news dissemination when it established the Emergency Broadcast System for use in the event of national crisis—a system, NAB said, that relies heavily upon the teletype-writer networks of AP and UPI to alert the broadcasters. Higher press rates for these private line services would therefore not only the general dissemination of news, but would also hinder a broadcast system that is "vital to national safety" in time of emergency, NAB said.

NAB recommended that present press tariffs be revised to specify reduced rates for all private line services used by press parties.


On the other hand, the Bell System and Western Union sided with the Common Carrier Bureau. Bell argued that "press organizations should not be accorded preferential rates simply because of their identity as the press." Increased costs, such as newsprint, have been easily absorbed or passed on to customers in the past, Bell said. To argue that similar adjustments cannot be made for increased communications costs, Bell added, "is not only illogical, it is using the common carriers as a whipping boy."

**A gag in one field poses threat to all Gallagher**

AP General Manager Wes Gallagher, in a speech scheduled to be delivered at the University of Arizona in Tucson last Saturday (Jan. 11), warned his listeners to beware of curbs on news, particularly from the government.

There is "an ever-growing government, ever more powerful particularly in the communications field, ever more sensitive to criticism, ever more efficient and diligent in covering up bad news or news that reflects unfavorably upon the administration in power," according to Mr. Gallagher. "And if this government ... succeeds in putting curbs on one element of the communications media, the appetites will only be whetted to put curbs on all of the news media."

"Suggestions toward curbs on news broadcasting already have been brought up in testimony before the National Commission on the Causes and Prevention of Violence. These have been firmly rejected by President Frank Stanton of CBS and other network heads but
such efforts will continue."

Mr. Gallagher cited a position taken by Jerome A. Barron, associate professor of law at George Washington Law School, that unpopular and unorthodox viewpoints do not receive enough attention from the communications media.

"This is an interesting position," Mr. Gallagher said, "since newspapers and broadcasting are under heavy attack now for giving too much time and space to minority groups, according to many critics."

Mr. Gallagher was to receive the university's John Peter Zenger Freedom of the Press award. The winner is selected in balloting by 75 editors and publishers in the U.S.

Stanford gives details on news fellowships

Stanford University has announced its professional journalism fellowships for 1969-70.

Fellowships are awarded for two quarters of three months each, or, under special circumstances, for a single quarter or for three quarters. Fellows may study in any field except journalism. Only full-time employees of newspapers, radio-TV news departments, and general-interest magazines are eligible, and applicants should be from 25 to 40 and have at least three years of professional experience.

Deadline for applications is April 1. Forms may be obtained from: The Director, Professional Journalism Fellowships, C-3 Cypress Hall, Stanford University, Stanford, Calif. 94305.

New NATAS committee to put academy on couch

A committee, made up of top West Coast programing executives, has been formed to study the entire structure of the National Academy of Television Arts and Sciences and make recommendations to that organization's board of trustees. The "Committee for the Future," as it has been designated, was appointed by Seymour Berns, president of NATAS. The committee is an independent body with no power to take any action within the academy.

The committee members, all from the West Coast, include Herbert Schlosser, NBC-TV programing vice president; William Self, president, 20th Century-Fox TV; Thomas Sarnoff, NBC staff executive vice president; Perry LaFrty, CBS-TV programing vice president, Christopher Knopf, TV writer and former president of the Writers Guild of America, West; Grant Tinker, programing president, for Universal TV; Harry Ackerman, executive producer for Screen Gems and a past president of the national academy; NBC-TV producer Bob Finkel; actor Raymond Burr, and Rosalind Wyman, public affairs director for Screen Gems.

Jackie Cooper, vice president in charge of West Coast operations for Screen Gems, is chairman of the ad hoc committee.

Executive musical chairs at Smo-Bro

Smo-Bro Productions, the television division of the entertainment and communications complex started by comedian Tom Smothers, last week added two top radio executives to its staff. They are John R. Barrett, since 1951 manager of KRLA Pasadena, Calif., and Cecil Tuck, the station's program director.

Messrs. Barrett and Tuck, who have resigned from the station, will work in the development and supervision of television production. Smo-Bro's most recent TV project is the Glen Campbell Goodtime Hour, which starts on CBS-TV Jan. 29.

Mr. Barrett continues on the board of directors of Oak Knoll Broadcasting Corp., interim operator of KRLA. He and Mr. Tuck also started a management and program consultancy firm in the radio field, with KRLA as the new company's initial client.

Smo-Bro Productions, formed last year, is the television division of Kragen, Smothers & Fritz Inc., Beverly Hills, Calif. Ken Kragen and Ken Fritz, personal managers of the Smothers Brothers comedy team, have been the other principals along with Tom Smothers. Mr. Kragen, however, announced last week that he is leaving the organization to concentrate on independent television and motion-picture production.

East-West Films formed; Rodney Erickson president

The establishment of East-West Films Inc. as a wholly owned subsidiary of Trans National Communications Inc., New York, to produce and distribute commercials, documentary films and feature motion pictures for theaters and television was announced last week.

Ellis E. Erdman, board chairman of Trans National, a diversified communications company, said that Rodney Erickson, recently vice president in charge of TV-radio programming for Kenyon & Eckhardt, will be president of East-West. M. R. (Mickey) Dubin, who has worked for various TV film commercial producers, will be vice president in charge of sales, and Joseph Marone will be vice president in charge of production.

Mr. Erdman also said that East-West Films has concluded a production arrangement with Gerald Schnitzer Productions Inc., Hollywood, under which East-West will represent Schnitzer exclusively and engage in joint productions, utilizing the West Coast facilities.

Offices and facilities of East-West Films will be at 322 East 45th Street, New York, and 1717 Highland in Hollywood.

Program notes:

Corey on music • Twenty-First Century Productions, Nashville, is planning a one-shot program that may evolve into a series built around Professor Irwin Corey and the fields of music. Utilizing such groups as Canned Heat, The Box-tops, Fuzzy Bunnies and Grass Roots, among others, the show proposes to explain modern rock. Producer Milton Le Le was also with are sure appearances by Morey Amsterdam, Marty Allen, Moms Mabley and a number of Miami Beach entertainers. Show title is The Professor is Alive and Well and Living in Your Tube.

Production plans • Project 7, Hollywood television and educational film production house has announced programs in development for 1969: Arena, a sports series; Halfway House, a daytime strip, and Wheel of Fortune, documentaries about top executives. All would be half-hours. Also planned are a series of specials including a group of four The Americans, and a one-shot special, Comeback, dealing with the reversals in fortunes of such people as Richard Nixon and actress Patricia Neal. Project 7 is headed by Jesse Sandler, formerly with Wolper Productions and 20th-Century-Fox.

Rodeo pageant • The 16th annual Miss Rodeo America Pageant, syndicated by Triangle Stations, will be shown on around 185 outlets this week. Levi Strauss & Co., through Honig, Cooper & Harrington, is sponsoring the one-hour special.

Baltimore switch • All-news WAVE Baltimore last week revised its programing to a talk format. The 1-kw daytimer on 860 kc has added Allen Prell, from WCBM Baltimore, and Arnold Zunker, from WJZ-TV Baltimore, to implement its talk lineup.

Two more years of Welk

One of TV's perennials, Lawrence Welk, is assured a berth on the ABC-TV schedule through the 1970-71 season. Leonard Goldberg, vice president in charge of programing for ABC-TV, said the Lawrence Welk Show has been renewed under an "unusual" two-year contract through 1970-71.
Pioneers pick WGAL for annual award

WGAL Lancaster, Pa., founded in June 1922, will receive the ninth annual Broadcast Pioneer Mike award (“Closed Circuit”, Jan. 6).

Clair R. McCollough, president of the licensee Steinman Stations, will accept the award at the Pioneers’ benefit dinner for Broadcasters Foundation Inc. on Feb. 24 in New York. Mr. McCollough formerly headed the foundation, philanthropic adjunct of the Pioneers.

Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, is president of the foundation that in past years has presented the award to WLW Cincinnati; WGN Chicago; WSB Atlanta; KDKA Pittsburgh; WTNH Hartford, Conn.; WHO Des Moines, Iowa; WOR New York, and WPRO Toledo, Ohio.

The award is presented annually to a pioneer radio station in recognition of the station’s responsibility to the public and broadcasting industry throughout its years of service.

SDX chapter sets award competition

Sigma Delta Chi’s New York chapter, the Deadline Club, has announced the opening of competition for five awards: public service television and radio awards, $250 each, sponsored by Broadcasting magazine, a $500 newspaper award sponsored by Editor and Publisher, a $500 United Nations award sponsored by International Telephone & Telegraph, and a $500 financial award sponsored by Paine, Webber, Jackson & Curtis.

Journalists in New York, Westchester, Nassau and Suffolk counties and northern New Jersey are eligible, in addition to journalists from any country reporting on the U.N. Entries should be sent to George B. Bookman, 675 New York Stock Exchange, 11 Wall Street, New York 10005, (212) 623-2080. Winners will be announced at an annual banquet May 8.

for community exploitation

Milling firm uses radio

Bay State Milling Co., Boston, has begun a six-month institutional advertising program in Leavenworth, Kan., site of one of the company’s plants, to promote a community-relations program. If the campaign succeeds in Leavenworth, it’s expected that the radio project will be extended to the other areas where Bay State operates plants.

The flour milling firm is using 30-second radio spots on KCLO Leavenworth, aimed at promoting Leavenworth as a good place for industrial development and tourism, explaining Bay State’s role in the community, and commending Bay State employees as the firm’s most important asset.

The spots are genuinely institutional, since Bay State does not sell flour in Leavenworth but ships to commercial bakers in the East. Bay State operates five plants in the East and Midwest.

Anchors away for broadcaster’s dream

A long-sought maritime academy for the Great Lakes area is becoming a reality due to the efforts of a Michigan broadcaster.

Les Biederman, president of Midwestern Broadcasting Co., Traverse City, Mich., is also chairman of the board of trustees of Northwestern Michigan College in Traverse City. In 1957 he proposed a program known then as the “floating university” to train young men for maritime careers. The idea was to obtain a surplus ship and convert it into a travelling department of the college. Students could travel abroad but still receive full academic credit for their travel.

Last month Northwestern acquired a U.S. Navy oceanographic research vessel for use by the college. The USS Allegheny, a 143-foot Navy auxiliary tug, was decommissioned for assignment to the college as a floating school.

Until now there were only maritime academies in Maine, Massachusetts, New York, Texas and California. The new maritime academy at Traverse City will provide a three-year program, during which students may qualify for a Coast Guard examination.

Seven AM’s honored

KWAY Bakersfield, Calif., has received the 1969 S.S.S. Co.’s gold medal award for outstanding merchandising support of the Atlanta advertiser. Other stations receiving awards were WFXG Leland, Miss.; WNON Cicero, III.; WNOO Chattanooga; WLNO Louisville, Ky.; WORS Jacksonville, Fla., and XENU Nuevo Laredo, Mexico.
'68 was a color television year

Commerce agency forecasts 5.8 million units, $2 billion volume, first-time surge over B&W

Color TV receivers shipped by manufacturers last year were 51.3% of total TV units—the first year in which color TV broke ahead of black-and-white sets. But, 1968’s color TV shipments accounted for a sizeable 80% of the total TV dollar volume.

These are the estimates of the Business and Defense Services Administration of the Department of Commerce, issued last week in “Outlook 1969.” The annual forecast also contains predictions regarding the financial prospects of television, radio and advertising agencies (see page 66).

In 1968, BDSA estimates, 5.8 million color TV receivers were shipped, up 5.3% over 1967. In 1969, the agency forecasts, 6.1 million units will be shipped, a 5.2% boost.

BDSA estimates that last year’s 5.5 million monochrome TV set shipments were 8.5% higher than 1967’s; it expects the same number of black-and-white TV sets to be shipped this year.

The valuation of color TV sets shipped in 1968, BDSA calculates, is $2.047 billion. Monochrome TV sets were valued at $556 million, the government agency estimates.

Last year, BDSA estimates, the average factory unit price of a color TV set was $353; black-and-white, $95.

The government group estimates that although the total number of color TV picture tubes shipped by manufacturers in 1968 was the same as in 1967—6.1 million—their value declined severally, from $710 million in 1967 to $592 million last year. For 1969, BDSA estimates that 6.3 million color TV tubes will be shipped, with their valuation falling even more, to $578 million. This decline, BDSA says, is due to the change in color-TV product mix, from large console-type tubes to smaller table and console-type tubes.

Black-and-white TV picture tubes numbered 6.8 million last year, BDSA estimates, a 3% jump over 1967.

The average factory price of a color TV tube in 1968 was $98, the Commerce Department unit figures; it will be $92 this year. For color-coordinate TV picture tubes, the average factory price in 1968 was $16.37, BDSA calculates.

Radio receivers shipped during last year totaled 22.93 million, valued at $367 million, BDSA estimates. This is a 7.7% increase over 1967. In 1969, the agency expects 24.0 million radio sets to be shipped, up 4.7%.

The overall consumer electronics sector of the economy reached $4 billion in 1968, BDSA estimates. This is a 4% rise over 1967.

ABC-TV tightens up engineering unit

ABC broadcast operations and engineering department has been brought under a single department on both the East and West Coasts. The change was related to a group of recommendations made by McKinsey & Co., management consultants, some of which were implemented last fall (BROADCASTING, Sept. 30, 1968).

Julius Barnathan, vice president in charge of broadcast engineering and operations for ABC, announced that Frederick J. Schuhmann has been promoted from director of production services to general manager, TV facilities and services, New York, and Norman H. Grant, director of color coordination and administration, New York, has been advanced to general manager, TV facilities and services, West Coast. In addition, George Milne has been appointed to the new post of director of planning and production control, East Coast, reporting to Mr. Schumann, and David Loring has been named director of production planning and control, West Coast, reporting to Mr. Grant.

“The realignment of job functions under Mr. Schuhmann and Mr. Grant will give us the capability to handle the additional responsibilities as part of a complete service center, servicing user departments in line with the new budget and control system recently put into effect in the television network,” Mr. Barnathan explained.
Stocks show 5.9% average gain in '68
CATV issues set pace with 57.6% increase;
December slump for all categories was 7%

Review of broadcasting stock activity during 1968 shows that, although variable, on the whole it was a good year for the industry.

Comparison of the Broadcasting Index of selected stocks as of Dec. 31 to the comparable sections of the Jan. 12, 1968, index of its former sister publication Television, show an average gain for the year of 5.9% in the six index categories. The Standard & Poor Industrial Average gained 8% in the year.

The Broadcasting index also shows that a December slump in all categories held back greater average gains for the year. The index was down an average of 7% for the month, reflecting to a greater degree the general market dip in December, which set back the Standard & Poor index 4%.

Wall Street observers noted that generally the more spectacular gains among broadcasting stocks were made by smaller firms while the larger companies, as would be expected, showed less activity.

The most soaring advance made by a category in the index was that of CATV stocks, up an average of 57.6% for the year, despite a drop during December of 16.4%. The steep year-end fall was laid to the FCC’s announcement of its proposed new rule-making for CATV systems.

Reflecting the large, industrial nature of most firms in the category, manufacturing stocks showed the smallest increase during the year, up 2.6%. The over-all gain came despite a 7.3% drop during December.

The three large conglomerate stocks in the index were mixed. Both Avco, in the broadcasting-with-other-major-interests category, and Gulf & Western, in programing, reflected the disfavor of the market with major conglomerates, as Avco was off 25% for the year and Gulf & Western 16%.

Transamerica, also in the programing category, bucked the trend and gained 41% during the year, aided in large measure by activity generated from its move to merge with Metromedia. Metromedia, in the purely broadcasting category, shot up 90% in the year.

Both the broadcasting and broadcasting-with-other-major-interests category found 1968 prosperous, with the purely broadcasting stocks up an average of 19.5% and broadcasting-with-other-major-interests up 18.9%. They also experienced the shallowest year-end slumps, with the broadcasting category off 3.3% and broadcasting-with-other-major interests down 2.1%.

Service stocks also had a moderately good year, gaining 9.6% despite a 6.4% drop during December. Programing stocks were hit hardest by the year-end decline. Despite an average 17.8% fall during December, prices of stocks in the category were up an average of 4.7% for the year.

Among the individual stocks, the three networks generally showed the poorest performance of firms directly engaged in broadcasting. ABC was down 1% for the year while CBS was up by the same amount. RCA, parent company of NBC, had a 13% decline in stock price for the year.

Good earnings reports were credited with giving Capital Cities its 71% increase in price during 1968. Investor interest in growth of Corinthian was cited for its 24% climb. Cox gained 11% and industry observers ascribed the moderate climb to reaction over earnings reports that were not as impressive as recent past performances.

The 271% leap made by Reeves Broadcast was laid to interest in Reeves’s heavy involvement in acquiring computerized real-estate firms, rather than any direct broadcast movements. Scripps-Howard’s 17% climb was another gain credited to a generally healthy earnings climate, while Sonderling’s 44% hike apparently resulted from...
from interest in its moves to acquire major new broadcast holdings.

Taft’s modest 7% gain was the result of its relatively poor earnings picture for the year, Wall Street observers said.

Among the firms in the broadcasting-with-other-major-interests category, Bartell Media’s 127% jump resulted from the move of Downe Communications to take it over. Reasonable-to-good earnings were cited as the prevailing factor in the gains of other broadcasters in the category.

In the programing section, Columbia Pictures’ 44% gain was credited to box-office success of several of its major film releases during the year, while the 11% drop of both MGM and Universal-parent MCA were blamed on poorer-than-expected box-office for some of their major films. MCA’s drop came despite the move by Westinghouse to take it over. The 64% gain by the Fall Reade Organization apparently resulted from a combination of improved earnings and merger activity.

The 167% bound of Trans-Lux was believed caused by interest in the firm’s technological developments in providing its new stock-ticker service and automated theaters. Market analysts said Warther Corp.’s spectacular 407% increase apparently was the result of the firm’s successful efforts to clear up profits of its Lionel subsidiary.

In the service category, John Blair stock price doubled during the year as the station rep’s earnings rebounded following a disappointing record for 1967. General Artists’ 115% gain was attributed to its move to merge with Creative Management Associates.

St. Regis sale to RCA draws board approvals

RCA’s proposed purchase of the St. Regis Paper Co. was approved by the board of directors of both companies at separate meetings last week. The plan, an estimated $600-million exchange-of-stock deal under which St. Regis would become a wholly-owned subsidiary of RCA and continue to operate as a separate entity, will now be voted upon by stockholders of both companies.

RCA said last week that its shareholders will vote on the proposal at the company’s annual meeting in New York May 6. St. Regis stockholders will vote on the plan at their annual meeting in New York April 24. An agreement in principle between the two companies was announced last October (Broadcasting, Oct. 14, 1968).

Universal Video files for public offering

Universal Video Industries Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 150,000 shares for public sale through Shaskan & Co., New York.

The offering price is estimated at $10 per share maximum. Universal Video has agreed to sell Shaskan, for $150, five years worth of purchase 15,000 common shares.

Universal Video rents motion-picture

The Broadcasting stock index

A weekly summary of market activity in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

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<th>Exchange</th>
<th>Closing Jan. 9</th>
<th>Closing Dec. 31</th>
<th>% change</th>
<th>Approx. Shares Out (000)</th>
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<tbody>
<tr>
<td>Avco</td>
<td>AV</td>
<td>464</td>
<td>484</td>
<td>+5%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Bartell Media</td>
<td>BMC</td>
<td>194</td>
<td>204</td>
<td>+5%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Boston Herald-Traverier</td>
<td>O</td>
<td>67</td>
<td>69</td>
<td>+3%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Chrysler</td>
<td>CCN</td>
<td>394</td>
<td>394</td>
<td>+0%</td>
<td>13</td>
<td>1</td>
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<tr>
<td>Cowles Communications</td>
<td>CWL</td>
<td>16</td>
<td>17</td>
<td>+6%</td>
<td>13</td>
<td>1</td>
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<tr>
<td>Fucia</td>
<td>FUA</td>
<td>414</td>
<td>444</td>
<td>+7%</td>
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<tr>
<td>Gannett</td>
<td>O</td>
<td>37</td>
<td>38</td>
<td>+3%</td>
<td>13</td>
<td>1</td>
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<tr>
<td>General Tire</td>
<td>NY</td>
<td>314</td>
<td>344</td>
<td>+10%</td>
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<td>1</td>
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<tr>
<td>Gray Communications</td>
<td>O</td>
<td>104</td>
<td>104</td>
<td>+0%</td>
<td>13</td>
<td>1</td>
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<tr>
<td>LIN</td>
<td>N</td>
<td>284</td>
<td>284</td>
<td>+0%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Meredith Publishing</td>
<td>MDP</td>
<td>494</td>
<td>504</td>
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<td>13</td>
<td>1</td>
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<tr>
<td>The Outlet Co.</td>
<td>OTU</td>
<td>28</td>
<td>29</td>
<td>+4%</td>
<td>13</td>
<td>1</td>
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<tr>
<td>Rollins</td>
<td>ROL</td>
<td>754</td>
<td>764</td>
<td>+1%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>RUSA</td>
<td>344</td>
<td>344</td>
<td>+0%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Sphincter</td>
<td>SFB</td>
<td>58</td>
<td>60</td>
<td>+4%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>WDM</td>
<td>324</td>
<td>344</td>
<td>+6%</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Wometco</td>
<td>WDM</td>
<td>324</td>
<td>344</td>
<td>+6%</td>
<td>13</td>
<td>1</td>
</tr>
</tbody>
</table>

| CATV                              | ACO    | 13             | 13             | +0%      | 13                       | 1                          |
| Cable Communication               | COX    | 17             | 19             | +12%     | 13                       | 1                          |
| Cypress Communications            | CPRS   | 17             | 19             | +12%     | 13                       | 1                          |
| Entertainment                     | ENT    | 94             | 95             | +1%      | 13                       | 1                          |
| H & B American                    | HBA    | 175            | 194            | +10%     | 13                       | 1                          |
| Teleprompter                      | TP     | 54             | 58             | +7%      | 13                       | 1                          |
| Television Communications         | VIK    | 254            | 274            | +8%      | 13                       | 1                          |

| Programing                        | CPS    | 36             | 414            | +12%     | 13                       | 1                          |
| Commonwealth United               | CUC    | 224            | 209            | -7%      | 13                       | 1                          |
| Disney                            | DIS    | 794            | 85             | +9%      | 13                       | 1                          |
equipment and sound stages to TV and feature film producers. Through its newly formed subsidiary, Universal Video Tape Corp., the company plans to rent color broadcast video-tape equipment to commercial TV and program producers.

Burton Grodin, chairman and president, owns 96% of Universal Video.

**Starr group registers for stock offering**

Starr Broadcasting Group Inc., Omaha, has filed a registration statement with the Securities and Exchange Commission offering 260,000 shares for public sale through First Mid America Corp., Omaha.

First Mid America has received five-year warrants to purchase 46,100 shares.

Starr Broadcasting owns KOZN and KOWH(FM), both Omaha; KISD Sioux Falls, S. D.; KUBL Fairway and KJC(J FM) Merriam, both Kansas, and also has applications pending FCC approval to purchase WBOK New Orleans, KYOK Houston, WLOK Memphis, and KXLR North Little Rock, Ark. (BROADCASTING, Dec. 2, 1968).

Of the net proceeds of the sale, $50,000 will be applied as the initial payment in the KXLR acquisition, $2,950,250 will be paid to the sellers of the three OK group stations, and $100,000 will be paid to William F. Buckley Jr., Starr's board chairman, representing an advance of the down payment under contracts for the purchase of the three OK stations and KXLR. In addition, $100,000 will be used to repay additional bank loans and unspecified amounts will be used for working capital and to meet current accounts payable, including expenses of acquiring the four stations.

Mr. Buckley owns 66 2/3% and Peter Starr, president, owns 33 1/3%.

**Financial notes:**

- Metromedia Inc., New York, has declared a regular quarterly cash dividend of 121/2 cents per share, and a 2% stock dividend, both payable March 15 to stockholders of record Feb. 21. The stock dividend will result in the issuance of 107,882 shares of common stock.
- Corinthian Broadcasting Corp., New York, group TV station owner and publisher, has declared a dividend of 71/2 cents per share payable Jan. 31 to stockholders of record Jan. 20.
- The Warner Corp., Beverly Hills, Calif.-based owner of the Lone Ranger television programs among other interests, is starting a chain of food franchises across the nation built around the masked rider's name and theme. The company's franchise subsidiary will involve fast food merchandising.

**Stock Prices (Dec. 31, 1968)**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing</th>
<th>Change</th>
<th>Month of</th>
<th>Jan. 1-</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
<td>F1WY</td>
<td>A</td>
<td>36 1/2</td>
<td>38 1/2</td>
<td>+ 3</td>
<td>+ 65</td>
<td>42</td>
<td>16 1/2</td>
<td>961</td>
<td>37,100</td>
</tr>
<tr>
<td>Four Star International</td>
<td>G</td>
<td>7 1/2</td>
<td>7 1/2</td>
<td>+ 3</td>
<td>+ 7</td>
<td>10</td>
<td>5</td>
<td>666</td>
<td>5,000</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>N</td>
<td>47 1/2</td>
<td>49 1/2</td>
<td>- 15</td>
<td>- 16</td>
<td>66 1/2</td>
<td>38 1/2</td>
<td>11,680</td>
<td>582,500</td>
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<tr>
<td>MCA</td>
<td>N</td>
<td>40 1/4</td>
<td>44</td>
<td>- 3</td>
<td>- 11</td>
<td>53 1/4</td>
<td>40 1/4</td>
<td>7,764</td>
<td>341,600</td>
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<tr>
<td>MGM</td>
<td>N</td>
<td>41 1/4</td>
<td>42 1/2</td>
<td>- 7</td>
<td>- 11</td>
<td>55</td>
<td>35 1/2</td>
<td>5,769</td>
<td>246,200</td>
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<tr>
<td>Transamérica</td>
<td>N</td>
<td>73</td>
<td>74 1/2</td>
<td>- 14</td>
<td>- 41</td>
<td>87 1/2</td>
<td>43 1/2</td>
<td>28,859</td>
<td>1,250,000</td>
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<tr>
<td>Trans-Lux</td>
<td>A</td>
<td>50</td>
<td>59 1/2</td>
<td>- 10</td>
<td>+ 107</td>
<td>83 1/2</td>
<td>21 1/2</td>
<td>753</td>
<td>44,100</td>
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<tr>
<td>20th Century-Fox</td>
<td>N</td>
<td>33</td>
<td>34</td>
<td>- 12</td>
<td>- 10</td>
<td>40 1/2</td>
<td>24 1/2</td>
<td>7,035</td>
<td>239,200</td>
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<tr>
<td>Walter Reade Organization</td>
<td>A</td>
<td>14 1/2</td>
<td>13 1/2</td>
<td>- 19</td>
<td>- 64</td>
<td>17</td>
<td>7</td>
<td>1,662</td>
<td>22,400</td>
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<tr>
<td>Warner Seven Arts</td>
<td>A</td>
<td>40 1/4</td>
<td>41</td>
<td>- 12</td>
<td>- 19</td>
<td>49 1/4</td>
<td>26 1/4</td>
<td>5,610</td>
<td>163,800</td>
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<tr>
<td>Wrathre Corp.</td>
<td>A</td>
<td>16 1/2</td>
<td>17 1/2</td>
<td>- 7</td>
<td>- 407</td>
<td>20 1/4</td>
<td>4</td>
<td>1,710</td>
<td>30,400</td>
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<tr>
<td>Total</td>
<td></td>
<td>86,366</td>
<td></td>
<td></td>
<td>54,511</td>
<td>$64 1/2</td>
<td>54 1/2</td>
<td>37,660</td>
<td>$2,318,900</td>
</tr>
</tbody>
</table>

**Programming (cont.)**

- Filmways (F) 40% 41 1/4 38 1/4 Miller Magnavox (M) 12% 16 1/2 15 1/4
- Four Star International (I) 18% 19 5/8 18 1/4
- Gulf & Western (G) 11% 10 1/4 10 1/4
- MCA (M) 8% 8 1/4 7
- MGM (M) 7% 6 1/4 5 1/4
- Transamérica (T) 5% 4 1/2 3 1/2
- Trans-Lux (L) 4% 3 1/4 2 1/4
- 20th Century-Fox (X) 3% 2 1/4 1 1/4
- Walter Reade Organization (R) 2% 1 1/4 1
- Warner Seven Arts (W) 1% 1/4 1/4
- Wrathre Corp. (R) 1% 1/4 1/4

**Stock Indexes**

- Standard & Poor industrial Average: 111.87
- American Stock Exchange: 113.02
- New York Stock Exchange: 114.83
- Over the counter (bid price shown): 115.24

Shares outstanding and capitalization as of Dec. 31.
Commerce paints a rosy picture

Government unit forecasts healthy financial 1969 for TV, radio, advertising agencies

Television’s gross revenues and pretax income this year will grow by 6.5% over 1968, and radio’s revenues and income by 5.7%—part of an expected jump of about 7% in total advertising expenditures in 1969.

These predictions are contained in forecasts of U. S. industrial activity issued last week by the Business and Defense Services Administration of the Department of Commerce.

For TV, the government agency calculates that the 658 stations and three networks took in $2.45 billion in broadcast revenues last year, up 7% over 1967, and that revenues would go up by 6.5% to $2.61 billion in 1969.

Pretax TV broadcasting income for 1968 was $540 million, BDSA estimates, up 17.9% over 1967. This year pretax income should reach $575 million, up 6.5%, the agency calculates.

Only two weeks ago, the FCC issued 1967 financial data for television, showing gross revenues of $2.275 billion, with $414.6 million as profits before taxes (BROADCASTING, Jan. 6).

BDSA also estimates that there are 82.5 million TV sets in use, and that 20 million of them are color TV receivers. These will increase to 86.5 million this year, with color TV sets increasing to 26 million, the agency estimates.

Radio’s 6,000 stations and four networks took in $960 million in revenues last year, up 7.3% over 1967, the Commerce agency figures. This will grow by 5.7%, to $1.015 billion, this year, it predicts.

(The Radio Advertising Bureau last week estimated radio billings at more than $1 billion in 1968 [see page 211].)

Pretax radio income last year reached a new high, $105 million for a 29.6% increase over 1967. But this rate will subside in 1969 when income will reach $111 million, up only 5.7% over 1968, the Commerce outlook indicates. BDSA estimates there are 302 million radio sets in use.

Although TV’s share of the total advertising dollar grew rapidly during its first decade, BDSA says, taking business from radio, magazines and newspapers, the “relatively fixed supply” of TV time has slowed this growth rate.

TV, the government unit says, will continue as the major medium.

Over the past 10 years, BDSA says, TV increased its share of the total advertising outlay by 30%. In 1968 this share was about 17%; in 1969 it will be over 17%, the government agency predicts, with the “dramatic impact” of color as one of its major assets.

Over the past 20 years, BDSA says, radio revenues have increased 136%, with declines only in 1954, 1955 and 1961. Earnings began to sink in 1947, it noted, but started to rise in 1959 with only two fall-offs since then, in 1961 and again in 1967.

Radio for the last decade has obtained 6% of total advertising outlays, and should continue this proportion in 1969, BDSA calculates.

Total domestic advertising outlays in 1968 totaled $17.6 billion, up 4.8% over the 1967 level, BDSA estimates. For 1969, the government unit sees total advertising expenditures of $18.8 billion, a 6.8% jump over last year.

BDSA also notes that over the last decade total advertising volume has maintained a fairly constant relationship with major economic indicators, but that in recent years it has not quite kept pace with the growth in the Gross National Product.

In 1960, for example, total advertising expenditures reached $11.9 billion, which was 2.37% of the GNP, the highest in the 10 years. Since 1960, BDSA indicates, this relationship has been shrinking by degrees: last year’s $17.6 billion total advertising outlays were only 2.06% of the GNP, and in 1969 the estimated $18.8 billion total is expected to be only 2.1% of the GNP.

BDSA also estimates that the 7,000 domestic advertising agencies grossed $1.28 billion in 1968—or an average of $186,000 for each agency. But, BDSA adds, the 10 largest agencies grossed 68% of this total, $883 million, and each of these agencies averaged $8.03 million in revenues. In 1969, BDSA expects the gross income of agencies to reach $1.36 billion, up 6%.

Gross hikes dividend, plans 2-for-1 stock split

Gross Telecasting, Lansing, Mich., has proposed a two-for-one stock split and intends to apply for a listing of its common stock on the American Stock Exchange. The split is subject to stockholders approval, at the March 25 annual meeting, of an increase in common shares from 600,000 to 2.5 million and an increase in class B common shares from 200,000 to 400,000.

The company also increased the regular quarterly dividend from 40 cents to 45 cents on common stock and from 7½ cents to 8½ cents on class B common stock. Both dividends are payable Feb. 10 to stockholders of record Jan. 24. After the stock split the regular quarterly dividend on the new common stock would be 22½ cents per share.

CATV franchises, station sales due Ottawa hearing

Applications for 95 CATV franchises and several stock transfers will be reviewed by the Canadian Radio-Television Commission at a public hearing in Ottawa beginning Feb. 4. Thirty-three of the cable applications are for the metropolitan Toronto area. The remaining applications are for various communities in Ontario and Quebec.

Applicants for cable licenses in the Toronto area include Jerrold Electron-
Halifax, N. S., is seeking permission to transfer 20 common shares to CTV Television Network Ltd. and to transfer 504 common shares of CTV Atlantic Ltd. (a shareholder in CJCH-TV) to CTV Television Network Ltd.

The CRTC will also review requests by the Canadian Broadcasting Corp. to set up low-power "frontier" TV stations at Clinton Creek and Dawson in the Yukon territory and Fort Smith in the Northwest Territories.

Timebuying Services sets up Canadian affiliate
Timebuying Services Inc., New York, announced last week that an affiliated company has been organized in Canada to negotiate for the purchase of spot television and radio in that country under the supervision and control of advertising agencies of record.

The new firm, Media Buying Services Ltd., Toronto, is headed by Peter Simpson, formerly director of media for Stanfield, Johnson & Hill, Toronto. TBS has financed the venture and is a partner in it with Mr. Simpson. Media Buying and TBS have a reciprocal arrangement under which clients can use both firm's facilities.

Famous Players' plan to undergo public airing
A proposal of Famous Players Canadian Corp. to reorganize its broadcast holdings will be up for public scrutiny April 15 at the behest of the Canadian Radio-Television Commission. The CRTC scheduled the hearing because, it said, it regards the proposed reorganization a matter of "great consequence" for the Canadian broadcasting industry.

Last November the CRTC conducted a preliminary review of the Famous Players' plan, which would place its radio-TV and cable holdings in a new company, Famous Communications Ltd. (BROADCASTING, Nov. 25, 1968). The reorganization would permit the firm to comply with terms of a directive on foreign ownership issued by the Canadian government.

India to see NBC special
An NBC News special on what can be done to solve the world's food short-ages will be telecast shortly by TV-India "as the first American network documentary to be telecast" in that country. The special, Tomorrow's World: Feeding the Billions, was shown on NBC-TV Feb. 23, 1968. TV-India is said to have decided to show the documentary following a presentation by NBC International at the 1968 Asian Broadcasting Union's convention in New Delhi.

Abroad in brief:
Overseas additions
Griswold-Eshleman Co., Cleveland, has purchased minority interests in Center Werbeagentur, Dus-seldorf, Germany, and System Agenzie di Publicita, Milan, Italy. In both cases the Cleveland agency has options to increase its holdings. The acquisitions give G-E its fourth and fifth European offices. Griswold-Eshleman has billings of more than $42 million and ranks as the 54th largest agency in the world.

Vikoa in Europe
Vikoa Inc., Hoboken, N.J., multiple CATV systems owner, has completed contract agreements licensing Ateliers de Constructions Electriques de Charleroi, Brussels, Belgium, electronics manufacturer, to produce and distribute Vikoa's components. Vikoa will assist the firm in the construction of CATV in Belgium, the Netherlands and Luxembourg in exchange for royalties and a share in the profits of the CATV manufacturing and turnkey installation operations of the firm.

Fates & Fortunes

Broadcast advertising

Curtis P. Crady, senior VP, Winius-Brandon Co., St. Louis, elected executive VP. James R. Gimblett and George T. Gale, VP's, elected senior VP's.

Howard W. Marsh, VP, Radio Advertising Representatives, New York, joins Television Advertising Representatives in same position.

David Linden, formerly administrator of client presentations, NBC-TV New York, and manager of sales communications for Million Market Newspapers, joins WINS New York as advertising and sales promotion manager.

Roy Bostock, account supervisor, Benton & Bowles, New York, elected VP.


William C. Aiston, with BBDO, Chicago, joins Clinton E. Frank Inc. there as VP and account supervisor.

Jones Scovern, VP-secretary and a director of Peters, Griffin, Woodward, New York, retires to pursue personal interests.

Lew Sherwood and Dave Wiseliter, creative group supervisors, Daniel & Charles, New York, named VP's.

Sherman Weisgal, with Sudler & Hennessy, New York, named VP and account supervisor.

Herb Hahn, eastern sales manager, Alan Torbet Associates Inc., New York, elected sales VP.

John H. Borhebeck, account executive, NBC Spot Sales, New York, joins WABC(TV) Los Angeles as local sales manager.

Alvin Hampel, copy chief; Robert C. Wall Jr., art director, and J. G. Hoyt, VP and area manager for Latin America and Far East, Young & Rubicam, New York, named senior VP's.

Peter B. Warner, director, projects development, Quaker Oats Co., Chicago, appointed director of marketing-international.
Ralph C. Kelley, with Metromedia Inc., New York, joins WMPF, Evanston, Ill., as general sales manager.

Klee C. Dobra, sales manager, WTOP, Washington, appointed general sales manager. Robert F. Finke, account executive, WBBM-TV Chicago, succeeds Mr. Dobra.

Robert R. Saracen, national sales manager, WGAN-TV Portland, Me., appointed general sales manager.

Dorothy Worcester, director of research, James Infantino, executive art director, Donald Green and Roger Johnson, account supervisors, Harvey and Carlson Inc., New York, elected VP's.

Philip M. White and Harold L. Orwig, senior VP's, Buchen Advertising Inc., Chicago, retire.

Leonard P. Grillo, account executive, WJAR Providence, R. I., appointed general sales manager.

Jesse S. Pever Jr., local sales manager, WBRC-TV Birmingham, Ala., appointed general sales manager, WBRC.

Morton A. Barrett, national sales manager, WROC-TV Rochester, N. Y., joins WQX-TV San Antonio, Tex., as general sales manager.

Lee E. Carlson, sales manager, KYW-TV Philadelphia, appointed general sales manager.

Richard Nagle, local sales manager, KDKA-TV Pittsburgh, appointed general sales manager.

Jack A. W. Shenkan, account executive, WTAE-TV Pittsburgh, appointed sales manager.

Merritt S. Rose Jr., with sales staff, WIBC-TV Pittsburgh, appointed national sales manager.

Albin J. Stock, sales manager, WMAD Madison, Wis., joins WIBA-AM-FM there as regional sales manager.

Alan E. Woltz, product manager, personal products division, Lever Brothers Co., New York, appointed merchandising manager, foods division.

David Schneider, formerly with Clairol Inc., White Plains, N. Y., joins Alberto-Culver Co., Melrose Park, Ill., as manager of promotion-merchandising.

Lawrence T. Whitney, general manager, WALT Tampa, Fla., joins WTVT-TV Tampa-St. Petersburg as local sales manager.

Roland Abrams, with sales staff, WOKY

Annenberg to St. James?

Walter H. Annenberg, who with his family owns Triangle Publications Inc., last week was reported in line for post of Ambassador to Britain in incoming Nixon administration. However, Nixon headquarters declined to confirm or deny published reports.


Milwaukee, appointed local sales manager.

Media

James A. Yergin, director of research, Westinghouse Broadcasting Co., New York, elected VP-research.

John G. Conomikes, general sales manager, WTAE-TV Pittsburgh, appointed station manager.

James Schiavone, general manager, WWJ-AM-FM-TV Detroit, joins KSAT-TV San Antonio, Tex., as VP.


Dick Curtis, program director, KOL Seattle, appointed station manager. lan Roberts, air personality, KJR Seattle, succeeds Mr. Curtis.

Dan C. Palen, general manager, KBIZ Ottumwa, Iowa and KXTO-TV Kirksville, Mo.-Ottumwa, joins WMAD Madison, Wis., in same capacity.

Ron Strother, sales manager, KSND Seattle, appointed general manager. He succeeds Hugh MacPherson, who resigns.

Dan Covell, general manager and principal, WGMZ(FM) Flint, Mich., joins KQZ Honolulu as general manager. He succeeds Milton L. Hibdon, who joins parent Founders Corp., New York, as special assistant to president.

Reg Streeter, general manager, KSLY San Luis Obispo, Calif., joins KCAI Honolulu in same capacity.

Stan Warwick, general manager, KQJL San Fernando, Calif., also named VP.

George Reeves, assistant secretary and resident legal counsel, American International Pictures, New York, joins ABC-TV, that city, as associate director of business affairs.

Edward H. Benedict, national sales director, Triangle Stations, New York, joins Martin County Cable Co., Stuart, Fla., as general manager.

Kenneth Gaines, program director, WJH Cleveland, named VP and general manager. He succeeds Richard Jannissen, who joins Metromedia Radio, New York, as VP for special projects (BROADCASTING, Dec. 30, 1968) (see page 10).

David Ridgeway, account executive, WYSL Buffalo, N. Y., joins WPZT Pottstown, Pa. as general manager.

Hal F. Mathews, sales manager, KRLA Pasadena, Calif., named station manager. He succeeds John R. Barrett, who resigns to form management and program consultancy.

Programing

Ronald A. Deere, traffic manager, WGY and WRGB-AM (TV) Schenectady, N. Y., joins KOA-TV Denver as program manager. All are General Electric Broadcasting Co. stations.

Colin Campbell, director of foreign sales, ABC Films, New York, elected VP-director of international sales.

Ray Hubbard, executive producer, public affairs, Westinghouse Broadcasting Co., New York, joins Post-Newsweek Stations, Washington, as VP for programming and production.

Boyd C. Hill, with Wilding Inc., Detroit, marketing-communications subsidiary of Bell & Howell, named VP and appointed to newly created position of editorial director.

Johnny Johnson, assistant program director and air personality, KOOL Phoenix, appointed program director.

Ted Weinheimer, acting program manager, noncommercial WCNY-TV Syracuse, N. Y., appointed program manager.
Jerry Bright, with W N O R  Norfolk, Va., appointed program director.

News

Richard Brasie, with WIND Chicago, joins Westinghouse Broadcasting Co. stations as Washington correspondent.

John Dancy, with NBC News, Los Angeles, joins NBC News, Chicago.

Frank Tomlinson, news director, WXZY Detroit, joins ABC News as Washington bureau network correspondent.

Herb Humphries, news director, KFWB Los Angeles, named managing editor.

Bruce MacDonell, assistant news director of station, succeeds Mr. Humphries.

Virgil Harrison Mitchell, editorial director, KABC-TV Los Angeles, named director of news.

William S. Meeks, assistant news director, WBBN-AM-FM-TV Buffalo, N. Y., named radio news director.


Mark M. Bonau, with KTTR Denver, joins KCOI Ft. Collins, Colo., as news director.

Bob Devine, with KION-TV Honolulu, joins news department of K H V H there.

Bob Carrigan, air personality, W K O X Framingham, Mass., joins W COA Pensacola, Fla., as news personality.

Promotion

Helen Dudman, executive women’s editor, The Washington Post, joins Post-Newsweek stations, Washington, as director of public relations.

Peter W. Smith, VP, The Rowland Co., New York, named senior VP.

Robert R. Gallagher, copywriter and staff assistant/administration, advertising and sales promotion, CBS-TV Stations Division, New York, appointed manager, sales promotion, CBS Enterprises Inc.

Domenick J. Giofre, assistant trade news editor, press and publicity, NBC New York, appointed coordinator, enterprises information, press and publicity.

Warren Fitzsimmons, promotion writer for ABC Radio, New York, joins CBS Radio there as sales promotion manager.

Dan Jenkins, executive director, television department, Rogers, Cowan & Brenner Inc., New York, named VP.

Warren Fitzsimmons, with CBS Radio, New York, appointed sales promotion manager.

St. Clair Pugh, publicity representative, NBC Enterprises Division, New York, named coordinator, NBC Radio information.

Fenton A. Lutke, VP, Campbell-Ewald Co., Detroit, named to new position of assistant to president and director of communications, including public relations for both agency and clients.

Equipment & engineering


Robert E. Baum, VP, marketing and construction division, named corporate VP of marketing.


Morton Leslie, director of marketing and sales, JFD Electronics Corp., joins Vikoa as sales manager of communications division.

Ronald A. Polster, manager of marketing services for special products division, Ampex Corp., Redwood City, Calif., named general manager of division.

Sammie Aed, director of engineering and program operations for ABC Radio, New York, joins NBC Radio there as director of engineering.

Ralph Miska, with Heart Corp., Baltimore, joins VP for engineering.

James W. Hullfish Jr., marketing head, Aurovideo, Boston, as VP for engineering.

28 in running for NAB radio board

Twenty-eight broadcasters have been nominated for two-year terms to fill 13 seats on National Association of Broadcasters radio board.

District 1: Frank A. Baich, WJJO Burlington, Vt., and Parker Hoy, W LAM Lewiston, Me.

District 2: Roy E. Morgan, WKIL Wilkes-Barre, Pa. (incumbent), and Jerry Lee, WDRV Philadelphia.

District 5: Joseph S. Field Jr., W I R K West Palm Beach, Fla., and John W. Jacobs Jr., W O N G Gainesville, Ga.

District 7: James M. Caldwell, WAVE Louisville, Ky. (incumbent), and Allan Land, WHIZ Zanesville, Ohio.

District 9: A. F. Sorensen, W K R S Waukegan, Ill. (incumbent), and Joseph Bonningsa, W G E M Quincy, Ill.

District 11: N. L. Benton, W L O L Minneapolis (incumbent), and Ross E. Case, K W A T Watertown, S. D.

District 13: Wendell Kayes Jr., K C R S Midland, Tex., and Mike Shapiro, WFAA Dallas.

District 15: Floyd Farr, KEEN San Jose, Calif. (incumbent): Stanley G. Breyer, KSAY San Francisco; Stoddard P. Johnston, K W A V (FM) Monterey, Calif. and Robert T. McVey, K R C K King City, Calif.


Class A: Andrew M. Ockershausen, W M A L Washington, and Jay W. Wright, KING Seattle.

Class B: R. W. Chapin, K FOR Lincoln, Neb. (incumbent), and Howard L. Green, W O N D Pleasantville, N. J.

Class C: John F. Hurbut, W W M C Mount Carmel, Ill., and Ray Johnson, K M E D Medford, Ore.


Results will be announced Jan. 29.
and numbered among his clients Dinah Shore, Perry Como, Bob Hope, Arthur Murray, Eva Gabor and Enoch Light. He is survived by his wife, Dora, and two children.


Carl Leserman, 67, who helped found International Telemeter Corp. in 1951, died Jan. 2 in Palm Springs, Calif., of stroke. Mr. Leserman sold his interest in pay TV company to Paramount Pictures Corp. His wife survives.

Nick Timko, 60, founder and president of WBFG (FM) Detroit, died Jan. 2 there, of heart attack. Mr. Timko was also president of WOFS (FM) Hamilton, Ohio. He is survived by his wife and two daughters.

Paul A. Loyet, who would have been 63 Jan. 10, and who was VP and director of engineering for Palmer Broadcasting Co. (WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, both Iowa), died Moines following short illness. Mr. Loyet joined WOC as station operator in 1922, when he was 16. He is survived by his wife, Virginia.

Fred M. Whiting, 53, professor and assistant dean of Northwestern University School of Journalism, and formerly with NBC News, died Jan. 1 of heart attack. He was co-author of The Radio-TV News Handbook. He is survived by his wife, Frederica, two sons and daughter.

August W. Grebe, 74, general manager of WBAX Wilkes-Barre, Pa., from 1941 to 1952, died Jan. 5 in Wilkes-Barre. He is survived by his son, Robert Grebe, formerly with ABC and Grey Advertising and now with PR Associates, New York.

Howard McNair, 63, veteran motion picture and television comedy actor, died Jan. 3 in Los Angeles after a long illness. Mr. McNair for nearly 10 years played role of "Doc Adams" on radio version of "Gunsmoke." He most recently had a running character role on CBS-TV's "Andy Griffith Show." Mr. McNair is survived by his wife, Helen, and son.

As compiled by Broadcasting, Dec. 30 through Jan. 8 and based on filings, authorizations and other FCC actions.


New TV stations

Application

• Belton, Tex.—Central Texas College seeks UHF ch. 48 (662-668 me): ERP 182 kw v.s. 27.3 kw aur. Ant. height above average terrain 1,261 ft.; ant. height above ground 1,126 ft. P.O. address: c/o Phillip R. Swartz, Box 486, Killeen, Tex. 76541. Estimated construction cost $387,288; first-year operating cost $69,100; revenue none. Geographic coordinates 30° 59' 12" north lat.; 97° 37' 47" west long. Type trans. RCA TTV-12A. Type ant. RCA TFL-25. Consulting engineers: N. W. Willett, Austin, Tex. Principals: Central Texas College; board of regents. William L. Bithum, president. Ann. Jan. 6.

Starts authorized


• KKGO(TV) Ventura, Calif.—Authorized program operation on ch. 16, 482-488 mc, ERP 39.5 kw v.s. Action Dec. 11.


• WCVB(TV) Macon, Ga.—Authorized program operation on ch. 41, 632-638 mc, ERP 170 kw v.s. Action Dec. 10.

Final action


Review board in Minneapolis, TV proceeding. Docs. 15841 et al., granted request

ForTheRecord

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
212-887-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3184

BROADCASTING, Jan. 13, 1969
filed Dec. 27 by Twin City Area Educational Credit Corp. and motion filed on Jan. 9 time to file responsive pleadings to petition for partial reconsideration of decision filed Nov. 15 by Control Data Corp. Action Dec. 30.


Actions on motions

- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted petition of Alpha Broadcasting Corp, for leave to amend application to provide current financial data for certain stockholders and subscribers: according permission for review filed (Docs. 1832-21). Action Jan. 3.

Call letter applications

- California Enterprises, San Jose, Calif. Requests KFAS-TV.
- KFUI-TV Inc. Honolulu. Requests KUUI-TV.

Existing TV stations

Final actions

- WAPA-TV San Juan, P. R.,-Broadcast Bureau granted motion for license covering change in name from WAPA-TV Broadcasting Corp. Action Dec. 30.

Other actions

- Office of Opinions and Review in Santa Maria, Calif. (Central Coast Television Inc. (KCOP-TV)). Proceeding granted remote control by Central Coast Telecom, and extended Jan. 6. 1969, time to file response to opposition of Ke-Television Inc. and to comments of chief, Broadcast Bureau, regarding application for review filed Dec. 2 (Doc. 16430). Action Dec. 30.

New AM stations

Application

- Belville, Ill.—Mrs. J. Lee Dittert Jr. seeks 1000 kc. 250 w-D. P. O. address: 18 North Cummings, Box 99, Belville, 71418.

- Hearing Examiner James D. Cunningham in Radio Inc. (WKD-TX) and Community Tele- vision Inc. (WXJD-TV) for license to station granted by Broadcast Bureau and extended to Jan. 24, 1969, time to file response to petition for reconsideration of proposed findings and reply findings, respectively (Docs. 17981-84). Action Dec. 27.

- Hearing Examiner H. Dowdy in Los Angeles and Norwalk, Calif. (KRXO General Inc. (KHJ-TV) and Fibelty Tele- vision Inc. (KABC-TV)) for station granted by Broadcast Bureau and extended to Jan. 27, 1969, time to file response to petition for reconsideration of proposed findings (Docs. 18079-80). Action Jan. 2.

Call letter action

Call letter application

WKLY. Quality Broadcasting Corp. of San Juan, San Juan, P. R. Requests WQBS.

Call letter actions

WHWE. Beach Broadcasting Corp., Riviera Beach, Fla. Granted WXXV.

WYWE. Quality Broadcasting Corp., Ypsilanti, Mich. Granted WSDS.

WAPO. Turner Advertising Co., Chatta- nooga. Granted WATO.

Presurrence service authority


New FM stations

Applications


Falmouth, Ky.—Warren J. Shonert seeks 88.3 mc. 3 kw. Ant. height above average terrain 171 ft. P.O. address: Main St., Falmouth, Ky. Estimated construction cost $48,400: first-year operating cost $30,000; revenue $12,000. Principals: Mr. Shonert owns The Falmouth Outlook, weekly newspaper. He also has 20% interest in both WQZV Vevay, Ind. and WFMW New Albany, Ind. Action Jan. 7.

Falmouth, Mass.—Falmouth Broadcasting C. S. seeks 93.9 mc. 3 kw. Ant. height above average terrain 174.3 ft. P.O. address: Canal Av., Falmouth, Mass. Estimated construction cost $20,440: first-year operating cost $15,000; revenue $12,000. Principals: David H. Amend, president; Arthur F. Vidal Jr., vice president; Harry F. Little, Norman Brady, William L. Connell, etc. Principals own for new AM at Falmouth. Mr. Amend is vice president of bank. Mr. Vidal owns average of 100 kw. company. Mr. Little is partner in real estate company. Mr. Brady is associate in Falmouth. Mr. Connell is electrical shop foreman in U. S. Coast Guard. Ann. Jan. 6.


Ardmore, Okla.—Arl Actually one school is entered in real time. Another application is made.


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<td>Consulting Engineers</td>
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<td>E. HAROLD MUNN, JR.</td>
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**SERVICE DIRECTORY**

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<td>TELCOM, INC.</td>
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to 7 ft. Action Jan. 3.

**WBVF** (FM) Wethersfield township, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to June 18. Action Dec. 18.

**WBNs** (FM) Columbus, Ohio.—Broadcast Bureau granted remote control. Action Jan. 2.

**Warp** (FM) Due West, S. C.—Broadcast Bureau granted CP for new TV station on ch. 9 by rebroadcasting KHIT-TV on ch. 2 by rebroadcasting KACV on ch. 17 by rebroadcasting WVWS-TV at Anderson. Action Jan. 8.


Other actions


Call letter application

**KBMS** (FM), KBMS Inc., Los Angeles. Requests **KWST** (FM).

Call letter actions


**WCCH** (FM), Richmond, N. Y. Granted **WBFB** (FM).


**WCOG** (FM), College of Idaho, Caldwell, Idaho. Granted **WQXW** (FM).

**WLX** (FM), Fox River Communications, Kaukauna, Wis. Granted **WLYL** (FM).

Renewal of licenses, all stations


**KATA** Areata, and **KHF** Fresno, both Cali- fornia. Action Jan. 10.

**KHOF** (FM) Los Angeles; **KHK** Hollywood and **KXUX** Glendale, Ariz.; **KSMC-AM** (FM) Santa Maria and **KSSF** (FM) San Luis Obispo, both Cali- fornia. Action Jan. 10.

**KUOP** (FM) Stockton, **KVEZ** (FM) San Mateo and **KVML** Sonora, all California. Actions Dec. 31.

Translator actions

**KQTH** Baker, Calif.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**KQDG** Burney, Calif.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**KQJZ** Chromo rural area, Colo.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**KQKX** South Fork and Masonic Park, both Colorado.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**KQIR** Abilene, Elba. Elba and rural area near Idaho, all Idaho.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**KQJQ** Clirinda, Iowa.—Broadcast Bureau granted license covering new VHF TV translator to City of Clirinda. Action Dec. 31.

**WOBB** Iron Mountain, Mich.—Broadcast Bureau granted mod. of CP of VHF TV translators in St. Ignace Action Jan. 3.

**WBOA** Gila, N. M.—Broadcast Bureau granted license covering changes in VHF TV translator. Action Jan. 3.


**W.S.** Ranch Co., Vermejo Park, N. M.—Broadcast Bureau granted CP for new VHF TV translator to serve Vermejo Park on ch. 6 by rebroadcasting KOB-TV, on ch. 9 by rebroadcasting KGMT and on ch. 11 by rebroadcasting KOAT-TV all Albu- querque. Action Jan. 8.

**WQ2TA** Burns ville, N. C.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**WQ4AI** Jacksonsville, N. C.—Broadcast Bu- reau granted CP to change transmission location to approximate present station of, for sale to, other location, pending action of present station. Action Jan. 3.

**WQBF** Spruce Pine and Micaville, both North Carolina.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**K7CAJ** Cottage Grove, Ore.—Broadcast Bureau granted license covering new VHF TV translator to serve Cottage Grove, Ore., Action Dec. 31.


**K7SAU** Delta, Utah.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.

**CATV**

Other actions


**K7GO** Chippewa Falls, Wi.—Broadcast Bureau granted license for new CATV system on ch. 4 by rebroadcasting WQXW-FM, Chippewa Falls, Wis. Action Jan. 3.

**KX9** (FM) California.—Broadcast Bureau granted license for new CATV system on ch. 4 by rebroadcasting KHBE-TVCastleton, S. D. Action Dec. 17.

**KJT** (FM) Atlanta, Ga.—Broadcast Bureau granted license for new CATV system on ch. 6 by rebroadcasting WKHT-FM, Atlanta, Ga. Action Jan. 3.

**KQTA** Tijuana, B.C.—Broadcast Bureau granted license for new CATV system on ch. 6 by rebroadcasting KCOB-FM, San Diego, Cali- fornia. Action Jan. 3.

**KQTA** Tijuana, B.C.—Broadcast Bureau granted license for new CATV system on ch. 6 by rebroadcasting KCOB-FM, San Diego, California. Action Jan. 3.

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**KQTA** Tijuana, B.C.—Broadcast Bureau granted license for new CATV system on ch. 6 by rebroadcasting KCOB-FM, San Diego, California. Action Jan. 3.

Ownership changes

Applications

**KXDF** (FM) Delano, Calif.—Seeks assignment of license from Joseph Ray and Jesse H. Frederick to purchase KDFR-AM. Action Feb. 28.

**KXOA** (FM) Santa Clarita, Calif.—Seeks assignment of license from Gayson Broadcasting Co. for new VHF TV translator. Action Feb. 28.

**WLAE** (FM) Hartford, Conn.—Seeks transfer of control of KSBQ (FM) from David Foster, owner and operator of Walnut Street Broadcasting Co. Action Feb. 28.


**KXDF** (FM) Delano, Calif.—Seeks assignment of license from Gayson Broadcasting Co. for new VHF TV translator. Action Feb. 28.

**WLAE** (FM) Hartford, Conn.—Seeks transfer of control of KSBQ (FM) from David Foster, owner and operator of Walnut Street Broadcasting Co. Action Feb. 28.


**KXDF** (FM) Delano, Calif.—Seeks assignment of license from Gayson Broadcasting Co. for new VHF TV translator. Action Feb. 28.
KROIO McAllen, Tex.—Seeks assignment of license from Valley Broadcasting Co. to KROIO Inc. for $725,000. Sellers: Jim R. Phillips, president, and George McAllen, vice-president and treasurer. Application: pending. Buyer: George McAllen, vice-president and treasurer. RDF: 86.4%.


KWOM-AM--FM--TV Boulder, Colo.—Seeks assignment of license from Grant Broadcasting Co. to WJHD Broadcasting Co. for $127,000. Seller: Richard E. Jones, president. RDF: 100%. Application: pending. Buyer: Richard E. Jones, president. RDF: 100%.

KWAM-AM--FM--TV Asheville, N. C.—Seeks assignment of license from Lincoln Broadcasting Co. to WUGY Broadcasting Co. for $390,000. Seller: Juanita T. Hatfield, president. RDF: 100%. Application: pending. Buyer: Juanita T. Hatfield, president. RDF: 100%.

KWAD-AM--FM--TV Salt Lake City, Utah.—Seeks assignment of license from McCaw Communications Inc. to KTSK Broadcasting Co. for $123,000. Sellers: Mr. and Mrs. J. H. McCallum, owners. RDF: 100%. Application: pending. Buyer: Mr. and Mrs. J. H. McCallum, owners. RDF: 100%.

KWADK-AM--FM--TV Stockton, Calif.—Seeks assignment of license from Western Broadcasting Co. to WACO Inc. for $123,000. Seller: Mr. and Mrs. W. A. Shade, owners. RDF: 100%. Application: pending. Buyer: Mr. and Mrs. W. A. Shade, owners. RDF: 100%.

KWADK-AM--FM--TV Stockton, Calif.—Seeks assignment of license from Western Broadcasting Co. to WACO Inc. for $123,000. Seller: Mr. and Mrs. W. A. Shade, owners. RDF: 100%. Application: pending. Buyer: Mr. and Mrs. W. A. Shade, owners. RDF: 100%.

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CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situated WANTED 25¢ per word—$2.00 minimum.

Applicants: If raps or films are submitted, please send along $1.00 for each package of 100. All transmissions, phone numbers, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5¢ or over billed at run-of-book rate—Stations for display advertising, must have complete production available. All other classifications 25¢ per word—$4.00 minimum

No charge for blind box number.

Address replies to: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO—Help Wanted

Management

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

Needed: Young aggressive type manager for powerful AM/FM station in southern California. Must be interested in man-

agement with 10M to invest. Must be able to take complete change of day to day operation. Box A-49, BROADCASTING.

Somewhere in the northeast there is a manager or sales manager or salesman who lives, sleeps and eats radio sales. Without investing any $, we want this person for a part owner-manager of a station. Contact Box A-53, BROADCASTING.

An outstanding opportunity for aggressive station manager of medium sized station in a growing market. This opportunity provides a chance to be in a small but powerful market. Must be interested in leadership and willing to make a 10M investment in the business. Full details and resumes to be held in strict confidence. Box A-110, BROADCASTING.

Immediate opening—expanding group of radio stations in western Pennsylvania seeks young, aggressive sales manager. Must have experience. Excellent working conditions, salary, fringe benefits, and opportunity for further advancement. Send resume to Box A-110, BROADCASTING.

Immediate availability: Selling manager. Strong sales, honest, reliable, dedicated. Excellent opportunity for advancement. Replies to be held in strict confidence. Box A-110, BROADCASTING.

Ethnic market station needs energetic manager who will also sell in one of the 30 largest markets. We want a young married man over 25. Call Mr. Robokol collect. Area code 202-260-2958.

Successful east coast chain seeks general manager for all station in one of the top-50 markets. 5 figure salary plus bonus-override. Liberal benefits, insurance, vacations. Good growth opportunity for sales-oriented professional. Full details first letter including resume, reference and record of experience. Replies to be held in strict confidence. Box M-67, Atlanta, Georgia 30301.

Sales

Dynamic rapidly expanding group operator has openings for 2 streetwise salesmen in top-Pulse rated sunny Florida market. Good advancement into manage-

ment due to acquisitions. Call Mr. Karp, prepaid, 813-784-1458 for appointment or send resume to Box L-156, BROADCASTING.

1st class with sales interest and progressively as-

suming managerial duties. Guarantee plus incen-

tives. Call Mr. Karp collect. Area code 202-1305, BROADCASTING.

Sales manager. Top 40, name your price and tell us why you're worth it. You may be a salesman want-

ing to move up. Because we've got a good organization, this could be what you've been waiting for. Call Mr. Karp collect. Box A-77, BROADCASTING.

Salesman. If you want to break out of the small market, here's your opportunity. We have an open-

ing—_supply. We will take over 4 years billing plus several other key accounts that are ready to be picked. No better position anywhere. Box A-27, BROADCASTING.

Salesman. Strong local sales. Excellent opportu-

nity for experienced man to organize and build department for suburban Florida coastal area. Best MQR sound in County. 150,000 and growing. Daytimer. Box A-35, BROADCASTING.

Aggressive retail salesman, prefer man knowing market. Soul KDOK, 1728 Sherman, Denver.

Selling sales manager for two stations 150,000 mar-

ket. Great opportunity for hustler with management abilities. Will bargain. WJZ-FM, Falls, N.Y.

Sales—(cont'd)

Salesman. Idea man . . . who is a salesman, not an order taker. 2 station market. Salary plus commis-

sion . . . Contact Herb Strickland, WITG, Thom-

asville, Georgia.

Wanted—man experienced in sales-announcing. Must be dependable. Also active in Civic Affairs. Must be able to furnish good credit references. Reference will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

New Mexico bound—for clean dry air? Why not? New CWG daytimer needs salesman-announcer. Advancement opportunity. Write 5 Crest-

way, Silver City.

Experienced Broadcast Equipment salesman wanted in mid-west (Chicago area preferred) as regional Sales Manager for leading manufacturer of terminals and station equipment manufacturer. Salaries and responsibilities await. Please send resume to: Central Dynamics Corporation, Cherry Hill Industrial Center, Cherry Hill, N.J. 08034. Attn: Mr. James Strickland. WTGA, Thompkinsville, Georgia.

Salesman needed. Salary plus commission. Perma-

nent. Full/part time. 219-563-4111.

Major California market wants salesman who has experience, good sales record selling retail, wants to move up to major market retail selling. Send resume, picture and references. Potential for right man. Salary open, liberal fringe benefits. Reply: Box 631, Santa Clara, California 95052.


Announcers

Need personality jock for metro midwest group sta-

tion. Modern format Send tape, resume soonest to Box LM-56, BROADCASTING.

Announcer—small market station near metropolitan New York. Send tape, resume. Box M-251, BROAD-

CASTING.

Wanted—announcer morning and night shift Eastern Pennsylvania market. Good salary for right men, 3rd endorsed. Send tape and resume to Box M-266, BROADCASTING.

Announcer who can create comedy commercials. Write us full details and we will tell you about a rare opportunity in your area. Box A-60, BROADCASTING.

Need announcer with PD ability for MOR Florida station. Send details and tape to Box A-60, BROAD-

CASTING.

Your brain counts more than your voice. Strong

news, public affairs, community involvement Sub-

urban New York MQR. All looking for jocks who

know how to ed to the advertising. We listeners

care about. You may now be a newsman, PD or jock.

You'll have responsibility for news, documentaries and management as well as jock if that's your bag. Tape and resume first letter to Box A-67, BROAD-

CASTING.

Wanted: Experienced announcer, program director, newsman, all in one! Small market daytimer, north-

ern Wisconsin, vacationland. Resume and air check to Box A-69, BROADCASTING.

Small market, east coast. Assistant to manager. Must be experienced, sales, programming, copy, writing, and news. Photo and resume first letter. State salary. Box A-86, BROADCASTING.

Splendid opportunity at AM-FM station 100 miles from New York City. $150 per week. Box A-102, BROADCASTING.

Staff announcer needed by N.J. AM & FM. Good starting salary plus commission and tape & resume to Box A-105, BROADCASTING.

Bright capable deejay wanted by midwest k wiltlow.

With upbeat personality. Some news gathering, writing experience helpful. Top pay for proved ability. Fringe benefits. Send experience photos, references in resume, tape to Box A-125, BROADCASTING.

Announcers—(cont'd)

Experienced air personality for evening slot on MOR station in important Florida Market. Send tape and resume to Box A-134, BROADCASTING.

South Florida coast $1600.00 per week. Top 40 for-

mam tape and resume to Box A-135, BROAD-

CASTING.

St. Louis' "Drake" rock'er. Immediate opening for experienced first phone housewife jock, strong on production. Must be experienced. $2500 per 10 market. Great opportunity for a move up. No calls! Taped to: Jim Dave Scott, KIRL, Box 3993, St. Louis, 63136.

Opportunity knocks with the Buck Owens Broad-

castings for stations all across the country. Great opportunity awaits. Write for details.

Quality 24-hour station needs three announcer/ newsman strong on news and commercials. Heavy news schedule. Station has three mobile units, includes walk-talks, etc. Please send resume, picture and picture to Joe Thompson, KTUP, 3003 North Central Avenue, Chicago, Illinois 60618.

Christian station with balanced programming. Must be good reader, smooth on board and first class ticket. KWIL, Albany, Oregon 97321.

Christian station. Midnite to six shift. First class ticket, KWIL, Albany, Oregon 97321.

R&B station on west coast needs announcers with first phone license immediately. Rush tapes, re-

sumes. Send tape, resume to: TAY, Radio, Seattle, Washington, 98104.

Michigan—Accepting applications for experienced announcer. MOR ABC affiliate. New studies and equipment. Benefits. Contact General Manager, or Program Director, WBCM, Bay City, Michigan.

Friendly, experienced personality. Afternoon or mid-day slot. Top 50 market MOR format. Send tape, resume: WUCF, Akron, Ohio 44313.

Experienced R&B personality needed by growing

network national broadcast group. Group benefits program. Send tape, resume, photo to: Bob Tod, Operations Manager, 15030 E. Raymond Street, Indianapolis, Indiana 46203.

Combo man for top rated CBS affiliate. University training preferred. Heavy plays. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.

WJAT Swainsboro, Ga., has immediate opening for announcer with third class endorsed license. Good salary and working conditions plus additional in-

come from play by. Fringe benefits including group, hospital, life and disability insurance. Early reply important. Send air check, resume and snapshots to John Bailey, General Manager, P.O. Box 295, Swainsboro, Ga. 30401.

Need two men—one for news and one for announc-

ing—on great ski country. Contact Bob Knutson, WJMS, Ironwood, Michigan 95999.

Immediate opening: Enthusiastic, adult personality, MOR. Tape, resume, salary to Bob MacCullum, WLVA, Box 238, Lynchburg, Va. 24505.

Opening contemporary morning man. Good salary, paid vacation, insurance benefits. Mature, experi-

enced, dependable announcer with good references and references about himself and photo . . . Mr. Vester, WRNC, Raleigh, North Carolina 27602.

Immediate opening, announcer: Twenty-four hour coast to coast operation. No experience but must have good references about himself, and pay . . . Permanent. Send tape to: Jim Brown, Operations Manager, WTTD, Newport News, Virginia 23605.

Radio announcer—permanent position with progres-

sive group operator. Send resume to: WLBC, Grand Bluff, Route 2, LaCrosse, Wisconsin 54601. Replies confidential.

76 BROADCASTING, Jan. 13, 1969
Announcers—(cont’d)

New England Spanish station seeks bilingual man for combination sales & dir. Must have strong news delivery (Spanish). Call Mr. Entress, 203-247-2972 collect.

Technical

First class engineer wanted for group owned station in top ten market. Experience preferred but inexperienced man with ability and desire to succeed considered. Equal opportunity employer. Box M-100, BROADCASTING.

Chief engineer wanted for 1 KW non-directional AM. Devote full time to engineering; no announc- ing or other duties. Mosty new equipment. If you're a competent, take-charge engineer, contact Box M-109, BROADCASTING.

Somewhere there is a good engineer who can handle a short sign-on show and some sels. He should like living in a progressive and competitive medium market. He should be a well-equipped, top-rated station. Good income assured. Resume and tape Box A-29, BROADCASTING.

Wanted: Experienced chief engineer announcer. Small market days businessmen Wisconsin vacationland. Resume and air check to Box A-70, BROADCASTING.

Michigan—need FM transmitter operator. ... to Whelan, Thompson, Chief Engineer, WBYC-FM, Bay City, Michigan.


NEWS

Need News director for metro midwest group station. Send resume, phone number, resume to Box A-57, BROADCASTING.

Morning Newsmen—Top 40 format. Large northeast market. Heavy weights only. Salary open. Send resume and photo, Box A-17, BROADCASTING.

Need man to gather and deliver news for Southern station. Mature and imaginative. Prefer experience but not needed. Salary as stated. Resume and tape Box A-28, BROADCASTING.

News director needed at once by NJ. station heavy on local news. Must be able to gather, write and broadcast. Tape G resume first letter. Box A-106, BROADCASTING.


Indiana killifowl wants experienced newsmen to gather, write and deliver local news. Completely equipped news department. Excellent starting salary, many bonus: tape, resume, photo to: Box A-130, BROADCASTING.

Wanted aggressive newsmen for major western Canadian market. Must possess broadcasting and writing experience. Will consider locally oriented station. Send tape and complete resume to Dale O'Hara, News Director, CKXL, P.O. Box 1140, Calgary 2, Alberta, Canada.

Newsmen for midwest CBS affiliate. Must be versatile in all phases of radio news. Experience offered. Send resume and news operation contact. Ken Kew, KGLO, Mason City, Iowa.

News director: report and broadcast; send tape, resume to Gene Clausen, KXIC, Iowa City, Iowa.

Experienced, mature, sounding-newsman needed at once for central Florida's leading radio news team. Send resume and salary expectations to Bob Raymond. News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Newsmen wanted—local coverage WELV, Ellenwood, N.C. Must have immediately, Sr. Director, 914-647-5671 or 561-5236.

If you're an authoritative newsmen looking for a good medium size market to sink your teeth into and get the covers, what you can steal them. WFTO, Toledo wants you. Send immediately, a recent air check, photo, resume and salary expected to: WFTO, Program Director, WFTO, 3225 Arlington, Toledo, Ohio. If you're in a hurry, grab a tag on your television, but only if you're good. Got a first phone?? your chances are even better.

BROADCASTING, Jan. 13, 1969

News—(cont’d)

Northern Illinois-southern Wisconsin 5 kW fulltime radio station looking for assistant news editor. Should have news gathering, writing, typing and announcing experience. Modern broadcast brain- ground. Great opportunity for young man seeking future promotion. Immediate start. If you are sincere interested in news and like part time DJ work, send resume to: P.O. Box 1108, Beloit, Wisconsin or phone 608-365-6641.

Programming, Production, Others

Top rated soul station in Texas needs a hard working creative program director. Strong on detail, con- tests, promotion. If you are a p.d. now, or are considering a move going one, let me hear from you. Complete details about you are necessary Box M-208, BROADCASTING.

Commercial production man needed. We recognize and will pay for true creativity. Box A-45, BROADCASTING.

Western Pennsylvania—expanding radio and cable TV group seeks young, aggressive promotion and merchandising director. Should have some experi- ence, preferably with a metropolitan group. Send complete resume Box A-111, BROADCASTING.

We want our advertisers to have outstanding creative commercials, and are willing to pay the man who can produce them. KVOC, Box 2090, Casper, Wyoming.

Our staff reads BROADCASTING Magazine from back to front. We start to other stations. They're happy to stay with one of the country's finest small market radio stations — unless they hunger for a larger one. If the pay is good enough! If you have 3 years experience, like metro quality broadcasting, want a small market and want security call Larry Weller, 816-263-1230, at KKWX.

Southern fulltime AM needs experienced top 40 an- nouncer. Good pay, good working conditions and opportunity for advancement. Good references and past record required. Contact Jordan Burdell, WRRG, Corpus Christi, Texas.

Situations Wanted

Management

A key man is available. General Manager with outstanding, consistent record is ready for much larger challenge. He is happily married. Wants to associate with strong, progressive broad- cast company that needs, wants and can afford top management talent. Geographical location not important, only the opportunity. Resume available. Box A-1, BROADCASTING.

Wanted: hard working, well trained Broadcasters seeking management of medium or small market station. Background includes 15 years in sales and program- ming. Creative selling ability. Prefer Southeast, Florida. Box A-26, BROADCASTING.

General Manager-Manager, successful, experienced in all phases of management, prefers West Coast. Box A-33, BROADCASTING.

Let me give you a new Cadillac in Feb. "Chevro- let" if you are in a small market or cash. Soz Simonnick, (very happy), on my part. See back, and profit for each of us. Excellent references. Write Box A-41, BROADCASTING.

Southwest broadcast media 25 years in radio and television. Know broadcasting from program- ming to management. Good sales record. Seek station management with stock option. Box A-43, BROADCASTING.

General Manager—Prefer small or medium mar- ket. Box A-65, BROADCASTING.

Experienced radio station manager will consider good offer. Box A-105, BROADCASTING.

Manager, Trouble-shooter, experienced broad- caster . . . up grade your business. S.W pref, confidential. Box A-74, BROADCAST- ING.

Twenty-three years radio sales, thirteen were as Manager-Sales manager. Civic minded, college, best references. Box A-85, BROADCASTING.

Corporate organization necessitates relocation of small market management. 20 years experience. In management. B at last station, a daytime AM automated network and one of the nation's largest and most powerful during tenure. Also acquired and built CATV, promoting 2000 sign-ups in first months. Former radio PD with extensive announcing and sales, some TV. Also traffic, copy news. Interested in smaller market. MMC. Available now. Midwestern, 37, family. Current employer recommends. Box A-109, BROADCASTING.

BROADCASTING, Jan. 13, 1969

Management—(cont’d)

Present station manager-CGM, small market, seeks similar position. 6 years experience in all phases. 1st ticket, married, college. A con-do manager in community. young, aggressive, does research and profits. Box A-112, BROADCASTING.


Profitable management—14 years in broadcasting. 5 years as top 50 market manager. Masters degree, 2 years time to make right move. Married, 3 children, want northeast area. I build profits and ratings, experience in sales, union relations, FCC etc. Looking for challenge and potential—present income $16,000.00. All inquiries answered. Box A-164, BROADCASTING.

Operations manager in major market will make money and ratings for your station. 618-451-7511.

Manager 12 years. PD, CM, news. 6 sales, first phone, knowledgeable overall supervision. Prefer midwest. 314-334-2699 before noon.

Sales

Young journalism graduate seeks sales career with group station in southeast. Box A-126, BROADCASTING.

No ticket, no laundry; seller, no payee. If you can't do that, don't write; be honest. If you're looking for a big city job, not the one in southeast of the Mississippi, I could make you an extra $5,000 in the next three months. No investment on your part. Box A-61, BROADCASTING.


Recent broadcast school graduate looking for first job. Box A-51, BROADCASTING.

Two professional contemporary broadcasters. First ticket Major market experience. Box A-61, BROADCASTING.

CG-W, 1st phone, di-jalease. Young, experienced. Box A-60, BROADCASTING.

Lived and Experienced top 40, MOR, currently ROB, Negro personality. Young professional, looking for a top-rated pop, or ROB operation in a major market. PD experience. Production minded Box A-66, BROADCASTING.

First phone—di. Sales. Five years experience. MOR market, medium or larger. Prefer Medium market. Calif., N.Y., Mich. or similar. Prefer Box A-44, BROADCASTING.

Negro. Beginning. Bright di. announcer/sponsor is seeking career in broadcasting, will perserse. Broadcast school professional training. Dependable family man. Box A-73, BROADCASTING.

Two years experience, some college, third, draft deferred. Box A-75, BROADCASTING.

First phone jock, top 40, some experience. 22, considerable active duty, non-kreamer. Box A-82, BROADCASTING.


First-phone country jock, top rated, metro experi- ence. TV, too. Production. Sober, family, mature. No sign-on. Box A-96, BROADCASTING.


Personality, "top-40," PD-DJ, experienced, 3rd class ticket, family. Will consider small/middle market as PD. Box A-113, BROADCASTING.

Four years experience, top rated—Mass., Fla., and the southeast. First-charge station. Want stable situation. Box A-114, BROADCASTING.
Situation Wanted
Announcers—(cont’d)

First phone PD—15 years experience in every phase. Desire station that cares about programming. Box A-116, BROADCASTING.

Enough of small towns. If you want a first phone with 15 years experience, a true announcer in every sense of the word, then it’s me for you. Play by play, news, music, some maintenance, and a real pro. Let’s get together, I’m ready for a move. Box A-118, BROADCASTING.

Negro dj- announcer. 3rd endorsed. School graduate. Box A-119, BROADCASTING.

Experienced dj-announcer-newscaster. Mature sound, good production. 3rd endorsed. Box A-124, BROADCASTING.

Mature recent broadcasting school graduate desires first production and/or program experience. Presently employed in sales—major food company. I am interested in and have knowledge of CGW format. Married, no children. Will relocate anywhere. Box A-127, BROADCASTING.


Hit Young, ambitious beginner. Dependable, reliable, hardworking. Liberal Arts college, Broadcasting college, sales experience. 3rd endorsed. Prefer Midwest or Florida. Must have CGW experience. Want chance badly. Write J. Morrison, 314 South Federal Hwy., Lake Worth, Florida 33460.


Announcer, draft exempt, 23 years old, good voice and projection. Three years experience Des Moines, seeks top 40 station, Call collect after 7 p.m.; mark Brown, 1-515-217-4761.

Announcer, sales, first phone, experienced, sober, reliable, 0-950-1323.

1st phone wants southeast. Preference to college market for wife. P.O. Box 732, Laurens, South Carolina.

PROGRAMMING

Transmitter engineer desires permanent position in Florida. Experienced. Box A-67, BROADCASTING.

Engineer, single, sober, sixty, available, AM consultant where maintenance incentive, and hard news. Excellent references. Journalism M.A., draft exempt, married. Box A-100, BROADCASTING.

Midwest metro radio news director seeks major market spot as writer, reporter, newscaster. Will also consider TV station or writing. Heavy experience in writing, reporting, and hard news. Excellent references. Journalism M.A., draft exempt, married. Box A-100, BROADCASTING.

Experienced award winning newswoman seeks western radio/TV market. College graduate, excellent reference, military obligation out of the way. Not looking for a job, available immediately. Box A-121, BROADCASTING.

Prog., Prod., Others—(cont’d)

Program director of contemporary top 50 is looking for more responsibility and larger station. Excellent background. TV involved seek employer. Available some time after Jan. 1. Box A-81, BROADCASTING.

Contemporary PD, 1st phone, 22, experienced in general broadcasting. Desires opportunity under Good deals. Completed active duty, college. Box A-83, BROADCASTING.

Talented Asst. sports director wants permanent job as sports director to work in all phases of sports. Willing to relocate. Box A-125, BROADCASTING.

Top Announcer: Must have major market experience in all phases of announcer work. Must have CGW experience. For professional position will put your station in ratings. First phone. 618-451-7511.

TELEVISION—Help Wanted

Management

General manager—sales manager rapidly growing city between 29 and 35. Call Mr. M. Silverman collect, soon 750,000. Unknown opportunity for married man Area code 202-655-4734.

Sales

Northern Ohio TV wants local salesman experienced with proven performance. Group station in one of most prosperous markets. Box A-23, BROADCASTING.

If you want a position of responsibility and challenge at a leading aggressive station in a pleasant midwest city, you may be the man we are looking for. To manage our radio sales traffic operation. In exchange for your dependability and efficiency, we offer all of the usual benefits plus a place in a field that reflects your experience and ability. Explore this opportunity with us by forwarding your resumed personnel data to: Box A-89, BROADCASTING.

Regional sales manager—wonderful opportunity for experienced TV salesman at fast rising new KFIZ-TV, Fond du Lac. Experience and proven performance. Great place to work, live and make money. Send resume: Box A-100, KFIZ-TV, 18 First Street, Fond du Lac, Wisconsin 54935 or phone 414-921-3770.

Anouncer

CBS affiliate Bakersfield, California, going full Noelco color in January needs Anouncer-Director to direct early evening news, commercials, capable of on-air delivery. Send resume and video tape or tape to: Operations Manager, KBAK-TV, Box 2290, Bakersfield, California.

TECHNICAL

Experienced first phone. Operate radio remote control and TV audio. Opportunity to learn color TV. Ohio Valley, Box A-63, BROADCASTING.

Television studio technician requires first class radio telecasting experience. Live experience. Write: Lou Bell, Chief Engineer, KNTV, 545, Ryan Avenue, San Jose, California 95110, (408) 386-1111.

Have opening for first phone engineer at KREX-TV, Grand Junction, Colorado. Some control room, switching, and video tape work. Call Carl Anderson, 303-242-5000.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Apply: WJZ-AM, 1500, S. Pennsylvania Ave., Baltimore, Md. 21201.

TV engineer—excellent opportunity for young man who wants to get into TV engineering and who has capability to learn quickly under chief engi-

iance. The man we are seeking must have first-class license, is, and has good knowledge of the RF field, Profi热量 sharing and other long-range attractions. WSAV-TV, Savannah, Georgia.

NEWSPRINTING, PRODUCTION, OTHERS

Newsmen for midwest CBS affiliate. Versatility essential from reporting to airing news program. Also, occasionally, keep abreast of news opera-

Contact Ken Kew, KGLO, Mason City, Iowa.

One experienced photographer with journalism degree or comparable experience for WCKT-TV News, Miami. Phone Gene Stilp, 1-6192.

SITUATIONS WANTED—MANAGEMENT

TV station manager, 31 year old salesmen handling top list at leading network owned and operated TV station in country, wishes to step up to management. Will respond to all contacts. Box A-55, BROADCASTING.

Professional broadcaster, program director/operations manager major market group outlet desires management position with progressive organization. Box A-59, BROADCASTING.

39 year old advertising executive with family has proven management abilities and track record des-

To: Operations Manager, WMUL-TV, Avenue, West 25701.

Take over television traffic manager needed immediate. Must create and maintain flawless operation. Salary open. Florida Phone 813-936-0195.

TELEVISION

Situations Wanted—Management

TV station sales manager, 31 year old sales executive handling top list at leading network owned and operated TV station in country, wishes to step up to management. Will respond to all contacts. Box A-55, BROADCASTING.

Professional broadcaster, program director/operations manager major market group outlet desires management position with progressive organization. Box A-59, BROADCASTING.

Are you ready for me? I’m ready for TV. Solid qualifications. Box A-78, BROADCASTING.

Announcers

Seven years experience in radio, TV, film. Now want straight TV. Some radio if necessary. Box A-56, BROADCASTING.

Technical

Director of engineering-assistant, or xmr super-

Contact Ken Kew, KGLO, Mason City, Iowa.

One experienced photographer with journalism degree or comparable experience for WCKT-TV News, Miami. Phone Gene Stilp, 1-6192.

TECHNICAL

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TV engineer—excellent opportunity for young man who wants to get into TV engineering and who has capability to learn quickly under chief engi-

Experienced newswoman seeks western radio/TV market. College graduate, excellent reference, military obligation out of the way. Not looking for a job, available immediately. Box A-121, BROADCASTING.

Program, Production, Others

Program consultant—are your ratings slipping? Free consult with experienced program consultant, with proven track record in music, news, talk, sales, now setting up 1969 itinerary. All replies confident. Box A-62, BROADCASTING.

Thirteen years medium and major market management and program experience. Top 3 recommendation. You set what you pay for. Box A-128, BROADCASTING.

Programing, Production, Others

Major San Francisco TV station needs graphic artist with experience in television layout and design. Experience in set design and stage a plus. Excellent working conditions and fringe benefits. Sending resumes to Box M-177.

TV copy writer. Progressive Northwest station needs copy writer with creative imagination to write and produce commercials and on-air pro-

Advertisements

Are you ready for me? I’m ready for TV. Solid qualifications. Box A-78, BROADCASTING.

Announcers

Seven years experience in radio, TV, film. Now want straight TV. Some radio if necessary. Box A-56, BROADCASTING.

1st phone, experienced studio, transmitter opera-

Box A-64, BROADCASTING.

1st phone, experienced studio, transmitter opera-

Box A-64, BROADCASTING.
Technical—(cont’d)
Top technical man, experienced in all phases of color, desires change. Currently director of engineering of a 576-color station which recently completed million dollar plus construction project. Walt W. Bundy, Sr., 268 Newman Ave., Harrison, N.J. 07029, phone 434-1039.

INSTRUCTIONS—(cont’d)
The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License Schools. Fully approved by the FCC, Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30305.


Announcing, programming, production, conversion, specialty programming, and newscasting. Successful operation and management of all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation’s largest, finest and most experienced in training technicians. Each student receives personalized instruction and guidance. Fully approved by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75206.

Since 1946, Original course for FCC first class radio telephone license operators in six weeks. Approved for veterans. Low-cost dormitory facilities at all Schools. Excellent commissions. Great success with all phases of radio and TV stations.

INSTRUCTIONS—(cont’d)

FOR SALE—Equipment
(Cont’d)
Used complete Mosley STL and remote control package. Includes STL, four racks, 10 remote controls. All new, serviced and under warranty. Complete. $3,500.

FOR SALE—Equipment
(Cont’d)
JVC portable video cameras.

Technical—(cont’d)
Top technical man, experienced in all phases of color, desires change. Currently director of engineering of a 576-color station which recently completed million dollar plus construction project. Walt W. Bundy, Sr., 268 Newman Ave., Harrison, N.J. 07029, phone 434-1039.

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FOR SALE—Equipment
(Cont’d)
JVC portable video cameras.
Nationwide has the contacts and experience to help you fill important job openings

CALL 312-337-5318

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611
Specialists in Executive Recruitment

Announcers

AM DRIVE NEWSMAN
Immediate opening for well trained, good voice newsman with metropolitan experience. Excellent working facilities. Metropolitan market. Our staff notified. Starting salary $7,800. Send tape to:
Box M-248, Broadcasting.

SOUL JOCK
We are top-rated group operated R & B station in major Southern market and have immediate openings for a real "pro" Soul Jock. Format is extremely tight. If you are experienced Soul Jock, can follow format instructions, project a happy personality, you could be our man. If you qualify, rush tape and resume immediately to:
Box A-92, Broadcasting.

Major Market
50,000 watt progressive MOR seeks daytime personality. Former top forty acceptable. $12-15,000 dependent on ability.
Box A-117, Broadcasting.

Technical

RADIO DIRECTOR OF ENGINEERING
Midwest location. Salary, up to $17,000 for Chief Engineer with Electrical Engineering degree or equivalent.
Call Jerry Jackson 312-337-3518
Nationwide Management Consultants 645 N. Michigan Ave. Chicago, Ill. 60611

NEWS

WTOP RADIO Needs BROADCASTERS. Immediate opening with all news station in Nation’s Capital. Positions available for professional newscasters, reporters, editors. Send tape and resume (no phone calls) to:
WTOP RADIO, BROADCAST HOUSE
Washington, D. C. 20016

Help Wanted

NEWS—(cont’d)

NEWSMAN
Fast-paced R & B station, top rated in major Southern market, needs experienced newsman. Must be good reader, capable of editing wire copy, plus ability to write own stories. Not a "rip and read" station. We want a true professional in news. If you qualify and are interested, forward tape and resume at once.
Box A-93, Broadcasting.
An equal opportunity employer.

AMERICAN FOOTBALL LEAGUE
ALL STAR GAME
Jacksonville, Florida

Sunday, January 19th, 1969 Exclusive radio rights by Empire Sports Production.

Complete game available for local sale. 25 1-minute commercial breaks guaranteed. Loop lines paid to your toll test station.

Cost: Up to 15,000 population $70, 15,000 to 50,000 population $80, 50,000 to 100,000 $90, over 100,000 population $150, Top 25 markets $250.

EXCLUSIVE RIGHTS IN YOUR MARKET
Air time 1:45 EST.

Call today: Ray Blemquist, Empire Sports Production, P.O. Box 35, Keeseville, N.Y. 12944. Note our new number—518-834-9068.

Situations Wanted Management

Radio-TV Pro
20 years talent end, seeks initial managerial slot, try grad, personable, knowledge production, programming, play by play, news, good music, editorials, community involvement.
Box A-12, Broadcasting.

Program, Production, Others

PUBLISHING EXEO.
Young, dynamic publisher available to organizations interested in entering printing, publishing field. Wide newspaper experience. Top administrator now in Chicago area. Will relocate for opportunity. Write:
Box A-36, Broadcasting.

TELEVISION—Help Wanted

MANAGEMENT

ASSISTANT to the PRESIDENT
We want the finest young broadcast executive in the country! The man we need probably doesn’t need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. Chicago base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to:
Box A-136, Broadcasting.

BUSINESS MANAGER
Top ten market TV station has immediate opening for Business Manager. Top starting salary. Call Bill Blomquist 312-337-3518
Nationwide Management Consultants 645 N. Michigan Ave. Chicago, Ill. 60611

Sales

SMALL MARKET U.F.F.
Local facility requires experienced, aggressive young sales-manager and additional salesman. Full videotape, remote capability, top programming. New facility planned. Small draw against liberal commission. Outstanding opportunity in growing operation. Phone:
Station Manager area: 317-644-9044

Marketing/Research
Immediate opening for college graduate with limited Television or Radio experience to join our management consulting firm. Position would involve contact with TV and Radio station owners and their executives. Top salary.
Technical

VIDEO TAPE ENGINEERS

Expansion in the video tape machine field has created new opportunities for engineers to test equipment at our plant and supervise installations at customers' facilities. You should have previous experience on video tape equipment, either with a manufacturer or a broadcast station.

If you are a self-starter and have the experience required, this is an opportunity to grow with a dynamic expanding national company in the broadcast field. Attractive salary will be commensurate with background and experience. Send your resume to Mr. Frank Haney, General Manager.

VISUAL ELECTRONICS LABORATORIES
725 San Also Ave.
Sunnyvale, Calif. 94086

Programing, Production, Others

Exceptional Opportunity
Experienced Chief Engineer needed for G.E. equipped UHF television station in New York metropolitan area. Salary open. Send resume with letter to:

Box A-42, Broadcasting.

NEWS

TV ANCHORMAN

Major group operator seeks top-flight talent with published on-air delivery. Must be first-class news, show business backgrounds. One recent, the other new. Send resume and VTR air check to:

Box A-103, Broadcasting.

Programing, Production, Others

BOSTON SALES PROMOTION

Great opportunity to run a department devoted to sales group promotion, development and research. Large art department and print shop to do your graphic; aggressive sales force ready to translate your ideas into dollars. Send resume, samples and salary requirements in confidence to:

Box A-52, Broadcasting.

An Equal Opportunity Employer.

BROKERS-CONSULTANTS

Confidential Listings
RADIO—TV—CATV
N.E.—S.E.—E.S.W.—N.W.
G. BENNETT LARSON, INC.
R.C.A. Building, 6336 Sunset Blvd., Suite 701
Hollywood, California 90028—213/469 1171

WANTED TO BUY Stations

SEKING FULL-TIME
Single station market AM or FM in Indiana or Illinois, reasonably priced.

Box A-54, Broadcasting. Would consider other locations if station looks attractive.

FOR SALE—Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
212-3400

Florida East Coast
Major market AM-FM combination. Substantial cash required on total price of $150,000. Consider selling separately.

Box A-94, Broadcasting.

TELEVISION

Situations Wanted

Management

TV Management Executive

Last year our Company engaged a highly qualified television executive, in anticipation of expanding into multi-market TV station ownership. Our plans have been changed by unexpected developments beyond that individual's control, so that he now seeks another opportunity with our knowledge and consent. His is a rich background in administration, sales, programing, research, promotion, network relations and FCC matters. We can fully recommend him for TV station management or any other position where his experience can be appropriately utilized. If your requirements call for a highly competent person of this type, please write for full particulars on our Executive Vice-President.

Box M-177, Broadcasting.

Sports Director

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred. $15,000 minimum. Have VTR, SOT, audio tapes.

Box A-41, Broadcasting.

Wisc. small F.M. $110M 29%
West small good freq. 107M 25M
Ky. medium F.M. 70M terms
N.Y. metro daytime 128M 50L
East major profitable 800M terms

BuSINESS OPPORTUNITY

FM STATION
for lease
in 150,000 pop. metro area. Details furnished on request.

Box A-109, Broadcasting.

WANTED TO BUY

STATIONS

Small to medium market AM station in midwest. Deal direct with principal.

Robert M. McKune
KTRR Radio
Box 727
Rolla, Missouri 65401

2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, Jan. 13, 1969
Lake Broadcasters Inc. from Fred M. Wood, Dorothy H. Carlson, Murriel Bulgo and Harry J. Daly as a group 100% before, none after. Plaintiff, president (none before, 24.97% after). Fairleigh Dickinson University (19%) and others. Principals: Mr. Sibert is president of stock broker firm, chairman of board of book, state senate from Bergen county, New Jersey, and owns 28% of WJNU-TV. Consideration: $280,000. Action Dec. 31.

**KAFE-FM** Santa Fe, N. M. — Broadcast Bureau granted assignment of CP from Council of Evangelical Christian to KAFE Radio. No consideration involved. Philip J. Tubielli (17% before, 8.5% after). Consideration: $10,000. Action Dec. 31.


**K2CJHF** (AM) Madison, Wis. — Broadcast Bureau granted extension of term for nonexclusive franchise. The company has offered monthly fees of $1,250 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.


**K2WVHF** (AM) Madison, Wis. — Broadcast Bureau granted extension of term of nonexclusive franchise. Monthly fees would be $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.

**KBEM** (FM) Minneapolis, Minn. — Broadcast Bureau granted extension of term of nonexclusive franchise. The company has offered monthly fees of $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.

**KBXN** (AM) Madison, Wis. — Broadcast Bureau granted extension of term of nonexclusive franchise. The company has offered monthly fees of $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.

**KBXV** (FM) Madison, Wis. — Broadcast Bureau granted extension of term of nonexclusive franchise. The company has offered monthly fees of $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.

**K2WHS** (FM) Madison, Wis. — Broadcast Bureau granted extension of term of nonexclusive franchise. The company has offered monthly fees of $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.

**K2WHS** (FM) Madison, Wis. — Broadcast Bureau granted extension of term of nonexclusive franchise. The company has offered monthly fees of $2,500 to the town with the provision that the city would receive 5% of the gross annual revenue and has promised a television station in the future. The city intends to apply for renewal Dec. 31. Action Dec. 31.
When John Campbell moved to New York in September of last year to assume the post of president of the ABC Owned Television Stations, the weather was a great deal warmer and the sidewalks considerably firmer under foot. But now that he is well into his first New York winter, the native Southern Californian still walks the near-mile from his upper East Side home to his office at ABC in midtown every morning. He says he doesn’t mind the weather, explaining: “I lived in Chicago a few years.”

Mr. Campbell is in his office by 8:30 in the morning because he likes to put in an hour of paper work before the phone starts to ring. With two of the five ABC-owned stations in California, Mr. Campbell is guaranteed a few peaceful hours by virtue of the time difference. “It’s a great advantage to live on the West Coast—those three hours. If anybody wants to talk to you they really have to plan. It should be considered a fringe benefit,” says Mr. Campbell.

Mr. Campbell first joined ABC on the Coast 14 years ago when he went to work in the sales department of KABC-TV Los Angeles. He left for WKBW-TV Chicago in March 1964 and served as general sales manager of that station.

“I got there in February,” he relates. “It seemed like the worst winter they ever had, but then every winter seems like the worst they ever had.”

After two Chicago winters, Mr. Campbell was promoted to vice president and general manager of WXYZ-TV Detroit. It was during the two years in Detroit that he made his reputation for successful programing. He was responsible for revamping the station’s schedule and increasing the amount of locally produced, live programing. He replaced a total of 14 different programs. He is particularly pleased with The Morning Show, which he describes as bringing in “small numbers,” but “successful in terms of community involvement.” The numbers as a whole were good by local program standards: “We generally doubled our audience in local programing in all areas.”

It was in Detroit, too, that Mr. Campbell established himself as a firm believer in the broadcast editorial. The network and Mr. Campbell both are proud of the mass inoculation campaign carried on by the station in the fall of 1966. That campaign was believed to have staved off a measles epidemic of major proportions in the Detroit area. “End measles Sunday,” as the project was called, ended with the inoculation of 175,000 children in one day. WXYZ-TV rallied over 500 volunteers to man 150 clinics.

After the immediate danger passed, the station continued in its fight for a bill which would provide for the inoculation of public school children. Mr. Campbell ran a heavy saturation of editorials endorsing the bill, and final passage was won after an eight-month hassle in the state legislature.

For its trouble, the station won the National Headliners Award for “outstanding television editorials.” Mr. Campbell’s editorial series also won awards from the American Medical Association, the Baptist Foundation and the Mary and Albert Lasker Award.

In January 1968, Mr. Campbell returned to KABC-TV as vice president and general manager. In Los Angeles, too, he made full use of editorials: "And we encouraged rebuttals to a point where there were weeks where there were more rebuttals than editorials.”

Mr. Campbell was born in California, about 60 miles north of Bakersfield, in a small town called Porterville in 1920. He graduated from the local high school and briefly attended Bakersfield Junior College.

During World War II, Mr. Campbell served in the Marines, and he was stationed at Pearl Harbor during the Japanese attack. He became a fighter pilot serving in the South Pacific. Mr. Campbell was recalled in 1952 and served as a helicopter pilot during the Korean conflict. Altogether, he has logged over 4,000 hours of flying.

On June 24, 1945, he married Aline Dennison. He has to look up the date and says he forgets his anniversary all the time. Nodding to his secretary, he says, “She’s supposed to keep me from forgetting.”

That same year Mr. Campbell joined the Rexall Drug Co. where he held various executive positions in merchandising and marketing. When he returned from Korea in 1954, he rejoined Rexall as assistant to the president.

The switch from the drug business to broadcasting took place in 1955. Mr. Campbell attributes the change to a number of acquaintances he had at Metromedia-owned KTTV(TV) Los Angeles. “Most of those friends are now general managers of other Metromedia stations or in other groups,” he adds.

Today, in managing five stations instead of just one at a time, Mr. Campbell says he has five times as many problems. But he is still very much interested in local programing. He is busy seeking out programs that can be developed locally by ABC-owned stations and distributed to some or all of the other owned stations. One such project is Anniversary Game, due to start Jan. 27 on all five ABC stations. The quiz show is being produced by San Francisco station KGO-TV.

A 90-minute information program called The Morning Show, much along the same lines as the show Mr. Campbell had such success with in Detroit, will also be started Jan. 27 on ABC stations in Los Angeles, Chicago and New York. Produced in Los Angeles, The Morning Show will not be distributed in San Francisco or Detroit because they already have successful programing in the morning. Mr. Campbell calls the new morning show “a Today show in reverse, coming from the West Coast.” It will run 90 minutes and will include 15-minute local news inserts.

Like many successful businessmen, Mr. Campbell spends a lot of his “spare time” at his job. “I play golf infrequently,” he says. “I watch television. I wear out dials.” His one real hobby is painting: “When I was in Chicago the weather was so bad I took lessons.”
What about the people?

The ambitious, not to say audacious, plans of Thomas P. F. Hoving and his National Citizens Committee for Broadcasting were formally revealed last week. For all their ambition and audacity, they contain few surprises for anyone who has kept up with Mr. Hoving's on-going fulminations, perhaps because Mr. Hoving's lively and inventive mind employs thought processes that are easier to anticipate than to follow.

If there were any sleepers in the blueprint, they were a projected inquiry into broadcast ownership of nonbroadcast interests, and a plan to examine "program diversity and press coverage" where stations and newspapers are commonly owned. A study of the possibility of licensing networks could have been foreseen, as could the advocacy by at least one committeeeman—Robert Montgomery, who grew bitter but not broke in commercial television—of a 3.5% tax on broadcasters' sales of time and programs to provide financing for the Corp. for Public Broadcasting. The revelation that the committee is considering monitoring stations and challenging license renewals was not really a revelation at all. The calls for better and more diverse programing, for home-town hearings on license renewals, for community representation in programing and even in broadcast operations, for non-political appointments to the FCC—all these were predictable and they were all there, and more, as reported elsewhere in this issue.

Also predictably, there is to be a fund-raising campaign. There always is. This one will seek $5 million over a five-year period, and we suggest that the committee would perform a greater and more realistic service if, instead of using the money to perpetuate and expand its bureaucracy, it simply turned it over to the CPB.

The committee's incurable flaw, it seems to us, is not that it is out to take on the world and reshape it to the committee's design—idealistic, and impertinent, as that goal is. The trouble is that it is the wrong group of people trying to speak for people it cannot possibly represent and who don't want to be spoken for, anyway.

The 25-man board of trustees is a prime example. These are intelligent, for the most part eminent people. They may attract some of their peers and no doubt a host of professional do-gooders, but they cannot conceivably represent "the people," as they claim they will. They can speak only—but perhaps with some of the success they envision—for themselves and others like them. In intelligence and culture they represent, oh, say, the top 10% of the population. Barring emotional appeals (which won't necessarily be barred, if we understand Mr. Hoving), they can hardly communicate effectively with most of the other 90%, much less be said to speak representatively for all of them.

This week

Less than a decade ago the complaints against television fare were more in jest than in anger. The number of complaints stations received about programing per se were few; mostly people griped when favorite programs were preempted or screamed when they were cancelled. Today the story is different. There are still the crackpots and there always will be. But members of the public have been goaded by so many for so long (particularly by people in public life) that they now write, wire and call stations and networks, sometimes with copies to local newspaper and the FCC.

This agitation really started with Newton N. Minow, who, in his maiden speech as chairman of the FCC in 1961, spoke of the "vast wasteland" in TV programing. E. William Henry, during his tenure that ended in 1966, carried on in much the same vein, asking listeners to protest to the FCC, the networks and their affiliates when they didn't like what they were getting.

Although no one ever eclipsed Newton Minow's devastating "wasteland" epithet for sheer publicity impact, two incumbent FCC members—Kenneth A. Cox and Nicholas Johnson—have capitalized on his spadework. They have ground into the public's mind the notion that everything in broadcasting is public property. Perish the thought that any form of censorship is involved or that the FCC is meddling in the "content" of programing. The Messrs. Cox and Johnson speak as individuals, not as the FCC.

It is, of course, literally true that the public controls the programing. If the preponderance of the public doesn't like what's on—whether on radio or TV—programing changes. Witness the network shifts each "season." Even the venerable WOXY, the New York Times station that has been the delight of the classical buffs, is shifting to a more popular "youth" format because its major public wants the change.

A decade ago when the intellectuals complained about lack of TV programing for their elevated tastes, broadcasters set out to show them that there's plenty of programing for their minority. The Television Information Office was created to reach them with information on availability of such programing. The elite journals (Saturday Review, Harper's, etc.) were used to supplement a big mailing list.

Vincent Wasiiewski, president of the National Association of Broadcasters, has aptly described the TIO function as one that reaches only the "top" of the pyramid. Now that the public is infinitely better informed because of exposure to radio and television, the need is to reach the "base" of the pyramid, too.

The task of the NAB is, for want of a more acceptable term, to lobby the public as well as the government. Broadcasters find themselves in their present plight because they have been outlobbied in both areas. And developments such as the Hoving program of agitation, as outlined above, accentuate the need for counter-action.

The NAB board, at its meetings this week in San Juan, P. R., will reelevate its over-all lobbying activities. That, at this stage of broadcasting, is its main reason for being.
20 YEARS AGO—
in 1949, Channel 2 was Houston’s first
(and only) television station.

TODAY, 20 years
(and 5 more stations) later, we’re still Houston’s
FIRST television station.

Thanks!
It's coming: our new Giant tower, taller than any structure in the Jacksonville metro (and twice as tall as our present tower). Crowning the Giant, a high-performance GE “zig-zag” panel antenna. Our power (ERP) will double to nearly two-and-one-half million watts . . . the biggest signal in the world's biggest land-area city! Early this Spring, look to the Jacksonville Giant for giant results.

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