Advertisers get with, and into, syndicated programing. p25
RAB nine-month report shows why '68 was record sales year. p32
SPECIAL REPORT: Ad men learn tricky art of making 30's. p44
WHDH-TV case takes strange turn as debate linear on p51

In market after market, in key competitive time periods HAZEL is performing to the right kind of audiences.

Just take note of these facts taken from ARB books around the country;

Best strip—delivers more homes and young women than any other program sign-on to 7:30.

First choice of women and 184% more homes than her closest competitor.

A 46% share of young (18-34) women.

59% more women view HAZEL than her rival stations combined.

61% more women than the competing station.

Beat her two competitors in every demographic category.

And look what she's offering...

154 half-hours (120 in color).

SCREEN GEMS
PRESENTING
The Greatest Variety Acts in International Show Business

Fantastic Ventriloquists
Rumanian National Dance Group
Breathtaking Acrobats
Astonishing Animal Acts
Jugglers from Hungary's State Circus
Fascinating Puppets
World's Greatest Ballet Stars
Authentic Highlander Pipes and Drums
Gold-Record Singers
Hilarious Comics
World-Famed Pop Groups
Champion Irish Dancers
Brilliant Jazz Stylists
Amazing Illusionists
Side-Splitting Comedy Teams
Stars of Opera
Flamenco from Spain
Internationally Acclaimed Folk Singers
Lovely London Line Dancers
Enchanting Mike Sammes Singers
Jack Parnell and 50-Piece Orchestra
...and Much, Much More!

STARS
Godfrey Cambridge
Juliet Prowse
George Gobel
Frank Fontaine
Don Knotts

12 one-hour musical-variety shows!
extravaganzas in color!

Phyllis Diller
Liberace
Shelley Berman
Eddy Arnold
Dave Allen

SOLD
PRE-RELEASE
RKO GENERAL
NEW YORK  WOR-TV
LOS ANGELES  KHJ-TV
DETROIT  CKLW-TV
BOSTON  WNAC-TV
MEMPHIS  WMBQ-TV
HARTFORD  WHCT
NEW HAVEN

for the first time in syndication...

network-budgeted musical-variety now available for regional and local sponsors

INDEPENDENT TELEVISION CORPORATION
555 MADISON AVENUE
NEW YORK, N.Y. 10022
To reach the young women in the nation's 12th ranked television market, consider and buy KRLD TV's dominance.

The November 1968 ARB Television Audience Estimates show that Channel 4 delivers more women (18-34), per average quarter-hour, 9:00 A.M. to 6:30 P.M., Monday thru Friday, than any other station in the market — leading the second station by 39.4%

To put the accent on young women in the Dallas-Fort Worth market, place your next schedule on KRLD-TV.
Going up

Still more evidence of accelerated—and apparently still accelerating—pace of TV advertising activity is found in Broadcast Advertisers Reports' latest look at commercial-unit volume in top-75 markets that BAR monitors monthly. In November 1968, latest month for which compilations are complete, nonnetwork units were up 25.6% from November 1967 (from 211,014 to 265,091). Isolated 30-second announcements were up 30.5% to 48,079, and piggy-backed 30's were up 41% to 60,604. Straight 60's, once standard but now outnumbered by 30's in one form or other, were down 2.3% to 99,523.

BAR has not finished tabulating 75-market results for December, but officials say preliminary indications are that trend will be even more pronounced. And on basis of half-dozen markets for which January tabulations have been completed, they venture pattern will be further extended when all of that month's results have been counted.

Target selection

Since FCC's unsettling 3-1 decision proposing to lift license of WHDH-TV Boston for newcomer (Jan. 27) and application for NBC's ch. 4 KNBC-TV Los Angeles by nonbroadcast local group, reports have been rampant of impending "strike" applications involving station renewals in metropolitan areas. Last week reports were current that group is about to file for San Francisco Chronicle's ch. 4 KRON-TV and that another application may be filed on top of second VHF in Boston.

End in sight?

What is regarded hopefully as next-to-last step in seven years of trying to set terms for new TV-station licenses for use of music of American Society of Composers, Authors and Publishers was taken last week. Since they shook hands on basic terms last fall, negotiators for ASCAP and All-Industry TV Stations Music License Committee have been trying to get it all down in writing. In process they uncovered dozen or so new areas of disagreement—said to be relatively minor—but have gradually resolved most of them. At meeting Tuesday night (Feb. 18) they decided they had settled all they could and would submit rest for decision by Federal Judge Sylvester J. Ryan, who presides over seven-year-old lawsuit that these negotiations would terminate.

Issues to be decided by Judge Ryan are said to involve five or six legalities and other essentially noneconomic points. Hope is that they can be cleared up in time to report this "last step" to TV operators at National Association of Broadcasters convention next month. When basic terms were disclosed last summer, all-industry group, which is headed by Charles Tower of Corinthian Broadcasting, estimated they could shave TV stations' ASCAP payments as much as $53 million over 10-year term (Broadcasting, Aug. 26, 1968).

Bigger budget

In spite of congressional outbursts against FCC, chances are considered pretty good that agency will get most, if not all, of Budget Bureau recommendation for appropriation of $23 million for fiscal 1970, which begins next July 1. FCC had what was described as "good hearing" in executive session before House Independent Offices Appropriation Subcommittee last Tuesday, and favorable report (increase from current year's $19.7-million appropriation) is seen likely.

Collector's urge

Obscured by merger moves made by such entertainment activists as National General Corp. and Metromedia Inc. has been significantly aggressive acquisition policy of Filmways Inc. Unpretentiously, Filmways, which started as TV-commercial producer, has made total of 15 acquisitions since fiscal 1966. In 1968 alone, company acquired 11 different firms. Not included in this breakdown is proposed acquisition of Cascade Broadcasting Co., owner and operator of three TV stations in Pacific Northwest. Company insiders say Filmways is not out to become conglomerate, instead is aiming to expand exclusively in leisure-time area.

If . . .

If FCC Chairman Rosel Hyde should perchance be asked by President Nixon to continue in chairmanship beyond his present term, which expires June 30, he would be only chairman in FCC history to be appointed by three presidents. At this writing there's no indication that Mr. Hyde will serve beyond June 30, completing 23 years as commissioner—four of them as chairman. His previous chairmanship appointments were by President Eisenhower (1953) and by President Johnson (1966).

Rescue mission

Man of hour in Hollywood now that NBC-TV and CBS-TV have set prime-time schedules for next season (see page 64), is Herbert F. Solow, production VP for MGM-TV. When Mr. Solow went to MGM from Paramount TV little more than year ago, studio's television slate had just been wiped out. In one disastrous season (1967-68), MGM lost Man from U.N.C.L.E., Off to See the Wizard, Maya and Hondo. Mr. Solow, under whose leadership Paramount TV got into network swim with Mission: Impossible and Star Trek, made three pilots for MGM-TV aimed at 1969-70 season. All have sold. Studio sold Then Came Bronson, hour series, to NBC-TV and University Medical Center, another hour program to CBS-TV. Previously announced was sale of Courtship of Eddie's Father, half-hour situation comedy, to ABC-TV.

Party lines

Public Broadcasting Laboratory, involved in that other televised pot party that FCC is investigating ("Closed Circuit," Dec. 9, 1968), appears likely to escape heat being placed on CBS and its 5 wbrm-TV Chicago. Wbbm-TV reporter was accused of requesting that party be held so that station could film it, but participants in Boston are said to have told investigators they volunteered to light up for PBL after hearing of its interest in featuring that kind of event in program. They are said to have told investigators, however, that discussions between participants and PBL were held over period of weeks preceding party.

Commission has shown no indication of disposing of matter in near future. In any event, officials note that even if they found evidence of wrongdoing, there is little they could do about nonlicensee PBL.

Language barrier

New U.S.-Mexican treaty governing two nations' use of standard radio band, which dropped out of news after it was signed in Mexico City in December (Broadcasting, Dec. 16, 1968), has surfaced again—in manner of speaking. It is at White House, shipped there from State Department. And it will probably be sent soon to Senate for ratification. Long hiatus between signing and ratification of treaty was said to have been filled by checking of English, Spanish versions for correspondence.
That’s Entertainment.

When Paul Harvey says “Hello Americans!” he’s entertaining as well as informative. When Joseph C. Harsch analyzes the news thousands of listeners find his comments entertaining. When Keith Jackson covers sports he does it in an entertaining way. Where does all this happen? On the American Entertainment Radio Network. Here is low program inventory that blends with your local sound. No accident, this kind of programming. Because station people operate this network. Station people with station experience who understand a station’s problems and goals.

Stations like yours—in market after market—have joined the American Entertainment Network for these reasons. We grow bigger every day. So if you are entertaining the idea of joining us why not do it NOW!

AMERICAN ENTERTAINMENT RADIO NETWORK
A division of the ABC Radio Network
Advertisers and their agencies intensify efforts to participate more fully and directly in syndicated programing, by developing or acquiring rights to programs for sponsorship on national or regional basis. See . . .

Advertisers get into programing . . . 25

AAF government-affairs conference features appearances by FCC's Cox, FTC's Elman, Senator Philip Hart (D-Mich.) and others in sessions marked by nonviolent confrontations between regulators and regulated. See . . .

Give and take at ad colloquy . . . 30

RAB spot-radio report for first nine months of 1968 provides more details on record year. Total sales are listed at $247.6 million as Sears, Ward's crack list of top-100 spot-radio advertisers for first time. See . . .

Spot radio keeps skyrocketing . . . 32

Broadcasters, cigarette manufacturers ask Supreme Court to overturn FCC ruling requiring broadcasters to air anti-smoking ads. Case is most "far-reaching" broadcast matter ever to come before court, NBC says. See . . .

Cigarettes reach Supreme Court . . . 35


Network TV's clientele grows . . . 38

Special Report describes efforts of agency copywriters and art directors to acclimate themselves to the 30-second spot, as short form promises to replace 60-second spot as basic unit of television advertising. See . . .

The tricky art of making 30's . . . 44

Boston channel 5 case acquires additional twists and turns. WHDH Inc., denied renewal, asks commission to reconsider; BBI, winner of the channel-5 facility, asks commission to "supplement" its decision. See . . .

WHDH-TV debate lingers on . . . 51

Two of three television networks have firmed their fall programing line-ups. CBS, NBC together will have 12 series new to night-time schedules—including switch of 'Get Smart' to CBS's Friday schedule. See . . .

'Get Smart' switches networks . . . 64

CBS tells FCC some prearrangement is necessary in airing program such as WBBM-TV pot-party film, but denies impropriety and urges commission to absolve it of wrongdoing in connection with controversial broadcast. See . . .

CBS marshalls pot-party defense . . . 67

General Electric Co., late entry in FCC inquiry on domestic satellites, suggests establishment of new entity, as alternative to existing common carriers, to provide new and specialized services. See . . .

GE's $321-million satellite baby . . . 69

Departments

AT DEADLINE ........................................ 9 OPEN MIKE .............................................. 19
BROADCAST ADVERTISING ...................... 25 PROGRAMING ........................................... 64
CHANGING HANDS .................................. 58 PROMOTION ............................................ 72
CLOSED CIRCUIT ..................................... 5 SPECIAL REPORT ....................................... 44
DATEBOOK .............................................. 14 WEEK'S HEADLINERS ................................. 10
EDITORIALS .......................................... 94 WEEK'S PROFILE ..................................... 93
EQUIPMENT & ENGINEERING ................. 69
FATES & FORTUNES ................................. 78
FOCUS ON FINANCE ................................. 74
FOR THE RECORD .................................... 80
INTERNATIONAL ..................................... 71
LEAD STORY .......................................... 25
THE MEDIA ............................................ 51
MONDAY MEMO ....................................... 23

Broadcasting

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

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

Subscription orders and address changes: Send to Broadcasting Circulation Department, 1733 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

American Business Press, Inc.
Nighttime Dominance
18 out of 24 Top-rated Programs on Green Bay Television

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAMS</th>
<th>TOTAL HOMES</th>
<th>STATION</th>
<th>PROGRAMS</th>
<th>TOTAL HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAY</td>
<td>Green Bay Packer / NFL Football</td>
<td>131,600</td>
<td>WBAY</td>
<td>Beverly Hillbillies</td>
<td>73,900</td>
</tr>
<tr>
<td>&quot;W&quot;</td>
<td>Dean Martin</td>
<td>118,900</td>
<td>WBAY</td>
<td>Second Game / NFL Football</td>
<td>73,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Family Affair</td>
<td>91,200</td>
<td>WBAY</td>
<td>Laugh In</td>
<td>72,900</td>
</tr>
<tr>
<td>WBAY</td>
<td>Mayberry R F D</td>
<td>87,600</td>
<td>WBAY</td>
<td>Gunsmoke</td>
<td>72,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Dragnet</td>
<td>83,700</td>
<td>WBAY</td>
<td>Red Skelton</td>
<td>72,600</td>
</tr>
<tr>
<td>WBAY</td>
<td>Gomer Pyle</td>
<td>82,900</td>
<td>WBAY</td>
<td>Bewitched</td>
<td>72,300</td>
</tr>
<tr>
<td>WBAY</td>
<td>My Three Sons</td>
<td>82,500</td>
<td>WBAY</td>
<td>Green Acres</td>
<td>71,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Smothers Brothers</td>
<td>78,800</td>
<td>WBAY</td>
<td>CBS Friday Night Movie</td>
<td>69,100</td>
</tr>
<tr>
<td>WBAY</td>
<td>Carol Burnett</td>
<td>78,200</td>
<td>WBAY</td>
<td>&quot;Z&quot; That Girl</td>
<td>69,000</td>
</tr>
<tr>
<td>WBAY</td>
<td>Gilligan's Island</td>
<td>76,900</td>
<td>WBAY</td>
<td>News/Weather/Sports (6:00 - 6:30 PM) Tuesday</td>
<td>67,400</td>
</tr>
<tr>
<td>&quot;Y&quot;</td>
<td>Julia</td>
<td>75,400</td>
<td>WBAY</td>
<td>News/Weather/Sports (6:00 - 6:30 PM) Monday</td>
<td>66,900</td>
</tr>
<tr>
<td>WBAY</td>
<td>Lucy Show</td>
<td>74,700</td>
<td>WBAY</td>
<td>Good Guys</td>
<td>66,200</td>
</tr>
</tbody>
</table>

NOVEMBER, 1968 A.R.B.*

Weather/News Sports Dominance

Total TV Homes Weekly . . . 6:00 & 10:00 PM
WBAY-TV 739,900
Station Y 523,000
Station Z 000,000*


* Subject to limitations of survey
Hoving committee runs out of money
Without windfall in month, it's through

National Citizens Committee for Broadcasting may go out of business if it does not receive financial support within next month.

Committee's executive director, Ben Kubasik, revealed Friday (Feb. 21) that he had notified board of trustees by letter Wednesday (Feb. 19) that lack of funds may force organization to disband "toward the end of March." Of total working staff of seven, several members have been released, including consultant Robert Squier in Washington and associate director Eugene Gardner in New York.

Since its founding in May 1967 as National Citizens Committee for Public Television, with two-year grants from Carnegie, Ford, Danforth, Kellogg, 20th Century and Sloan Foundations, committee has been operating on $225,000 annual budget. Initial grant of $300,000 from Carnegie is depleted and Ford decided not to continue its $50,000 support unless committee received funds from other foundations. Committee's board chairman, Thomas P. F. Hoving, incurred repudiations from various sectors in industry, including some of his own committeeemen, with his charge of collusion between AT&T and networks to keep public uninformed (Broadcasting, Oct. 7, 1968). Later that month committee officially enlarged scope to include criticism of commercial as well as noncommercial broadcasting (Broadcasting, Oct. 28, 1968).

Committee last month announced plans to "improve" broadcasting policies and practices through challenges to license renewals, public reports, studies and debates (Broadcasting, Jan. 13). It has since been supporting license actions against WFMT (FM) Chicago and KNEW-TV Los Angeles, and planning other actions in New York, Washington and Maryland-Virginia.

Mr. Hoving called on individuals to contribute to five-year $5-million goal, and committee set up plan for associate memberships from $10 to $100 annually. Plan was to have been discussed at Washington board meeting March 11-12 which Mr. Kubasik said may have to be canceled. Trustees were also to meet with FCC at that time.

Though none of six supporting foundations have renewed grants yet, Mr. Kubasik is still hopeful. "Budget proposals will be going out to a number of foundations at the end of this month," he told trustees. "The downhill trend, at a time when our opportunities are so great, is not irreversible—yet."

Committee consists of 165 members in fields of arts, business, religion, law and education. Twenty-five of these constitute board of trustees.

Cole to CPB board
Albert I. Cole, 74, chairman of Reader's Digest Association Inc., (Reader's Digest) was nominated Friday (Feb. 21) by President Nixon to board of Corp. for Public Broadcasting. He will succeed Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University, who has resigned ("Closed Circuit," Dec. 30, 1968). Eisenhower term expires in 1974. CPB board has 15 members.

Nixon by satellite
Miniature news network, using satellite-fed newfilm, is being set up this week by two groups of independent TV stations, Metromedia and Kaiser, for same-day service of UPI film of President Nixon's European trip. Newfilm, augmented by feature material from John Goldsmith of Metromedia's WTTG-TV Washington, will be used in late-evening newscasts on nine of 11 stations in those groups.

On five Kaiser UHF stations taking feed, reports are being bought as special segments within newscasts by Colgate-Palmolive through Ted Bates & Co. Buy is believed to be Colgate's first entry into news specials sponsorship.

Over-all cost of coverage and feeds is estimated by Metromedia at about $30,000. Kaiser will pick up about $7,000 of total. Daily newfilm which will be sent via satellite will be picked up at Metromedia's WNEW-TV New York where it will be edited and packaged for air shipment to other markets for showing that night. Some of Mr. Goldsmith's reports will go by satellite and others by air for next-day showing.

Taking feeds will be WNEW-TV, WTTG, KTTV (TV) Los Angeles and KMB-C-TV Kansas City (ABC affiliate), all Metromedia; KBXH-TV San Francisco, WKBG-TV Boston, WKBV-TV Philadelphia, WKB-F-TV Cleveland and WWBD-TV Detroit, all Kaiser Stations. Kaiser's KBS-C-TV Corona-Los Angeles and MM's KNEW-TV San Francisco will not take feeds.

Also getting same-day service with UPI handling airmail delivery will be WGN-TV Chicago.

FCC gains support
Eleven religious, labor and public service organizations have filed "friend of court" brief with U.S. Supreme court in support of FCC's "fairness doctrine" in cases involving Radio Television News Directors Association and others, and Red Lion Broadcasting Co.

Brief supporting FCC's position claimed First Amendment not only permits but requires commission to act to assure fair use of public airways: license renewal proceedings have not proved effective in obtaining compliance with "fairness doctrine" and public interest requires "direct and summary procedure"; and personal attack and political editorial rules are "modest first step toward balanced programing on controversial issues."

Brief was filed by Office of Communication of United Church of Christ; United Church Board for Homeland Ministries; Board of National Missions of United Presbyterian Church in U.S.A.; National Division of Methodist Board of Missions; General Board of Christian Social Concerns of National Council of Churches; Broadcasting and Film Commission; National Catholic Conference for Interracial Justice; National Board of Young Women's Christian Association of U.S.A.; American Jewish Committee; National Citizens for Broadcasting, and American Federation of Labor-Congress of Industrial Organizations.

RCA looking at Grundig
RCA was reported Friday (Feb. 21) to be in "preliminary discussions" with Grundig-Werke GMBH, West German manufacturer of radios, phonographs and tape recorders. RCA said talks were exploratory and officials did not indicate if discussions could lead to merger agreement. RCA offices were closed Friday in observance of Washington's Birthday.

Time-Life revenues rise
Time-Life Broadcast, multiple-station owner and subsidiary of Time Inc., increased its revenues in 1968, with new highs reported by stations. Also noted in Time's annual report was TLB's expansion in CATV with number of sub-
Robert M. Bennett, VP and general manager of Metromedia’s WTTG-TV Washington, named VP and general manager of group’s WNEW-TV New York, replacing Lawrence P. Fraiberg, who becomes independent producer. Succeeding Mr. Bennett is Thomas G. Maney, VP and general sales manager of WTTG, Mr. Bennett joined WTTG in February 1966 after having been VP and general sales manager of Metromedia’s KTTV-TV Los Angeles. He joined KTTV in 1952 as assistant sales service manager, became local sales manager in 1959, VP-local sales in 1963. Mr. Maney went to WTTG in 1966 after having been local sales manager at KTTV. Prior to that he had been with Blair TV and KJH-TV, both Los Angeles. Mr. Fraiberg is forming Parallel Productions, which plans to do “Lime Green”/“Khaki Blue” off-Broadway one-act plays. New firm will also be engaged in feature film and television production. Mr. Fraiberg had been with WNEW-TV since 1965 having moved up from WTTG. He joined Metromedia in 1959 after serving 10 years with KPIX-TV San Francisco, where he was general sales manager.

Alan P. Sloan appointed VP and general manager Stations division, and general manager, wcbs-tv New York. He succeeds Ralph Daniels, who in management realignment was named to stations division presidency (broadcasting, Feb. 17). Mr. Sloan has been VP, station services with division for 14 months, and also served in 1967 with John A. Schneider (then CBS/Broadcast Group president) as executive assistant. He started in sales in 1960 (wcbs-tv and CBS-TV Stations National Sales), took academic sabbatical in 1963, served briefly with Representative Al Ullman (D-Ore.) as legislative assistant, and was also in sales with Harrington, Righter & Parsons and media buyer with Ted Bates & Co.

Chet Collier named president of Westinghouse Broadcasting Co.’s Group W Productions and Program Sales—post he held in mid-1967-68—in addition to present assignment as programming VP of WBC station group. J. R. Reeves, whom he succeeds, returns to WBC as staff VP with creative responsibilities, reporting directly to president and chairman Donald H. McGannon, David Henderson, general manager of WBC’s WJZ-TV Baltimore, moves into new post of executive VP and chief operating officer of Group W Productions and Program Sales, and is succeeded at WJZ-TV by John Rohrbach Jr., now WBC national TV sales manager. Changes, effective March 1, are part of plan to intensify and expand program development, Mr. Collier’s credits include development of WBC’s Mike Douglas Show (now in 180 markets) and Merv Griffin Show (142). In separate move, John M. Burns, specialist in urban affairs, named to new post of WBC VP and special assistant to Mr. McGannon, to work fulltime—in cooperation with WBC stations and George Norford, WBC VP and general executive responsible for company’s minority recruitment—on U.S. urban problems and use of broadcasting in attacking them. Mr. Burns, former New York state legislator, was with NBC-TV and Young & Rubicam.

Joel M. Thrope, VP and director, Lin Broadcasting Corp., Nashville, elected president and chief executive officer, succeeding Martin S. Ackerman (see page 59).

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

Scribers served by systems in which company has interest doubling over prior year. With revenues and net income up, per share earnings of Time Inc. rose 10 cents:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$4.46</td>
<td>$4.26</td>
</tr>
<tr>
<td>Revenues</td>
<td>567,811,000</td>
<td>519,636,000</td>
</tr>
<tr>
<td>Net income</td>
<td>32,100,000</td>
<td>31,161,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>7,205,000</td>
<td>7,143,000</td>
</tr>
</tbody>
</table>

Annenberg to London

President Nixon has appointed Walter Annenberg Ambassador to Britain. Mr. Annenberg, long time friend of President’s, is president of Triangle Publications Inc., group publisher and station owner.

Really long distance

WMYW New York, international commercial shortwave station, has invited its listeners in Europe, Africa and Latin America to call station collect on Wednesday (Feb. 26) between 3 and 4 p.m. EST, WMYW decided on “phone-in” after overseas listeners, at their own expense, began to call their favorite air personalities at station.

Rules should be followed

Antismoking spots should be held to same standards as product advertising, John T. Landry, Philip Morris marketing vice president said Friday (Feb. 21). “Tobacco people have remained silent a little too long” in face of anticigarette messages that often include false and misleading information, he said.

While not suggesting counter-commercials be prohibited, Mr. Landry said they should conform to “same kind of government supervision” regulating sales messages.
Oh beautiful for spacious skies"

No holds are barred when Storer stations speak out against air pollution. In New York, radio station WHN scheduled prime time programming devoted to the hazards of air pollution and an unprecedented announcement schedule urging participation in the City’s “Clean Air Week”. In a major documentary, “Our Dirty, Dirty Air”, Detroit’s WJBK-TV reported violations by both large and small industrial firms — commended their subsequent solutions. KGBS radio aired interviews by experts detailing not only the discomfort of Los Angeles smog but actual dangers to public health and safety. In Cleveland, Atlanta, Toledo, Milwaukee — the battle against the despoilers of “America, the Beautiful” goes on wherever Storer serves. Storer’s continuing barrage of documentaries, editorials and in-depth news features takes a lot of doing. But, in this, as in every phase of their broadcast operations, Storer stations do as a matter of routine things that civic leaders in our communities consider rather special. That’s why Storer stations stand out — and another reason why it’s good business to do business with Storer.
When you play a top song, you're watching a good chance.

Because ABC is one of the largest producers of records in the world. ABC is Ray Charles, Ford Theatre, the Grass Roots, Steppenwolf, and Mama Cass. ABC is William Steinberg and the Pittsburgh Symphony Orchestra. And soprano Beverly Sills. ABC
ABC is every kind of music on records and tape that people listen to. And dance to. And want to own.

When you listen to a Dunhill record, or Command or Impulse or Westminster, you're watching ABC. When you go to see "Hell in the Pacific" or "For Love of Ivy," you're watching ABC. When you talk to the porpoises at Marine World or read Prairie Farmer, you're watching ABC.

We're many companies, doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.
BROADCASTING TELEVISION

Editorial

Edwin H. James, vice president and executive editor.
Rufus Crater, editorial director (New York).
Art Klings, managing editor.
Joseph A. Easer, Robert A. Malone, associate editors.
Alan Steele Jarvis, James C. Learnard, Meltral Martin, Timothy M. McLean, Steve Millard, Jeffrey Olson, Sue N. Tropin, staff writers; Mary Ann Peterson, editorial assistant; Gladys L. Hall, secretary to the editor and publisher.
Erwin Ephron (vice president, director of media; Paper, Koenig, Lois) research adviser.

SALES

Maury Long, vice president-senior manager.
Ed Sellers, Southern sales manager; George L. Dant, production manager; Harry Stevens, circulation manager; Tommy Sandor, assistant production-traffic manager; Molly Dwyer, classified advertising; Dorothy Coil, advertising assistant; Patricia Wissmer, secretary to the vice president, sales.

CIRCULATION

David N. Whitcombe, circulation director.

BUSINESS

Irving C. Miller, comptroller.
Sanite B. Westen, assistant auditor; Sheila Thacker, Kathleen Stanley, secretary to the executive vice president.

BUREAUS

New York: 44 Madison Avenue, 10022.
Phone: 212-755-0610.
Rufus Crater, editorial director; David Berlyn, Rocco Famiglietti, senior editors; Walter T. Fray, Spencer, associate editors; Hazel Hardy, Caroline H. Moyer, Linda Strongin, staff writers.
Warren W. Middleton, sales manager; Eleanor R. Manning, institutional sales manager; Greg Slagfield, Eastern sales manager; Frank Chizinski, advertising representative; Laura Dwyer, Emma Grupinski, Rene Aquilino, Harriette Weinberg, advertising assistants.
Chicago: 360 North Michigan Avenue, 60601.
Phone: 312-236-4115.
Lawrence Christopher, senior editor; David J. Bailey, Midwest sales manager, Rose Adragna, assistant.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Merris Gelman, senior editor.
Bill Merritt, Western sales manager.
Sandra Klausiner, assistant.


REG. U.S. PATENT OFFICE

© 1969 by Broadcasting Publications Inc.
**Datebook**

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

- Indicates first or revised listing.

**February**


Feb. 26 — Annual stockholders meeting, Doyle Dane Bernbach, Museum of Modern Art, New York.


Feb. 26—Stockholders meeting of Soaptite Electronics Inc. to act on proposal to increase number of authorized shares of common stock from three to five million. Los Angeles.

Feb. 27—Radio Advertising Bureau regional sales clinic. Sheraton-Motor Inn, Greensboro, N.C.

Feb. 27—Lecture series on mass communication by The Christophers. Speaker: Harvey Jacobs, manager of public relations, advertising and sales promotion, ABC International Television, on "Global implications of the communications explosion." Christophers Center, New York.

Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 28 — Special stockholders meeting, Metromedia, to vote upon proposed merger of Metromedia and Transamerica Corp. Metromedia Television's Telcener, New York.


Feb. 28—New deadline for reply comments on FCC's proposal to limit station acquisitions to one full-time outlet per market. Previous deadline was Jan. 28.


**March**


March 3—Deadline for comments in FCC's inquiry and proposed rulemaking concerning CATV rules and policies.

March 3—New deadline for comments on FCC's proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.

March 5—Annual shareholders meeting, MPO Videotronics Inc. New York.

March 6—Lecture series on mass communications by The Christophers. Speaker: George Heinemann, public affairs director, NBC News, on "The demand for creativity and content in mass media." Christophers Center, New York.

March 7—Special stockholders meeting, Wometco Enterprises Inc. Stockholders will vote on an increase in authorized common stock for 5-for-2 stock split. Miami Beach, Fla.

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


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


March 16-19—Western meeting of National Advertisers. Hotel Del Coronado, San Diego.


March 20—Convention of Catholic Broadcasters Association of America. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.


March 21—International Radio and Television Society luncheon for international broadcasting awards winners. Waldorf-Astoria ho-

---

**M&H**

Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

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

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control; news, weather, sports, documentaries, women's programs, movies, children's programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

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

---

**McHUGH & HOFFMAN, INC.**

Television & Advertising Consultants

480 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

614-8900

---

**BROADCASTING**, Feb. 24, 1969
100% transmitter redundancy...
100% transmitter standby...

Off-air time—even just when switching from main transmitter to standby—is one budget-spoiler that parallel operation can take care of once and for all. Our parallel VHF-TV's have been logged at 150,000 hours of combined operation—with less than 60 minutes off-air!

But that’s only one of the budget advantages of parallel operation.

**Consider initial cost.** If you bought a 25KW main and a 25KW standby, you would invest about $279,000. Reduce the standby power to 12.5KW and you would still spend about $245,000. But a pair of RCA transmitters—parallel mains for 25KW—cost only about $237,000.

**Consider day-to-day costs.** In many areas, operating costs, maintenance costs, power costs, tube costs all drop markedly. (See new brochure for substantiating data)

**Consider performance.** Parallel operation assures 100% redundancy for full-time dependability. By diplexing two transmitters you gain a standby "hot" exciter that is ready to go when needed. And, of course, with RCA transmitters you deliver superior monochrome and color pictures all the time.

We've worked out a number of standard packages that meet most of the standard requirements. For low-band systems, we offer parallel 6KW, 12.5KW, or 15KW's. For high band, channels 7-13, we offer parallel 5KW, 12.5KW or 25KW systems.

As soon as you're ready for "paralleling" call your RCA Broadcast Representative. Or write for our new brochure to RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

**RCA**

Broadcast Equipment
NOTICE TO SMALL MARKET BROADCASTERS...

If you don't have the time nor the writers to produce your commercials... we may be the answer...

Commercial Continuity Service will write/produce your local spots for a monthly fee of $140 with no limit on number of commercials per month.

For stations with TWX equipment, we can have your commercial back in your office, within one hour, with what type of music to use, where and when to put it in and even what record to play.

For more information please write, call, wire, or teletype—

COMMERCIAL CONTINUITY SERVICE
Suite 208/614 East Grant St.
Minneapolis, Minnesota 55404
Phone: 612/335-3401
TWX 910-576-3428

FREE!
WORLD'S LARGEST ELECTRONIC KIT CATALOG!

HEATHKIT 1969

The latest edition... with more kits and more color. Includes over 300 kits for unique creative fun at 50% savings. You can build your own color TV, stereo system, electronic organs, home protection system, portable and shortwave radios, ham and 6 equipment, marine electronics and many more. No special skills or knowledge needed. Millions of others have done it already—you can too! Mail the coupon today and see how easy it is.

Heath Company, Dept. 130-2
Benton Harbor, Michigan 49022
Please send FREE 1969 Heathkit Catalog.

Name__________________________
Address________________________
City__________________________State________Zip_____

OpenMike

Says Tarzian has answer

EDITOR: With all the hue and cry for detent UHF-TV tuners giving comparable tuning ease with VHF tuners I cannot understand why someone hasn't checked with the largest television tuner manufacturer to see what is available.

Anticipating the need, Sarkes Tarzian Inc. has developed a six-detent tuner which operates and feels like conventional VHF detent tuners.

Each detent position will tune the entire UHF spectrum and each position can be preset on any single UHF-TV station. Because of the high accuracy of resectability the user can preset his own set to the particular channels in his area.

We expect several major set manufacturers to use this tuner in third-quarter 1969 set production.—Biagio Presti, division manager, Broadcast Equipment Division, Sarkes Tarzian Inc., Bloomington, Ind.

The welcome mat's out

EDITOR: With regard to the programing and sales seminar of Mark Century Corp. in Washington, March 24 (Broadcasting, Feb. 10), there is no charge for attending the seminar and invitations may be obtained by writing to us. The invitations are to assure that there will be space enough to accommodate those attending.—Milton Herson, Mark Century Corp., New York.

This is to clarify any impression that attendance at the seminar would be restricted to a preselected group that would receive Mark Century free kits.
A bit of inconsistency

EDITOR: Note the attached cartoon from the front page of The Milwaukee Journal of Feb. 8. Thought you might appreciate it.—George Comte, general manager of radio and television, WTMJ-AM-FM-TV Milwaukee.

San Diego radio profits

EDITOR: In your Feb. 10 issue you published the 1967 radio revenue figures showing the San Diego standard metropolitan statistical area with a total broadcast income of $83,810 for the nine stations each reporting at least $25,000 in time sales.

However, in the table showing revenues for selected communities within SMSA’s, San Diego’s six stations are shown with a total loss of $121,287.

If we interpret these figures correctly, there are three stations outside the metro whose 1967 figures make the difference between $121,287 loss and $83,810 profit, and we do not understand how this could happen.—George V. Whitney, vice president and general manager, KFMB San Diego.

(Mr. Whitney’s concern is well taken. The FCC has corrected itself and now reports that the $121,287 figure for the six stations in San Diego proper should be profit, not loss.)

Dissent

EDITOR: Your Feb. 2 editorial concerning the FCC proposal to prohibit cigarette advertising also flunks the test of logic.

To say that “the purpose of cigarette advertising is to persuade persons who are already smokers to switch brands” is not a totally honest answer. An economic objective also necessary to the tobacco industry is to make converts of those who are not smokers, along with the objective of proselyting.—Chuck Cassin, Jr. program director, WMUZ(FM) Detroit.

Salt in the wounds

EDITOR: I have just finished making application for license renewal and I have been forced, as have so many other station operators, by FCC ruling to patronize our strongest competitor, the newspaper (Nashua Telegraph) in the community. It is not that I resent the $76.50 that I had to pay. It is the outmoded ruling that I must support my competitor in order to sustain myself.

I would be happy to air a license-renewal notice every hour for a month, but I cannot see the wisdom in paying my competitor to do the same thing.

Our station, like many others, cannot even get its program listing in this newspaper. We do not get coverage on any event or public-service community activity we carry out. Even when we have brought figures of national prominence to the community at our expense, as a community service, this is ignored by the print medium. Our personnel, who donate countless hours to civic projects, are purposely left out of stories in the print medium . . .

I wonder how many other broadcasters think this way when they are forced to advertise their license renewal application in the area newspaper?—David Rock, general manager, WSMN Nashua, N. H.

“Sign in” with the new “What's My Line?”—now in its second year of first-run production. And building audiences at an explosive rate.

Homes reached: BOSTON up 87 percent over last year; DETROIT up 95 percent; GREEN BAY up 73 percent; HARRISBURG up 54 percent; PHILADELPHIA up 58 percent; ROCKFORD up 50 percent; SPOKANE up 38 percent. Women reached: BUFFALO up 40 percent over last year; DENVER up 76 percent; FLINT up 78 percent; KALAMAZOO up 50 percent; LOS ANGELES up 59 percent; MIAMI up 60 percent; TOLEDO up 94 percent.

SOURCE: NSI, NOV '68 AND NOV '67. “WHAT'S MY LINE?” VS PREVIOUS PROGRAMMING IN TIME PERIOD. ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.
From Goodson-Todman, the new “What's My Line?” is beautiful for attracting young adults. With “now” panelists like Alan Alda, Soupy Sales, Meredith MacRae, Godfrey Cambridge, Joel Grey, Phyllis Newman, Nipsey Russell. Big-name mystery guests like those listed above. And many more besides. Not to mention permanent stars: host Wally Bruner and panelist Arlene Francis.

Sign in, please (and sign in quick), for five color half hours weekly.

©CBS Enterprises Inc.
New York, Chicago, San Francisco, Dallas, Atlanta
San Francisco's Brightest New Night Spots

What do they do in San Francisco after dark?

Well—a good share of them watch Channel Two. Especially now, with our great "strip" lineup... which now boasts four of the brightest new nightspots you'll find anywhere.

Why not make reservations right now? While there's room right up front. No waiting...no tipping.

2 KTVU's company!
San Francisco-Oakland
Represented by Metro TV Sales

NEW! 8 PM WEEKNIGHTS
PASSWORD

NEW! 8:30 PM WEEKNIGHTS
What's My Line?

NEW TIME! 9 PM WEEKNIGHTS
I SPY

NEW! 11 PM MON - THURS
THE UNTOUCHABLES

Cox Broadcasting Corporation stations:
WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami;
WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;
KTVU, San Francisco-Oakland; WITC-TV, Pittsburgh.
The ingredients of a good beer commercial

Having spent all of my adult life in the beer business, I have a strong personal relationship with it. I retired from it twice and in each case was unable to endure retirement. I have been in it since its rebirth in 1933 and I believe in certain basic principles which were taught to me then and which I believe are valid now. I have been privileged to observe the evolution of beer advertising from signs on Milwaukee delivery-truck panels to back-bar and other point-of-purchase pieces, print, outdoor, radio and finally to the most potent ad medium ever, television.

I have watched the beer industry set any number of trends in broadcast sponsorship, going back to the old Ben Bernie network-radio shows, the highly articulate and delightful Halls of Ivy radio series that starred the late Ronald Colman, television’s Wednesday Night Fights, plus practically every sport except and all sorts of general-entertainment specials.

Of late, I have observed another trend—be in TV commercials. Research tells us that beer is a “fun” thing. Actually most people are very solemn and thoughtful while they drink beer. Check this out the next time you visit your favorite bar or tavern and watch the faces of the people as they discuss such weighty matters as whether Ron Swoboda of the Mets would do better playing left field or right field or the umpteenth verbal replay of the Jets win over the Colts.

So, if beer is supposed to be a “fun” thing, why not have fun in the advertising? And, what better place than in the TV commercials?

So, it’s away with dignity and care. Make jokes. Laugh it up.

The commercials are the talk of the town. Ratings go up because people want to tune in your commercials. The commercials win trade awards, luncheons, trophies and framed parchment certificates of merit.

But the beer sits friendless on the shelf—ignored and forgotten.

Let’s take a closer look at this.

Pretesting of television commercials is based upon a one-time reaction to a gag, verbal or sight, either on the storyboard or in the rough cut in the agency viewing room.

The greatly amused advertiser, basing his opinion on this one-time testing procedure, does not see the reaction to the commercial when it is viewed five, 10 or even 20 times—as is dictated by the economics of the high cost of mechanical preparation.

It becomes entirely possible that this repetition of the same jokes could have a negative effect on viewers.

Kids used to go to Saturday-morning picture shows and stay all day, seeing the feature or cartoons two and sometimes three times. The Kids always enjoyed themselves but today’s TV audience is not composed of all kids, and certainly not those who watch beer commercials.

A sight gag or a breezy one-liner as exemplified by Bob Hope’s “stand-up material” is a one-thing. It is never repeated. It loses all the spontaneity and other comedic elements that made it funny the first time, when attempts at repetition are made.

Every professional comedian, of course, does repeat—but he repeats only the trade-marks—either sight or audio—that have become automatically associated with him over the years.

People still kid about the Fibber McGee and Molly closet that was a running gag on their radio shows for years. Jack Benny’s expressive use of his hands or his drawn out “well,” following a lengthy silent pause are two of his best known trade-marks. Bob Hope’s friendly leer at glamorous ladies is known around the world.

Comedians are able to get away with this repetition for several reasons. One of the more important is that humor styles have changed. At one time humor used to be based on making fun of people, developing broad ethnic or regional caricatures. Today, that’s out. Comedians find they get bigger laughs by making fun of themselves. This is exemplified by Hope’s roles as the bumptious lover or Benny’s well-known frugality.

The second reason is simple: the comedian has earned the right to this repetition through the public’s acceptance of him as a performer. His basic product is humor and the public knows from past experience they can expect top-flight performance.

Now, take the beer advertiser. He wants fun. But he can’t make fun of anyone. Nor can he make fun of himself. He certainly cannot be the fall guy, as the comedian so easily can. The advertiser is selling beer. He is not selling humor. Nor, is he selling advertising.

Spending money is a serious thing. At least, it is serious to the people that you are trying to persuade to spend it. But the important thing to the beer advertiser is the beer, not the commercial.

The single most important factor in the sale of beer today is the same as it has always been—consistency of the product as it reaches the consumer. It’s as simple as that.

So the formula for beer sales success becomes: Make the best and most uniform product that you possibly can. Advertise it modestly, consistently, and pleasantly but emphasize quality, quality ingredients, tradition and brewing skills. Price it reasonably. Deliver it with great frequency to the retailer so that he is never over-stocked . . . and pray for a long, hot summer.

Theodore Rosenak is president and chief executive officer, Rheingold Breweries Inc., Brooklyn, N. Y. . . . and is a director of the parent Rheingold Corp. The diversified parent company’s breweries and soft-drink subsidiaries activities include the brewing and marketing of Rheingold, Knickerbocker and Gablinger beer in a 12-state, northeast U. S. market, and soft-drink bottling and distributing in Los Angeles, Mexico City and Puerto Rico. Mr. Rosenak has been active in the brewing industry since 1933.
What a day to be remembered. TV sets were turned on to watch the very first television program. News, Weather and Sports. Followed by the test pattern so everyone could tune in their sets. There wasn't much available in the way of programing at the beginning of television, but the people loved it.

This was 20 years ago. July 15, 1949 and WBTV in Charlotte, North Carolina, was the very first station in the Carolinas to bring the miracle of the moving pictures into the living room. Of course, WBTV had all the homes in the market at that time.

Today, ARB ranks WBTV first in the nation's Top 50 markets in share of total homes, 9 A.M. - midnight, Sun.-Sat. And even with several other stations in the market, Nielsen gives us 61% share of homes, and ARB 60%.

It was great to be first in the market. And we're giving it everything we've got to stay there.

*Top 50 markets ranked by ADI households. The audience figures are based on November, 1968 ARB/HSI. They are subject to the qualifications set forth in the survey report.*

**WBTV CHARLOTTE**
Jefferson Standard Broadcasting Company
WBT/WBTV/FM-WBTV/WWBT
Jefferson Productions
Represented by **□**
Advertisers get with, and into, programs

Growing demand for money-saving syndicated series and specials tailored to the sponsor’s blueprint

Advertisers and their agencies are intensifying their efforts to participate more fully and directly in syndicated programing.

They are moving more closely toward "doing their own thing" through developing or acquiring rights to series or specials for sponsorship on a national or regional basis. They view this program-involvement approach as one that can meet their coverage and demographic needs with precision and can often effect economies in cost.

The practice of sponsors acquiring program rights fully or in part in a selected number of markets is no new phenomenon. It flourished on a wide scale in the early and mid-1950's, the heyday of syndication, and has continued up to the present on a limited and sporadic basis.

What is new, according to a canvass last week of leading advertising agencies and producers-distributors, is the heightening of interest in the advertiser-identified vehicle. This comes after more than a decade of relative inactivity, and seems to have been hastened by the emergence of the participation method of buying into off-network and other locally carried product.

Attention was drawn in recent weeks to the thrust toward advertiser-involved programing with the announcement that Kellogg, through Leo Burnett Co., Chicago, had bought rights to an Australian-exported series, Skippy, The Bush Kangaroo, in more than 150 markets, and that Young & Rubicam, on behalf of Hunt-Wesson Foods, American Can Co. and John H. Breck Inc., had obtained U. S. rights to the Galloping Gourmet series and had placed it initially in six major markets.

Among other advertisers that have bought or are in negotiation for syndicated series or specials in 1969 are Colgate-Palmolive, Ford cars, American Home Products, Rayette-Faberger, E. I. DuPont, Fram Corp., Levi Strauss, S. C. Johnson & Co., Shell Oil, and Penn-Zoil.

Equally significant were the large number of agencies that reported they were actively seeking programing on behalf of clients and the number of syndicator producers, who said they were developing packages for specific advertisers but declined to provide details because of competitive considerations.

Among the reasons cited for the growth in advertiser-identified programing were these:

- Greater opportunity to sponsor programing that fits the demographic needs of advertisers in contrast with spot buys on a number of syndicated programs.
- Opportunity to select the precise markets they need with the extra weight a syndicated program provides.
- The opportunity to effect savings with a flat buy to rights to the programs in a specific number of markets.
- The opportunity for the advertisers and their agencies to play a role in shaping the programing and to promote and merchandise their sponsorship.

This type of programing may be bought in a variety of ways. In some instances, the advertiser or the agency secures rights directly from the producer. In others, a license from the distributor for a specified number of markets may be obtained. On occasion, the agency or advertiser may develop a program and assign the production to an independent producer.

The placement of these series or specials also varies. Markets may be cleared by the advertiser, by its agency or by the distributor.

Payment for these advertiser-controlled vehicles may also take different routes. There have been examples of half-hour series in which the station is provided with the programing free of charge with the provision that the advertiser is given as many as three spots and as few as one, with the station permitted to sell the remaining announcements. In other instances, depending on the market and the cost of programing, the station may elect to buy the program and contract with the advertiser for a schedule within the

Ford’s ‘Going Thing’ special on 200 stations

In an unusual and ambitious undertaking, the Ford division, Ford Motor Co., Dearborn, Mich., and its dealer associations have placed a one-hour entertainment special, The Going Thing, on more than 200 TV stations for presentation during February.

The special had its genesis in the formation by Ford in the spring of 1968 of a musical group of 12 talented youngsters. The company named the ensemble The Going Thing, keyed to an advertising concept Ford had developed for its 1969 cars. Since that time, the group has appeared on more than 90% of the Ford division’s TV commercials during the 1968-69 season, has performed before live audiences and has cut records.

The group’s popularity on the commercials and in personal appearances prompted the Ford division to produce the special. The program was produced in California by Bob Henry Productions, Hollywood.

A Ford division spokesman in Dearborn last week credited the J. Walter Thompson Co., New York and Detroit, with playing an important part in creating The Going Thing group, helping to produce the special and placing it on TV stations throughout the country. He declined to give the cost of producing and showing the special, but he said he understood that it is "one of the biggest local television program projects in many years."

The Ford spokesman said that the company is considering subsequent productions featuring The Going Thing ensemble. He noted that the group appears on the TV commercials in the special and added: "The group's wholesome, clean-cut appearance appeals to people of all ages. They are young and talented, but they have universal appeal."
television program. At this juncture, most advertisers and agencies regard advertiser-associated programing primarily as a supplement to their network and spot buys and they envision no road-blocks, except one, that can hamper their efforts.

“We must admit it is no easy task to find the right program,” one top agency executive confided. “This takes a lot of time and effort and experimentation, but I wouldn’t say it’s an insurmountable problem.”

Most producer-syndicators were inclined to go along with this approach, but there was a minority that questioned the propriety of agencies becoming involved in syndicated programing. They reasoned that agencies should devote themselves to the sectors in which they are experts—in media selection and in creating commercials—and leave the distribution of programing to syndicators. They also felt, in some instances, that advertisers could attain their demographic and coverage objectives by buying into programs that have been sold to stations.

Lee Rich, vice president for media and TV programing for Burnett, which handled the placement for Skippy, the Bush Kangaroo on behalf of Kellogg, warned that there are a number of factors in delivering a series such as Skippy.

He pointed out that the most important consideration is locating the appropriate program—one that has quality, has never been seen before and “has the right price.” He stressed that placement of the show becomes “much more elaborate” than a normal media buy and involves “lots of work and lots of money.”

“It takes a combination of things,” Mr. Rich explained. “We became the programer and the syndicator as well as the agency. We cut the program ourselves to adjust it for an American market and we eliminated any violence. We made our own prints and bicycled them to the individual stations. We put together the promotion kits to go to stations. We put salesmen on the road in the top 80 markets.”

He was more frank than agency men usually are in discussing prices, pointing out there was “no standard policy” for the sale of Skippy. He acknowledged that in some markets Kellogg has offered to give the series to stations free, provided the advertiser is given two commercial minutes, with the outlet selling off the remainder of the time. He said some stations have accepted the offer, but others have declined it firmly.

“We think we’ve found the right formula for Kellogg,” Mr. Rich stated, “and we’ll do more of this if we can find the right program.”

Warren Bahr, executive vice president for media at Young & Rubicam, which holds U.S. rights to the Galloping Gourmet, noted that there are plans to extend the market distribution of the series beyond the current six. In addition, Mr. Bahr said, Y&R actively is searching for other programs in areas that will “extend ideas,” including those with health, legal, travel and fashion formats.

“We feel that advertisers and agencies can compete effectively in those areas,” Mr. Bahr said. “We hope to come up with programs of individuality and make our own contributions to productions, as agencies once did in the earlier days of television.”

According to William C. Patterson, vice president of Dancer-Fitzgerald-Sample, there is “interest among a considerable number of advertisers” in individual market placement of special program buys. Even national advertisers, he said, recognize the value of local purchases to augment their network commitments.

D-F-S was active last year in the placement of the King Family entertainment specials for individual sponsors in about 18 markets, Mr. Patterson said, and “it worked, it was a good effort.”

Paul Roth, vice president for media at Kenyon & Eckhardt, said his agency had been discussing with producers the feasibility of creating entertainment specials for a number of advertisers. He indicated that fashioning the appropriate programing is a problem, but said some national advertisers are interested in supplementing network buys with the type of local purchases that would afford dealer tie-ins and the opportunity for merchandising and promotion.

American Home Products Corp., New York, is reported to be creating a series with a well-known TV personality, but a company spokesman declined to provide any details at this time.

The Ford division of the Ford Motor Co., Dearborn, Mich., is placing (through its dealer associations) a one-hour entertainment special, The Going Thing, on more than 200 stations during February. Ford, which formed a musical group called The Going Thing last year to advance its 1969 advertising theme, is considering the production of two other specials this year (see page 25).

Frank Kemp, senior vice president in charge of media and programing for Compton Advertising, New York, agreed there is renewed interest by advertisers in securing rights to their own syndicated programing. He said one of Compton’s clients, Quaker Oats, is hopeful of finding an appropriate children’s vehicle. Mr. Kemp agreed that this approach can be economical and more efficient for a client.

Colgate-Palmolive Co. has been active in several of the programing sectors and currently sponsors Your All-American College Show, a variety competition in the top 50 markets. Richard Moore, manager of TV-radio operations for Colgate, acknowledged that the company is definitely considering other programs of this type, but he would not discuss details. This series has already run for 39 weeks and been renewed for 13 additional weeks.

The college program is placed through Norman, Craig & Kummel, New York. In the past other Colgate-sponsored shows have been Stump the Stars and Dance Party. Mr. Moore noted that these directly placed shows are supplementary to the company's effort in network and spot television.

Robert Wolf, media manager of Carl Allen, Inc., New York, said the agency is “just getting its feet wet” in this activity and is considering direct program placement for a non-national advertiser that wants to introduce a new

Hamm’s new agency to keep emphasis on TV

Television will continue to head the media list for Hamm’s beer, officials at J. Walter Thompson Co., Chicago, indicated last week upon announcement of move of the $7-million account there, effective May 15, after 23 years at Campbell-Mithun, Minneapolis.

JWT also said that Patrick E. O’Brien, vice president, will be management supervisor on the Hamm’s account. The three account men will be Dick Clark, Jim Smith and Bill Keogh, all presently associated with the agency.

JWT was one of several agencies that made presentations for the account and was runner-up with Campbell-Mithun, which sought to retain the business. JWT won out. Hamm’s sources said, because it had more national offices and could help the beer expand its marketing area, now confined largely to the western half of the country.

Hamm’s has been Campbell-Mithun’s largest single account. C-M will “phase out” some two dozen people over the next couple of months, the agency said, but others who have been on the account already are being absorbed in growing work for other clients.

C-M noted its problems with the account began three years ago when the brewing firm was acquired by Heublein Inc. It observed that Hamm has had four presidents and a new executive vice president in that period.
product, Mr. Wolfe believes there's a need for this type of program placement because "it can be of value to both the client and the program producer or distributor."

William Murphy, vice president and director of media and TV programs for Papert, Koenig, Lois, New York, pointed out that PKL now has Celebrity Billiards in 14 major markets for Piel's beer. He said PKL is "working on another account" similar to Piel's for program placement. He said the growing interest in this form of sponsorship is resulting from a general trend toward "sponsorship patterns becoming a little more versatile."

Dan Goodman, vice president in charge of syndicated sales for Screen Gems, pointed out that the company's Playboy After Dark series, which began recently, was "given a strong push" by Rayette-Faberge Inc., New York, maker of cosmetics and hair products, which obtained rights in New York, Chicago and Dallas and is now considering placing the series in 30 other markets.

He added that Screen Gems has other projects under consideration by advertisers, centering around a group of entertainment specials. Mr. Goodman believes that advertiser-identified programing can be of value to the sophisticated advertiser who may require less than a network buy and who is able to pinpoint the specific markets he needs.

Triangle Program Sales is one syndication firm that has been active in selling directly to sponsors for about four years. Bill Mulvey, syndication sales manager, said that this area has been "a consistently growing one," and in 1969 about 20 national advertisers will be represented in its programing, mainly sports and entertainment specials.

Under the Triangle formula, a sponsor is given the right to series in markets that have been averaging in number from 170 up to more than 200. Advertisers give the stations a half-hour program free of charge in return for one commercial, and a one-hour program for two commercials.

Among the advertisers that have obtained rights to Triangle Program Sales' properties in 1969 are the Fram Corp. (four half-hour auto specials); E. I. DuPont (one-hour Heavyweight Inc., special on boxer Joe Frazier); Levi Strauss (Miss Rodeo America half-hour special); S. C. Johnson & Son (one-hour Can-Am Cup special) and Penn-Zoil (The Sky Below Me special on airplane stunt flying).

Edward Bleier, who resigned last year as vice president in charge of public relations and planning for ABC-TV to form Edward Bleier Associates, New York, has developed two half-hour special-interest series for local placement by sponsors as well as a group of one-hour entertainment specials for sale to local retailers. Mr. Bleier believes this avenue of program placement will gather momentum in the next year or two.

"We are now talking to financial-type advertisers for a weekly half-hour business-finance series and to pharmaceutical companies about a family-health series and we have considerable interest," Mr. Bleier stated. "In addition, we're developing one-hour entertainment specials for sponsorship by local retailers."

Mr. Bleier is convinced that the sophisticated advertiser is beginning to think more and more beyond the cost-per-thousand that can be achieved through network and conventional syndicated program buys. Advertisers are becoming more concerned, he said, with reaching targeted audiences.

Larry Spangler, president of Spangler Television Sales, said he is in the process of developing two groups of specials, one in the sports area and the second appealing to teen-age audiences. He said he is currently involved in negotiations with a soft-drink company and a brewery regarding sponsorship. He indicated that the advertiser-involved program is a part of the syndication business that will continue to grow over the next several years.

Plymouth holds master's keys

Northwestern University graduate students in advertising are working with Chrysler Corp. this spring on a four-month project to create advertising campaigns for Plymouth and are being supplied sample cars for study on campus. Young & Rubicam, the Plymouth agency, is assisting. Student teams are making the project part of their master's degree program.

Mary Wells tosses some darts of her own

"We would like to make nothing but outstanding advertising, and we would like to make a lot of money," Mary Wells Lawrence, president of Wells, Rich, Greene, told a luncheon meeting of the Sales Executives Club of New York last week.

Mrs. Lawrence's presentation was the main attraction of Inside Advertising/Marketing Week, sponsored by the Advertising Club of New York. More than 100 students majoring in marketing and advertising in colleges throughout the nation were guests.

Mrs. Lawrence's speech outlined the aims of Wells, Rich, Greene, but she took time at the outset to chide The Wall Street Journal for its chilling report of Monday (Feb. 10) on WRG's finances. The newspaper, she charged, pointed out that agency income was down without making it clear that billings were up and that income for last year reflected a temporary adjustment, not a trend.

Mrs. Lawrence went on to say that the agency intended to make a lot of money and that all too often agencies have operated on the premise that clients make money, not agencies. The average agency, Mrs. Lawrence continued, nets only 1% of billings, a shamefully low profit.

Mrs. Lawrence promised that the long-awaited Trans World Airlines campaign, due to break early this spring, would be spectacular: "It's going to happen in a very, very strong way." The new campaign will be the first major advertising created for the airline since the account was acquired last Nov. 15.
UPI Audio fits any station's image
Take a format. Any station format. From Rock and Roll to Bach and Beethoven. Add UPI Audio, and you still have the same format. But now you've improved your image and your profit position—thanks to the authentic UPI sound of news as it happens.

UPI Audio gives your station the independence to select and slot news in the style...at the time...in the amount you want.

UPI's on-the-scene sound really helps a station sell time, too. Our more than 400 Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KHJ, Los Angeles and CKYW, Detroit; WAIT, Chicago and KLUB, Salt Lake City; KSFO, San Francisco and WCKY, Cincinnati.

Let us show you how simple and profitable it is to work with a news service that knows its way around radio.

Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N. Y. And don't put it off. You owe it to your listeners, your image, your station's future.

**UPI AUDIO**

the sound of news everywhere

United Press International
220 East 42nd Street, New York, N. Y. 10017
(212) MU 2-0400
Give and take at ad colloquy

All the earmarks for red-hot debate were there, but AAF panelists seemed intent on listening too.

Advertising-industry representatives got three days of evidence last week in Washington that if you give a damn, things can get better. "Give a damn," a slogan widely used last summer in numerous public-service advertising messages and repeated over and over again in reviews of those campaigns during the annual government-affairs conference of the American Advertising Federation, keynoted sessions marked by unusually nonviolent confrontations between the regulators and the regulated.

Coming during a season of marked unsettlement in the relationships between government and business, especially at the federal level (stemming in part from the change of administrations), the AAF conference brought together congressman and senators, Federal Trade and FCC commissioners, and representative practitioners of the advertising arts. And session after session brought evidence — sometimes faint, and often subtle — that what the advertising fraternity had set out to accomplish when it instituted the conferences 11 years ago was finally beginning to prove workable.

A panel on Wednesday, the conference's last day (Feb. 10), summed it all up. On the surface, it seemed to be loaded for fireworks. On the platform were an FCC commissioner, Kenneth Cox, an FTC commissioner, Phillo Elman, an outspoken member of the House Commerce Committee, Representative Paul Rogers (D-Fla.), and three industry attorneys, all regarded as experts in their fields: Gilbert Weil, Well & Lee, New York; Fred Rowe, Kirkland, Ellis, Hodson, Chafeitz and Masters, Washington, and Ira Millstein, Weil, Gotshal & Manges, New York. The panel was moderated by John Reilly, Pierson, Ball & Dowd, Washington, a former FTC commissioner and presently AAF counsel.

Number-one subject for the panel was the FCC's proposal to eliminate broadcast advertising of cigarettes. No punches were pulled and all sides aired their viewpoints. In a discussion marked by an unusual degree of give and take, it was apparent that the panelists weren't only talking. They, like their audience, as one observer noted, were also listening. A combination of advocates that only recently would have automatically produced a debate produced instead a conversation.

Whether that conversation produced any conversions remained problematical. What it portended, one AAF official noted after the conference ended, was that sharing of government-industry problems and concerns by both sides, especially during the present uncertainties surrounding a shift of presidential power, looked to be a very promising approach.

The theme ran through all the AAF sessions. FTC Chairman Paul Rand Dixon called for business cooperation against unfair competition and misleading advertising through wider use of applications of complaint and applications for advisory opinions, while giving the bulk of the credit for the general improvement in advertising standards in the last 50 years to advertisers, agencies and the media.

FTC Commissioner Mary Gardner Jones sought to enlist the cooperation of local and state advertising clubs in setting up fast-response communications networks to alert consumers of "gyp artist" operations moving into an area.

Herbert Klein, President Nixon's director of communications, noted that voluntarism — stressed throughout the conference in presentations of public-service campaigns — was to be a hallmark of the Nixon administration. Especially, he noted, the control over advertising should come from the industry itself. He invited advertisers "to do what you can to build a better belief in American government today." Interspersed in his talk at the Monday luncheon (Feb. 17) was a concomitant need of the new administration for the communications skills the industry could bring to bear.

Even Senator Philip A. Hart's (D-Mich.) speech on Tuesday failed to dent the feeling of cooperative good fellowship that was developing. Although reasonable in tone, one of his proposals, it was noted, if followed to its logical conclusions could render much advertising unnecessary.

Senator Hart's idea, not new, was that a computerized data bank should be constructed to provide consumers with factual comparative product data, in part developed through government testing programs, at coin-in-the-slot terminals.

In addition, he proposed that all media discounts should be eliminated to give small advertisers a more equal chance in the marketplace against competitors. The data bank, he said, which would specifically include product information already accumulated by government buying agencies, could further equalize competition between small and large businesses.

But Senator Hart found some time to listen, as well. While at the Tuesday session he heard part of a community-action presentation prepared by Thomas B. Adams, chairman of the board, Campbell-Ewald, Detroit. That the slide and film-clip sequences, using hometown talent to further police recruitment, summer jobs for youth, and antipollution activities, had not escaped the senator's attention was evident in comments he later ad libbed into his prepared text.

The Adams presentation was one of several that were given throughout the three-day sessions. On Monday a presentation by Robert Keim, president, the Advertising Council, reviewed public-service advertising themes of the previous year. It was followed by a special film presentation by Norman (Pete) Cash, president of the Television Bureau of Advertising.

Mr Cash's theme, tying directly to the Advertising Council's campaigns,
was that "sponsorship makes it better." He gave examples of commercial accounts picking up public-service themes —some of them created by the council —and giving them wider exposure. In some cases, themes were adapted for explicit commercial identification. In others, sponsors picked up the tab without credit.

A presentation featuring consumer appeals of another sort drew a rapt audience on Capitol Hill Tuesday morning. Devoted to the uses of advertising in political contests, the session drew a goodly number of practicing politicians. Tuesday morning and lunch were spent in congressional liaison activities with congressmen and senators.


The panel on "advertising and the law" was not the only point where the FCC proposal on cigarette advertising was raised. On the opening day, Representative Bob Wilson (R-Calif.), former advertising man, scored the FCC proposal. The commission's cigarette decision, he said, "is as bad as it could be." He said the commission's logic had "completely short-circuited Congress," and if it was allowed to stand it would put advertising of many other products in jeopardy. Congressman Rogers, during the later panel discussion, said he expected the House Investigations Subcommittee to probe the whole area of relationships between the regulatory agencies and the Congress. At the same session, Mr. Millstein said he hoped Congress would take the issue away from both the FCC and the courts. The controversy should be labeled, he suggested: "This issue is dangerous to the development of the law."

A panel of newsmen, led by CBS Vice President Theodore Koop, briefed the delegates on the developing trends of the Nixon administration. One comment, which produced a consensus among the newsmen, was that Mr. Nixon might lean over backwards to show voters he was not favoring business.

Rounding out the thematic sessions of the conference on Wednesday was Jean Rindlaub, former AAF advertising woman of the year, who spoke on "advertising and the consumer."

AAF Chairman Walter E. Terry, senior vice president, D'Arcy Advertising, San Francisco, laid out an action program for delegates at the conference's opening session. Key points included developing a strong legislative-alarm program and an ethics program in each advertising club, maintaining a continuing effort to inform the public and officials about advertising's positive values as well as seeking all-industry support for advertising's particular problems, and constructing programs to meet social and community needs using advertising and marketing tools.

In official actions, AAF delegates reportedly approved a reduction in the size of the AAF board of directors, and laid plans for dealing with the threat to cigarette advertising. Detailed announcements of actions taken are to be made this week, a spokesman said.

The AAF's Robert M. Feenster Memorial Awards went to the Fourth District (Florida) for its state-legislature alertment plan. The club award went to the Advertising Club of Cincinnati for "an outstanding program of informing legislators about advertising."

**Rep appointments:**
- WMMM Westport, Conn.: Adam Young-VTM, New York.
- KDAC Fort Bragg, Calif.; Advertising Sales West, San Francisco.
- WAGW Gardner, and WSO Marlboro, both Massachusetts: Harold H. Segal and Co., Boston.

**Agency appointments:**
- Colgate-Palmolive has assigned Lustre-Creme and Cashmere Bouquet lines to Norman, Craig & Kimmel, New York, moving them from Lennen & Newell, New York. Products bill estimated $2.5 million, with over half in radio-TV. NCKX already handles Ajax line, Cold Power, Hyperphase and other new and test products for Colgate.
- The General Electric Consumer Electronics Division, Syracuse, N. Y., has named N. W. Ayer Public Relations, New York, to handle public relations and product publicity.

Bernard Howard rep firm acquired by Sonderling

Sonderling Broadcasting Corp., New York, television and radio station owner and distributor of television commercials, has contracted with Bernard Howard & Co. to acquire the radio station representative in exchange for Sonderling common stock.

Shareholders of the representative firm—Bernard Howard, president, and Jack Davis, executive vice president, and their families—will receive 22,000 shares of Sonderling, with provisions for up to 11,000 additional shares based on performance during 1969 and 1970, and up to 5,000 shares on performance in 1971-1973.


Bernard Howard, as a national representative, has a varied station list. Its headquarters are in New York. Alan Henry, vice president of Sonderling, reported the company was not at all interested in diversifying further into television representation.

Sonderling stock is traded on the American Stock Exchange. The closing price on Thursday (Feb. 20) was 36%. 
Spot radio keeps skyrocketing

RAB report on first nine-months of '68 puts sales at $247.6 million; Sears, Ward's crack top list

More details on what made 1968 a record sales year for radio are provided in a nine-month spot-radio report being released today (Feb. 24) by the Radio Advertising Bureau.

It shows, among other things, that in the third quarter of 1968 national and regional spot sales boomed almost 20% ahead of those in the same period of 1967. RAB put the new total at $90.3 million, up 19.6%.

For the first nine months, spot spending was put at $247.6 million, a gain of 15.6%.

The top-100 spot spenders for the nine months were said to have invested $208,081,000 for a 19.2% gain over the top 100 in the same period of 1967. Over half—56—spent $1 million or more, and 33 of these increased their spot spending by 15% or more.

The report includes Sears, Roebuck and Montgomery-Ward for the first time, putting Sears in fourth place with a nine-month spot-radio investment of $7.1 million and Montgomery-Ward in 42nd with $1.47 million.

RAB's figures are compiled by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports submitted by a cross-section of stations and station reps. The estimates for Sears and Montgomery-Ward were based on a special survey made by Radio Expenditure Reports as part of an RAB study of retail spending (BROADCASTING, Jan. 13). RAB said the research firm has amended its questionnaires so that estimates of spot spending by major national or regional retail chains will be included in future reports.

RAB said its nine-month report provides "solid documentation" for its estimate last month that national and regional spot business in 1968 rose some 12% over 1967 as part of a record year in which total radio sales reached $1 billion for the first time, totaling $1,074 billion or 12% more than the 1967 total (BROADCASTING, Jan. 13).

Major increases in spot billings

<table>
<thead>
<tr>
<th>Nine mos.</th>
<th>'67</th>
<th>'68</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bristol-Myers</td>
<td>$ 2,112,000</td>
<td>$ 4,521,000</td>
<td>156.6%</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td>2,217,000</td>
<td>3,221,000</td>
<td>69.5%</td>
</tr>
<tr>
<td>Ford Motor</td>
<td>9,337,000</td>
<td>15,818,000</td>
<td>76.8%</td>
</tr>
<tr>
<td>TWA</td>
<td>1,584,000</td>
<td>2,655,000</td>
<td>89.3%</td>
</tr>
<tr>
<td>Texaco</td>
<td>585,000</td>
<td>863,000</td>
<td>67.6%</td>
</tr>
<tr>
<td>Nestle</td>
<td>585,000</td>
<td>863,000</td>
<td>67.6%</td>
</tr>
<tr>
<td>Sun Oil</td>
<td>1,756,000</td>
<td>2,552,000</td>
<td>44.6%</td>
</tr>
<tr>
<td>Wrigley</td>
<td>1,655,000</td>
<td>2,600,000</td>
<td>57.0%</td>
</tr>
<tr>
<td>General Motors</td>
<td>15,860,000</td>
<td>20,337,000</td>
<td>21.5%</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>672,000</td>
<td>1,890,000</td>
<td>181.0%</td>
</tr>
</tbody>
</table>

Est. Expenditures

| Day's Work chewing tobacco | 81,000 |
| Prince Albert pipe tobacco | 75,000 |
| Salem cigarettes | 3,146,000 |
| Winston cigarettes | 3,170,000 |
| R. J. Reynolds Foods Co., Div. | 64,000 |
| My-T-Fine puddings | 36,000 |

8. Bristol-Myers | 5,421,000 |
| Ban | 721,000 |
| Bufferin | 24,000 |
| Come Back | 19,000 |
| Excedrin | 1,215,000 |
| Mum Mist | 435,000 |
| No-Doz | 271,000 |
| Pazo | 10,000 |
| Score | 104,000 |
| Vitalis | 9,000 |
| Vote (Clariol Div.) | 788,000 |
| Born Blonde | 17,000 |
| California Gir | 277,000 |
| Hilightening | 16,000 |
| Le Mans | 5,000 |
| Midnight Sun | 106,000 |
| Numero Uno | 83,000 |
| Pissat | 229,000 |
| Sunbeam Blonde | 133,000 |
| That Look | 16,000 |
| Uncur | 58,000 |
| Drackett Div. | 1,000 |
| Behold | 14,000 |
| Whistle (Mead-Johnson Div.) | 137,000 |
| Metrecal | 731,000 |

9. American Home Products | 5,046,000 |
| Aero Shave | 87,000 |
| Anacin | 1,295,000 |
| Bisodol | 6,000 |
| Denalain | 6,000 |
| Dristan | 93,000 |
| Freon | 9,000 |
| Griffin polish | 3,000 |
| Neet | 6,000 |
| Preemin "H" | 3,428,000 |
| Quiet Word | 6,000 |
| Snarlo | 3,000 |
| Suured Beauty | 9,000 |
| Summer Action | 12,000 |
| The System (American Home Foods Div.) | 13,000 |

10. Jos. Schlitz Brewing | 3,968,000 |
| Biggermeste beer | 808,000 |
| Old Milwaukee | 248,000 |
| Primo beer | 15,000 |
| Schlitz beer | 2,807,000 |
| Schlitz malt liquor | 90,000 |

11. Colgate-Palmolive | 3,921,000 |
| AD detergent | 23,000 |
| Ajax cleaner | 195,000 |
| Ajax 2 detergent | 7,000 |
| Axiom | 886,000 |
| Coli Power | 378,000 |
| Colgate 100 | 12,000 |
| Cue | 25,000 |
| Fab | 552,000 |
| Handi-Wipes | 52,000 |
| Hour after Hour | 193,000 |
| Hyperphase | 84,000 |
| Palmolive liquid | 20,000 |
| Petal soap | 72,000 |
| Product C detergent | 59,000 |
| Pruf starch | 10,000 |
| Punch detergent | 87,000 |
| Skin Mist | 50,000 |
| Tackle | 133,000 |
| Ultra-Brite | 886,000 |
| Wash 'n Dry | 188,000 |

12. Anheuser-Busch | 3,667,000 |
| Budweiser beer | 1,872,000 |
| Busch Bavarian beer | 992,000 |
| Michelob beer | 903,000 |

13. AT&T | 3,600,000 |
| Combined Bell System Co. | 3,600,000 |

14. Royal Crown Cola Co., bottlers | 3,481,000 |
| Diet Rite | 1,056,000 |
| Quench | 4,000 |
| Royal Crown Cola | 2,421,000 |
How to grow prize zinnias with a greasy thumb.

He didn't plan it that way, but Humble dealer Walter Johnson in West Trenton, New Jersey, ended up a prize gardener.

Humble's landscaping program gave him the idea. He invested in some flower seeds and a little spade and trowel work between waiting on customers.

Next thing he knew, the ladies from the West Trenton Garden Club were handing him an award.

Naturally, we don't expect all our dealers to win awards, but lots of them are participating in our beautification program. Many are helping new stations to fit gracefully into the local scene.

Others are giving older stations a facelift by the addition of trees and borders of greenery and flowers.

We're glad Humble can help keep America green.

Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for our neighbors.

Humble is doing something extra.

HUMBLE
Oil & Refining Company...Where you get all the extras.

BROADCASTING, Feb. 24, 1969
28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods

15. Lorillard Corp.

16. American Oil

18. Trans World Airlines

20. Studebaker Corp.

21. Wm. Wrigley Jr.

22. Sun Oil Co.

23. Pan American World Airways

24. Liggett & Myers

25. American Airlines

26. Mobil Oil

27. Eastern Air Lines

28. Beneficial Finance &

29. Texaco

30. Sterling Drug

31. Pearl Brewing

32. General Foods
Another test of First Amendment

Broadcasters ask Supreme Court to declare cigarette-fairness ruling unconstitutional

Representatives of the broadcasting industry last week joined the cigarette manufacturers in appealing to the Supreme Court for relief from the FCC ruling requiring broadcasters to carry anticigarette announcements.

As the tobacco interests argued two weeks ago, the broadcasters asserted that the commission ruling violates the First Amendment guarantee of freedom of the press, exceeds the commission's statutory authority and conflicts with the Cigarette Labeling Act of 1965.

At issue is the commission action in June 1967 applying the fairness doctrine to cigarette commercials, and the decision of the U.S. Court of Appeals for the District of Columbia sustaining that ruling last year in a 2-to-1 decision (Broadcasting, Nov. 25, 1968).

In urging the Supreme Court to review the lower court's decision, the broadcast petitioners—the National Association of Broadcasters and WTRF-TV, Wheeling, W. Va., in one filing, NBC and ABC—said the case presents a new dimension to the two fairness-doctrine cases already before the high court.

In one, the circuit court for the District of Columbia upheld the constitutionality of the fairness doctrine itself. In the other, the Seventh Circuit Court of Appeals, in Chicago, held that rules designed to implement aspects of the doctrine dealing with personal attack and political editorializing violated the First Amendment.

"The resolution of these problems"—including the application of the doctrine to cigarette advertising—"is the most challenging, significant, and far-reaching task this court has ever been asked to undertake with respect to broadcast communication," NBC said.

It added that the court's decisions would create the "framework for the future development of broadcasting, its relationship with the government, and its place in our rapidly changing society."

The petitioners bore down on the lower court's contention that the commission's ruling could be supported under the general "public-interest" standard applicable to commission licensing of broadcast media and to certain of the public-health issue involved. The commission had treated the matter as another application of the general fairness doctrine, under which broadcasters were required to present both sides of a controversial issue of public importance.

NAB and WTRF-TV said that the rele-

<table>
<thead>
<tr>
<th>Est. Expenditures</th>
<th>Est. Expenditures</th>
<th>Est. Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>68. National Brewing</td>
<td>716,000</td>
<td>98. National Biscuit</td>
</tr>
<tr>
<td>Altes Golden Lager</td>
<td>50,000</td>
<td>Cokes</td>
</tr>
<tr>
<td>Colt 45 malt liquor</td>
<td>316,000</td>
<td>Cream of Wheat</td>
</tr>
<tr>
<td>National Bohemian beer</td>
<td>194,000</td>
<td>Milbrook brood</td>
</tr>
<tr>
<td>National Premium beer</td>
<td>141,000</td>
<td>Shredded Wheat</td>
</tr>
<tr>
<td>Regal beer</td>
<td>15,000</td>
<td>69. National Regal</td>
</tr>
<tr>
<td>69. General Electric</td>
<td>680,000</td>
<td>National Bohemian</td>
</tr>
<tr>
<td>Construction &amp; Industrial Div.</td>
<td>87,000</td>
<td>Air travel</td>
</tr>
<tr>
<td>Home electronics</td>
<td>32,000</td>
<td>Associates</td>
</tr>
<tr>
<td>Lamps</td>
<td>424,000</td>
<td>70. Aurora Bond</td>
</tr>
<tr>
<td>Major appliances</td>
<td>55,000</td>
<td>71. Build eat Foods</td>
</tr>
<tr>
<td>Refrigerators</td>
<td>83,000</td>
<td>72. P. R. Mallory &amp; Co.</td>
</tr>
<tr>
<td>72. Duracell batteries</td>
<td>618,000</td>
<td>73. Associates Investment Co.</td>
</tr>
<tr>
<td>73. Loans &amp; financing</td>
<td>611,000</td>
<td>74. National Airlines</td>
</tr>
<tr>
<td>74. Allegheny Airlines</td>
<td>611,000</td>
<td>Air travel</td>
</tr>
<tr>
<td>Allen Airlines</td>
<td>611,000</td>
<td>75. Carling Brewing</td>
</tr>
<tr>
<td>75. Monarch Wine</td>
<td>605,000</td>
<td>76. General Cigar</td>
</tr>
<tr>
<td>Manischewitz wine</td>
<td>605,000</td>
<td>Wm. Penn cigarettes</td>
</tr>
<tr>
<td>76. John Morrell &amp; Co.</td>
<td>576,000</td>
<td>Tiparillo cigars</td>
</tr>
<tr>
<td>Broadcast Brand meat products</td>
<td>99,000</td>
<td>78. General Mills</td>
</tr>
<tr>
<td>78. Phillip Morris</td>
<td>570,000</td>
<td>Betty Crocker mixes</td>
</tr>
<tr>
<td>Marlboro cigarettes</td>
<td>558,000</td>
<td>Phillip Morris cigarettes</td>
</tr>
<tr>
<td>Virginia Slims cigarettes</td>
<td>13,000</td>
<td>79. General Mills</td>
</tr>
<tr>
<td>80. Dr. Pepper Co./bottlers</td>
<td>503,000</td>
<td>Dr. Pepper</td>
</tr>
<tr>
<td>Dr. Pepper Pomegranate</td>
<td>38,000</td>
<td>Sun Drop</td>
</tr>
<tr>
<td>81. C. Schmidt &amp; Sons</td>
<td>556,000</td>
<td>Schmidt's beer</td>
</tr>
<tr>
<td>82. Rheingold Breweries</td>
<td>551,000</td>
<td>Ginger's beer</td>
</tr>
<tr>
<td>Rheingold beer</td>
<td>550,000</td>
<td>83. McCormick &amp; Co.</td>
</tr>
<tr>
<td>Spices</td>
<td>547,000</td>
<td>84. Melville Shoe</td>
</tr>
<tr>
<td>85. Getty Oil Co.</td>
<td>536,000</td>
<td>Miles shoes</td>
</tr>
<tr>
<td>Fertilizer &amp; Veedol</td>
<td>536,000</td>
<td>Regal shoes</td>
</tr>
<tr>
<td>86. Olympia Brewing</td>
<td>531,000</td>
<td>Thom McaN shoes</td>
</tr>
<tr>
<td>87. Strawber's Foods</td>
<td>527,000</td>
<td>Stouffer's frozen foods</td>
</tr>
<tr>
<td>88. Western Air Lines</td>
<td>507,000</td>
<td>Air travel</td>
</tr>
<tr>
<td>89. Chesebrough-Pond's</td>
<td>495,000</td>
<td>&quot;Phillips 66&quot; gas &amp; oil</td>
</tr>
<tr>
<td>90. Warner-Lambert Cornhuskers lotion</td>
<td>406,000</td>
<td>Agricultural products</td>
</tr>
<tr>
<td>Mentho-Lyptus</td>
<td>302,000</td>
<td>92. Dupont</td>
</tr>
<tr>
<td>Rexall mouthwash</td>
<td>92,000</td>
<td>93. Goodrich</td>
</tr>
<tr>
<td>3 Flowers brilliantine</td>
<td>7,000</td>
<td>94. Allegheny Airlines</td>
</tr>
<tr>
<td>American Chicle Div.</td>
<td>95. B. F. Goodrich</td>
<td>473,000</td>
</tr>
<tr>
<td>Certs &amp; Dentene</td>
<td>82,000</td>
<td>96. Carling Brewing</td>
</tr>
<tr>
<td>97. Philip Petroleum</td>
<td>461,000</td>
<td>Black Label beer</td>
</tr>
<tr>
<td>&quot;Drake's&quot; gas &amp; oil</td>
<td>418,000</td>
<td>Heidelberg beer</td>
</tr>
<tr>
<td>98. National Biscuit</td>
<td>459,000</td>
<td>Stag beer</td>
</tr>
<tr>
<td>99. La Choy foods</td>
<td>9,000</td>
<td>&quot;Beatrice&quot; gas &amp; oil</td>
</tr>
<tr>
<td>100. Block Drug</td>
<td>468,000</td>
<td>101. Arctic Food</td>
</tr>
<tr>
<td>Air Travel</td>
<td>426,000</td>
<td>B.C. headache &amp; neuralgia remedies</td>
</tr>
<tr>
<td>102. Chicago Baking</td>
<td>426,000</td>
<td>Mini-mist shampoo</td>
</tr>
</tbody>
</table>

Source: Radio Advertising Bureau

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network Radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling or a rotating basis, RAB has projected estimates of brand expenditures.

The RAB report is compiled from confidential reports of a cross-section of stations and station representative firms by Radio Expenditure Reports, a Larchmon, N.Y., research firm.

The estimated expenditures by Sears, Roebuck & Co., and Montgomery Ward & Co. in this report are based on a special survey by Radio Expenditure Reports during 1966. Here-tofore Radio Expenditure Reports had not specified Sears, Montgomery Ward and other major retail chains that operate nationally or regionally in their expenditure questionnaires. This has been corrected and future reports will enable RAB to provide estimates of total expenditures by advertisers in this category.

BROADCASTING, Feb. 24, 1969
Amendment protection should mission may said the question of government-imposed self-censorship which "this court has held to be a vice of governmental intrusion into the sensitive First Amendment area." They said the question of whether the commission may regulate broadcast content under a "public-interest" standard should be determined by the Supreme Court.

The petitioners leaned heavily on the Seventh Circuit's opinion which rejected the view—expressed by the District of Columbia circuit court—that a distinction can be drawn between the First Amendment protection afforded the printed press and that given broadcasters. NBC said the distinction "gives the FCC a broad and undefined power to stifle expression on controversial questions which is contrary to the traditions of a free press in a democratic society."

NAB and WTRF-TV, furthermore, attacked the lower court's holding that the First Amendment provides less protection to commercial advertising than to other forms of expression. They urged the Supreme Court to "reexamine" precedents on which the lower court based that view. They noted that Justice William O. Douglas, in an opinion in 1959, asserted that "the profit motive should make no difference" for First Amendment purposes.

Another constitutional question that NAB and WTRF-TV and ABC see in the commission's ruling is whether it violates the Fifth Amendment, which holds that no "person shall be deprived of life, liberty or property, without due process of law." ABC, asserting that neither the lower court nor the commission "adequately explained" why the controversial ruling could not be applied to other products that have been linked with health hazards, said that to single out cigarettes for unique treatment "is a clear abuse of agency power, in derogation of the Fifth Amendment."

NAB and WTRF-TV, furthermore, said the consequences of the public-interest rationale used by the lower court "are startling." They noted that the commission three weeks ago proposed banning all cigarette advertising from radio and television "on the ground that this would be a public-health measure."

"The petitioners' argument that the commission lacks statutory authority to require anticigarette announcements is based on the contention that no statute specifically provides the commission with that authority. They said specificity is particularly necessary in matters affecting First Amendment rights."

And as the tobacco interests pointed out in their petition, the broadcast representatives last week noted that their appeal involves the first test of the meaning of the pre-emption provisions of the Cigarette Labeling Act of 1965.

That act, which requires a health-hazard warning on all cigarette packages, prohibits federal and state agencies from regulating or barring cigarette advertising before June 30, 1969. The lower court, in holding that the nationwide advertising of cigarettes is not in conflict with the provisions of the act, said Congress did not intend to impede the flow of information regarding cigarette smoking.

But, NBC said, "the real question, which the court did not reach, is whether the FCC's ruling imposes a burden on cigarette advertising of a kind which Congress intended to preclude during the moratorium period." It is evident that such a burden is imposed, NBC added.

ABC said that a Supreme Court ruling on this question is needed even though the act is scheduled to expire in four months. It noted that "numerous" complaints against stations stemming from the ruling are pending before the commission, and "thousands" of broadcasters have yet to submit license-renewal applications justifying their over-all operations or a portion of the 1966-69 period.

Mixed Hill reaction on cigarette ad issue

House members continue to take sides on the FCC's proposed move to ban cigarette advertising on radio and television. And now, one state has gotten into the act with a bill being introduced in the California legislature that would ban all cigarette advertising in the state.

All 11 members of North Carolina's delegation in the House joined in sponsoring legislation to extend the present Cigarette Labeling Act of 1965 which will expire on June 30.

The bill (H.R. 7177) would continue the present health-hazard labeling requirement on cigarette packages, but would not restrict advertising. It also would make the labeling requirement permanent.

Representative L. H. Fountain (D-N.C.), speaking for the North Carolina delegation, said: "There is no reason why a legally manufactured and marketed product cannot be advertised in a like manner. To single out cigarettes for special, prohibitive treatment would only be the beginning of selective discrimination against any product which might not be popular with some individual or agency in the federal government."

On the other side of the ledger 18 members of the House including 15 Democrats and three Republicans sent a letter to FCC Chairman Rosel H. Hyde expressing their support for the commission's move. The bipartisan group congratulated the commission for "its courage in acting in an area of critical need and yet one of considerable controversy. "Voluntary limitations by the tobacco and broadcasting industries have not proved successful" they said. "It is time that the government act in the public's behalf."

The bill, introduced in the California legislature last week, would make it a misdemeanor to advertise cigarettes, cigars or related tobacco products by any means, including television and radio, newspapers, magazines and billboards.

The legislation was introduced by State Senator Anthony C. Beilenson of Los Angeles. After introducing the bill, Mr. Beilenson said that he had a legislative counsel's opinion that the legislation would be constitutional and that it would probably not conflict with federal law.

White House branch of J. Walter Thompson?

The leader of the five advertising "boys" in the White House last week tried to lay to rest fears that President Richard Nixon "was sold" and is still being sold to the country just like any other Madison Avenue account.

H. R. (Bob) Haldeman, chief of staff to the President and until May of last year vice president in charge of the Los Angeles office of J. Walter Thompson Co., assured a luncheon meeting of the Western States Advertising Agencies Association in Los Angeles that there need not be concern that there are a lot of ad men in the White House. "We're not related remotely to advertising in the campaign or in the White House," he said.

Accepting the WSAAA's 14th annual "man of the year" award, Mr. Haldeman made it clear from the outset of his 20 minutes of mostly extemporaneous remarks, that he was anxious to "clear up premises" about the "ad man in the White House syndrome."

"There are a lot of ad men in the White House comparatively speaking," he conceded. There are five such people, he pointed out, and all come from one agency, J. Walter Thompson. Citing his associates individually, Mr. Haldeman, who is 42, mentioned Ron Ziegler, 29, a press aide during the campaign and now White House special assistant and news secretary; Dwight Chapin, 28, Mr. Nixon's personal aide during the campaign and now also a special
1969 Broadcasting Yearbook
Now Off Press

Order your own copy of the 1969 Broadcasting Yearbook.
Just fill in the coupon and return it to us. Your copy of the
1969 Yearbook will be shipped promptly.
The 1969 Broadcasting Yearbook is a complete guide to
television and radio facts and figures. You'll want to keep it
at your fingertips for questions involving:
—Television Facts and Figures
—AM-FM Facts and Figures
—Product Guide and FCC Rules
—NAB Codes and Program Services
—Data on Agencies, Reps, Networks

... plus many pages of valuable data not available elsewhere
... including CATV report ... radio and television audience
report ... radio set sales ... stations programing foreign
language, Negro, country and western, and much, much more.

Send me my own copy of Broadcasting 1969 Yearbook
Please send _____ copies at $11.50 each to

Name: [Type name here]
Company Name
Address
City
Payment enclosed
Bill me
Home? [ ] Yes [ ] No
Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036
Network TV's clientele grows

TVB reports 439 companies, including 66 newcomers, pushed network-television billings up 3.2% in '68

Network television in 1968 attracted both a record number of advertisers and a record number of companies new to the medium, according a compilation being issued today (Feb. 24) by the Television Bureau of Advertising.

In releasing the annual Leading National Advertisers/Television Bureau of Advertising survey of company expenditures in network TV, Norman E. Cash, TVB president, noted that 66 companies bought network TV in 1968 for the first time and a total of 439 companies invested in the medium. This compares with 36 new companies and 379 advertisers represented in network TV in 1967.

Among the network-TV newcomers, who contributed to a 3.2% increase in billings over 1967 to $1,547,860,400 (previously reported), were Kentucky Fried Chicken Corp., $1,835,900; the Keebler Co., $1,718,900; The Foundation for Full Service Banks, $1,482,600; and the Association of American Railroads, $1,276,400, and National Lead Co., $744,400.

### Rank and Spending

<table>
<thead>
<tr>
<th>Rank</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>158</td>
<td>Continental Insurance $1,394,600</td>
</tr>
<tr>
<td>258</td>
<td>Control Data 463,300</td>
</tr>
<tr>
<td>303</td>
<td>Cooper's Inc. 259,500</td>
</tr>
<tr>
<td>91</td>
<td>Corn Products 3,473,200</td>
</tr>
<tr>
<td>329</td>
<td>Czech International 194,000</td>
</tr>
<tr>
<td>418</td>
<td>Cummings Engine 33,000</td>
</tr>
<tr>
<td>223</td>
<td>Daen Queener 717,800</td>
</tr>
<tr>
<td>308</td>
<td>Dale Carnegie 246,700</td>
</tr>
<tr>
<td>411</td>
<td>Don Creations 34,800</td>
</tr>
<tr>
<td>403</td>
<td>Deere &amp; Co. 51,000</td>
</tr>
<tr>
<td>263</td>
<td>Deering Milliken 436,400</td>
</tr>
<tr>
<td>176</td>
<td>Del Monte 1,186,700</td>
</tr>
<tr>
<td>159</td>
<td>De Lueber Topper 1,381,500</td>
</tr>
<tr>
<td>132</td>
<td>Dreyfus Corp. 2,053,000</td>
</tr>
<tr>
<td>162</td>
<td>Dr. Pepper 1,305,100</td>
</tr>
<tr>
<td>106</td>
<td>Dow Chemical 2,996,600</td>
</tr>
<tr>
<td>332</td>
<td>Dow Jones &amp; Co. 187,100</td>
</tr>
<tr>
<td>125</td>
<td>Oreyus Corp. 200,000</td>
</tr>
<tr>
<td>68</td>
<td>DuPont 5,053,000</td>
</tr>
<tr>
<td>410</td>
<td>Dymo Industries 44,800</td>
</tr>
<tr>
<td>189</td>
<td>Encomedia Britannica 1,044,200</td>
</tr>
<tr>
<td>187</td>
<td>Eastern Air Lines 1,057,500</td>
</tr>
<tr>
<td>31</td>
<td>Eastman Kodak 11,483,300</td>
</tr>
<tr>
<td>298</td>
<td>Economics Lab. 277,800</td>
</tr>
<tr>
<td>265</td>
<td>Ekelbards 428,300</td>
</tr>
<tr>
<td>221</td>
<td>Encyclopaedia Britannica 753,100</td>
</tr>
<tr>
<td>426</td>
<td>Estee Candy 31,500</td>
</tr>
<tr>
<td>229</td>
<td>Estee Lauder 707,000</td>
</tr>
<tr>
<td>175</td>
<td>Ex-Lax 1,189,900</td>
</tr>
<tr>
<td>154</td>
<td>FMC Corp. 208,800</td>
</tr>
<tr>
<td>215</td>
<td>Max Factor &amp; Co. 823,300</td>
</tr>
<tr>
<td>438</td>
<td>Falls City Brewing 8,400</td>
</tr>
<tr>
<td>373</td>
<td>Halsted Staff Bering 92,300</td>
</tr>
<tr>
<td>368</td>
<td>Father Johnmes 101,400</td>
</tr>
<tr>
<td>295</td>
<td>Fedders 282,600</td>
</tr>
<tr>
<td>241</td>
<td>Field Enterprises 556,700</td>
</tr>
<tr>
<td>90</td>
<td>Firestone Tire &amp; Rubber 3,541,600</td>
</tr>
<tr>
<td>430</td>
<td>Fiskit Co. 136,800</td>
</tr>
<tr>
<td>152</td>
<td>Florida Citrus Commission 1,517,200</td>
</tr>
<tr>
<td>317</td>
<td>State of Florida 211,000</td>
</tr>
<tr>
<td>134</td>
<td>Foreign Transporat Delivery 1,994,400</td>
</tr>
<tr>
<td>15</td>
<td>Ford Motor Co. 27,783,500</td>
</tr>
<tr>
<td>151</td>
<td>Foremost-McKesson 1,522,000</td>
</tr>
<tr>
<td>163</td>
<td>Foster-Milburn 1,301,700</td>
</tr>
<tr>
<td>154</td>
<td>Found. for Full Serv. Banks 1,482,600</td>
</tr>
<tr>
<td>95</td>
<td>R. T. French 3,421,100</td>
</tr>
<tr>
<td>170</td>
<td>Fund American 1,244,700</td>
</tr>
<tr>
<td>411</td>
<td>Funtastic 43,600</td>
</tr>
<tr>
<td>140</td>
<td>GAF 1,867,200</td>
</tr>
<tr>
<td>439</td>
<td>E. P. &amp; J. Gallo 61,800</td>
</tr>
<tr>
<td>440</td>
<td>Gates Rubber 55,100</td>
</tr>
<tr>
<td>112</td>
<td>General Cigar 2,736,200</td>
</tr>
<tr>
<td>58</td>
<td>General Electric 5,917,300</td>
</tr>
<tr>
<td>5</td>
<td>General Foods 43,200,000</td>
</tr>
<tr>
<td>13</td>
<td>General Mills 28,476,500</td>
</tr>
<tr>
<td>7</td>
<td>General Motors 39,504,700</td>
</tr>
<tr>
<td>94</td>
<td>General Telephone 3,427,200</td>
</tr>
<tr>
<td>231</td>
<td>General Tire &amp; Rubber 591,500</td>
</tr>
<tr>
<td>177</td>
<td>Georgia-Paciic 1,137,000</td>
</tr>
<tr>
<td>9</td>
<td>Gillette 32,056,900</td>
</tr>
<tr>
<td>119</td>
<td>Gold Seal 2,319,200</td>
</tr>
<tr>
<td>93</td>
<td>Gold Seal Vineyards 216,000</td>
</tr>
<tr>
<td>188</td>
<td>Golden Grain 1,048,300</td>
</tr>
<tr>
<td>72</td>
<td>B. F. Goodrich 4,829,200</td>
</tr>
<tr>
<td>55</td>
<td>Goodyear Tire &amp; Rubber 6,665,600</td>
</tr>
<tr>
<td>70</td>
<td>W. B. Grace 4,982,900</td>
</tr>
<tr>
<td>118</td>
<td>Green Giant Co. 2,584,200</td>
</tr>
<tr>
<td>149</td>
<td>Goerlitz 143,000</td>
</tr>
<tr>
<td>28</td>
<td>Gulf Oil 13,560,300</td>
</tr>
<tr>
<td>102</td>
<td>Gulf &amp; Western Industries 3,076,000</td>
</tr>
<tr>
<td>435</td>
<td>W. J. Haggerty &amp; Sons 5,500</td>
</tr>
<tr>
<td>266</td>
<td>Haggard Co. 242,000</td>
</tr>
<tr>
<td>251</td>
<td>Hammond Corp. 487,500</td>
</tr>
<tr>
<td>182</td>
<td>Hames 1,109,900</td>
</tr>
<tr>
<td>289</td>
<td>Hardware Mutual Casualty 310,500</td>
</tr>
<tr>
<td>242</td>
<td>Hardware Mutual Casualty 310,500</td>
</tr>
<tr>
<td>269</td>
<td>Harrett-Gilmel 21,000</td>
</tr>
<tr>
<td>166</td>
<td>Harley Davidson Intern. 6,298,200</td>
</tr>
<tr>
<td>314</td>
<td>Hart, Schaffner &amp; Marx 221,100</td>
</tr>
<tr>
<td>139</td>
<td>Hartford Insurance Group 1,875,500</td>
</tr>
<tr>
<td>277</td>
<td>Hasbro Industries 365,000</td>
</tr>
<tr>
<td>81</td>
<td>H. J. Heinz 3,902,600</td>
</tr>
<tr>
<td>246</td>
<td>Helene Curtis 900,900</td>
</tr>
<tr>
<td>103</td>
<td>Heublein 3,064,700</td>
</tr>
<tr>
<td>414</td>
<td>Highland Sportswea 38,500</td>
</tr>
</tbody>
</table>
YOU ARE INVITED TO
MARK CENTURY CORPORATION’S
MOST UNCONVENTIONAL SEMINAR

THE FCC AND THE BROADCASTER-
REGULATION VS. MODERATION
(A meaningful dialogue)

Kenneth A. Cox
Commissioner, FCC

Harold R. Krelstein, President
Plough Broadcasting Company

Robert A. Dreyer, Vice President
Secretary and General Counsel,
Metromedia

Mark Century’s Breakfast Seminars have become a very important part of the Convention each year. This year’s may set the tone for FCC/Broadcaster relationships for the next twelve months. If your business is broadcasting—you should be with us:

Doors Open 7:30 AM

MARK CENTURY CORPORATION
Warwick Hotel, The Tower
65 West 54th Street
New York, N.Y. 10019.
Phone: (212) PL 2-3035

Name______________________________
Address____________________________
Station____________________________

While at the Convention, make sure you see THE MAN FROM MARK CENTURY, Suite G100, Shoreham Hotel

A Division of THE MUSIC MAKERS GROUP, INC.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Spending</th>
<th>Rank</th>
<th>Spending</th>
<th>Rank</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>114.</td>
<td>5,236,000</td>
<td>247.</td>
<td>505,200</td>
<td>129.</td>
<td>2,101,100</td>
</tr>
<tr>
<td>201.</td>
<td>908,500</td>
<td>239.</td>
<td>571,900</td>
<td>235.</td>
<td>581,900</td>
</tr>
<tr>
<td>131.</td>
<td>1,200,000</td>
<td>240.</td>
<td>561,800</td>
<td>196.</td>
<td>948,000</td>
</tr>
<tr>
<td>290.</td>
<td>307,500</td>
<td>241.</td>
<td>*183, Munsingwear</td>
<td>338.</td>
<td>170,000</td>
</tr>
<tr>
<td>360.</td>
<td>1,170,000</td>
<td>242.</td>
<td>78,000</td>
<td>116.</td>
<td>1,106,700</td>
</tr>
<tr>
<td>316.</td>
<td>37,580</td>
<td>243.</td>
<td>998,900</td>
<td>61.</td>
<td>65,700</td>
</tr>
<tr>
<td>289.</td>
<td>150,000</td>
<td>244.</td>
<td>1,632,800</td>
<td>36.</td>
<td>105,400</td>
</tr>
<tr>
<td>318.</td>
<td>1,297,800</td>
<td>245.</td>
<td>253,100</td>
<td>178.</td>
<td>1,135,000</td>
</tr>
<tr>
<td>320.</td>
<td>9,094,000</td>
<td>246.</td>
<td>366,900</td>
<td>197.</td>
<td>1,214,000</td>
</tr>
<tr>
<td>340.</td>
<td>5,840,000</td>
<td>247.</td>
<td>36,900</td>
<td>249.</td>
<td>944,400</td>
</tr>
<tr>
<td>345.</td>
<td>126,300</td>
<td>248.</td>
<td>70,700</td>
<td>250.</td>
<td>95,800</td>
</tr>
<tr>
<td>346.</td>
<td>144,900</td>
<td>249.</td>
<td>296,100</td>
<td>370.</td>
<td>445,000</td>
</tr>
<tr>
<td>347.</td>
<td>342,400</td>
<td>250.</td>
<td>171,300</td>
<td>371.</td>
<td>539,000</td>
</tr>
<tr>
<td>348.</td>
<td>406,300</td>
<td>251.</td>
<td>328,000</td>
<td>372.</td>
<td>1,126,000</td>
</tr>
<tr>
<td>349.</td>
<td>328,000</td>
<td>252.</td>
<td>413,000</td>
<td>373.</td>
<td>1,126,000</td>
</tr>
</tbody>
</table>

**Note:** *Rank Spending* indicates the ranking and spending for each company mentioned, with spending figures in thousands. The list includes a variety of companies from different industries, reflecting their contributions to the spending for the year 1969.
Calif. towers spell ad trouble for Arizona TV's

Can one state go into another state to control advertising on television? This key point is at issue in a tricky legal battle that has simmered since early last year along the border of Arizona and California.

The issue came to a boil last week when an El Centro, Calif., superior court handed down a decision that paves the way for an injunction against KBLU-TV Yuma, Ariz., broadcasting the prices of eyeglasses and optometric services.

It's illegal under the California business and professional code to advertise the price of eyeglasses. Reportedly under pressure from local optometrists, the district attorney in El Centro, across the border from Yuma, is using this statute to move against KBLU-TV.

He can't touch optometrists in Arizona who advertise. They are out of his jurisdiction. KBLU-TV is advertising only Arizona optometrists. In Arizona this is legal and includes the right to advertise the price of eyeglasses. But the station's signal goes into California. And even though licensed to Yuma, incorporated in Arizona and having its principal business location in that state, KBLU-TV, a few years ago, moved its transmitter several miles into California.

The optometric services advertised on the station do draw some Californians the some 60 miles across the desert to Yuma to get lower-priced eyeglasses.

Last April, District Attorney James E. Hamilton of El Centro moved for and was awarded a temporary restraining order against the TV station. The temporary injunction was subsequently lifted but a decision by superior court Judge Victor A. Gillespie last week will permit District Attorney Hamilton to move for a permanent injunction judg-
Rorabaugh cuts back spot-TV data

Net figures to be replaced by BAR gross compilations in TVB quarterly reports

The dollars in the Television Bureau of Advertising’s quarterly spot-TV reports are going to look smaller in the future. N. C. Rorabaugh Co., which compiled the quarterly figures for TVB, is announcing today (Feb. 24) that it will no longer do so for “monitored” markets, and TVB says that it will now begin issuing figures compiled by Broadcast Advertisers Reports, based on monitoring in the 75 top markets.

The reason the dollar figures will be smaller is that Rorabaugh’s represented gross time sales while BAR’s are net.

There will be other differences. Rorabaugh’s service, based on confidential reports from stations, in its prime had 400 or more stations reporting, BAR’s monitoring—one week a month, projected to represent the full month—covers 262 stations in the 75 markets. Whether this difference will have any real effect apparently is open to question, however.

BAR officials claim the FCC financial reports indicate the BAR markets represent close to 90% of all spot-TV expenditures. The 400 or so stations that formerly reported to Rorabaugh represent about 60% of all commercial TV stations, but were believed to include most major to medium-sized markets, and TVB published the combined billing reported in any given quarter as the “total” for that period without attempting to project a figure covering all other stations as well.

(To determine the percentage of gain or loss in billings, TVB used the totals of only those stations that filed reports in both of the periods being compared.)

In any event, independent comparisons are said to have led a number of agencies and advertisers to the conclusions that BAR’s estimates are more accurate. One comparison study that reportedly favored the BAR service was done by Advertising Information Services, an independently operated research and reporting company owned by 10 agencies.

BAR’s service, called BARume, monitors each market one week a month, applies a net rate to each commercial recorded and projects the total to cover the full month. It does not project the 75-market findings to an industrywide total.

TVB, which has not made projections of Rorabaugh figures, may—and says it probably will—do so in the case of total billings figures supplied by BAR. If it does, it would use FCC’s annual financial report to determine the percentage of the total represented by BAR markets and on that basis project a figure for all markets. It would not, however, attempt to project individual advertiser investments beyond the 75 markets in which they are measured.

Rorabaugh reports is a subsidiary of Leading National Advertisers, which also provides TVB’s estimates of network TV billings and in addition, turns out estimates of magazine billings.

BAR also provides TV-network billing estimates, and TVB subscribes to these, too, although it has not yet exercised its right to publish them. If it should elect to do so, now or ever, there apparently would be no serious problem of comparability such as the one between the BAR and Rorabaugh spot reports, because the network figures of both companies are on a net basis and are virtually identical. Their three-network estimates for January, for example, were less than 0.3% apart.

The Rorabaugh and BAR spot-TV services have been on a collision course almost from the time BAR announced last fall that it would offer quarterly spot reports—as part of its basic service, at no extra cost—beginning with the first quarter of 1969 (BROADCASTING, Oct. 21, 1968). Within little more than a month a substantial number of agencies were saying they would use BAR’s and drop Rorabaugh’s. It was at that time that the 10-agency Advertising Information Services’ comparison study of the two services came to light (“Closed Circuit,” Nov. 25, 1968).

The Rorabaugh spot service—which LNA officials said in the future will concentrate on “non-monitored markets,” presumably meaning other than the 75 covered by BAR—has also had another, older problem. It has been dependent on reports submitted voluntarily by stations, and the number of cooperating stations has tailed off despite pleas by LNA and TVB for more cooperation.

For several years through 1967, an average of about 400 stations submitted quarterly reports. In the first quarter of last year, however, the number dropped to 344; absentees included 66 stations in the top 100 markets. On a “same-station” basis spot business for the quarter was up almost 8%, but because of the drop-outs the “total” for all reporting stations was down more than 10% (BROADCASTING, June 3, 1968 et seq.).

An LNA official speculated at the time that the upturn in first-quarter business, after a slow 1967, had left station personnel too busy to file reports.

Today’s LNA/Rorabaugh announcement says the decision to get out of monitored markets “came as a result of decreased station cooperation in major markets and a lessening of agency demand for station-reported data.” The new Rorabaugh report, concentrating on non-monitored markets, “will contained spot-television data that is unavailable from standard sources and will begin publication with the first quarter 1969,” according to the announcement.

English Leather opts for year-round TV

The Mem Co., Northvale, N. J., manufacturer of English Leather men’s toiletries, is changing its national advertising approach concentration in television prior to specific holidays, Mem will advertise all year long on the networks.

The company’s use of pre-Christmas advertising in 1968 satisfied officials that TV advertising could sell men’s toiletries, and they expect to maintain strong sales throughout the year under the new plan. TV schedules have not been finalized, but advertising director Sie Elbing said English Leather would be advertised on “top-rated programs.”

Mem’s agency is Cunningham & Walsh, New York.

Also in advertising:

Moving in March • Elektra Films, New York, is moving to larger quarters at 501 Madison Avenue, New York, in March.

Communications group • Sidney Galanty, former television commercial producer for Dancer-Fitzgerald-Sample Inc. on the West Coast, has formed Communications Group West Inc., Hollywood, a development and production firm. Mr. Galanty most recently was Hubert Humphrey’s producer-director for television during the 1968 presidential campaign. Offices of Communications Group West Inc. are at 6532 Sunset Boulevard.
WE TURN LISTENERS ON!

1. Rating Problems?
2. Need More Listeners?
3. Demographics?
   We'll be glad to tell you why listeners love us.

TED RANDAL ENTERPRISES
1606 Argyle  Suite 204-6  Hollywood, California 90028  Telephone: (213) 464-8288
The tricky art of making 30's

They may be half as long as minute messages, but to some creators they're twice as hard to do.

With the 30-second spot promising to replace the 60-second spot as the basic unit of television advertising, agency copywriters and art directors are aclimating themselves to the short form and redirecting their creative energies to "think 30." For, while the 30-second commercial is not new to these people, they produced independently of a 60 is new and yet, a rarity.

If the classic 60-second spot is likened to a novel, the 30-second spot historically has been the Reader's Digest condensed version. The spot contains all the vital information of the original, unedited minute, but compressed into a thrifty 30 seconds. The new 30-second spot now challenging the creative man is neither novel nor condensed book, but a short story, and like a short story, it must be a polished and disciplined product. Creative people must apply to 30 seconds at least as much skill and inventiveness as they put into a minute.

Creative people, especially those concerned with packaged goods, see an increasing amount of work in 30's coming across their desks—and they have generally succumbed to the men with the numbers, though not always without a struggle.

Over the last few years, a lot of research activity has been devoted to comparing 30-second and 60-second spot efficiencies. Much of the recent interest in 30-second spots can be traced back to one such study released by Corinthian Broadcasting in the fall of 1967. One finding of Corinthian's research was that there is no statistically significant difference in the communications values of a 60-second commercial and a 30-second commercial. The 30's proved the equal of 60's in every respect, except in evoking brand recall. But 60's have only a slight edge; 30's were found to be 92% as effective as 60's in terms of recall. Other studies, including those conducted by BBDO, Needham, Harper & Steers, and Schwerin Research Corp., also demonstrated high performance levels for 30's relative to 60's.

A recent report issued by the Television Bureau of Advertising suggests that advertisers are not taking the research lightly. A survey of 75 markets, one week per month, from January 1967 through 1968 by Broadcast Advertisers Reports was TVB's source for a study of nonnetwork activity. While the report indicates no great change in patterns of usage of 10- and 20-second commercials, 30's registered a cumulative increase over the 22-month period of 676.4%. While 30's constituted 0.9% of all commercials before the year 1967, they added up to nearly 7% of all commercials monitored in October 1968.

Only recently has the trend to 30's started to show up in network figures, the networks being slower to accept the form. The TVB report, derived from Leading National Advertisers' figures, shows a 101.8% increase in the use of 30's in December 1968 over December 1967. In December of last year, 30's represented 11.8% of all network commercials, compared to 6.4% of all network commercials for the year 1967.

The time may come, some ad men feel, when the 60 will be wiped off the schedule entirely. The 30's will hold, and even if 60's are available, advertisers conditioned to the economy of 30's will prove an obstacle. TV does not offer the flexibility of other media, one creative director complains, and he fears he may not always have the 30-60 option. "In print, you can buy a small space or a six-page spread," he says, "in television we've never had that luxury."

Whether this lugubrious ad executive's predictions prove true or whether 30's will simply enjoy increased popularity in the future, the people who design commercials, the writers and artists, admit they are not prepared for the job.

Charles Moss, vice president and creative director at Wells, Rich, Greene, says of WRG's work on the American Motors account, that "we could never have done what we did with 30's." Of their original Braniff campaign, Mr. Moss says, with 30's "it would have been completely disastrous. They would have been a big joke—the colored planes." And of the Benson & Hedges campaign that won Wells, Rich, Greene fame and clients: "It was series of little jokes. You needed a certain number of them to make a point."

Yet Mr. Moss is not against 30's in principle. He believes 30's can serve an advertiser well in certain marketing situations as soon as creative people

How use of 30's has grown on TV

<table>
<thead>
<tr>
<th>No. of commercials</th>
<th>% of all commercials</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>weekly</td>
<td>monthly</td>
<td>Cumle</td>
</tr>
<tr>
<td>1967</td>
<td>1968</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>136</td>
<td>118</td>
</tr>
<tr>
<td>February</td>
<td>148</td>
<td>119</td>
</tr>
<tr>
<td>March</td>
<td>137</td>
<td>130</td>
</tr>
<tr>
<td>April</td>
<td>125</td>
<td>133</td>
</tr>
<tr>
<td>May</td>
<td>140</td>
<td>117</td>
</tr>
<tr>
<td>June</td>
<td>121</td>
<td>120</td>
</tr>
<tr>
<td>July</td>
<td>117</td>
<td>148</td>
</tr>
<tr>
<td>August</td>
<td>117</td>
<td>134</td>
</tr>
<tr>
<td>September</td>
<td>110</td>
<td>119</td>
</tr>
<tr>
<td>October</td>
<td>104</td>
<td>107</td>
</tr>
<tr>
<td>November</td>
<td>117</td>
<td>213</td>
</tr>
<tr>
<td>December</td>
<td>110</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>1,482</td>
<td>1,760</td>
</tr>
</tbody>
</table>

Source: TVB from LNA—one week each month.

<table>
<thead>
<tr>
<th>No. of commercials</th>
<th>% of all commercials</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>weekly</td>
<td>monthly</td>
<td>Cumle</td>
</tr>
<tr>
<td>1967</td>
<td>1968</td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>1,142</td>
<td>12,096</td>
</tr>
<tr>
<td>February</td>
<td>1,162</td>
<td>18,749</td>
</tr>
<tr>
<td>March</td>
<td>1,426</td>
<td>21,781</td>
</tr>
<tr>
<td>April</td>
<td>1,522</td>
<td>23,937</td>
</tr>
<tr>
<td>May</td>
<td>2,832</td>
<td>27,921</td>
</tr>
<tr>
<td>June</td>
<td>2,602</td>
<td>27,925</td>
</tr>
<tr>
<td>July</td>
<td>4,028</td>
<td>27,995</td>
</tr>
<tr>
<td>August</td>
<td>4,619</td>
<td>29,313</td>
</tr>
<tr>
<td>September</td>
<td>6,458</td>
<td>36,961</td>
</tr>
<tr>
<td>October</td>
<td>8,998</td>
<td>44,128</td>
</tr>
<tr>
<td>November*</td>
<td>11,875</td>
<td>-</td>
</tr>
<tr>
<td>December*</td>
<td>10,441</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>57,185</td>
<td>-</td>
</tr>
</tbody>
</table>
How a 30 worked better

Benton & Bowles put together a 30-second spot for Procter & Gamble's Prell Concentrate using slice-of-life technique, a creative approach seldom attempted in less than a minute.

Another version of the spot, of 50 seconds duration, was made and tested against the shorter 30. On the basis of a telephone-recall test the 30 scored highest. According to a B&B spokesman, the Prell 30 is a good example of how all the elements of a good slice-of-life commercial can be telescoped to accommodate the shorter form.

P&G and its agencies are notoriously reluctant to release storyboards and scripts, but here is how the 30 looks to the viewer:

A young boy stands at the door, rings the bell. A girl answers (left), wearing a bathtub and a headful of lather. He is early; she is embarrassed. "You look great in lather," says the boy. "You should always wear a whole bottle of shampoo."

She indicates on the tube how much shampoo she used (center). It doesn't come in a bottle—it comes in a tube, she says, and playfully throws the tube at him. "Go away for an hour," she adds. Dissolve to house interior.

Now gorgeous, hair beautiful, she welcomes him, "You're late." His head is now full of lather (right), and he is holding the Prell. He says: "You're beautiful." She laughs, "You're out of your head."

become comfortable with the shorter form: "The 30 is an art that has to be developed. I think people have to learn to do them."

"It certainly is a new world for the creative people, and we're still learning to adjust creative approach to the shorter length," confesses Gordon Webber, vice president and director of broadcast commercial production at Benton & Bowles. The advertiser and the agency must learn to get along on one or two copy points per commercial, rather than the three or four they could indulge in when planning a 60.

"Retraining begins at the strategic level. You have to start thinking simply," says Mr. Webber.

While creative people are expected to balk at added restrictions, and while most consider a 30-second limitation a nuisance, many believe that the 30 will impose a discipline that may produce good advertising. "Simplicity should be one of the goals of advertising. You can't get people to listen to too many ideas at one time," Mr. Webber points out.

George Lois, most recently of Lois Holland Callaway, finds 30's a more comfortable length to work in than the 60's, because "most 60's just drag: there's no muscle in them." The ad man, who not long ago won acclaim for himself and for stockbrokers Edwards & Hanly with a series of 10-second ID's, says he does not think there is enough information in most messages to justify buying a full minute.

Len Sirowitz, vice president and creative-management supervisor at Doyle Dane Bernbach, figures 30's will eliminate some of those "cutesy little film-minutes" that are more ego than advertising. "What will happen is less mini-movie, and more of a focusing on selling points," says Mr. Sirowitz. Creative people will be forced to narrow down the message and give it more impact, he asserts. No longer will the 30 be poor relation to a 60; it will have independent status. "Our own Gillette Spoiler campaign has been all 30's," says Mr. Sirowitz, "they were designed as 30's—that's the basic difference."

Carl Ally, of Carl Ally Advertising, offers a pragmatic view: "A lot of information is not what somebody wants anyway. How about just information enough to make a decision?" A creative type who is concentrating on being a professional advertising communicator, and not a film-maker, does not throw up his hands at a 30, says Mr. Ally.

The term "mini-movie" has been bandied about freely at advertising workshops and award luncheons in recent months. As a rule, it refers to a commercial with a dramatic construction, one with a beginning, middle and end. The mini-movie is just the kind of commercial creative people enjoy doing most. And, ironically, it is just the kind of commercial most severely curtailed by a 30-second time limit.

"In general, I think that less obvious advertising, which is so often the best, suffers the most by the dominance of 30's because the kind of less obvious, involving, very person-to-person advertising that has been some of the best around suffers," mourns Hanno Fuchs, vice president and creative-management representative at Young and Rubicam. "The phrase is used—when you do advertising executions that people seem to like—that you've 'sugar-coated the pill.' And when you cut down to 30, the pill can't give way, so the sugar-coating must give way. It's much harder to surround the message.

"The mini-movie is almost impossible in 30's," Mr. Fuchs continues, "in fact that's why one of the necessary steps that creative people are taking with brands that rely heavily on 30-second commercials is to create the 30 as an entity, rather than hoping you can cut the mini-movie down."

As one might expect, the creative folk seldom concur on what ought to be done with the 30's.

"In my opinion, there are two kinds of commercials. There is the one that gives you a reason why the product is unique. The other tells you about the product in a way that makes you buy the product," says Mr. Moss. It is in the second case, in the situation where style is most important, that Mr. Moss feels he needs the added time. "If you are going to do a commercial that has a hard reason why and doesn't lean as heavily on execution, you might use a 30." he concludes.

Carl Ally sees a problem in 30's for "commercials that rely on establishing a mood before introducing the product." He also anticipates problems for spots that must communicate a lot of information: "If you have an over-elaborate proposition, one which needs extensive explanation or illumination, you're going to have trouble in a 30-second commercial. You may have trouble with any commercial, for that matter."

New product introductions and establishing brand differences are often cited

BROADCASTING, Feb. 24, 1969 45
When a 30 wasn’t enough

In contrast to the Prell Concentrate commercial that could be compressed into an effective 30-second spot (see page 45), Carl Ally Inc. offers an example of a spoof-commercial that can’t be told with brevity. It’s for Pharmacraft Co’s Vademecum toothpaste that has a roller key at the bottom of the tube to facilitate non-messy squeezing.

The story line, written in the familiar dramatic style used to tell of great men and great deeds of history, recounts the frustrations and experiments of “Sven Vademecum III” as he labors in his laboratory to get the chex out of Vademecum toothpaste. His worried assistant implores the professor to eat a tray of food. The plea falls on deaf ears until the weary scientist is about to concede failure in his experiments. Then he notices the fish can with the key curled around the lid. The solution comes in a flash.

The effectiveness of the punch-line scene necessitated a longer build-up.

by creative people as problem-situations. Explains one creative director: “For example, a hair coloring, a woman’s hair coloring: 30 seconds is about enough time to tell women they are going to look glamorous, but it’s not enough time to say it’s applied differently, or that it’s safer.”

Another agency man disagrees: “If a product is so complicated it needs 60’s to explain it, it doesn’t sound like it’s ready for the market.”

Y&R’s Fuchs takes no sides: “I think 30’s are the most difficult to handle when the creative people feel the product advertised has a big persuasion job to do. Conversely, they are the easiest when the brand is well-known and can get by with either a reminder or with something less than persuasion, an impression.”

Mr. Fuchs suggests that pleasure products, such as desserts, snacks, beer, soft drinks, cigarettes, do well in 30’s, because they call for this “something less than persuasion.” The campaign created by Y&R for Lay’s potato chips he offers as an example. But commercials for what Mr. Fuchs calls problem-solving products, such as Y&R’s spots for Excedrin, have a different, sometimes more difficult, kind of selling job to do and often require the full minute to do it.

Barry Ballister, senior vice president and creative director at Ted Bates, says experience has taught him that graphic techniques work best in 30’s. The familiar slice-of-life approach to advertising, he feels, is particularly difficult in the short form. “We do slice-of-life for Kools. We have found that we cannot take that slice-of-life technique with the current and successful Kool strategy and make it work in 30 seconds. We tried. We cut 60’s down to 30’s and all the elements would be there, but they just didn’t work,” says Mr. Ballister.

The agency decided on a new and different approach for the 30’s rather than to present an inadequate version of the 60. “Good slice-of-life requires subtle camouflage of what you’re doing, and it seems the first thing to go when you cut it down to 30 is the camouflage. There you have it down to bare bones—two ladies in a kitchen talking about the product,” adds Mr. Ballister.

Jack Tinker & Partners likes to place itself on the opposite end of the creative spectrum from Bates. The opinion of Gene Case, one of the partners, differs from Mr. Ballister’s: “Slice-of-life looks raw in 60-seconds, too. I’d just as soon have the phoney fantasy take place in 30 seconds. Nobody believes in those things. It’s a convention of the theater.”

He adds, in all seriousness, that a 30 would work for slice-of-life because it is a format with which people are familiar: “People don’t have much trouble getting located since they have seen that commercial 5,000 times before.”

Gordon Webber is particularly proud of the 30’s that B&B has done for Prell Concentrate and Post Cereals: “They have to be lean and relevant and tight on the nose all the time.” One slice-of-life spot for Prell Concentrate was made in a 30-second and a 50-second version (see page 45). Mr. Webber claims that the shorter spot scored higher in a telephone-recall test.

While Gene Case would assign the abbreviated form to techniques he considers tedious, many of his successes he asserts, would never have been possible in 30’s. “I’ve done a lot of political advertising. I couldn’t imagine doing it in 30 seconds. The problem is simplifying very complicated pieces of information. Sometimes in a political commercial you have to say in one minute what a guy said in a 30-minute speech.”

Mr. Case also holds that the more money you are asking the consumer to fork over for a product, the less appropriate 30 seconds are. “For chewing gum, it’s great,” he says. Tinker is creating 30’s for Carling Brewing “because beer is not a major decision.”

Mr. Case, like many creative men, is concerned lest, with all the emphasis on efficiency, advertisers overlook the less obvious advantages of 60’s. Mr. Case, like others, is also concerned over the clutter problem. The question arises whether a predominance of 30’s and the resulting increase of clutter will serve to negate any efficiency the 30 has ever offered.

“We work on the theory that the commercial on the air is surrounded by a lot of conflicting noise and racket, and that you need a buffer zone at the end or beginning of a commercial. That sometimes takes 10 seconds,” says Mr. Case. “The 10-second buffer is needless to say, an impossible extravagance in 30 seconds.

“With a 30 you are always next to somebody, or damn near it,” says Mr. Case. But he adds that in the screening room, the need for a buffer zone is not always apparent. There has been some talk at Tinker of taking actual programming off-the-air and inserting spots for private screening purposes.

“What I am afraid of,” says Y&R’s Fuchs, “is that the 30-second commercial will become the black-and-white half-page of television—meaning, if someone approaches magazines strictly
...the most respected call letters in broadcasting

WGN CONTINENTAL BROADCASTING COMPANY


Duluth-Superior: KDAL Radio and KDAL Television

Denver: KWGN Television

Michigan and California: WGN Televents, community antenna television

New York, Chicago, Los Angeles and San Francisco:

WGN Continental Sales Company
This is how a Memorex manufacturing technician looks at a Beaux Arts Ball. On the job, you'd have to look twice to recognize her. And maybe not even then. She wears a lint-free, plain-Jane, clean-room uniform. And no powder, face cream, eye makeup, or nail polish. She even tucks her hair into a nice, plain, commonsense cap.

On the way to her video tape analyzer, she has to pass through air showers. They'll blow away even the minutest speck of powder that might remain. She spends her day in a powerful air-conditioning system. She works right alongside a particle counter that keeps track of contaminants down to $\frac{1}{2}$ micron. Because of our obsessive cleanliness,
you don’t find foreign particles, chips, nodules, scratches, dirt indents or holes on Memorex video tapes.

Of course, other things do their part, too: our proprietary coating formulations, our proprietary binders, our special backing, the 37 different quality control tests a tape has to pass. This is the kind of beauty a recorder really appreciates.

Memorex Corporation, Memorex Park, Santa Clara, California 95050.
M. O. R. . . Middle of the river!

How many stories have you heard about this kind of operation? Probably plenty, because broadcasters are a vital disaster communications link. So—they find ways of staying on the air, period! This picture shows three guys doing just that—at WXTR in Rhode Island.

We of Red Cross have seen it often, because disasters are our business, too. We provide food, shelter, first aid, medical services, and money for recovery.

We cross paths—sometimes in a rowboat—with broadcasters going to work as usual, under unusual conditions. And they never fail to help us do our job, by airing information on our services and emergency unit locations.

When the job is done, they continue this support by providing information about other Red Cross programs and services. And they help us raise funds for our work, through Red Cross appeals and United Fund campaigns.

In short, without the support of the broadcast industry, Red Cross would be hard pressed to do its job the right way, the way we like to do it.

For all the help you gave us this past year, you have the thanks of over two million Red Cross volunteers. And they all know broadcasters well enough to know you'll be there again this year—when the going gets rough!

THE AMERICAN NATIONAL RED CROSS
by numbers, they would just have to buy half-pages." The 60's do offer advantages that 30's don't, says Mr. Fuchs, such as "deeper sell, more involvement, greater impact, a longer life span in people's memory, a deeper change in people's attitudes." Whatever the 60 offers, he adds regretfully, cannot be measured except over "the long, long pull." For that reason, it is difficult to discredit advertisers stuck on 30's.

Carl Ally is not waiting for 30's to destroy their own efficiencies: "It's already happened. That's why there is such a premium on creativity in advertising. You've got to get through that clutter."

Al Goldman, executive vice president and creative director of Benton & Bowles, is equally unhappy with the proliferation of 30-second spots, and he compares it to the overstocked shelves of a supermarket. Mr. Goldman wonders if the 30-second spot of tomorrow might not be 15 seconds. If so, he speculates, television advertising in the future might resemble billboard advertising today.

If the advertiser of the future has a complicated story to tell, and if the broadcaster of the future demands a premium for 60's rather than 30's, Mr. Goldman believes many advertisers will rely on other media: "The more you are dealing in the world of 30's, the more you may find the need of print to supplement." Another possible alternative is the use of two 30-second commercials for one sales pitch, with each spot giving half the story, suggests Mr. Goldman.

Hanno Fuchs does not discount the possibility of many advertisers turning to print, Sunday supplements and even radio, but he is hopeful that "the 30's may lead more advertisers to have a diversified pool of commercials." As he sees it, the advertiser would have a number of commercials all concerned with one brand, with each commercial limiting itself to a small aspect of the total sale. "That could be quite refreshing," he concludes.

Carl Ally sees no threat to the prosperity of the broadcasting business by all this talk of turning to print. He offers, unequivocally, that "in any case, where you have a tremendous volume of purchase propositions in a major market and you depend on advertising, you are going to go into television no matter what the arbitrary restrictions."

DDB's Len Sirowitz also speculates that "television will be treated as posters," and he doesn't necessarily consider that bad news. "I think because of the efficiency in cost, you are going to end up with a lot of 20's, and the 30 is going to become the big one. Someone in the agency the other day was complaining because he had to do a 15."

Carried to one extreme, and an extreme that worked well for George Lois and Edwards & Hanly, commercials could be some day reduced to public notices only a few seconds in length. "ID's are the most dynamic idea to work with," testifies B & B's Barry Ballister; "they are the most fun and the biggest challenge."

However, Gene Case argues, "10 seconds is fine for publicity. That's what chewing gum is, publicity; it's good for some products that everybody knows about."

Carried to another extreme, short commercials may come to resemble the novelty films of Charles Braverman, recently made famous by CBS's Smothers Brothers. Gordon Webber uses the Braverman films, such as "The American Time Capsule," the complete history of the U. S. flashed onto the screen in two-and-a-half minutes, to illustrate how much material can be compressed into a short period of time. Contemporary film techniques, says Mr. Webber, have conditioned the viewer to accept certain shortcuts— the use of symbols, jump cuts: "You can be quite abstract, quite condensed, quite telescopic, because of this sophisticated film generation."

(The foregoing special report was researched and written by Caroline H. Meyer, staff writer, New York.)

---

The WHDH-TV debate lingers on

WHDH Inc. wants FCC to reverse its ruling; winner asks commission to clarify the decision

The Boston channel-5 case, already the oldest comparative hearing case in FCC history and one whose record has more twists and turns than a rat's maze, is acquiring additional avenues of conflict and legal controversy. Not only is the big loser in the case that was decided last month (Broadcasting, Jan. 27) unhappy with the decision, the big winner is not entirely satisfied with it either.

WHDH Inc., which was denied renewal of its license to operate on the frequency that WHDH-TV has occupied since 1957, was scheduled to ask the commission today (Feb. 24) to reconsider its decision and renew the station's license.

WHDH Inc., in its petition, contends the commission denied it due process by applying criteria on which it was given no chance to present evidence. WHDH Inc. was particularly incensed at the commission's excluding from consideration the station's programing record on the ground that it was only "average."

Boston Broadcasters Inc., which won out over WHDH Inc. and two other applicants for the channel-5 facility, also found some fault with the unprecedented decision. Although it is confident the decision is "legally sustainable" and "fully supported by the record," BBI, in a petition it acknowledged was unusual ("It is hardly routine for a prevailing broadcast applicant to quarrel about the precise terms in which its victory is couched"), last week asked the commission to "supplement" its decision in order to eliminate what BBI feels is the confusion surrounding it.

BBI argues that court and commission decisions over the long and tortuous history of the case make clear that WHDH Inc. was not a regular renewal applicant but simply an applicant seeking an initial grant. WHDH Inc.'s 1957 grant, which had been challenged in court because of charges a WHDH Inc. official had tried improperly to influence the commission chairman, was not reaffirmed, BBI said. It urges the commission to make "explicit its implicit" conclusion that WHDH Inc. had no initial award and to adopt a number of conclusions providing grounds for disqualifying WHDH Inc., and according it comparative demerits.

"The commission's apparent desire to give WHDH Inc. every benefit of
KTBC holdings revert to Lady Bird Johnson

In a routine action by the Broadcast Bureau last week (Feb. 20) the former First Lady regained control of Texas Broadcasting Co., group-station owner.

Mrs. Claudia T. (Lady Bird) Johnson's 52.9% of Texas Broadcasting was placed in an irrevocable trust on Nov. 29, 1963, shortly after her husband took office. The trustees were A. W. Moursund and J. W. Bullion—friends of the Johnson family.

Most of the remainder of the stock, about 31%, is owned in equal amounts by the Johnson daughters, Mrs. Lynda Robb and Mrs. Luci Nugent. These interests have been held in two trusts for them by Messrs. Moursund and Bullion. One of the trusts has terminated, causing 7.1% interest to revert back to each of the Johnson daughters. The remaining 8.4% each still remains in trust.

Others holding shares in Texas Broadcasting are: Mrs. Johnson, 59.59%; Paul Bolton, 50%; and D. P. Bobbitt, 11.1%. Texas Broadcasting is licensee of KTBC-AM-FM-TV Austin, and has 23% interest in KLFY-TV Lafayette, La., and KXU(TV) Ardmore, Okla. It also owns 29% of KWTX-AM-TV Waco, 50% of KTXR(TV) Bryan, and 75% of KNAL Victoria, all Texas. In addition, the company has 50% interest in Capital Cable Corp., an Austin CATV system.

The commission's decision leaves the licensing agency where previously a competing applicant. As such, it sent shock waves through the industry.

Commissioner Nicholas Johnson, in a concurring statement, appeared to lend substance to the prevailing opinion. He said the decision opens the door to "local citizens to challenge media grants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present license holder."

BBI, in a second pleading, asked the commission to specify Aug. 1 as the date on which WHDH Inc. must cease operating; it notes that the rules require a successful applicant to put a new facility in operation within eight months.

The commission has specified no termination date, since the U.S. Court of Appeals for the District of Columbia has retained jurisdiction over portions of the case. But BBI says the commission's decision leaves the court with "nothing of substance to determine."

BBI has already offered to purchase WHDH-TV's physical facilities at replacement cost, to assume its studio leases and contracts, and to engage its non-executive personnel. It has given WHDH Inc. until March 3 to respond. After that date, BBI said, it will proceed "with alternative plans" to acquire facilities and equipment.

WHDH Inc., in seeking reconsideration, focused much of its attack on the commission's application of the Policy Statement on Comparative Broadcast Hearings, which was adopted in 1965, after the record in the hearing was closed.

The policy is designed to foster diversification of ownership of media and integration of ownership and management. And since WHDH Inc. is the licensee of WHDH-AM-FM Boston and is owned by the Boston Herald-Traveller Corp., which publishes a daily and Sunday newspaper in Boston, the commission ranked it "a poor third" in the matter of diversification behind Charles River Civic Television Inc.

The commission also ranked BBI ahead of both WHDH Inc. and Charles River on the integration factor. The fourth applicant, Greater Boston TV Inc., was disqualified because of failure to meet the qualifying issues.

The policy statement specifies that past performance is not to be considered unless it is unusually good or unusually bad. And, holding that WHDH-TV's performance was "within the bounds of average," the commission excluded it from consideration.

WHDH Inc., calling the commission's application of the policy statement "a precedent-shattering ruling" said it was denied due process in that it was given no notice that "reevaluation would be controlling" and no opportunity to challenge the legality of the manner in which the policy statement was applied.

WHDH Inc. also said it was given "no opportunity to demonstrate by evidence that past and proposed program service of WHDH-TV cannot be fobbed off as 'being within the bounds of average performance. . . .'"

WHDH Inc., which noted that the commission in previous cases involving renewal applicants had placed considerable weight on their over-all operating record, ridiculed the commission's argument that an operating record would give a renewal applicant a "built-in advantage" over a new applicant in a comparative hearing. "The only analogy we have been able to find to this reasoning, is in the field of sports where handicapping is officially recognized."

WHDH Inc. said it should be heard on the due process question. It also said it should be given a hearing to prove WHDH-TV's operating record is above average and entitles it to a renewal.

The commission's action in giving WHDH Inc. a demerit on the charge of unauthorized transfer of control was also attacked by the losing applicant.

WHDH Inc. said to hold that applications for transfer of control should have been filed in connection with two changes in the presidency of Herald-Traveller as the commission did, "does violence to the language" of the commission rule barring unauthorized transfers.

BBI's assertion that WHDH Inc. is not a regular renewal applicant based on reading of court actions involving the late Robert D. Choate, who had been president of both WHDH Inc. and Herald-Traveller. His contacts with the late George C. McConnaughy, then commission chairman, before the original grant, led to a court remand of the case in 1958.

Four years later, the commission affirmed its earlier grant, but awarded WHDH Inc. only a 4-month license. WHDH Inc. and Greater Boston Television Corp., a losing applicant, appealed that decision. But before the court could act, Mr. Choate died.

This led in 1964 to a second remand, in which the court directed the commission to determine the effect of Mr. Choate's death on the earlier decisions. By this time, new applicants, in response to a commission invitation, had filed an appeal on WHDH Inc.'s renewal application, and the commission consolidated the reopened proceeding with the one in which WHDH Inc. was seeking renewal.

BBI said last week that the commission in its decision last month did not reaffirm its earlier grant to WHDH Inc. or evaluate the record in terms of Mr. Choate's death. BBI noted that the commission simply adopted the examiner's view that "reevaluation of the original record made by Greater Boston and WHDH Inc. (with Mr. Choate dead). . . would not advance the interests of either applicant."

"Thus," BBI said, "the commission has effectively mooted the earlier proceeding and this is as it should be."

BBI also referred to a court order, handed down on Dec. 26, 1963, which referred to "the comparative consideration now in hearing stage (being) conducted as a comparative hearing upon the initial issuance of a license rather than as a renewal proceeding."

And BBI cited a 1963 review-board opinion that "WHDH Inc. cannot be treated as an ordinary renewal applicant. The situation is more closely analogous to a hearing with all new applicants."

BBI would not be content with the
commission making “explicit its implicit” conclusion that WQAD Inc. had no initial award. It also urged the commission to strengthen the case against WQAD Inc. by adopting several other conclusions.

It would have the commission conclude that WQAD Inc. is “disqualified” to receive an award because of “knowingly false testimony” by George Akerson, president of WQAD Inc., and the company’s largest beneficial stockholder, Henry Garfinke, regarding transfer of de facto control of the Herald-Traveler. And it would have the commission assess comparative merits against WQAD Inc. because of that testimony as well as “the expressed willingness of Mr. Akerson to repeat the ex parte conduct” of Mr. Chota.

BBJ, like WQAD Inc., was dissatisfied with the commission ignoring its programing proposals. It said, “the record requires a holding that the BBJ proposal demonstrates unusual attention to the public’s needs and interests.”

**WQAD-TV renewal upheld by Examiner Kraushaar**

FCC Hearing Examiner David I. Kraushaar last week recommended license renewal for WQAD-TV Moline, Ill., on the basis of a comparative hearing in which Community Telecasting Corp. unsuccessfully challenged the renewal application of present licensee Moline Television Corp.

The Moline case was, in part, an outgrowth of the original comparative hearing which culminated in the commission’s grant of channel 8 to Moline Television in 1962. Community, which numbers among its stockholders some who owned stock in one of the losing applicants in that hearing, charged that Moline has failed to live up to its programing and management promises.

What ultimately triggered the decision to designate WQAD-TV’s renewal application for hearing last year, however, was a protest by Community against a proposed $6.5-million sale of WQAD-TV from Moline to the Evening News Association of Detroit (WWJ-AM-FM-TV Detroit). The sale was called off, but the issues of financing and trafficking raised by the proposed transfer remained part of the hearing.

In his initial decision last week, Examiner Kraushaar favored WQAD on all counts. On the programing issue, he said, “Moline has substantially met its programing commitments and . . . the programing changes it did make were a legitimate and justified exercise of licensee responsibility and judgment.”

On the financial issue, the examiner found that “the evidence is abundant and unimpeached,” that Moline did require additional financing for the operation of WQAD-TV. The reason, he said, was apparently Moline’s “ambitious undertaking in 1962 to get the station on the air by 1963.”

The examiner also tackled the larger issue of the comparative process itself. “This proceeding,” he said, “points up glaringly the major defect in the comparative hearing process, namely the seemingly endless (and expensive) litigations over essentially “paper” proposals that lead often as not to rather bizarre results, primarily due to the time lag between the date when applicants formulate their promises and the date when they are able to begin effectuating them.” The record, he said, reveals “no persuasive public interest basis” for disqualifying Moline, but rather, “that Moline deserves to have its license renewed in the comparison with CTC.”

Moline is headed by Francis J. Coyle, president-CEO (11.3%). There are 23 other stockholders, none with more than 9.9%. CTC is headed by Sterling C. (Red) Quinlan (69%), former ABC vice president and former president of Field Communications Corp.

**House approves bill on Comsat directors**

The House of Representatives last Wednesday (Feb. 19) passed a bill (H.R.4214) which will change the method of selecting the directors of the Communications Satellite Corp. and returned it to the Senate with a minor amendment.

The legislation, introduced by Representative Harley O. Staggers, (D-W.Va.), chairman of the House Commerce Committee, provides for the apportionment of directors according to the percentages of stock held by the public and by communications corporations.

In the original legislation each group elected six directors, and the President appointed three members.

The current legislation would give the public stockholders eight directors and the industry stockholders four to reflect the shift in holdings, and would provide for similar proportional changes when future shifts occur.

The House made minor changes in a provision of the Senate bill that would allow Comsat to act quickly in cases of national emergency. Senate concurrence in the change will be necessary before the bill can go to the President for his signature.

What FM transmitter power do you need?

**Gates**

Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.

**Gates Radio Company**

QUINCY, ILLINOIS 62301, U.S.A.

A division of Harris-Intertype Corporation
Multimedia issue taken to court

Objectors to KSL renewal seek court reversal of FCC decision that could touch current inquiries

Two Salt Lake City residents have gone to court in their effort to strip Bonneville International Corp. (the Mormon Church) of its license for KSL Salt Lake City. And their appeal could provide the basis for judicial review of FCC policy covering two currently controversial issues—concentration of control of mass media and conglomerate control of broadcast properties.

Paul Wharton, a cab driver, and Ethel C. Hale last week filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the 3-to-3 decision by which the FCC last month affirmed an earlier grant of the station's renewal application.

Mr. Wharton and Miss Hale originally filed a protest against the KSL renewal in July. Then, after the commission granted the application on a 3-to-1 vote in October, they filed a petition for reconsideration.

With all of the commissioners present, but with the newest member, H. Rex Lee, not voting, the commission deadlocked (Broadcasting, Jan. 27). Since the petition for reconsideration did not command a majority, it failed.

In opposing renewal of KSL, Mr. Wharton and Miss Hale said a concentration of control of mass media existed in Salt Lake City. They also said that KSL served the interests of its owner, the Mormon Church, which has considerable nonchurch and nonbroadcast holdings, rather than those of the public. And Commissioner Nicholas Johnson, who voted to reconsider the renewal grant, cited Bonneville's role as a conglomerate as well as the concentration-of-control question, in expressing his position.

The commission is currently considering the concentration issue in a rule-making aimed at barring the owner of a full-time station from acquiring another full-time outlet in the same market. And on Feb. 8 it announced an inquiry into the ownership patterns in the broadcasting industry, with special attention to conglomerates. (Broadcasting, Feb. 10 et seq.)

The concentration-of-control-of-media issue in the KSL case involves an interlocking ownership of broadcasting and newspaper interests. Besides KSL, the Mormon church owns KSL-FM-TV, and the Deseret News, one of two daily newspapers in Salt Lake City. The News and the Salt Lake City Tribune have a joint operating agreement for combined publishing and business operations.

And the Tribune, in turn, owns 35% of KUTV(TV), one of the two other VHF stations in Salt Lake City. Other owners of the station, the A. L. Glasemann family, control KALL Salt Lake City and the Ogden (Utah) Standard Examiner. Some members of the family control KLO Ogden.

The church, in addition, owns or controls KIRO AM-FM-TV Seattle; KID AM-FM-TV Idaho Falls, Idaho; KMZB and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York and an international short wave station, WNYW New York.

Commissioner Johnson, who referred to the church as a "significant industrial conglomerate corporation," noted that it owns hotels, real estate and insurance companies, ranches, mills, a department store and sugar and pineapple plantations, as well as holding a 5% interest in the Los Angeles Times. He accused the three commissioners favoring renewal of ignoring "the question of the economic power of the Mormon Church industrial conglomerate" and of brushing off the concentration question.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, who voted for the grant, said the petition for reconsideration provided no basis for the complainants' opinions regarding the "alleged evils engendered by the Mormon Church's control of broadcast and other properties." They added that they could not find that the licensee had violated any commission rule or policy.

In dealing with the other key issue, they said no finding could be made that renewal would result in a concentration of control of media that would be "unconscionable in the public interest." They noted there were a number of other newspaper and broadcast voices in Salt Lake City.

Trafficaking issue raised on WHUT sale

The FCC has ordered a hearing on the proposed assignment of license of WHUT to Eastern Broadcasting Corp. The commission said a hearing is necessary to determine whether Eastern has engaged in trafficking and whether the public interest would be served by permitting Eastern to acquire additional stations while it remains a short-term licensee of WCVS Springfield, Ill.

WCVS received a one-year renewal last year because of allegedly misleading promotion in connection with a "Lucke Bucks" contest (Broadcasting, July 29, 1968). In addition, a $10,000 fine was imposed as a result of allegedly misleading practices in connection with a "Christmas Daddy" contest over WALT Tampa, Fla., formerly licensed to Eastern.

The commission noted that Eastern has obtained authorizations for six stations since 1968, and since 1960 has disposed of authorizations for four stations (WALT, WILA Danville, Va., and WCHV and WCVW-FM, both Charlottesville, Va.). In addition to WCVS, Eastern still owns WHAP Hopewell, Va., and is seeking FCC approval to acquire WBOY-AM-FM Terre Haute, Ind.

Staggers overhauls investigations group

John Dingell becomes a missing member in subcommittee changes

House Commerce Committee member John D. Dingell (D-Mich.) was the broadcasting critic out in the cold last week after Committee Chairman Harley O. Staggers (D-W. Va.) passed out subcommittee assignments. In an unexpected move, Chairman Staggers completely revamped the broadcast-oriented Investigations Subcommittee, eliminating all but top-seniority committee members and displacing Mr. Dingell from the parent committee's most active forum for broadcasting issues.

Also removed from the Investigations Subcommittee was Representative Paul G. Rogers (D-Fla.), who only the previous day had cited the Investigations Subcommittee as a possible forum for probing the relations between Congress and the regulatory agencies, especially in the light of the FCC's moves toward banning cigarette advertising from the airwaves (see page 35). Others evicted from the panel were Democrats Lionel Van Deerlin (Calif.), J. J. (Jake) Pickle (Texas) and Brock Adams (Wash.). Republicans scratched from the subcommittee included James Harvey (Mich.), Donald G. Brotzman (Colo.) and Clarence J. Brown Jr. (Ohio).

Among the Democrats remaining are the present chairmen of the other subcommittees including Torbert H. Macdonald (Mass.), who heads the Communications Subcommittee, and who had been known in the past, when not an Investigations Subcommittee member, to boycott that panel's meetings—even when he had been invited—when it was considering matters he felt crossed his subcommittee's jurisdiction.

Other Democrats on the Investigations Subcommittee include John Jarman (Okla.), who is chairman of the
acquired the KACO construction permit in 1965 and, after a series of delays, went on the air in October 1968. However, he charged, the station’s programming bore no resemblance to the proposals Apollo had submitted.

In place of its proposal to offer primarily classical music, Mr. Garufi said, KACO “has simply signed on at 10 a.m., and played popular standard music continuously until 4 p.m. sign-off except for station identification every half-hour.” The station has broadcast none of the public service, news, talk, educational and religious programming it had proposed, he said.

Mr. Garufi also claimed that the station has operated with less than one-fifth of the staff it had proposed, and has been on the air 36 hours a week rather than 126 as it had promised.

The sale agreement, according to Mr. Garufi, is a $1-million package transfer in which Entertainment will acquire Apollo stations KLEF(FM) Houston and KBRG(FM) San Francisco in addition to KACO. He said it does not appear that Apollo can acquire a large profit from the sale of KACO alone, but that the actual deal is concealed in a package and should be investigated.

The two firms may also effect an early and unauthorized transfer, Mr. Garufi said. He charged that under the agreement, if the sale is still pending by mid-May, Entertainment will assume all operating costs.

KACO(FM) transfer creates mini-furor

The proposed transfer of KACO(FM) St. Louis was challenged last week in a petition filed with the FCC, over the signature of Vincent E. Garufi, sales manager of a neighboring AM.

The filing charged Apollo Radio Co., present licensee of KACO, with trafficking, reneging on its program proposals, and other misrepresentations to the commission. It called upon the commission to hold a hearing on the proposed transfer of KACO from Apollo to Entertainment Communications Inc., to deny the transfer, and to revoke Apollo’s license.

Mr. Garufi, who did not specify his occupation or why he should have standing in the case, is sales manager of KIRL St. Charles, Mo., a suburb of St. Louis. The station is affiliated with the ABC Contemporary Radio Network.

According to Mr. Garufi, Apollo

Smooth as silk with a GATES turntable

12" or 16" models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment. Both turntable models achieve new lows in rumble, wow and flutter - without sacrificing quick cue-up and with years of reliability. Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates. Write today for our new Turntable Guide.
Crisis conferences set by NAB

Key broadcasters, network chiefs to study how to counter growing problems in Washington

A series of top-level meetings with broadcast groups, stations and network leadership has been initiated by the National Association of Broadcasters and NAB President Vincent T. Wasiliewski.

Three meetings are to take place before the NAB annual convention, which starts March 23. The purpose of the meetings, which are to involve all three radio-TV network presidents, is to explore ways to more effectively counter antiburoadcasting pressures in government.

The meetings, which are to be closed to the public and the news media, will be held in Los Angeles, Atlanta and Chicago to specifically discuss the growing threats to freedom of press on the broadcast media. Other meetings after the convention are likely, it was reported, their number and scheduling depending on determinations made on the basis of the first meetings regarding the effectiveness and the necessity for reaching larger numbers of broadcasting leaders.

Approximately 20 to 25 broadcasters have been invited by telegram to attend each of the three meetings. The first, a dinner in Los Angeles this Thursday (Feb. 27), will be attended by CBS Inc. President Frank Stanton, Mr. Wasiliewski and Paul Comstock, NAB vice president for government affairs. NBC President Julian Goodman is to attend a luncheon meeting in Atlanta on March 6, and Leonard Goldenson, ABC president, will attend a similar luncheon meeting to be held in Chicago on March 11.

Those invited to attend are said to be representative of broadcast management at all levels. Some, for example, will represent all-radio operations.

Almost all of the NAB board members are expected to attend the meetings, but all are not expected to attend each meeting.

One function of the gatherings, it was noted, is to inculcate concern among those broadcasters who have thus far shown limited interest in the extent and immediacy of the threats in Congress and in the government regulatory agencies.

Another purpose will be to encourage those attending the meetings to spread a sense of concern among other broadcasters.

The meetings will stress a review of the current regulatory situation and seek methods of countering current antiburoadcasting trends. No action program as such, it indicated, is to be presented for ratification by those attending the meetings, but it is hoped that a number of concrete proposals for dealing effectively with the threats can be evolved.

House to look into conglomerate firms

An investigation of five representative conglomerate corporations has been initiated by the House Antitrust Subcommittee, it was announced last week by Representative Emanuel Celler (D-N.Y.), chairman of the Committee on the Judiciary and of its Antitrust Subcommittee.

The committee met privately and approved procedures in its investigation of the legal and economic significance of mergers and acquisitions by conglomerate corporations.


The corporations were selected as a representative sample of major conglomerate corporate organizations.

The subcommittee seeks information on merger and acquisition transactions to show (1) motivation, (2) decision-making process, (3) profitability before and after the transaction, (4) costs, (5) management efficiency, and (6) market values.

Representative Celler said that ques-

Nick Johnson extends an invitation

It's a familiar plug as commissioner suggests Washingtonians file for occupied facilities

Courtesy of WRC-TV Washington, Commissioner Nicholas Johnson reminded members of that station's viewing audience last week that they might begin considering complaints to the commission about broadcast service in the area, or even start thinking about filing competing applications for presently occupied channels and frequencies. Licenses in Washington, Virginia and Maryland expire Oct. 1, he noted.

He also accused broadcasters of a "public-be-damned" attitude in carrying advertisements for products considered harmful to health.

The commissioner was appearing as a guest last Monday (Feb. 17) on WRC-TV's Capital Tieline, a phone-in program, to discuss his article in the current Harper's, which recommends ways members of the public interested in improving broadcast service can bring pressure to bear on stations through the FCC (Broadcasting, Feb. 1).

Broadcasters, who earn profits "on the order of 100% return on tangible investment every year," he said, have an obligation to their audience. He said the public has a right "to control to some extent" the programming of broadcasters as well as how they operate.

Broadcasters are "as much of an elected official" as members of Congress, he went on. And Washington area broadcasters' elections, he noted, are coming up in October. They have no property right to the frequency they occupy, he said.

Any individual or group with a complaint about any activity of a local station, he said, can make it to the commission. "You can suggest they [broadcasters] ought not to get their license renewed," he said, "or you can apply for a license yourself."

It was in discussing the influence that members of the public can wield with the commission in effecting reforms in broadcasting that he gave his opinion of broadcasters' feelings about the potentially harmful products advertised on their stations. He noted that, in the wake of John Banzhaf III's successful effort to have the fairness doctrine applied to cigarette advertising, cigarette consumption dropped last year. Then, he said that "broadcasters don't want to tell people these kinds of facts"—that cigarette smoking is associated with lung cancer and heart disease—"for obvious reasons."

"They would prefer, simply, to sell commercials and merchandise the products and the public be damned, and when they are forced to tell the people the facts, we see that it has an impact on the sale of products."

56 (THE MEDIA) BROADCASTING, Feb. 24, 1969
tionnaires were sent to the business concerns and that no deadline had been set as to when the questionnaires must be returned.

Mr. Celler said the investigation was being undertaken "with a view to finding out something about what the results of these mergers are, what they do to the companies, to the stockholders, what the public can expect."

CATV championed on PBL program

Broadcasters, FCC lambasted for hampering cable's potential growth

The Public Broadcast Laboratory last week presented its version of the current controversy over CATV, portraying the cable TV industry as the hero, and the FCC and broadcasters as the villains.

The Ford Foundation-supported PBL noted the advantages of CATV and at the same time identified the FCC and broadcasters as selfishly placing hindrances in the way of cable TV's growth.

The 90-minute program, broadcast 8-9:30 p.m. EST Feb. 16, was carried on 148 ETV stations.

Edward P. Morgan, PBL's regular moderator, set the tone of the broadcast when he commented that networks do not compete against one another; he said they appeal to the same audience.

CATV, Mr. Morgan observed, can supply the program diversity that commercial television lacks. He also urged that President Nixon seriously consider the recommendations in the report of the President's Task Force on Telecommunications Policy, especially its suggestions that the FCC lessen its restrictions on CATV (Broadcasting, Dec. 16, Sept. 9, 1968).

Perhaps, he added, this might result in the establishment of a new federal department of communications to handle broadcast policy matters.

The CATV position was exemplified by the comment of Edgar Smith of Time-Life Broadcast, group broadcaster and multiple CATV owner: "CATV is one of those things whose time has come." Morton E. David, chairman of Bell Television Inc., New York, whose CATV subsidiary, Comtel Inc., serves over 2,500 subscribers including a number of mid-town New York hotels, with off-air television programs as well as special programs, claimed that many broadcasters have invested in CATV as a "hedge." Comtel leases lines from New York Telephone Co. and about a year ago won a court suit affirming its independence of New York Board of Estimate control (Broadcasting, April 22, 1968).

Bill Daniels, CATV entrepreneur and broker, charged that delay in the commencement of the cable system in Colorado Springs, Colo., is due to the litigation instituted by KRSO-TV there and KDAA-TV Pueblo. KRSO-TV had been, along with Time-Life Broadcast and local businessmen, the unsuccessful applicant for the Colorado Springs CATV franchise.

Later, it, with the Pueblo station, asked the FCC to block CATV in Colorado Springs because of cable's potential economic impact on their own operations. When the FCC denied this request, without a hearing, the stations appealed to the U. S. Court of Appeals in Washington. The court has not yet issued a decision. Mr. Daniels is one-third owner of the Colorado Springs CATV franchise; RKO General is the controlling stockholder.

FCC Commissioner Nicholas Johnson was perhaps most severe on his colleagues. He said that the commission's majority's attitude seems to be to limit CATV now until broadcasters can gain control of the cable TV industry. "then let it go all out."

Irving Kahn, president of multiple CATV owner Teleprompter Corp., said that the biggest problem facing CATV in the future is its relationship with AT&T and independent telephone companies. H. I. Rommnes, AT&T board chairman, said that the Bell System should be permitted to compete in the "private line" service category.

The pro-broadcasting side of the picture was pretty pro-forma. Shown were film clips of Vincent T. Wasilewski, president of the National Association of Broadcasters, addressing an NAB regional meeting; Douglas A. Anello, NAB general counsel, arguing before the FCC earlier this month; FCC Chairman Rosel H. Hyde stating that the commission needs guidelines on CATV from Congress; FCC Commissioner Kenneth A. Cox calling on broadcasters to turn back CATV by increasing their local programming; Raymond T. Plank, KLA, Ludington, Mich., a member of the NAB radio board and chairman of the future of the radio committee, telling broadcasters how vital it is to help their congressmen.

In the last segment of the program, Albert Kihn, one-time cameraman for KRON-TV San Francisco, accused the station of manipulating the news. He claimed, among other things, that he and KRON-TV newsmen had been ordered to suppress or qualify news about the 1965 joint operating agreement between the San Francisco Chronicle, parent of KRON-TV, and the San Francisco Examiner; about the 1968 news-
paper strike in that city, and that KRON-TV had failed to substantially increase news programs during that strike although it had promoted an increase in news.

He also said that he and newsmen had been ordered to cover what he termed “pseudo” events in South San Francisco, San Carlo and Vallejo in order to bolster the Chronicle’s applications for CATV in those communities.

Mr. Kihn’s comments repeated accusations he made to the FCC in two letters last year. All were disputed by KRON-TV in a detailed, point-by-point refutation last December. No one representing the Chronicle appeared on PBI, although Mr. Morgan said an invitation was offered.

Harold P. See, president of KRON-TV, told the commission that the charges were a matter of editorial and news judgment and that Mr. Kihn was substituting his values for those of the license.

Citing dates and times, Mr. See noted Chronicle news stories and KRON-TV newscasts reporting the agreement between the Chronicle and the Examiner, and during the newspaper strike. He also cited specific increases in news programs during the newspaper blackout.

Rebutting the implications of impropriety regarding the Chronicle’s CATV applications, Mr. See stated that the South San Francisco coverage was a follow-up to an earlier story on that city’s new library, covered at the specific request of the director of the library; that the San Carlo variety show, put on by the local Parent-Teacher Association, had been traditionally covered by KRON-TV since 1962, and that the Vallejo story was part of the station’s regular coverage of the Bay Area.

Mr. See also noted that the Chronicle had withdrawn its San Carlo CATV applications, and had dropped the idea of applying for a Vallejo cable TV franchise. The Chronicle received a CATV franchise for South San Francisco last year.

The KRON-TV license-renewal application is pending before the FCC.

ABC still dickering to buy UHF in Ohio

Negotiations are continuing between ABC and Kittyhawk Television Corp., for ABC’s purchase of WTRK-TV Kettering (Dayton), Ohio (Broadcasting, Feb. 3).

John E. Campbell, president of the ABC Owned Television Stations Division, last week said ABC and Kittyhawk “will attempt to finalize a mutually agreeable contract” covering ABC’s acquisition of the channel 16 independent. The deal is reportedly worth between $1.5 million and $2 million.

Last fall, WLVW-TV (ch. 2), which had been a primary ABC affiliate, switched to become an NBC primary. However, the station still has first refusal rights on ABC programs in that market. Most of ABC’s programming in Dayton is now carried by WKEF-TV (ch. 22).

No snap yet in merger of Westinghouse-MCA

Westinghouse Electric Corp. officials last week said their $360-million merger deal with MCA Inc. is still on, unchanged, despite a published rumor that North American Philips also is attempting to negotiate for the entertainment complex.

One Westinghouse official said its original offer to buy MCA (Broadcasting, Aug. 5, 1968) still has “several months to run before any upset dates are reached.” MCA officials also have categorically denied the report that Philips has been dickering for MCA.

Although there is no official word on status of Westinghouse-MCA agreement, observers say companies apparently are awaiting government approval to avoid any antitrust charges. No closing date has been set.

Changing Hands

The following stations sales were reported last week, subject to FCC approval (for other FCC activities see “For the Record,” page 80):

* WSSB Durham, N. C.: Sold by J. S. and Betty Beattie and Charles Eckles to John Woods and others for $600,000. Mr. Woods is former production director for WHEC Rochester, N. Y. WSSB is full time on 1490 kc with 1 kw day and 250 w night.
* KMSC(FM) Clear Lake City (Houston), Tex.: Sold by I. J. Saccomanno and others to L. Raymond Dawson and others for $230,000. Buyers own KMDO (FM) Tulsa, Okla.; KKKK(FM) Dallas, and KEKL(FM) Midwest City (Oklahoma City). KMSC(FM) is on 102.1 mc with 100 kw and an antenna height of 255 feet.
* KTOD-AM-FM Sinton, Tex.: Sold by Edwin M. Singer to George R. Ramsower, Vincent J. Schmitt, Jerry Fullerton and James W. Bixler for about $210,000. Mr. Ramsower owns a ranch and Mr. Schmitt owns a real estate and insurance firm. Messrs. Fullerton and Bixler are employees of KTOD-AM-FM. KTOD is full time on 1590 kc with 1 kw day and 525 w night. KTOD-FM is on 101.3 mc with 92 kw and an antenna height of 283 feet.
Ackerman ousted as LIN president

Furor surrounding 'Post' brings firing, canceling of acquisition of WJRX

"I feel like a pair of dice on a crap table at Las Vegas, the way we are being ratted around."

That was the reaction of the new president of LIN Broadcasting, Joel M. Thrope, as the diversified group broadcaster was buffeted last week under a series of new developments in part tied to the controversy swirling around financier Martin S. Ackerman.

Mr. Thrope, formerly vice president and a director of the Nashville-based firm, took over as acting president of LIN upon the firing of Mr. Ackerman at a special board of directors meeting in New York last Monday (Feb. 17).

The same day Mr. Ackerman was fired, the management of WJRX Hackensack, N.J., announced it was terminating its contract to sell the AM radio station to LIN. Both Mr. Thrope and Lazar Emanuel, executive vice president of Communications Industries Corp., who owns WJRX, said there was no direct connection between cancellation of the station sale and Mr. Ackerman's relations with LIN.

The contract for sale to LIN had been pending for 11 months, awaiting FCC approval, and had the provision that either party could terminate it after mid-February if FCC approval had not been granted by then. Mr. Emanuel told Broadcasting: "The contract simply had been in effect for so long that we decided to terminate it. The station has shown a good upturn and we decided we'd just as soon operate it on our own accord."

Mr. Thrope said: "We are sorry we didn't get WJRX and we plan to continue seeking another station to bring us up to our full complement of seven." Mr. Thrope declined to comment on the firing of Mr. Ackerman, who had been president for only five weeks, but Mr. Ackerman said, "all the adverse publicity convinced them that I was more of a detriment to LIN than a help."

Mr. Ackerman became president when the Saturday Evening Post Co., of which he also is president, bought the 80,000-share, 4% interest in LIN held by former president Frederic Gregg Jr. The purchase came at the same time Mr. Ackerman announced the suspension of The Saturday Evening Post—a move that has resulted in a wave of controversy and a series of lawsuits, none of which involve LIN, although another group broadcaster, Downe Communications, is entangled in the courts through other actions of The Saturday Evening Post owners (Broadcasting, Feb. 17).

The Saturday Evening Post Co. continues to hold the LIN stock, and Mr. Ackerman remains on its board, as does Milton S. Gould, another Post director who joined the LIN board with Mr. Ackerman. They both voted against Mr. Ackerman's removal, but Mr. Ackerman resigned without a fight.

Meanwhile, LIN says it has received no word on the resignation of a third Post director who joined its board with Mr. Ackerman and Mr. Gould. He is Alfred E. Driscoll, former president of Warner-Lambert Pharmaceutical Co. and ex-governor of New Jersey. Mr. Thrope said that, as of last Thursday (Feb. 20) no one at LIN had received any notice from Mr. Driscoll, although the latter's office had confirmed his resignation. Mr. Thrope said no action has yet been taken to replace him.

Coupled with the Ackerman and WJRX developments, Mr. Thrope also confirmed reports that he expects LIN's profits for 1968 to be "substantially lower" than those tentatively forecast by Mr. Gregg when he was president. Mr. Thrope said it is impossible to accurately estimate earnings at this time because the balance sheets of some recently acquired nonbroadcast subsidiaries are still being audited. He said that LIN had an "excellent year" in broadcasting, and indicated that any earnings slump was caused by subsidiaries.

He noted LIN's sale of Medallion

EXCLUSIVES!

NEW ENGLAND

—Daytimer with early sign on in single station market serving a total trading area of 60,000 population, plus a summer-winter resort area. Excellent potential for increased billings and profit. Priced $175,000 which is eight times cash flow, 29 per cent down, balance liberal terms. Station can payout on present volume.

Contact C.L. "Lud" Richards in our Washington office.

GREAT PLAINS

—Very profitable daytimer in single station market located in prosperous agricultural area. Retail sales of county in excess of $23,000,000. Station grossed $88,000. Cash flow after manager's salary $26,000. Ideal property for owner-manager. Price is $168,000 on terms to be negotiated.

Contact Richard A. Shaheen in our Chicago office.
Films and said that the company is in the process of selling its Miss Teenage America Pageant subsidiary. He said the pageant, while "doing well . . . was not our cup of tea."

Mr. Thrope expressed particular concern over the effect of Mr. Ackerman's publicity on LIN personnel, and said he has written a letter of reassurance to each of the 1,600 employees. "I hope the publicity Mr. Ackerman is getting doesn't drag us in," he said.

Pastore's name added to NAB convention list

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) has been scheduled as the Monday (March 24) luncheon speaker at the National Association of Broadcasters annual convention in Washington March 23-26, the NAB reported last week. Also on March 24, Whitney Young, executive director of the Urban League, will address the afternoon session.

To accommodate Mr. Young, it was reported, the Television Bureau of Advertising and the Radio Advertising Bureau presentations will be presented an hour later than earlier planned.

Senator Pastore will share the broadcasters' limelight with another well-known member of the opposite party—Senator Barry Goldwater (R-Ariz.), who will deliver a luncheon address before the Broadcast Engineering Conference, held in conjunction with the NAB convention.

The NAB also announced the panel for the annual labor clinic, set for Sunday (March 23), 2:30 to 4:30 p.m.

The panel, which will focus on future trends in labor relations, will be moderated by William L. Walker, NAB's director of broadcast management. Panelists will be Joseph O. Scherlert, industrial relations manager, Westinghouse, New York; Norman Lehr, personnel director, Triangle Stations, Philadelphia; Albert O. Hardy, director of radio-TV recording division of the International Brotherhood of Electrical Workers, Washington; Clifford Gorsuch, National Association of Broadcast Employees and Technicians legislative representative, Washington, and Ronald W. Irion, assistant to Mr. Walker.

NCTA draws fine negotiation line

This much and no more is attitude of directors as it asks Hill for help

Rambunctious students may present nonnegotiable demands to their college administrators, but cable TV operators are ready to give a little on any of their prime positions. The forum in which they want to negotiate, however, is the Congress, not the FCC.

This is the word from Frederick W. Ford, president of the National Cable TV Association, who discussed cable TV's copyright positions announced last week after they were adopted by the NCTA board the week before.

The board called on Congress to limit the FCC's regulatory proscriptions on CATV to local carriage, nonduplication and the formulation of technical and reporting standards, and to take action to overhaul present communications policy that would lead to "a new and more appropriate status for communications in the governmental structure."

NCTA's third position expressed support for the enactment of copyright legislation by Congress this year, stating that it will "continue to do all in its power to reach a copyright accommodation." NCTA's copyright position was set forth in 1966 when it told Congress it was ready to accept a four-point program that would give cable TV access to all broadcast programs, reasonable copyright fees and a single collection agency, no restrictions on local-interest and public service programming, and protection against confiscation, meaning no "confiscatory" damages for past copyright liability.

In discussing these principles, the NCTA board expressed the belief that the U.S. is operating "without benefit of a forward-looking national telecommunications policy." It continued: "Time and development of new technology have so altered the potential of our communications system that only Congress can compel a change of sufficient magnitude to evolve a system capable of serving the needs of a dynamic and changing society."

As for the FCC, the NCTA board commented: "Confronted with the FCC's preoccupation with existing concepts, and its extreme reluctance to allow development of productive competitive alternatives to the existing broadcasting structure and the resulting free flow of diverse programming to the public, CATV must turn to Congress."

In explaining this position, Mr. Ford declared: "We've always said that we're ready to negotiate on particular issues. We'll give a little, if they [meaning broadcasters and copyright owners] will give a little. But," he added, "I'll be damned if we're going to make all the concessions."

Meanwhile, it was understood that full-scale hearings into cable television and the proposed FCC regulations regarding CATV by the House Commerce Committee would be postponed until after the congressional Easter recess in April. Earlier speculation was that the committee would act promptly on a resolution submitted by Representative Lionel Van Deerlin (D-Calif.) urging the panel to study the cable situation.

The delay was understood to have been welcomed by both the NCTA and the National Association of Broadcasters. NCTA has been seeking the Commerce Committee's probe, but the delay is seen both there and at the NAB as providing more time for preparation and lessening the possibility of schedule conflicts with upcoming conventions and FCC filings.

Major lawsuit faces CBS and Filmways TV

Albert Petker, a Beverly Hills, Calif.-based merchandiser of radio time and promoter of radio shows and talent, last week sued actor Eddie Albert, CBS Inc., Filmways TV Productions Inc., a wine manufacturer and others for a total of $22,416,000 in treble compensatory and punitive damages. The 14-count suit, filed in Los Angeles Superior Court charges breach of contract, misrepresentation and fraud.

The suit alleges that on May 1, 1967, Mr. Albert, the star of the Filmways TV-CBS-TV Green Acres series, entered into a three-year agreement with Mr. Petker to create, market and produce a daily 10-minute radio show, entitled the Eddie Albert Show, and to "formulate and implement" a sales program involving radio, newspapers and other advertising media, using Mr. Albert to promote the sale of Loomis Wines, a Cali-
Albert Wines, the Loomis Wine Cellars, T. Allison, station for each broadcast," which he and Mr. Albert were to "receive a time inventory consisting of two minutes of advertising from each radio station for each broadcast," said to be worth more than $15,000 per week.

In addition, the suit alleges that Ian T. Allison, Lumbersman Acceptance Co. and its affiliates, doing business as Loomis Wine Cellars, Santa Rosa, were contracted for the sale of a portion of the radio advertising time. Mr. Albert was to promote the sale of Loomis Wines, in exchange for stock options in Lumberman's said to be worth more than $500,000 per year.

The suit claims that last summer, after the final contracts had been executed, Mr. Albert "breached" the agreement in that he refused to participate in the radio show and refused to allow his name and image to be used in the sales promotion campaign for the wine company. In the suit, Mr. Petker also charges that Filmways TV and CBS "induced, aided and caused" Mr. Albert "to breach his agreement" and that subsequently, those parties began to promote Loomis Wines using the same promotional ideas and advertising materials Mr. Petker had planned to use.

Mr. Petker is asking for $3,568,000 compensatory damages and $4 million punitive damages from Mr. Albert, and also from a group of defendants that include Filmways TV and CBS; against Lumbersman $3,280,000 compensatory damages and $4 million punitive damages are being asked.

Pay raises not yet in FCC's pockets

FCC commissioners and other federal officials got a Valentine from former President Lyndon Johnson but it still hasn't been delivered. A hefty pay raise ordered by Mr. Johnston became official on Valentine's Day (Feb. 14) but as of last week the commission was still unsure when the bigger paychecks would be coming.

The matter remained in the hands of Civil Service officials pending a ruling on the specifics of the pay raise. It looked likely that top-echelon staff members would get their raises—which were made automatically possible by the commissioners' increases, eliminating a ceiling on staff raises—before the top brass get theirs.

The Civil Service officials were expected to rule that the commissioners' raises become effective for the pay period starting March 1. Higher levels for the staff were set to have begun last Sunday (Feb. 23).

Under the new pay schedules, FCC commissioners are to be raised from $28,750 a year to $38,000, and FCC Chairman Rosel H. Hyde's annual compensation will be increased from $29,500 to $40,000.

Similar schedules will take effect in other regulatory agencies such as the Federal Trade Commission. Senators and members of the House of Representatives had their pay raised from $30,000 a year to $42,500.

Set for an automatic increase as a result of the commissioners' raises are the salaries of 17 high-level FCC aides. Increases were scheduled under a federal policy to equate salary levels with comparable jobs in private industry but stymied by the fact that staffers would have been entitled to a higher pay scale than their commissioner bosses. The increase for commissioners cleared the way for other raises in top grades.

Among the top 17 are four who are

Dear Broadcaster:

Thank you for the chance to tell you about our service. Commercial Continuity Service was formed by a group of Broadcasters who are from the small farm markets that were having problems with their commercials. They just didn't have the time or the writers to produce the kind of spots the advertiser wanted/needed. Therefore, they needed someone who knew the broadcasting and writing business and most of all someone who could write/produce commercials at a reasonable rate.

PLAN ONE: For stations having a TWX Teletype. The station, when wanting a commercial, sends it via Teletype in the way of "Dead Copy." We do the rest and within one hour, the station will have from the service a full spot with what type of music to play, when and where to put it in and even what type of record to use, including the copy . . .

PLAN TWO: For stations wanting the commercials done on tape, the service will produce the spot with the full production, including music and announcing on tape (reel or cartridge). Stations will have the end product within one day via airmail . . .

PLAN THREE: This is for stations who wish their own staff to announce the commercials. The service sends via airmail written copy with all of what Plan One has but with no Teletype sending. Copy/produced spot sent within one day.

RATES/TERMS: For stations taking anyone of the above services, we require the first month paid in advance, with a monthly billing from that time on. Monthly payments are to be in our office no later than the 5th of each month.

The monthly rate is $140.00 with no limit to the station on the amount of commercials sent by the customer.

If you want this service, your next step is simple—just send your check for the first month and what type of plan you want. It takes three days to start our service (book work, etc.). The station can start sending your dead copy with the order.

Dead Copy is the raw outline of what you want in the commercial, i.e.: name of place/account, what type of product, when/where/how.

COMMERCIAL CONTINUITY SERVICE

SUITE 208/614 EAST GRANT STREET • MINNEAPOLIS, MINN. 55404
PHONE: 612/335-3401 TWX: 910/576-3428

See page 19
in the highest grade—18. They are General Counsel Henry Geller, Chief Engineer William Watkins, Broadcast Bureau Chief George Smith and Common Carrier Chief Bernard Strassburg. They will be boosted in pay to $30,239.

The House cleared the decks for all the increases on Feb. 5 when the Rules Committee tabled legislation that would have vetoed the raises. The Senate defeated an economy-bloc move to stop the raises the day earlier. Under the law, either house could have blocked the raises.

**CATV discovers friend in Novak**

**Task force director sees no need for strong broadcast regulation with cable**

Alan R. Novak, who was executive director of the President's Task Force on Telecommunications Policy, thinks broadcasters should promote CATV, not oppose it.

His reasoning is that CATV holds out the promise of more TV channels in many communities. If there are more channels, filled with a diversity of programs, a principal reason for the regulation of broadcasting—scarcity of spectrum space—becomes invalid. There would then, no longer be necessity for strong regulation of broadcasting.

Mr. Novak made his remarks, which he stressed were his own views and not those of the task force, in a talk last week in Washington to the communications law committee of the Federal Bar Association.

The task force report, submitted to former President Johnson last December, recommended that the FCC loosen some of its restrictions on cable TV in order to promote the diversity of channels of which CATV is capable. It also proposed a federal telecommunications authority, separate from the FCC, with broad powers to allocate the electromagnetic spectrum to both government and private users (BROADCASTING, Dec. 16, Sept. 9, 1968). Former Under Secretary of State Eugene V. Rostow was chairman of the task force; Mr. Novak was one of Mr. Rostow's assistants in the State Department. He is now in business in Washington.

The FCC's action in proposing new rules for CATV could be "a constructive step," Mr. Novak commented, since it encourages a wide discussion of cable TV's role and future. He warned, however, that CATV must not be permitted to supplant over-the-air broadcasting. There will always be some people, he observed, who live outside wired areas, who can't afford to pay for TV reception or who don't want it. This means, he continued, that consideration must be given to the impact of CATV on broadcast TV.

Commenting on frequency management, he paid tribute to the "extraordinary" job the FCC is doing with limited staff and funds, but suggested that the management of the radio spectrum be placed in the executive branch of the federal government.

Along these lines, he said there's "an inherent waste of spectrum space in the apportionment of government and nongovernment allocations." In some communities, he noted, private bands are jammed with users while in the same localities government frequencies go unused.

He also expressed the opinion that today's regulation of telecommunications may be outmoded, the technological explosion in communications, he observed, makes many of the concepts for regulation formed in the 1930's obsolete.

He also said that he thought the FCC should move ahead to approve the inauguration of a domestic satellite system to provide TV and other services on a pilot basis, leaving the choice of particular ownership and allied decisions for a later date.

**Tedesco brothers get their wishes**

The FCC has renewed the license of KWKY Des Moines, Iowa, subject to conditions that will leave Nicholas and Victor J. Tedesco, brothers who formerly controlled the station, as passive investors in Norseman Broadcasting Corp., the licensee.

The conditions were proposed by the Tedesco brothers themselves, as "self-inflictions" designed to allow them to clean the slate of past transgressions—by shrinking their involvement with broadcasting to a shadow of its former scope (BROADCASTING, Dec. 11, 1967).

The conditions stipulate that the Tedescos will terminate operation of KFNF Shenandoah, Iowa, within 60 days; withdraw their application for a new station at De Pere, Wis.; place their Norseman stock (38.5%) in a nonvoting trust; forfeit all positions in the firm, including their directorships, and terminate a consulting agreement between Norseman and the Tedesco brothers. After the conditions are fulfilled, KWKY will be the only station owned by Norseman Broadcasting.

The commission's KWKY decision referred to a previous case involving Norseman (then Tedesco Inc.), in which it was determined that the firm had prematurely assumed control of KBLO Hot Springs, Ark. (the sale was later cancelled by a referee in bankrupt-

cy), and that it had trafficked in broadcast authorizations.

The ruling, in turn, tied up subsequent proceedings involving the Tedescos, including an application to move KFNF to Council Bluffs, Iowa, which was eventually denied. The licensee, KFNF Broadcasting Corp., is equally owned by the Tedesco brothers.

In a petition for discretionary relief filed in December 1967, Norseman and the Tedescos said that if the commission would permit them to retain a connection with the broadcast industry, they would take any necessary steps to insure that control of Norseman did not rest with the two brothers.

**WISH-TV disputes antitrust charges**

The licensee of WISH-TV Indianapolis has fired back at the antitrust charges levied by UHF operator Anthony R. Martin-Trigona against two networks and two group owners.

Indiana Broadcasting Co., a subsidiary of Corinthian Broadcasting Corp., told the FCC that Mr. Martin-Trigona's charge that CBS, ABC, Corinthian and Avco Broadcasting Corp. have conspired to deny network affiliation to WTAF(TV) Marion, Ind., is contradicted both by the facts of the case and by the UHF operator's own previous statements. "The commission should not take his unsupported charges seriously," Indiana said.

The FCC's role in the case is limited to consideration of an application by wish-tv for permission to relocate its transmitter. Mr. Martin-Trigona opposed the proposed move on the ground that it would "aggravate an existing restraint of trade" by allowing wish-tv, a CBS affiliate, to bring its network programming closer to the WTAF service area. According to Mr. Martin-Trigona, the move would "foreset as completely the possibility of WTAF ever obtaining network programming from CBS, without at the same time showing any corresponding gain in public service over-all, or in public service motives to necessitate the relocation" (BROADCASTING, Feb. 10).

The larger context of the case is a $3-million antitrust suit in which Mr. Martin-Trigona charged that CBS and its affiliates WANE-TV Fort Wayne, and WISH-TV, and ABC and its affiliate WLW(TV) Indianapolis, an Avco station, have conspired to deny affiliation to WTAF, of which he is 81% owner (BROADCASTING, Jan. 23).

In its reply to the commission, Indiana argued that Mr. Martin-Trigona's petition was both untimely filed and without merit. The firm said that its proposed move would have "little or no effect" on WTAF, since the move would be to the northwest of Indianapolis,
while Marion is northeast of that city. It was also noted that the center of Marion is already about five miles inside the grade B contour of WISH-TV.

Indiana also contended that Mr. Martin-Trigona took a somewhat different view of WTAF's problems when he applied to acquire control of the station last year. At that time, Indiana contended, he defined the difficulty not in terms of a conspiracy, but in terms of the proximity of WTAF to the larger cities of Indianapolis and Fort Wayne, combined with the station's limited service area. The Indiana petition quoted Mr. Martin-Trigona as stating: "It is believed that the station has the most limited coverage of any commercial television station in the U.S." Mr. Martin-Trigona also was said to have commented in his transfer application that network affiliation will be sought, "but there is no reason to believe that it will be available."

Chicago paper to adjust to radio-TV

Chicago's American, the evening paper of The Tribune Co., Chicago, plans major format changes in the near future to meet the growing competition of other media, especially television. The paper is expected to go to tabloid format in late April although the exact date is not set.

Lloyd Wendt, president and publisher, explained Thursday: "I've always regarded television and radio as allies of the newspaper." He said each does a better job in some phase than the other and the newspaper can handle some types of stories the broadcast media lack sufficient time to present.

Those publishing afternoon papers, Mr. Wendt explained, have come to recognize that people want to go home, have dinner and then watch television. So, he said, "we intend to help them. We are going to tell them all we can about how to get the most out of television. At the same time we are going to give them a crisp, sharply edited and succinctly written newspaper."

Although precise format details are not yet settled, Mr. Wendt said, "we will have more critical reviews and analysis of TV," he said.

The Tribune Co. is the parent of the Chicago Tribune, morning paper, and WGN Continental Broadcasting Co., group-station operation which includes WGN-AM-TV and WFMT(FM) Chicago.

Media divorce sought by Kankakee Journal

The Kankakee Daily Journal Co., Kankakee, Ill., will reorganize its broadcasting and newspaper interests into separate operations. Under the plan, subject to FCC approval, the Mid America stations, now subsidiaries of the Kankakee Daily Journal Co., would be separated from that company.

When the plan is completed, the ownership of Burrell L. Small, president of Mid America Media, will be solely of the broadcasting operations, and the ownership of Len H. Small, president of the Kankakee Daily Journal Co., would be solely of the Kankakee Daily Journal.

The Mid America properties are WKRN Kankakee, WRL-AM-TV Peoria, WRRR Rockford, WQUA Moline, all Illinois; WIRE Indianapolis; KIOA Des Moines, Iowa, and Kankakee TV Cable Co.

The Kankakee Daily Journal newspapers are the Kankakee (III.) Daily Journal, the Ottawa (III.) Daily Times and the LaPorte (Ind.) Herald-Argus.

Put the middle of the mitten... in the palm of your hand

WILX-TV

1. More efficient distribution of circulation.
2. Dominates southern half of circulation (Lansing and south)
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

See page 19

BROADCASTING, Feb. 24, 1969
CBS schedules five new series for fall; NBC line-up shows seven new entries

Two of the three television networks have firmed their new-season line-ups. Between them, CBS-TV and NBC-TV will have 12 series new to the night-time schedules next fall.

The CBS schedule, though not formally announced, is expected to show five new series, one representing an extraordinary switch: the move of the half-hour Get Smart, which NBC figured had run its course as a Saturday staple, to CBS's Friday line-up at 7:30 p.m.

NBC's night-time schedule, which was announced Thursday (Feb. 20), has seven new series, with only a few time-period changes. CBS, with fewer new shows, is shuffling six carryover series into new time periods.

ABC-TV, with more hours to fill than either of the other two networks, is reported to be at least two weeks away from firming a new schedule (BROADCASTING, Feb. 17).

The CBS programing lockup, reported Thursday, contains these four series—the fifth new show is Get Smart:

- Medical Center, drama starring James Daly, Wednesday, 9-10. Produced by MGM-TV.

Under this schedule, here's how CBS would juggle the line-up:

Doris Day would move from Wednesday, 9-10, to Monday at that time. A Family Affair would move from the Monday spot to Thursday, 7:30. Good Guys would move out of its Wednesday 8-8:30 slot and Hogan's Heroes from its Saturday 9-9:30 period to 8-9 Friday following Get Smart. Green Acres, now on Wednesday, 9-9:30, would go into Hogan's spot on Saturday. Beverly Hillbillies would move back a half-hour from 9 to 8:30 on Wednesday.

The Glen Campbell Show (Wednesday, 7:30-8:30), a midseason replacement, would continue in the fall in the same time period.

The new CBS programing would displace Jonathan Winters, Wild Wild West, Gomer Pyle, Gentle Ben and Queen and I, the latter a midseason replacement.

In disclosmg its new fall schedule last week NBC-TV stressed the development of its new series as having "contemporary" or "realistic" themes.

As presented to the TV affiliates board of delegates in New York, the schedule contains seven new program series.

The new series are:

- The Bill Cosby Show . . . replaces Mothers-In-Law on Sunday, 8-9 p.m. . . . a Campbell/Silver/Cosby Production in association with NBC-TV. Mr. Cosby is a gym teacher, moon-lighting as a private detective.
- The New People . . . replaces My Friend Tony on Sunday, 10-11 p.m. . . . consists of eight or nine episodes of each of three series initially conceived as individual series by Universal TV. They are:
  - a courtroom drama series, which will be seen as a World Premiere entry on NBC in March as "The Adversaries." The spinoff is produced by Universal TV and Public Arts Productions in association with NBC-TV. Burt Ives, James Farenton and Joseph Campanella are in the roles of law partners.
  - a police drama series, also a World Premiere spinoff, initially called "The Men in the Middle" and retitled "Deadlock" with Hari Rhodes as a politically ambitious black district attorney and Leslie Nielsen as a white police chief. Universal TV with NBC-TV.

A medical series starring Joseph Cotton, John Saxon and David Hartman as three-man team of surgeons and physicians. Produced by Universal/NBC.
- My World and Welcome To It on Monday, 7:30-8 p.m. . . . Sheldon Leonard Productions with NBC-TV, William Windom, Joan Hotchkiss and Lisa Gerritsen star in the show that enters the fantasy world of James Thurber using live-animation techniques.
- Debbie Reynolds on Tuesday, 8-8:30 p.m., as a "go-go suburban housewife." Harmon Productions and Filmways with NBC-TV. My World and Debbie Reynolds will replace the Jerry Lewis Show in the Tuesday, 7:30-8:30 period.
- And Then Came Bronson . . . replaces The Outsider on Wednesday, 10-11 p.m. MGM-TV in association with NBC-TV. A man on a motorcycle stops at big cities and small towns fighting crime, reminiscent of Route 66.
- Bracken's World . . . replaces Star Trek on Friday, 10-11 p.m. Produced by 20th Century-Fox with NBC-TV. Principals are Eleanor Parker, Dennis Cole, Elizabeth Allen and Peter Haskell and setting is the glamour of a major Hollywood studio.
- The Andy Williams Show replaces Get Smart and The Ghost and Mrs. Muir, Saturday, 7:30-8:30 p.m. with Adam 12 moved back to 8:30-9. Barnaby Productions in association with NBC-TV.

The NBC affiliates board of delegates meeting also was highlighted by a discussion of new children's programing for Saturday morning and an expansion in news fed by line (News Program Service) to affiliates. Requests by a majority of the 104 stations for an expansion of NPS from its current, Monday-through-Saturday, 5:5-15 p.m. NYT feed have been met with a half-hour feed daily on a Sunday-through-Friday basis.

Disclosure of the new schedule and other programing moves drew praise
Busy news week ahead for networks

Apollo 9 flight with TV firsts, scheduled European trip by President Nixon are on tap

Broadcast newsmen are braced for another burst of blanket coverage this week with the overlapping double header events of President Nixon's European trip and the scheduled Apollo 9 space flight.

If the 10-day flight of Apollo 9 goes off as planned with its launch at 11 a.m. Friday (Feb. 28), network personnel can once again expect to find themselves juggling coverage priorities during the crucial first three days of the pre-lunar flight and the final three days of the President's nine-day junket.

NABC, which had previously announced heavy personnel assignments for the presidential trip (BROADCASTING, Feb. 10), has scheduled extra blocks of air time for television coverage.

The Huntley-Brinkley Report will be expanded to one hour today through Friday (Feb. 24-28). One half-hour of each day's Today show will also be devoted to the trip, with correspondent Paul Cunningham serving as a special Today reporter.

NABC-TV has also scheduled a special program summarizing Mr. Nixon's tour at 6:30-7:30 p.m. (EST) Sunday, March 2, the day of his return.

All three networks anticipate special satellite reports throughout the presidential journey. At one point, CBS-TV already has scheduled back-to-back Nixon-Apollo coverage, with a Thursday (Feb. 27) special report, The President in Europe from 8-8:45 p.m. followed by The Flight of Apollo 9 preview from 8:45 to 9 p.m.

CBS-TV coverage of the President's journey will be anchored by Harry Reasoner, with CBS News White House correspondents Dan Rather and Robert Pierpoint traveling with Mr. Nixon. They will be assisted by Marvin Kalb and various European bureau personnel.

For the CBS Radio coverage of the trip, Richard C. Hottelet will join Messrs. Rather, Pierpoint and Kalb.

ABC-TV plans a daily satellite report on the trip at 10:45-11 p.m. today through Saturday (Feb. 24-March 1), in addition to the special reports and inserts in regularly scheduled news broadcasts. It also will carry a wrap-up of the trip from 12:30-1 p.m. March 2.

Frank Reynolds is to serve as anchor for the satellite broadcasts. ABC State Department correspondent John Scal and White House correspondent Tom Jarriel will travel with the President throughout the trip. They are to be supplemented by London, Paris, Bonn and Rome bureau personnel.

Radio coverage of the President's trip also will be extensive.

MBS White House correspondent Forrest Boyd will travel with the President and his reports will be supplemented by Mutual's Bonn, Paris and Rome correspondents.

Metromedia's White House correspondent Bob Moore is to make the trip for that group's new national news service, with supplementary reports from Paris, London and Berlin correspondents. In addition to daily newscast inserts on the trip, Metromedia has tentatively scheduled a half-hour news closeup at the conclusion of the tour.

For UPI Audio, Mr. Nixon will be accompanied by White House correspondent Don Fuisum, who will provide daily reports.

All the television and radio networks plan to carry the Apollo 9 lift-off and key moments of the flight which will test various docking, separation and redocking operations between lunar and command modules in preparation for manned flight to the moon's surface.

For television the flight is to carry more dramatic viewing firsts. Scheduled are three never-before-attempted types of live transmissions from space.

On Sunday, March 2, about 9:25 a.m. astronauts James McDivitt, David Scott and Russell Schweickart are to broadcast the first live pictures from an orbiting lunar module. They are to rendezvous their command module with the orbiting lunar module and dock with it about three hours into the flight on Friday.

On Monday, March 3, at about 2 p.m. astronaut Schweickart is to take a walk in space, and mount a 7½-pound television camera outside the lunar module. It is to beam back to earth live pictures of his space stroll. The camera—about the size of a cigarette carton—is of the same type that will be used on moon landing missions.

On Tuesday, March 4, following separations of the command and lunar modules, a second rendezvous between the two crafts is to be made, about 2 p.m. with a live television broadcast of the redocking.

For this maneuver, astronauts McDivitt and Schweickart will be aboard the lunar module and astronaut Scott in the command module. Their televised redocking is a practice maneuver for the recovery of a lunar module after leaving the moon for a return trip to earth.

Following the redocking, astronauts McDivitt and Schweickart will re-join Mr. Scott in the command module, jettison the lunar module and prepare for a rendezvous with the orbiting command module.

KLAC parts company with talk-master Pyne

Metromedia's all-telephone talk station, KLAC Los Angeles, on the verge of converting largely to music, last week terminated its association with talk specialist Joe Pyne. It was Mr. Pyne's highly successful early-morning talk show, started three years ago, which determined KLAC's full conversion to the two-way telephone talk format.

It was said to be a friendly, mutual parting between the station and the performer. In all, Mr. Pyne had been with KLAC for nearly five years. He has indicated no plans to do another radio talk program. But he will continue with his weekly show on Metromedia's KTTY (TV) Los Angeles.

In concurrent moves, KLAC expanded its regularly scheduled newscasts to nearly 20 hours a week and increased its sports coverage with 30 minutes a day of drive-time reports. In addition, the station has appointed L. David Moorhead as operations director. Mr. Moorhead was most recently program director of KFI Los Angeles.

TVSI sets meeting date

TV Stations Inc. will hold its 14th annual membership breakfast meeting on March 24 in the Shoreham hotel, Washington, during the National Association of Broadcasters convention.

TVSI has invited members of Congress, the FCC, advertisers, agencies and station executives to the meeting, which will be highlighted by an animated slide presentation of TVSI's forecast of the 1969-70 network prime-time schedule. Herb Jacobs TVSI president, will assess present and future syndicated programing trends.
to return to earth.

All radio and television networks also plan to cover the splashdown, scheduled for 9:25 a.m. Monday, March 10, in the Atlantic ocean off Bermuda.

In all, CBS-TV plans 17 special reports and progress reports on Apollo 9. NBC plans 12 such reports. ABC plans an unspecified number of progress reports.

ABC-TV coverage of the Apollo shot will be anchored by science editor Jules Bergman and evening news anchorman Frank Reynolds. CBS-TV coverage will be anchored by Walter Cronkite, with Steve Rowan, Bill Stout, Nelson Benton, David Schoumacher and meteorologist Gordon Barnes. NBC-TV coverage will be anchored by Frank McGee and David Brinkley, with Peter Hackes, Roy Nealon and Alan Colmes. Former Washington correspondent Reid Collins, the network's chief correspondent, will be joined by correspondents Reid Collins, David Brinkley, with Peter Hackes, Roy Nealon and Alan Colmes.

ABC-TV will broadcast a special wrap-up program on the 10-day mission from 11:30 p.m.-midnight Monday (March 10).

Radio network assignments for the Apollo 9 flight: ABC anchormen, Merrill Mueller and Mort Crim; CBS, various aspects of the flight to be handled by correspondents Reid Collins, Morton Dean, Murray Fromson and reporter Gary Shepard; NBC, Dean Mell and Jay Barbee.

Metromedia coverage of the flight will be anchored by George Engle, assisted by John Pollock, with live inserts on all major events throughout the flight. Mutual coverage will be by Philip Clarke, Steven J. McCormick, Charles King and Jay Russell, also with live reports on all major flight developments. WJJD coverage will be by Bill Greenwood, Scott Peters and Art Thompson, with live coverage supplemented by daily special 10-minute reports before the hour.

New radio doctors hang out shingle

The expanding field of radio programming consultants (BROADCASTING, Feb. 3) has a new entry. Disk jockey and station owner George Lorenz and veteran program executive Dick Lawrence have formed The Programmers Corp. in Buffalo, N. Y. The new firm will offer a consulting service to AM and FM broadcasters.

Among the services to be provided are individual market and station analyses, including specific recommendations; the setting up and supervision of programing formats; selection and training of personnel; supplying of weekly music play lists and play formula; production aids; promotions; monthly management newsletter; instruction on how to handle traffic and logging systems and license-renewal applications. The new company, saying that it sees "great potential" in medium and small market AM stations and in FM stations, is geared to provide such stations with a weekly mailing of important new single records and albums.

Mr. Lorenz is professionally known as "Hounddog" when working as a disk jockey. He is currently owner-manager of WBLK-FM Buffalo, an all-rhythm-and-blues station. Dick Lawrence, out of broadcasting for the last two years, formerly was a radio doctor who worked for such stations as WABY Albany, N. Y.; WFLA Tampa; WMCCK Keeseport, Pa.; WCOP Boston; WJJD Chicago; WNYV Pensacola and WQW Palm Beach, both Florida, and WROV Roanoke, Va.

Another court date for WLBT

Jackson, Miss., TV confronts challenger over old issues in appellate oral argument

Another chapter in the ongoing saga of the efforts of the United Church of Christ to pry WLBT-TV (Jackson, Miss.), loose from its license was played out in oral arguments in the U. S. Court of Appeals for the District of Columbia last week.

At issue, principally, is whether the station's record of meeting the needs of the large Negro audience in its service area—some 40% of the population served is Negro—and meeting its fairness doctrine obligations in dealing with civil-rights matters justifies renewal of the station's license.

Earl K. Moore, of New York, counsel for the church and two Jackson area Negro leaders, the Rev. L. T. Smith and Dr. Aaron Henry, argued that the record does not, and that the commission abused its discretion last June when it renewed the station's license (BROADCASTING, July 1, 1968).

Counsel for the station and the commission however, argued that the full evidentiary hearing held on the license-renewal application provided a reasonable basis for the commission's decision. Considering the record and the license given broadcasters in programming matters, they said, denial is not warranted.

The court was hearing arguments in the case for the second time. Four years ago, the church and its co-complainants asked the court to overturn a commission decision granting the station a one-year license renewal without a hearing. In a landmark decision, the court in March 1966 not only ordered the commission to hold a hearing on the license-renewal application but to grant the church and Messrs. Smith and Henry standing as parties in the proceeding (BROADCASTING, March 28, 1966). The court retained jurisdiction in the case.

Following the court-ordered hearing, the examiner, Jay Kyle, found the bulk of the complainants' charges against the station to be unproved. The commission in a 4-to-2 decision, concurred.

In urging the court to reverse the commission a second time, Mr. Moore argued that the station erred in avoiding discussions of civil-rights issues. He said the the court should rule that the commission's fairness doctrine policy not only requires stations to air both sides of a controversial issue if it airs one, but imposes on broadcasters an affirmative duty to discuss such matters.

Stuart Feldstein, representing the commission, agreed that commission policy calls on stations to deal with controversial issues. But he also said it gives them discretion over their programming.

The three-judge court expressed considerable interest throughout the argument on the question of where the burden of proof lay in connection with the issues to be considered.

The three-judge panel was the same as that which heard the arguments in the first round in the case—Circuit Judges Warren E. Burger, Carl McGowan and Edward Allen Tamm.

Hyde states FCC view on copyright changes

FCC Chairman Roselle Hyde, in a reply letter to Senate Copyright Subcommittee chairman John L. McClellan (D-Ark.), said last week that the commission will "conform" its future CATV policy with any change in copyright law—"provided, of course, that the [copyright] revision represented congressional action taking into account also the communications aspects of the CATV problem."

The letter represented the commission's answer to a deceptively low-key message from Senator McClellan last month, in which he quietly but definitely threatened a public hearing on the commission's proposed CATV rules unless "a clarification is submitted to the subcommittee within a reasonable period of time.

What disturbed the senator was the commission's proposal to allow some cable systems to import distant signals if they obtained retransmission rights from the originating stations. With the Copyright Subcommittee struggling to effect the first new copyright law in 60 years, Senator McClellan expressed his concern that there is a serious question concerning the jurisdiction of the commission to impose what amounts to a requirement of copyright clearance. . . . " (BROADCASTING, Feb. 3).

Chairman Hyde's reply was deliber-
CBS marshals pot-party defense

Network disputes examiner’s finding, admits some ‘prearrangement’ but cites nature of TV interviews

CBS, accused of “prearranging” a pot party filmed and broadcast by its WBBM-TV Chicago, does not deny some prearrangement was involved—it says some prearrangement could not be avoided in the kind of program WBBM-TV aired. But is denies any impropriety was committed by station or company officials in the filming of Pot Party at a University.

CBS, citing its version of the case, policy statements by FCC Chairman Rosel H. Hyde, and the traditions of investigative reporting, urged the commission to absolve it of any wrongdoing in connection with the program. The news special was broadcast in two segments, on Nov. 1 and 2, 1967.

The commission’s chief hearing examiner, James D. Cunningham, in his report to the commission on the inquiry over which he had presided, said the pot party had been “prearranged for the benefit of CBS” and would not have occurred but for the request of a WBBM-TV reporter (Broadcasting, Jan. 13).

The examiner made no recommendations. But he found that the conduct of CBS officials, up to and including President Frank Stanton, and WBBM-TV personnel had fallen short of the standards he feels the commission had a right to expect.

CBS was critical of Mr. Cunningham’s handling of the case, which it considered unfair. “When an investigative fact-finding body makes no effort whatever to reconcile testimony, prevents reasonable cross-examination, and ignores evidence that witnesses are unreliable and biased,” CBS said, “its procedures and conclusions must be carefully examined.”

As part of its effort to blunt the thrust of the examiner’s report that CBS and employees had acted improperly, CBS sought to establish that a marijuana party of the kind that was filmed at the Evanston, Ill., apartment was an inevitability. It said testimony at the inquiry revealed that 25 such parties had occurred in the apartment in the past year.

CBS also noted that a few days before the inquiry began last October, its representative found marijuana growing in a window box outside the apartment. CBS observed that the examiner did not refer to those matters in his findings.

However, CBS, which has steadfastly denied the charges it “staged” the party, does not challenge the examiner’s finding that the party would not have occurred but for the request of the reporter involved, 23-year-old John Victor Missett, a June 1967 graduate of Northwestern.

But it says that “if this were the test of ‘prearrangement,’”—a term that CBS notes is not defined by the examiner—“then almost every television interview is equally ‘prearranged.’” CBS added: “The precise time of the party was not for CBS to determine, CBS did not control the date, the place, the participants, or their conduct.

“It is impossible, given the nature of the medium, to conduct interviews without some prior arrangement between the broadcaster and the interviewee. Interviews do not just happen—there must be a conjunction of lights, camera, audio equipment, the broadcasters and the person being interviewed.”

CBS said the examiner confused the question of “prearrangement” with the fact that a crime was filmed. It added that this confusion misdirects the “focus of the inquiry” and that the real question is whether the broadcast deceived anyone.

CBS said no deception occurred, that the “viewer understood exactly what was being shown. He saw marijuana users before television cameras manned by journalists who obviously had prior knowledge of the event.”

CBS also found it significant that the examiner did not make a finding on the issue presented by the commission—whether officials or employees of the licensee [CBS] participated in the planning or arranging of the marijuana-party question, or encouraged or induced others to do so. . . .

The commission inquiry grew out of a charge by Northwestern University, that the affair was staged. The House Investigations Subcommittee made an investigation of its own and, in a report still subject to revision, is said to have asserted the party was staged. CBS maintains that Pot Party at a University was filmed for the purpose of revealing a serious social problem and putting it into perspective.

The commission inquiry raised the question—given particular emphasis in the House investigation—as to whether WBBM-TV should have informed police of a marijuana party that was to be held, since possession of the drug is illegal. Examiner Cunningham, in his report, criticized CBS for not having a
policy requiring that police be notified when the network's representatives know a crime is about to occur.

CBS, however, said it has a policy covering such a matter, and it "is precisely the same as that stated by Chairman Hyde" in testimony before the House Investigations Subcommittee. Chairman Hyde advocated a case-by-case approach to the matter, and opposed "a general rule" that would require a reporter to notify police and perhaps prevent a violation rather than "expose the crime" (Broadcasting, June 24, 1968).

CBS said any other policy, and particularly the one required by the examiner, "would deprive the public of the well-recognized benefits of investigative reporting." CBS, noting that broadcasters and print reporters had scored some notable achievements with investigative reporting, said the examiner's requirement would draw "an unjustified distinction between print and broadcast journalism."

And Chairman Hyde, CBS added, told the House subcommittee that broadcasters should have "the same latitude" given print media in the matter of investigative reporting.

Another of the examiner's findings attacked by CBS held that the company failed to make an adequate investigation of the staging charge before broadcasting a denial, after the first pot-party segment was aired. CBS said station officials had questioned Mr. Missett and the camera crew closely before the broadcast and were satisfied as to the authenticity of the program.

CBS also disputed the examiner's findings that top CBS officials failed to take a significant role in the investigation that the company's law department conducted of the staging charge. CBS said that "a fair reading of the record" shows that top network executives, including Dr. Stanton, viewed the matter as serious, were actively and responsibly involved in the investigation and had a broad knowledge of its progress.

Rex Lee urges wider use of broadcasting

Broadcasting's potential will never be realized "unless we now begin to apply the tools of communication to the tasks of eliminating poverty and improving education," FCC Commissioner H. Rex Lee said last week.

Speaking to the Philadelphia chapter of American Women in Radio and Television, the newest commissioner drew from his own experiences as governor of American Samoa—where he presided over the installation of an elaborate educational television system—and noted some similarities between the Samoan situation and that of the poor in America.

"Though the extent of poverty in America is not as great as in the underdeveloped world," Mr. Lee noted, "the psychological and physical effects of poverty are the same everywhere. They are the same because basic human dignity is involved."

Radio and television open new vistas to the children of poverty because they bring other life-styles and ways of thinking into every man's living room, Mr. Lee said—and because children "accept, adapt to, and rely on the media." However, he added, American formal education has been slow to grasp the possible role of the broadcast media in bringing about change.

The commissioner said that his experience in Samoa impressed upon him that broadcasting can and should accept this role. "You know very well that programming is the key to action," he said. "Therefore, it must be your responsibility to see to it that quality informational and entertainment programming are provided in order to create a climate for change. . . . not only for the revitalization of our educational system and the eradication of poverty, but also for the improvement of our total environment."

"Intolerance, ignorance and poverty have no place in American life," Mr. Lee stressed. "Neither does poor programming."

'Getting to know you' at Nixon news sessions

The new administration so far is "highly pleased" with the reactions to the news conferences held by President Nixon and members of his cabinet. That was the word last Tuesday from the chief communicator of the executive branch, Herbert G. Klein.

The director of communications for the executive branch—Mr. Klein's official title—told a dinner meeting of the Washington chapter of Sigma Delta Chi, professional journalism society, that the response to the President's two full-dress televised news conferences had been most impressive. Many young people were among those who responded favorably, he said. Whether these conferences were "effective," he added, was up to professional journalists to judge.

The effort of the Nixon administration, as evidenced by the many appearances of members of the cabinet at news conferences and on news programs, is to become "people-oriented." He predicted: "We'll hear more about that."

Mr. Klein said he was not aware of any plan under consideration for creation of a Department of Communications that would absorb the FCC, the U.S. Information Agency and possibly other government entities, following the pattern of the new Department of Transportation.

He knew of nothing imminent regarding consideration or implementation of the report of the President's Task Force on Telecommunications Policy instituted under the Johnson administration. (Efforts have been made by various groups, particularly in CATV, to have the report released presumably because it encourages large-scale development of cable distribution.)

During the question-answer session following his off-the-cuff remarks, Mr. Klein, former editor of the San Diego Union, said the major function of his office is to coordinate and expedite a free flow of information on activities of government. He said the government had no right to lie, but that it did have the right not to comment in situations involving national security.

KREM-TV viewers hated to 'Turn-On'

Viewers of KREM-TV Spokane, Wash., have agreed with the decision of Eugene W. Wilkin, station manager, concerning the airing of ABC-TV's Turn On. The program first appeared on Feb. 5, and immediately afterward came a rash of complaints and a number of cancellations by stations. ABC scrapped the show (Broadcasting, Feb. 17).

On the day of Turn-On's debut, Mr. Wilkin appeared several times on his station with the video-taped statement that the station disliked the program, which had been previewed by closed circuit, but would carry it that night to give viewers a chance to comment. He said it became apparent within a few days that his audience agreed, and the station notified the network it would no longer clear the program.

As of last week, Mr. Wilkin reported, more than 4,000 viewer communications had come in—99% disapproving Turn On.

Closed-circuit conference set on upgrading cities

A national closed-circuit color telecast March 26 will be used to permit top figures in the Nixon administration and local business and community leaders to initiate discussions on pressing urban problems.

The U.S. Chamber of Commerce is underwriting the unprecedented telecast with the cooperation of chambers of commerce in 26 major cities.

In giving details on the telecast, "Challenge from the Nixon Administration," Arch N. Booth, the USCC's executive vice president, said it is the business community's response to President Nixon's inaugural call to "enlist the legions of the concerned and committed"
to help solve social problems.

Cities already to be included in the telecast: Atlanta; Baltimore; Buffalo, N.Y.; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Denver; Detroit; Fort Worth; Hartford, Conn.; Houston; Indianapolis; Jacksonville, Fla., and Minneapolis-St. Paul.

Others include Newark, N.J.; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Pittsburgh; Richmond, Va.; Washington, and Worcester, Mass.

Businessmen and other community leaders in the participating metropolitan centers will assemble in meeting rooms to view the full-color presentation from Washington and to put questions to program principals through a two-way telephone hookup.

George Romney, secretary of the Department of Housing and Urban Development; Robert Finch, secretary of health, education and welfare; and other members of the Nixon cabinet and Urban Affairs Council will participate in the telecast.

The general format will be a keynote presentation at each city receiving the program and an opening telecast from Washington followed by local discussion to formulate the most important questions; and then, a second telecast from Washington during which questions will be put to Nixon administration officials. The program is scheduled to last about four hours.

Subjects to be covered at the meeting include crime in the streets, welfare problems, manpower training, housing, and health care.

New Avco package

Avco Embassy Pictures Corp. will put a new package of first-run off-network feature films into syndication next month. Among the titles to be offered are the current theatrical releases "The Producers" and "Grazia Zia," as well as Jean-Luc Godard's "Contempt," "Empty Canvas" with Bette Davis and "The Tiger and the Pussycat" with Ann-Margret and Vittorio Gassman.

**Equipment & Engineering**

**GE's $321-million satellite baby**

That's cost of proposed 'record' communications service as an alternative to Comsat or Ford plans

A late entry in the FCC inquiry into the question of whether a domestic communications satellite system should be established was received last week from General Electric Co. GE suggested the establishment of a new entity, as an alternative to existing common carriers, that would provide new kinds of record communication service as well as meet such specialized needs as those of the broadcasting and airline industries.

The third and final deadline for comments in the inquiry passed April 3, 1967. But the commission has not yet reached a policy decision on the kind of domestic satellite system it will approve or on what kind of entity would be permitted to own and operate it.

GE, which earlier in the proceeding
BEVR finds another marketer
Cohu Electronics joins General Electric as manufacturer-distributor of CBS camera

The CBS broadcast electronic video recording (BEVR) camera will be manufactured and marketed by Cohu Electronics, San Diego, as well as by General Electric Co.

The licensing agreement is being announced today (Feb. 24) by Felix A. Kalinski, president of the CBS/Comtec Group, and William S. Ivans, president of Cohu. The announcement follows by one week a similar one of GE’s license to manufacture and market the camera (Broadcasting, Feb. 17).

BEVR authorities said GE had been aware of the negotiations with Cohu before the GE-BEVR agreement was signed. They indicated that no other manufacturing/marketing licenses were contemplated.

Mr. Ivans (L), Mr. Kalinski sign on dotted line.

The announcement revealed that Cohu had produced prototype BEVR cameras during the early development of the BEVR system by CBS Laboratories. It said these prototypes have been used extensively in BEVR development work to date.

The BEVR system encodes color information electronically on black-and-white film, alongside images recorded photographically. When the film is played through the BEVR camera, pictures emerge in color.

Cohu’s Mr. Ivans said his company’s distribution plans will be announced “shortly.” He did not mention pricing. GE officials had said their BEVR cameras were expected to be in the $33,000 to $35,000 range.

country to serve the communication needs of the computer industry, and Multiple Access Video Service which could hook up various locations for varying time periods for business meetings or other purposes.

But once these services have been provided, GE said, satellite capacity would remain and additional transponders (repeaters) would be available. These units could be used by private network users, such as broadcast networks and common carriers on any “mutually agreeable basis” that would be consistent with commission policy, GE said.

GE estimates full implementation of its proposed system would cost $321 million, and would not be completed before 1980. Such a system would include five satellites and boosters. The largest cost—$140 million—would be for earth facilities and would include the investment in 175 earth stations, a routing center and other administrative facilities.

IVC displays recorders and EMI color cameras

International Video Corp., Sunnyvale, Calif., last week demonstrated in New York a new series of its own portable helical-scan video-tape recorders for closed-circuit use, and two studio-type broadcast color-television cameras manufactured by Electrical and Musical Industries Ltd. (EMI), Great Britain, and distributed by IVC.

The IVC 600 series of video-tape recorders includes a monochrome unit for $1,800 and a color unit for $2,300 featuring a 4.2-mc bandwidth, one-hour playing time on one-inch tape, a forward and rewind time under five minutes, and tape interchangeability between color and monochrome. They are expected to be available in mid-summer. The machines are marketed through RCA, Bell and Howell Co., and GPL division of the Singer Co., in addition to IVC.

IVC will market the EMI cameras in North America under an agreement completed in January. A three-plumbicon-tube model, selling for $72,000, was designed specifically for the North American market. A four-plumbicon model, selling for $76,000, is currently in use in Great Britain and Europe. Both produce television signals on 525-line and 625-line standards.

IVC includes a kit of spare parts with the camera, and offers “immediate service” through its field-service organization in repairs are needed.

IVC also manufactures another series of video-tape recorders that will edit electronically in color, a low-cost color camera for industrial and educational applications, and a broadcast camera to be available next month.
FCC alters satellite-television plan
It still puts future bird-to-home service in UHF space but says its for foreign use

The FCC has modified its proposal for making spectrum space now assigned to UHF available worldwide for direct communications satellite-to-home television service. It also added a new qualification that might ease fears the proposal originally aroused among broadcasters.

The commission in November, in a third notice of inquiry in preparation for a World Administrative Radio Conference, proposed that the nations of the world be permitted to use frequencies between 470 and 806 mc—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations (Broadcasting, Dec. 2, 1968).

Last week, in a fourth notice of inquiry, the commission changed that proposal to include the frequencies between 614 and 890 mc—channels 38 to 83. The commission, noting it has pending a proposed rule to reallocate frequencies between 806 and 809 mc to shared land mobile and television use in this country, said of its international satellite broadcasting proposal: "This does not say that all or any part of the band will ever be used by the U.S. for that purpose, but it provides for that eventuality in the event the public interest indicates that the option should be exercised."

The commission also noted that its proposal would permit countries such as India, with the concurrence of her neighbors, to begin television broadcasting from satellites. India is understood to be considering use of a band around 850 mc for that purpose.

Commission officials said that the new language reflects nothing new in the policy considerations involved. It is simply designed to make more explicit the commission's thinking regarding the use of frequencies for direct satellite-to-home broadcasting.

Following issuance of the third notice, broadcasters expressed some alarm about the possible loss of spectrum. The National Association of Broadcasters said the proposal to set aside UHF-assigned spectrum space for space broadcasting was "precipitate and premature."

The commission's inquiry is part of an effort on the part of several government agencies to develop the position the U.S. will take at the World Administrative Radio Conference to be held by the International Telecommunications Union late next year or early in 1971, probably in Geneva. The conference will deal with space radio and radio astronomy.

Two weeks ago, another proposal for the use of UHF channels in direct communications satellite-to-home broadcasting was made, this one by a panel that was part of a study project on the future of the U.S. Space program that was conducted under the auspices of the National Research Council. The panel recommended that channels 67, 68 and 69 be set aside as clear channels for direct-to-home TV broadcasting from space (Broadcasting, Feb. 17).

The commission has asked that comments in response to the fourth notice be submitted by March 19. The notice was adopted on a 5-to-1 vote, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley abstaining.

RCA, Systems Capital set up lease financing
RCA Commercial Electronic Systems Division, Camden, N.J., and Systems Capital Corp., Philadelphia, announced last week that they have completed an agreement to provide RCA radio and television broadcast equipment on long-term leases.

The plan was described as leading to "the broadcast industry's first comprehensive and flexible lease financing program." Under the agreement, RCA will sell any necessary broadcast equipment to SCC, which in turn will offer it under individual leasing arrangements for up to 10 years, with no down payments.

To reduce heavy initial cash outlays for equipment, a station owner may arrange low initial lease payments which increase over the years, a Systems Capital spokesman said. At the expiration of a lease, the station operator may buy the equipment at current market prices.

The first lease under the new plan is to U.S. Communications Corp., Philadelphia, for about $9 million worth of television equipment and facilities.

Satellite price slashes continue
Comsat, common carriers file rate reductions for Pacific TV service

Virtually on the heels of a substantial reduction in trans-Atlantic communications satellite rates for TV, the Communications Satellite Corp. and the common carriers last week filed applications with the FCC to also reduce TV rates for the Pacific.

Following the same pattern they had followed for the Atlantic satellites (Broadcasting, Feb. 10), the communications firms proposed a single rate for both color and black-and-white television. They asked the commission to make the new rates effective today (Feb. 24). Reductions run between 40% and 60% of the present charges. The tariff relates only to half circuits between the U.S. and the satellite, receiving telecommunications organizations establish the charges from the satellite to their terminals.

Proposed new rates by Comsat are, from the U.S. mainland to Australia, Japan, Philippines and Thailand, $725 for the first 10 minutes and $20.50 for each additional minute; U.S. mainland to Hawaii, $440 and $12.50; Hawaii to Australia, Japan, Philippines and Thailand, $650 and $17.

The carriers, each of which provide the satellite service to customers on a weekly rotating basis, submitted a joint new tariff to the commission. Proposed new rates, by AT&T, ITT Worldcom, RCA Communications and Western Union International are, from San Francisco to the Far East countries, $890 for the first 10 minutes plus $25 for each additional minute, plus $20 for a regular audio channel, or $40 for a higher quality audio channel for the first 10 minutes, and $2 or $4 for each additional minute; from New York, $1,300 for the first 10 minutes, and $65 for each additional minute, plus $60 or $100 for voice circuits for the initial period, and $6 or $10 for additional minutes.

Rates to Hawaii would be, from San Francisco, $550 for the first 10 minutes,
plus $16 for each additional minute, with audio charges for the initial period of $12.50 or $25 depending on channel grade, and $1.25 or $2.50 for additional audio minutes; from New York, $960 plus $57 for video, and $55 or $90 plus $5.50 or $9.00 for audio.

Intelsat control issue at Washington meeting

The pre-eminence of the U.S. in the field of international satellite communications is at stake this week as the international conference on the future of the International Satellite Communications Consortium begins in Washington.

The principal issue is the continuance of the U.S. Communications Satellite Corp. as manager of the worldwide communications consortium. Comsat has been manager of the satellite communications system since 1964.

The conference, to establish a permanent policy on the international satellite system, is a meeting of 65 nations that are members of Intelsat. It is expected to run for a month. Joining the conference as observers are non-members USSR, and Soviet-bloc satellite nations, as well as other countries not now members.

Changes in the present voting strength of Intelsat require a two-thirds vote of Intelsat members.

European members have proposed that an international secretariat be established to conduct the affairs of Intelsat. This is opposed by the U.S.,

according to Leonard H. Marks, chief of the American delegation. Mr. Marks, a communications lawyer, is former director of the United States Information Agency.

A second major proposal is for the establishment of an assembly wherein all Intelsat members would have a voice. This, Mr. Marks said last week, the U.S. proposed and favors.

At the present time, Intelsat is governed by an 18-nation board of governors, whose decision is the U.S. assent plus 12.5% vote of other members. The U.S. holds a 53% interest in Intelsat, based on investment and proportion of use of the communications satellites. Total investment by all parties is estimated at over $100 million, Mr. Marks said.

Promotion

Freedom honors heaped on radio-TV

Lo, Lawrence Welk leads all the rest of 1,800 winners

Radio and television received substantial recognition in the 20th annual awards competition of the Freedoms Foundation of Valley Forge. Presentation ceremonies were to be held last Saturday (Feb. 22) at Valley Forge, Pa.

Four stations alone—WKY-TV Atlantic City, KYW-TV Los Angeles, KVI Seattle, and KYW-TV Philadelphia—figured in principal or special awards.

The Freedoms Foundation cited more than 1,800 organizations (including stations), schools or individuals (including broadcasters) for "outstanding achievement in bringing about a better understanding of the American way of life." In addition, ABC-TV personality and veteran showman Lawrence Welk was presented with a special award, a national service medal, "for his extensive, quiet, conscientious endeavors to emphasize fundamental ideals of the American credo through his life in television entertainment."

The principal radio award, an encased George Washington Honor Medal, was given to KVI and to Bob Roberts for the program, I've Had It. Two of several national recognition awards, special citations, were presented to Luke Greene, public affairs director of WOXY-TV, for his editorials on the station, and to George Putnam for his new presentations on KTVT.

Encased George Washington Honor Medals were presented to WXW-TV, the University of Pennsylvania and the Young Great Society in Philadelphia in the economic education programs category for their adult leadership training program.

A similar principal award, an encased medal, in the TV programs category went to the special division of Bonneville International Corp., Salt Lake City, for its America, America special featuring the Salt Lake City Mormon Tabernacle Choir.

Listed in the order given by the foundation were the following awards, for public addresses:


For published articles:

George Washington Honor Medals: Mark Evans, Metromedia, New York, for "What We Might Do If the Children Were Smaller Manufacturer," and Paul Harvey, ABC-owned stations, for "Americans Yearn for Old Patriotism" in San Diego Union.

For governmental unit activities (in conjunction with broadcasters):

George Washington Honor Medals: Alabama TV Network for TV special, One Nation Under God: America's Source Wars Network, Europe: WCMP Clearfield, Pa., for The Word and the Winson and Verse; Detachment 3, 71224 Supt. AFRTS, New York, for TV documentary, Ballots and Presidents; Detachment 6 of that unit, for radio special, Ballots versus the Bullet; Detachment 7 of that unit for radio editorials: Far East Network Tokyo, PACAF, for radio special, The Lost Poll Measure; KNBC-TV (Los Angeles, for Youth and for the Police series: Office of the Chief of Information, U. S. Army, for: Song of the Soldier." in The Big Picture TV series and the Army Hour radio series, and KTTV-TV (Springfield, Mo., for: "The Meaning of Patriotism" from the Teen Talk series.

For the "General American" category:

George Washington Honor Medal: ABC, for an Operation Entertainment TV program: KABC Los Angeles, for Kooky Calls; Maurice B. Mitchell, chancellor of the University of Illinois, for special hearing broadcast, and Broadcast Advertising Bureau of the National Association of Broadcasters; Standard Oil Co. of California, for Standard School Broadcasts of Famous Men in Music and History; WABC New York, for a television program on: KYW-TV Birmingham, Ala, for Veterans Day and other specials; WKBW-TV Oklahoma City, for Fly Your American Flag, and WSB-TV Atlanta, for Salute to America TV special, Honor Certificate Award: WSB Atlanta, for Great American Awards program.

For the "advertising" category:


Awards in radio:

George Washington Honor Medal: Dixie Productions, Tahallahee, Fla., for: Storm and the News; International Communications Center, Fort Worth, for Independence Day; Los Angeles, for Remember the Pueblo; KBST Big Spring, Tex., for Dear Mr. President; KCBS San Francisco, for The Right to Recruit; KDDB Alexandria, La., for Commentators on George Washington; KHJH Hemet, Calif., for Sound Of America; KIRO Seattle, for Get Out the Vote Campaign.

Also: KRKD Los Angeles, for I Am American, KSFQ San Francisco, for Help! Police; WNOX Tulsa, Okla., for The Ollie Store; KXZ Portland, Ore., for: I Am American; Philadelphia, for Some Thoughts at Christmastime; New York, for United States Needs a "Philipp Nolan Law"; Project Board, for American Bicentennial; WBAL Baltimore, for: First Bells, for Prophets of Freedom; WABJ Cleveland, for patriotic programs; WBQT Charlotte, N. C., for: History's Warning; WBWT Topka, Kan., for May First, Labor Day; WKMK Flint, Mich., for I'd Rather Be President; WKTU (FM) Struthers, Ohio, for: Our Heritage Is Our History; WLIX Livingston, Tenn., for: The Spirit of '68.

Also: WOR York, N. Y., for Doctrine of Divine Providence; WIPW Philadelphia, for: Dear WPTF-Pittsburgh, Ohio, for Congress and the Courts; WSAR Fall River, Mass., for: Mind Measurements; WSB Atlanta, for: We're a Good Americans; WSBA York, Pa., for Freedom Flashback, and WYFB Erie, Pa., for: The Heritage Thought for the Day.

not Perfect.

Ohio State honors 39

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 25 television and 14 radio programs last week. For network TV programs, the Institute for Education by Radio, a part of Ohio State University, gave two awards to NBC-TV, and one each to ABC-TV, CBS News, and the Canadian Broadcasting Corp.

NBC-TV received its awards for two programs on individual problems, one designed for children—The Legacy of Anne Frank—and the other on an adult problem, The American Alcoholic.

CBS News captured an award for its look into urban problems, The Cities: To Build the Future. ABC-TV received its award in the natural and physical sciences category for Sharks, one of a series of programs on the oceans.

CBC-TV, in cooperation with the Saskatchewan Department of Education, was cited for a formal instructional program, Shakespeare in Your Class. NBC-TV and the Cleveland Boat Show each got two awards. IERT said it rarely cited a program series as such, but that the station's Montage series "should receive recognition for an outstanding series of program entries covering a variety of subject materials with a stunning display of technical and artistic awareness—all of them done excellently."

The IERT judges considered the Wolper Productions program, The Rise and Fall of The Third Reich, to be the "finest documentary to have been produced in the 1967-68 season."

In the radio awards, CBC Radio captured four citations, two of which were in conjunction with the Ontario Department of Education. NBC Radio was recognized for its Second Sunday programs, which the judges called the network's "consistently best effort at radio education." CBS Radio was cited for a documentary, Two Men in a Melting Pot. Following is a complete list of the 39 awards:

Ohio's old bosses lend Capitol assistance

Wally Bruner's old friend, Vance Hartke, threw a luncheon party last week on the Senate side of Capitol Hill. Mr. Bruner, a former newsmen and co-manager of Senator Hartke's 1964 re-election campaign, was the guest of honor. Wally Bruner is now the host of the new syndicated version of What's My Line on television.

With the Democratic senator from Indiana, a member of the Communications Subcommittee, handling the invitations and CBS Enterprises, which syndicates the show, picking up the tab, 16 senators, from both sides of the aisle showed up. In addition Vice President Spiro Agnew made an appearance.

The Washington reception came during Mr. Bruner's stayover in the city to plug What's My Line, which recently began on WMAL-TV there.

Bruner's old friends lend Capitol assistance

Wally Bruner's old friend, Vance Hartke, threw a luncheon party last week on the Senate side of Capitol Hill. Mr. Bruner, a former newsmen and co-manager of Senator Hartke's 1964 re-election campaign, was the guest of honor. Wally Bruner is now the host of the new syndicated version of What's My Line on television.

With the Democratic senator from Indiana, a member of the Communications Subcommittee, handling the invitations and CBS Enterprises, which syndicates the show, picking up the tab, 16 senators, from both sides of the aisle showed up. In addition Vice President Spiro Agnew made an appearance.

The Washington reception came during Mr. Bruner's stayover in the city to plug What's My Line, which recently began on WMAL-TV there.

Gary's old friends lend Capitol assistance

The old friends of Gary Hart, the Democratic senator from Indiana, threw a luncheon party last week on the Senate side of Capitol Hill. Mr. Bruner, a former newsmen and co-manager of Senator Hartke's 1964 re-election campaign, was the guest of honor. Wally Bruner is now the host of the new syndicated version of What's My Line on television.

With the Democratic senator from Indiana, a member of the Communications Subcommittee, handling the invitations and CBS Enterprises, which syndicates the show, picking up the tab, 16 senators, from both sides of the aisle showed up. In addition Vice President Spiro Agnew made an appearance.

The Washington reception came during Mr. Bruner's stayover in the city to plug What's My Line, which recently began on WMAL-TV there.

In Washington last week Wally Bruner (c), host of What's My Line, was with old friends. Senator Vance Hartke (D-Ind.) (l) had Mr. Bruner as co-manager in the 1964 senatorial election, and Senator Eugene McCarthy (D-Minn.) (r) had Mr. Bruner's aid during the 1968 presidential primaries.
Legislators hear from WSTV-TV newsman

To gain added insight into air and water pollution bills introduced in the current session of the West Virginia House of Delegates, that body invited Stan Scott, news director of wstv-tv Steubenville, Ohio, to make a presentation on the subject at the Capitol in Charleston.

Mr. Scott, who also is chairman of an area citizens’ committee for clean air, showed a film that he wrote and produced. The film spelled out the problems in the Upper Ohio River Valley, designated as one of the 12 most polluted districts in the U.S. The 30-minute film, first made in 1965, has already been commended by the Department of Health, Education and Gellerson, which had copies of the documentary reproduced for national distribution.

Promotion tips:

Triangle sales award • David L. McGahen, a salesman with WFIL Philadelphia, was named last week as the first recipient of the new annual Sterling Bowl award that Triangle Stations has established in memory of Clyde R. Spitzner, who died last year. Mr. Spitzner was general sales manager of Triangle Stations, and general manager of WFIL-TV Philadelphia.

Free series • The seventh annual version of Storer Broadcasting’s patriotic song series, Voices of Freedom, is being made available to radio stations. The 26 one-minute musical messages are performed by the Mormon Tabernacle Choir, the New Christy Minstrels and the Harry Simeone Chorale. The series is free from Storer Broadcasting, 1177 Kane Concourse, Miami Beach.

Focus on Finance

ABC new glamour queen on Wall Street

Research reports, ‘Fortune’ note attractive ’69 prospects, wooers waiting in the wings

Wall Street fascination with ABC is building a new wave of investment publicity for the network and its parent corporation.

Within recent weeks, at least three stock-market research services have issued investment recommendations for ABC stock purchase, and the March issue of Fortune magazine, out Tuesday (Feb. 25), carries a major article on “that long, lively pursuit of ABC.”

Favorable research reports have been issued recently by Gould Letter, Shields & Co. and Dean Witter & Co. Both Shields and Witter research departments estimate ABC’s 1968 earnings at $2.60 a share, compared to 1967’s $2.50, and Shields tentatively estimates 1969 earnings of $3.70 per share,” while Witter says the company may realize “earning power in the $3.50-plus area.”

Shields says: “We believe the outlook of American Broadcasting Co.’s media operations for the current year could be particularly bright” and “at current levels, we believe American Broadcasting Co.’s stock represents an attractive situation for investors wishing to participate in the intermediate and longer-term prospects of broadcasting, theaters, motion pictures, and music.”

Witter says: “Shares at a moderate 19.4 times 1969’s estimated earnings are regarded as attractive for near-to-intermediate-term capital appreciation, on the basis of expected favorable earnings comparisons as well as the speculative possibilities of a merger or acquisition.”

The Fortune article recounts all of the recent merger talks involving the company, adding “if the rumors around Wall Street have any substance at all, the woods are at this moment full of ABC admirers all just waiting for the right kind of opening to move in.”

In addition to detailing the history of the ITT-ABC merger attempt, the Fortune article touches on the merger efforts of Norton Simon and Howard Hughes and negotiations with General Electric, Litton Industries, Monogram Industries, Walter Kidde and C.I.T.

Among Fortune’s contentions:

• During the ITT merger wait in 1967, Ford Foundation directors, on the recommendation of Fred W. Friendly, considered buying a major interest in ABC but rejected network involvement as “inappropriate.”

• ABC Director John Coleman (listed as third most influential board member after President Leonard Goldenson and Executive Vice President Simon B. Siegel) “had a lot to do with stopping” merger talks with Monogram Industries.

• During last summer’s attempted take-over of ABC by Howard Hughes, Mr. Hughes’s emissaries invited Mr. Goldenson to Las Vegas to talk personally with the elusive financier, but Mr. Goldenson declined.

• Mr. Hughes’s attorney, Greg Bautzer, told Mr. Goldenson: “You fellows had said that you needed $90 million and Mr. Hughes is prepared to give it to you. You said you needed new facilities and he’s prepared to build them for you” and that Mr. Hughes “would be a source of financing just by request and . . . had no great interest
in profits."

The *Fortune* article also says: "It is not clear at this point whether any merger in which control of ABC can get the necessary approval of the FCC. Nor is it clear that ABC can make any major acquisition itself without arousing at least some FCC commissioners to charge that a transfer of control is involved."

The article further states that since the Hughes offer, "it has been particularly unclear whether a tender offer . . . is a legitimate means of going to a broadcasting company. . . . Should this turn out to be an accurate interpretation, any company owning a television or radio station would in effect become insulated from a tender offer. The very thought is probably enough to send a lot of beleagured management out looking for stations to buy."

NGC first-quarter shows 72% income rise

National General Corp., Los Angeles-based diversified entertainment firm involved in a number of controversial transactions in the last year, last week held a surprisingly uneventful annual meeting of its stockholders. In the little more than a half-hour meeting, only slight allusion was made to the company's long drawn-out and unsuccessful attempt to acquire Warner Bros.-Seven Arts. (*Broadcasting*, Aug. 19, 1968).

Asked a question about the conflict of interest that may be involved in National General's participation in both the production and distribution of motion pictures, Eugene V. Klein, company president and board chairman, said he was hopeful that the courts "will see it our way" and that there "is no conflict morally or legally."

During the question and answer period, too, a shareholder inquiring about plans for Banner Productions, a TV production and distribution company acquired by National General more than a year ago (*Broadcasting*, Aug. 21, 1967), was told that plans are still being formulated to actively engage in TV production with several projects in the works. Included in Mr. Klein's prepared remarks was brief mention of the formation last year of a broadcast operation ("Closed Circuit," Oct. 14, 1968).

NGC outside the meeting, announced it has reached an agreement in principle to acquire Harbor Savings and Loan Association, Redondo Beach, Calif. The acquired savings institution, which has more than $53 million in assets, would be combined with Columbia Savings and Loan Association, Los Angeles, a 96% owned subsidiary of National General. The acquisition will be made for an undisclosed sum and is subject to the approval of regulatory agencies.

In an unrelated but concurrent development, National General, which is expanding the scope of its financial service interests on a wide front, announced that as of Feb. 11 it owned or had tendered to it more than 5.8 million shares of Great American Holding Corp. stock, representing more than 93% of that New York-based company's outstanding shares. NGC has been working out merger arrangements with the $600-million casualty insurance company since last summer.

After the meeting, the company reported record gross income, operating income and operating income per share, for the first quarter of the current fiscal year. Gross income increased 72%, operating income was up even more sharply, 375%, and operating income per share rose more than 400%.

For the 13 weeks ended Dec. 24, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.88</td>
<td>$0.15</td>
</tr>
<tr>
<td>Revenues</td>
<td>36,987,720</td>
<td>21,248,770</td>
</tr>
<tr>
<td>Net income</td>
<td>3,789,118</td>
<td>569,795</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,266,884</td>
<td>3,723,681</td>
</tr>
</tbody>
</table>

Notes: Not included is extraordinary item of $1,068,000 in fiscal 1969 which are gains from dispositions of capital assets. Average common shares outstanding include 240,819 shares issued upon conversion of series A preferred stock, Grosset & Dunlap Inc. and Bantam Books Inc. its subsidiary, and Great American Holding Corp. and subsidiaries were purchased in March and September 1968, respectively, and are not included in the above results of operations.

Storer 1968 earnings show increase of 66%

Storer Broadcasting Co., Miami Beach, group station owner, reported a record 66.7% increase in net earnings for 1968.

Storer attributed the improvement to a significant ($9 million) increase in broadcast revenues and a substantial improvement in the year's results of Northeast Airlines, an 86.1%-owned subsidiary. Northeast's 1968 loss of $2.1 million was less than half the 1967 loss of $4.8 million.

For 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.75</td>
<td>$1.65</td>
</tr>
<tr>
<td>Gross revenues from broadcast operations</td>
<td>65,182,787</td>
<td>56,519,107</td>
</tr>
<tr>
<td>Income before income taxes*</td>
<td>20,836,497</td>
<td>16,290,759</td>
</tr>
<tr>
<td>Pretax income</td>
<td>16,303,989</td>
<td>10,023,361</td>
</tr>
<tr>
<td>Income from operations</td>
<td>11,541,230</td>
<td>7,703,792</td>
</tr>
<tr>
<td>Net income</td>
<td>11,541,230</td>
<td>6,864,988</td>
</tr>
</tbody>
</table>

* Excludes nonbroadcast related subsidiaries.

Kinney National refigures W7 offer

Kinney National Service Inc. announced last Thursday (Feb. 20) technical revisions in its Feb. 10 offer to
acquire Warner Bros.-Seven Arts Ltd. (Broadcasting, Feb. 17). The revisions were made, a spokesman said, to adjust to the two-for-one split of Kinney common stock on Feb. 19, but do not affect the financial dimensions of the latest offer.

Kinney is suing with Commonwealth United Corp., Beverly Hills, Calif., for the purchase of W7, and in recent weeks each of the companies has raised its offer. The board of directors of W7 has formed a committee to evaluate all offers and to decide the course of action the company should take. A meeting of the company's board of directors is scheduled to be held in New York today (Feb. 24).

Company reports:
Metromedia Inc., New York, reported record gross revenues and net income for the year ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Atlantic Isles Industries</td>
<td>CBC</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBS</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>CBS</td>
<td>CRB</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Cox</td>
<td>FOA</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Cox</td>
<td>MET</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>RBT</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Reeves Broadcasting</td>
<td>SDB</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>N</td>
<td>0.77</td>
<td>0.80</td>
<td>0.76</td>
<td>0.74</td>
</tr>
</tbody>
</table>

The Broadcasting stock index
A weekly summary of market activity in the shares of 79 companies associated with broadcasting, compiled by Roth Gerard & Co.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco</td>
<td>AV</td>
<td>N</td>
<td>42.5</td>
<td>45.6</td>
<td>47.5</td>
<td>46.5</td>
</tr>
<tr>
<td>Bartell Media</td>
<td>BMC</td>
<td>A</td>
<td>17.6</td>
<td>20.3</td>
<td>20.4</td>
<td>23.4</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>FOA</td>
<td>N</td>
<td>43.6</td>
<td>44.5</td>
<td>45.4</td>
<td>47.5</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>CCN</td>
<td>N</td>
<td>48.9</td>
<td>53.5</td>
<td>54.6</td>
<td>56.8</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>CWL</td>
<td>N</td>
<td>14.3</td>
<td>15.5</td>
<td>15.8</td>
<td>18.1</td>
</tr>
<tr>
<td>Fuji</td>
<td>FQA</td>
<td>N</td>
<td>41.3</td>
<td>44.3</td>
<td>45.4</td>
<td>47.5</td>
</tr>
<tr>
<td>Gannett</td>
<td>GY</td>
<td>N</td>
<td>29.5</td>
<td>31.5</td>
<td>32.5</td>
<td>36.5</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>GY</td>
<td>N</td>
<td>13.5</td>
<td>15.3</td>
<td>15.5</td>
<td>15.5</td>
</tr>
<tr>
<td>Lamb Communications</td>
<td>RBT</td>
<td>A</td>
<td>45.6</td>
<td>47.5</td>
<td>47.5</td>
<td>49.5</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>O</td>
<td>31.6</td>
<td>34.6</td>
<td>34.8</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td>LIN</td>
<td>PLO</td>
<td>N</td>
<td>19.3</td>
<td>20.3</td>
<td>21.5</td>
<td>23.5</td>
</tr>
<tr>
<td>Meredith Publishing</td>
<td>MDP</td>
<td>N</td>
<td>45.3</td>
<td>47.5</td>
<td>47.5</td>
<td>47.5</td>
</tr>
<tr>
<td>The Out. Co.</td>
<td>O</td>
<td>24.3</td>
<td>25.4</td>
<td>25.4</td>
<td>27.4</td>
<td>27.4</td>
</tr>
<tr>
<td>Plough Inc.</td>
<td>PLO</td>
<td>N</td>
<td>69.3</td>
<td>72.5</td>
<td>72.5</td>
<td>74.5</td>
</tr>
<tr>
<td>Rollins</td>
<td>ROL</td>
<td>N</td>
<td>33.6</td>
<td>34.9</td>
<td>34.9</td>
<td>38.9</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>RUS</td>
<td>N</td>
<td>33.6</td>
<td>34.9</td>
<td>34.9</td>
<td>38.9</td>
</tr>
<tr>
<td>Storer</td>
<td>SNK</td>
<td>N</td>
<td>47.6</td>
<td>52.6</td>
<td>53.9</td>
<td>56.8</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>TL</td>
<td>N</td>
<td>86.3</td>
<td>93.3</td>
<td>93.3</td>
<td>96.3</td>
</tr>
<tr>
<td>Wometco</td>
<td>WOM</td>
<td>N</td>
<td>32.6</td>
<td>35.3</td>
<td>35.3</td>
<td>38.9</td>
</tr>
</tbody>
</table>

Aramco reported increased net earnings and sales for six-month period ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.85</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td>$3,900,000</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td>$5,900,000</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td>$11,900,000</td>
<td>0.05</td>
<td></td>
</tr>
</tbody>
</table>

Visual Electronics Corp., New York, reported a decline in sales and earnings for the nine months ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.85</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$5,900,000</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$6,000,000</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$11,900,000</td>
<td>0.75</td>
<td></td>
</tr>
</tbody>
</table>

Westinghouse Electric Corp., parent of group-owner Westinghouse Broadcasting Co., reported an operating increase for the nine months ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.85</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$6,000,000</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$7,100,000</td>
<td>0.75</td>
<td></td>
</tr>
<tr>
<td>$11,900,000</td>
<td>0.75</td>
<td></td>
</tr>
</tbody>
</table>

CATV

Amaco

Bex Cable Communications

Cypress Communications

Entron

H & R American

Sterling Communications

Teleprompter

Television Communications

Vilko

76 (FOCUS ON FINANCE)
## Financial notes:

- Fuqua Industries, Atlanta-based diversified firm with multiple broadcast holdings, will acquire Thunderbird Products Co. for an undisclosed amount of cash. Thunderbird is a major manufacturer of motorboats and houseboats and the company had 1968 sales of $19 million.
- Wometco Enterprises Inc., Miami, has agreed in principle to acquire the remaining interest in Roanoke Coca-Cola Bottling Works Inc., Roanoke, Va., for Wometco class A common stock and cash. Wometco acquired 37% of the company in April 1968 for about $1 million. Wometco, through its Outdoor Media subsidiary will acquire Electro Outdoor Advertising, Miami, for an undisclosed sum, according to a company announcement.
- Shareholders of Consolidated Electronic Industries Corp., at a special meeting in Wilmington, Del., have approved a previously announced statutory merger with North American Philips Co. U. S. Philips Trust, which owns all the stock of North American Philips, had owned about 35% of Conoco common stock and will now own about 66% under terms of the transaction, which involved issuance of 4.1 million shares of Conoco common stock in exchange for substantially all operating assets of North American Philips. The merged company will retain the North American Philips name.
- The Telegraph Press, owner of WHP-AM-FM-TV Harrisburg, Pa., and its subsidiaries have formed a holding company—Commonwealth Communications Services Inc. The Telegraph Press publishes books and prints magazines.
- Scantlin Electronics Inc., Los Angeles, manufacturer of data processing machines for brokerage houses and creator and distributor of “The Stock Market Observer,” a business news package for TV stations, will hold a special stockholders meeting Feb. 26 to vote on increasing its common stock from three million to five million shares. Purpose of the increase is to underwrite a proposed public offering of $6 million of convertible subordinated debentures.
Broadcast advertising

C. Milton Monroe Jr., account supervisor, Young & Rubicam, New York, named VP.

Lawrence J. Kilian and Donald A. Michelson, art supervisors, Ted Bates & Co., New York, named VP.

Richard T. O'Reilly, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York, joins Wells, Rich, Greene Inc. there as senior VP and manager of account operations.

Dixie Lee Fortis, copywriter, Needham, Harper & Steers, New York, elected VP. Thomas L. Harris, PR director, North Advertising, Chicago, rejoins NH&S there as VP, account supervisor and PR director for Chicago office. Toni Dewey, account executive, succeeds Mr. Harris at North.

John J. McCarthy, account executive, Doremus & Co., New York, elected VP. James J. Moore, creative group, and Elmer M. Shankland, account executive in PR department, also elected VP's. Don Sheldon, VP and management supervisor, Duncan-Brooks Inc., Garden City, N. Y., joins Doremus as VP and account supervisor.

Darrell Anderson, account executive, ABC TV Spot Sales, New York, joins KGO-TV San Francisco, as sales manager. He succeeds Ken Flower, who joins ABC-TV, New York, as sports sales manager.

David Boffey, formerly with J. Walter Thompson and McCann-Erickson, New York, joins Masius, Wynne-Williams, Street & Finney Inc. there in newly created position of senior VP/creative director.

Joseph McCarthy, associate media director, Sullivan, Stauffer, Colwell & Bayles, New York, joins J. M. Mathes Inc. there as VP and director of media.

Gerald H. Murphy, management supervisor, Compton Advertising, New York, elected VP.

John F. McManus, with Doyle Dane Bernbach, New York, joins Smith Greenland Co. there as senior VP and management supervisor.

Ronald L. Gleason, director of sales research and sales promotion, KABC-TV Los Angeles, joins ABC-TV, New York, as director of sales promotion. Joe R. Reed, manager of sales planning, named director of sales proposals. Both are newly created positions.

Joe Hogan, eastern sales manager, Katz Television, Chicago, named sales manager, western sales staff, Chicago. He is succeeded by Vic Ferrante, east-south sales staff, Chicago.

Robert C. Burris, with KFRC San Francisco, joins KEMO-TV there as national sales manager. Don C. Feil, merchandising director, KRON-TV San Francisco, joins KEMO-TV as director of merchandising. Cyrus Weiss and Dick Hecken camp, account executives for KEMO-TV, appointed retail sales manager and regional sales manager, respectively.

William G. T. Hyer, broadcast supervisor, Foote, Cone & Belding, Chicago, named VP. Jack Ditton named VP and associate director of account service.

Ronald K. Olson, president, Colle & McVoy, Minneapolis, elected chairman and chief executive officer. Clarence Thompson, executive VP, elected president. Mr. Olson succeeds Alfred Colle, who retires from active management.

J. Jay Goshen, account executive, WJW-TV Cleveland, joins KBHK-TV San Francisco, as sales manager.

Dick Coulter, regional sales manager, WOLT-TV Toledo, Ohio, appointed national/regional sales manager.

Richard Yancey, sales manager, WUBE Cincinnati, named VP as local sales manager.

Jim Richards, with KFMB-TV San Diego, appointed local sales director.

Media

Jack Rose, manager, program budgets, West Coast, NBC, Burbank, Calif., appointed manager, business affairs and program administration, West Coast.

Edward J. Hanessian, who was deputy attorney general for California, Los Angeles, joins NBC as manager, compliance and practices, West Coast.

Aaron J. Katz, corporate VP, U. S. Communications Corp., Philadelphia, resigns to join Communications Financial Corp. there as president. CFC is holding company with entertainment and communications interests.

Laurence E. Richardson, president, Post-Newsweek Stations, Washington, resigns to acquire ownership interest in broadcast properties. Larry Israel is chairman and chief executive officer of Post-Newsweek, post he has held since August 1968. Daniel E. Gold, with Westinghouse Broadcasting Co., New York, joins Post-Newsweek as VP for business affairs. James A. Hudgens, VP, Post-Newsweek, joins Washington law firm of Fly, Shuebruk, Blume & Guaine.

Tracy A. Westen, associate of Washington law firm of Covington and Burling, joins staff of FCC Commissioner Nicholas Johnson, as legal assistant.

Walter E. Duka, public affairs-press relations executive, Young & Rubicam, New York, joins Corp. for Public Broadcasting there as manager of national program information.

William J. Benton, president and general manager, KFOX Glendale, Calif., elected chairman of Southern California Broadcasters Association.

Robert H. Temple, station manager, KUTV(Salt Lake City, named VP and general manager.

Richard F. Schlinger, account executive, WHAM Rochester, N. Y., joins WPTR Albany, N. Y., as station manage-
er and general sales manager.

Mildred K. Roberts, chief of ownership section of FCC's Broadcast Bureau, retires Feb. 28 after 30 years of service with commission.

Lawrence R. Graham, promotion assistant for broadcast media, WMAL-TV Washington, named director of business services, WMAL-AM-FM-TV.

Robert C. Harnack, station manager, WSDM-AM-FM Salem, Ohio, named VP.

Bill Hudson, music director, WVCW Coral Gables, Fla., appointed operations manager.

John P. Gwin, president, Robinson TV Cable Co., Robinson, Ill., joins Cox Cablevision Corp., Atlanta, as Midwest regional manager.

Doug Cole, with WTRY Troy, N. Y., appointed operations manager.

Programming

Marvin Grieve, general sales manager, Krantz Films Inc., New York, named VP-sales.


Thomas L. Miller, assistant to executive VP-production, Paramount Television, New York, appointed director of program development.

Norman B. Katz, executive VP, Warner Bros.-Seven Arts International, New York, also named chief executive officer, effective April 1. He succeeds Wolfe Cohen, who retires that date.

Ian Harrower, WWJ-TV Detroit, elected president of National Association of Television Program Executives. Others elected: Herb Victor, WABC-TV New York, first VP, and Sam Gifford, WHAS-TV Louisville, Ky., second VP.

Ward Byron, account executive and writer-producer, Gotham Recording Studios, New York, joins Broadway Recording Studios there as VP and general manager.

David Kushler, program director, WWL New Orleans, joins WNOE-FM there as director of programming. Station is due to begin broadcasting in March.

James O'Brien, air personality, WOR-FM New York, joins CKLW Windsor, Ont.-Detroit, as program director. He succeeds Ted Atkins, who joins KFRC-AM-FM San Francisco as director of programming. All are RKO General stations.

John Fox, with WPLO-FM Atlanta, appointed program director.

Mike Mansfield, copy chief, WSUB Groton, Conn., appointed program director. He succeeds Armand Bernard, who becomes assistant station manager.

News

Dan Blackburn, assistant news bureau chief, Metromedia Radio, Washington, appointed bureau chief.

Daniel Perkes, chief, AP bureau, Des Moines, Iowa, appointed general editor, AP Newsmakers, succeeding M. J. Wing, who retires; Robert H. Johnson Jr., bureau chief, Dallas, named executive assistant to general news editor, New York; James W. Mangan, bureau chief, New Orleans, succeeds Mr. Johnson at Dallas; Ed Tunstall, bureau chief, Charleston, W. Va., succeeds Mr. Mangan at New Orleans; James M. Ragsdale, news editor, Seattle bureau, succeeds Mr. Tunstall at Charleston; and Gavin Scott, correspondent, Omaha, succeeds Mr. Perkes in Des Moines.


Bob Bowers, with WINS Miami, joins WTOP Washington, as news editor. Martin J. Clancy, assistant to Fred W. Friendly, professor of journalism at Columbia University, New York, joins station as executive producer of news. Frank Whitelis, security specialist, Department of Defense, joins as member of news staff.

Cliff Wells, general manager, Metropolitan Burglar Alarm Co., Washington, joins WASH-FM there as member of news staff.

Paul Reese, with WJAR-TV Providence, R. I., appointed reporter-announcer.

Flora Lewis, syndicated political columnist, joins Westinghouse Broadcasting Co., New York, as commentator.

Bill Applegate, editor-reporter, WKJR Dearborn, Mich., joins WJBK-TV Detroit, as overnight news editor.

Gene Wike, anchorman, KING-TV Seattle, appointed news editor. He succeeds Ted Bryant, who resigns.


Don Allen, newscaster, WTOC-TV Washington, joins WMAL-TV there as reporter-newscaster.

Rod Carr, news director, WTRY Troy, N. Y., becomes managing editor of WTRY and WDKC(FM) Albany, N. Y. Both are Kops-Monahan stations.

Phil Riesen, with KVOO Tulsa, Okla., joins Intermountain Network Inc., Salt Lake City, as news director.


Charleye Wright, news director, KTRH Houston, joins KLAC Los Angeles, as member of news staff.

John L. Christian, air personality, WAMO Pittsburgh, joins WJIC-TV there as member of news staff.

Bob Budmore, with WCAS Cambridge, Mass., joins WBEZ-Pittsfield, Mass., as member of news staff.

Promotion


Irv Lichtenstein, business development manager, WTOP Washington, appointed promotion director.

Equipment & engineering

Joseph P. Gill Jr., chief engineer, WISTV Columbia, S. C., joins Parent Cosmos Broadcasting Corp. there as director of engineering.

Bill Buford, with KMDI-TV Midland-Odessa, Tex., joins Gravo Sales Inc., Los Angeles, as regional sales manager of new Dallas office.

Armand Belmaris-Sarabia, project engineer, Rosner Television Systems Inc., New York, joins Teletronics International there as engineering supervisor.

Ronald Phillips, director of programming and production, Independent Television Corp., New York, joins Screen Gems there as director of technical services.


Ron Brown, with Recording Studios Inc., New York, appointed chief engineer.


William L. North, engineering assistant to FCC Commissioner Kenneth A. Cox, retires Feb. 28 after 30 years of FCC service.

Allied fields

George H. Revercomb, Washington attorney and one-time FCC staff member, named associate deputy attorney general and chief aide to deputy attorney general Richard D. Kleindienst. Mr. Revercomb was legal assistant to then Commissioner Frederick W. Ford from January 1958 to September 1959.


William Nudorf, field services, BBDO, New York, joins Grudin/Appel Research Corp., that city, as director of field and sampling services.

International

Townsend Griffin, managing director, Benton & Bowles Ltd., London, named chairman.

Raymond G. Blomquist, sports producer, joins Montreal Expos baseball team as director of radio-TV operations.

Deaths

Donald D. Hoover, 65, retired chairman of Bozell & Jacobs, New York, and former newspaper editor, died Feb. 18 in Kent, Conn. Mr. Hoover was city editor of Indianapolis News when paper won 1931 Pulitzer Prize, and was later associate editor of Indianapolis Times. He is survived by his wife, Pauline and daughter.

Madge Blake, 69, TV-motion picture actress, died Feb. 19 in Pasadena, Calif., of heart attack. Miss Blake played role of aunt in 1954 ABC-TV's Batman series and had numerous TV character roles. She is survived by two sons.

David Miller, 36, engineer and air personality, WTAG LaGrange, Ill., died Feb. 16 in LaGrange from abdominal stab wounds. His wife, Barbara, has been charged with voluntary manslaughter.

For The Record

As compiled by Broadcasting, Feb. 12 through Feb. 19 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced ant.—antenna aur.—auroral CATV—community antenna television CH.—critical hours CP.—construction permit D.—day DA.—directional antenna ERP—effective radiated power Kc.—kilocycles kW.—kilowatts LS.—local sunset mc.—megacycles mod.—modification N.—night PSA.—presunrise service authority

SCA—subsidiary communications authorization SH—specified hours SFA—special service authorization STA—special temporary authorization trans.—transmitter UHF—ultra-high frequency VHF—very-high frequency vis.—visual w.—watts *—educational

New TV stations

Final actions

*Kennewick, Wash.—Apple Valley Broadcasting Inc. FCC granted UHF ch. 42 (338-9) licensee. Estimated construction cost $300,000; first-year operating cost $96,000; revenue $125,000. Geographic coordinates 46° 06’ 11’’ north lat., 119° 07’ 54” west long. Type antenna. RCA TVU-1A0. Type signal receiver. RCA TFU-140M. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington, D.C.; Principals: Northern Television and Broadcasting, Joint venture of Chinook Broadcasting Co. and Liberty Television Inc. and The Evening Telegram Co. of Superior, Wis. Inc. et al. Owners of Apple Valley Broadcasting Inc. Mr. Murphy owns 97.48% of Evening Telegram Co. controlling WISC-TV Madison, Wis. KKLY-AM-FM-TV Spokane, Wash. KTHK-TV Fargo, N. D., CATV systems in Pacifica and Half Moon Bay, both California, franchises in Linda Mar and Fremont, both California, and in Yokama, Wash. Evening Telegram, Superior, Wis. and other newspapers in northern Wisconsin and Minnesota. Mr. Tykeson is president and stock holder in Liberty Television Inc., licensee of KEZI-TV Eugene, Ore., and was granted a new TV at Medford, Ore., in an initial decision. He has also has interests in CATV systems in Bend, Corvallis, Lebanon, Newport, Sweet Home and Toledo, all Oregon, and has franchise in Albany, Ore. Mr. McNulty is general manager of KKLY-TV. Apple Valley proposes to operate station as satellite of KAPP-TV Yakima. Wash., for
which it holds CP. Action Feb. 12.

Other actions
- Review board in Minneapolis, TV proceeding. Docs. 15351-52, granted request filed Feb. 17 by Calvary Temple Evangelistic Association, extended to Feb. 28 time to file reply to oppositions and comments to its petition to enlarge and modify issue, and to petition for delection of issues. Action Feb. 19.

Action on motion
- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Co.) TV proceeding, granted petitions by Alpha Broadcasting Corp. for leave to amend application to assign new financial and to supplement financial information previously submitted, 41% stockholder and by Terre Haute Broadcasting Co. to amend application to reflect amendment to its corporate by-laws to provide for assistant-secretary, the election of 41% stockholder to new corporate office, and subscription to 30 shares ($25,000) of stock by Mrs. Marilyn S. Allen who is thereby assuming obligations her husband who died Dec. 27, leaving Mrs. Allen as his sole beneficiary. (Docs. 18231-3). Action Feb. 18.

Rulemaking petitions

Call letter application
- Midwestern Broadcasting Co., Toledo, Ohio. Requests WOHO-TV.

Call letter actions

Existing TV stations
Final actions

Actions on motions
- Hearing Examiner Thomas H. Donahue in Lebanon, Ohio. (Day Video Inc. [WBTV-TV]) TV proceeding, granted proceeding to Broadcasting Bureau and extended to Feb. 28 time to file proposed findings (Doc. 18301). Action Feb. 11.
- Hearing Examiner David I. Kraushaar in Moline, Ill. (Atlantic Video Corp. [WQAD-TV] and Community Telecasting Corp. [WTVY-TV]) TV proceeding, granted proceeding to Broadcasting Bureau and accepted its proposed findings (Docs. 17950-3). Action Feb. 13.

Rulemaking action

New AM stations
Applications
- Calhoun, Ga.—Progressive Broadcasting Inc. seeks 1290 kc. 1 kw. P.O. address: c/o Eddie Duffey, Box 364, Calhoun 30701. Estimated construction cost $50,900; first-year operating cost $39,550; revenue $43,000. Principals: Kenneth Sutherland, president, Jack R. Davis, vice president, and Edward W. Duffey, secretary-treasurer (each 33 1/3%). Mr. Sutherland is employed of finance company. Mr. Davis is employed of aircraft manufacturing company. Mr. Duffey owns booking agency, warehouse, truck terminal and motel. Ann. Feb. 13.

Starts authorized
- WGBK Chardon, Ohio.—Authorized program operation on 1560 kc. 1 kw DA-D. Action Feb. 12.

Initial decision

Other actions

Actions on motions
- Chief Hearing Examiner James D. Cunningham in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.) AM proceeding, on letter request of counsel for interveners, ordered Hudson Millar Jr. and James Jerdan Ballard. interveners shall
Summary of broadcasting
Compiled by BROADCASTING, Feb. 20, 1969

Station boxscore
Compiled by FCC, Feb. 3, 1969

On Air
Licensed
Commercial AM
4,23e 9
Commercial FM
1,934 32
Commercial TV-VHF
496 10
Commercial UHF
122 52
Educational FM
361 6
Educational TV
71 4
Educational UHF
70 2
Total on air
4,244 68
Total not on air
1,966 176
Total authorized
4,312 148

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

have until Feb. 20 to seek authority to file for reconsideration of ruling by
presiding officer, to file for reconsideration if authority to request
same is granted by presiding officer and to file appeal from presiding
officer's ruling, should authority to file for reconsideration be denied: further
ordered that presiding officer's ruling of Feb. 6 is
hereby stay until Feb. 20, to Intervenors' reconsideration and appellate

Chief Hearing Examiner James D. Cunningham in Graham, Asheboro, Rose Hill,
Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina
Inc., RCR Ltd., Duplin County Broadcasters, WEAL Inc. and Blue Ridge Broadcasting),
AM proceeding, designated Hearing Examiners

STL Inter-City Relay
Stereoc * Remote Control
Monaural Telemetry

* With two separate STL systems, there
is no measurable amount of crosstalk
between channels. The dual system also
thus offers protection against loss of air
time. In addition, this system has the capa-

Existing AM stations
Application

KWX (for the Record)

Broadcasting, Feb. 24, 1969
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
236-6400
Member APOCB

COMMERCIAL RADIO
EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member APOCB

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

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Telephone District 7-1205
Member APOCB

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 M St., N.W. 298-6850
WASHINGTON, D.C. 20006
Member APOCB

GAUTNEY & JONES
CONSULTING ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D.C. 20004
Member APOCB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 758, Upper Montclair, N.J. 07043
Phone: (201) 746-3300
Member APOCB

Lohnes & Culver
Munsey Building
District 7-8215
Washington, D.C. 20004
Member APOCB

COMMERICAL RADIO
BROADCASTING, CONSULTING
WASHINGTON, P.O. Box 1302
BROADCAST Coldwater, Michigan
GEO. E. SUITE 2029
Communications-Electronics
WASHINGTON, D.C. 20005
Member APOCB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member APOCB

GUY C. HUTCHESON
817-261-8722
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member APOCB

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2601
Member APOCB

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
236-6400
Member APOCB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 542-5208
Member APOCB

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

JAMES & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member APOCB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TMX 910-931-2511
DENVER, COLORADO
Member APOCB

PETE JOHNSON
& Associates
CONSULTING radio-television
P.O. Box 4318
304-925-6281
Charleston, West Virginia

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APOCB

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

Serving The SOUTHEAST
FRIDEX E. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charlotte, S. C. 29401
A/C 803-723-4175

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

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hopkins Street
Lufkin, Texas 75901
634-9558 632-2821
Member APOCB

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

ORRIN T. WHEELER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673
Member APOCB

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
415 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810
Member APOCB

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APOCB

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
415 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810
Member APOCB

ROSNER TELEVISION SYSTEMS
ENGINEERS
120 E. 56 St.
New York, N.Y. 10022
CONTRACTORS
25 South Mall
Plainview, N.Y. 11803
Member APOCB

TELCOM, INC.
Offering The Services Of
Its Registered Structural
Engineers
8027 Leesburg Pike
McLean Va. 22101
(703) 893-7700
Member APOCB

BROADCASTING, Feb. 24, 1969
83

SERVICE DIRECTORY

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

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
415 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810
Member APOCB

Telecommunication Consultants
International, Inc. (TCI)
Offer Consulting Services in
Telecommunications & Data
Handling Systems
Gerald C. Gross, President
1028 Conn. Ave., NW. Wash, 20036
Phone: (202) 659-1155
Member APOCB
Described for hearing

- FCC designated for hearing request for construction permit, Los Angeles, Calif., and Los Angeles, Ind., from WHUT Broadcasting Co., Inc., to create two new broadcasting corporations. Action Feb. 12.

Preservice surprise service

- Broadcast Bureau granted following AM's pre-servise surprise service authority from 6:00 a.m. or earlier to 6:00 a.m. Monday at various times and frequencies. Action Jan. 21, 23.

New FM stations

- **Applications**
  - Goulds, Fla.—Fine Arts Broadcasting Co. Seeks 98.3 mc. ch. 252, 3 kw. Ant. height above average terrain 1,500 ft. F.P.O. Address: P.O. Box 1796, Cleve Road, Highland Park, Ill. Estimated construction cost $23,450; income $10,000. Principal: Albert S. Norman, sole owner. Action Feb. 17.
  - Fulton, Mo.—KFAL Inc. Seeks 97.7 mc. ch. 224, 3 kw. Ant. height above average terrain 250 ft. F.P.O. Address: P.O. Box 305, Fulton, Mo. Estimated construction cost $15,811; income $6,000. Principal: Charles C. Sturgiss, sole owner. Action Feb. 17.
  - Urbana, Ohio—Urbana City Board of Education Seeks 89 mc. ch. 224, 3 kw. Ant. height above average terrain 200 ft. P.O. Address: P.O. Box 1367, Urbana, Ohio. Estimated construction cost $1,578; income $600. Principal: Board of Education of Urbana City Schools. Action Feb. 17.
  - Lebanon, Pa.—Valley Broadcasting Co. Seeks 103.1 mc. ch. 276, 475 kw. Ant. height above average terrain 660 ft. P.O. Address: P.O. Box 23, Lebanon, Pa. Estimated construction cost $6,700; first year operating cost $12,000. Principals: Martin H. Philip, president; and Francis J. Philip, secretary-treasurer. Action Feb. 16.

Starts authorized

- WQIK-FM Oshkosh, Wis.—Authorized program operation on 92.1 mc. ERP 3 kw. ant. height 150 ft. Action Feb. 12.

Final actions

- Harrodsburg, Ky.—Fort Harrods¬burg Broadcasting Co. FCC granted ch. 293, 3 kw. Ant. height above average terrain 200 ft. P.O. address: P.O. Box 1403, Harrods¬burg, Ky. Estimated construction cost $14,600; first year operating cost $7,250. Principals: James D. Garrett, president (100%). Mr. Martin owns WBNH Harrodsburg. Action Feb. 14.
- Missoula, Mont.—Garden City Broadcasting Inc. Broadcast Bureau granted ch. 261A, 1,575 kw. Ant. height above average terrain 300 ft. P.O. address: Box 1385, Missoula, Mont. Estimated construction cost $17,484; first year operating cost $27,952. revenue $53,600. Chester W. Murphy, president (41%). Margaret A. Murphy, secretary-treasurer (36.5%); et al. Mr. Murphy jointly owns WYSS Missoula. Action Feb. 14.

Other actions

- Review board in Medford, Ore. FM proceeding. Granted to extend indicated and denied in all other respects petition by John P. Ford of Medford Inc. Action Feb. 17.
- Review board in San Antonio, Tex. FM proceeding. Granted to add additional station filed Feb. 14 by Bexar Broadcasting Co. granted to extend indicated and denied in all other respects motion to enlarge issues filed Jan. 21 by Turner Broadcasting Corp. Action Feb. 16.
**CLASSIFIED ADVERTISING**

Payable in advance. Check or money order only.

**Situations Wanted**

25¢ per word—$2.00 minimum.

Applicants: If tapes or films are submitted, please send $1.00 for each package in return. Send self-addressed, stamped envelope, or telephone. All transactions, phone calls, postcards, etc., addressed to box numbers are sent at owner's risk. BROADCASTING assumes no responsibility or liability for their custody or return.

Help Wanted 30¢ per word—$2.00 minimum

Deadline for copy: Must be received by Monday for publication next Monday.

Display rate $5.25 per inch. Rates for run of book position—Stations for sale. Wanted to buy stations. Employment Agencies contact RED BUSINESS. All other advertising require display space. Agency commission only on display space.

**Help Wanted— box numbers**

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

---

**RADIO—Help Wanted**

**Management**

Manager for small market AM in Pacific Northwest. Challenging job; requires strong sales ability. Opportunity to acquire portion of station after demonstration period. Salary and vacation benefits. Send resume to Box B-241, BROADCASTING.

Growing group seeks radio station manager with ability to plan and produce increasing profits for full-time operation in major market. Describe your management qualifications, career objectives. Box B-241, BROADCASTING.

Major market—sales oriented general manager for group. Oversee and develop States/Town accounts. Excellent opportunity for career advancement. Salary and benefits. Send resume to Box B-241, BROADCASTING.

---

**Sales**

Indiana two station 100,000 market area. Pulse rated No. 1 with young, dynamic group. Ability more important than experience. Send resume and picture to Station Manager, WLAW-Wansan, Wisconsin 53963. For further information phone 414-324-4441. 7-4 or 6-6 pm.

Will consider salesman or experienced radio man wishing similar employment. Dale Low, KLSI/KSMN, Mason City, Iowa 50401.

Immediate opening for salesman. Qualifications: Writing to work hard, learn lots, get top level reward from your young, dynamic growing group. Ability more important than experience. Send resume and picture to Station Manager, WLAW-Wausan, Wisconsin 53963. For further information phone 414-324-4441. 7-4 or 6-6 pm.

Salesman-salaries. We are a high-billing, success-oriented group. We have been our own sales manager. We now need a qualified salesman to help handle the business. Join a clean, stick-to-the-rate card station as an experienced sales manager or a top salesman, who will work closely with further advancement possible. A growth market (right in the middle of the fast developing medical area). Or move up with a major company, plus owners who know radio make this a career opportunity.


$1,000 a month... possibilities for men who can sell contemporary radio. Average gross product (ARP) of the competitive seven station market. Base plus commission if you are sales/announcer or sales/engineering. Creative account selling required. With opportunity to move up with further advancement possible. A growth market (right in the middle of the fast developing medical area). Or move up with a major company, plus owners who know radio make this a career opportunity.


Oklahoma's greatest small market radio station needs to add 1 sales/announcer and 1 newsmen. Best facilities, full-time operation, number 1 wartime success stories and resume to Box B-279, BROADCASTING.


---

**Annonceurs**

Management

Announcers—(cont'd)

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, reference and salary expected to Box B-125, BROADCASTING.

Country and Western leader in Michigan's second largest market. Immediate opening for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready to make a major market in solid market. Box B-157, BROADCASTING.

A person who is an announcer and sportscaster. Immediate opening in early March. Professional stable personality. Must be strong in the winter no broiling or stewing in the summer. Excellent facilities. High school sports. Town of 5,000. Must be a newscaster, announcer, sportscaster. Write in full. Do not send tape. You'll like living in the Midwest with major employer standards. Box B-173, BROADCASTING.

Announcer for small market AM-FM full time operation. Send aircheck and resume. Box B-285, BROADCASTING.

Midwest market, adult oriented top 40, strong ratings in young, energetic, all night. Tape, resume and picture immediately to: Box B-174, BROADCASTING.

First phone applicant, preferably experienced, for Wisconsin AM-FM full time operations. Send aircheck and resume. Box B-298, BROADCASTING.

Midwestern country and western music station seeking sharp C&W announcer. Excellent working conditions available in solid market. Give details and expected salary in first letter. Also recent photo and complete resume.


Medium market in Southeast. 24-hr. Top 40. Immediate opening. Year rising. Must be strong in production. Resume, photo and tape to WARR, P.O. Box 2099, Winston-Salem, N. Carolina 27102.

Mature announcer: Permanent job with good music station. Good pay, benefits Call Dick Winters, WATT, Indianapolis, Indiana.

Winona (Minnesota) AM-FM—Immediate need for experienced announcer. Send resume and tape to WCBG, P.O. Box 471, Hattiesburg, Miss. 39401. 601-563-2618.


Oklahoma's greatest small market radio station needs to add 1 sales/announcer and 1 newsmen. Best facilities, full-time operation, number 1 wartime success stories and resume to Box B-279, BROADCASTING.


---

**Annonceurs—(cont'd)**

Southern New Jersey AM-FM MOR morning man. Production know-how. Hard work will bring a great future for the right man in this growing group. Send resume, photo and tape to WMVB, Box 267, Millville, N. J. 08332.

Real opportunity for first class announcer—our market has the potential, we have the position. Mail complete resume including references to: Robert Ditmer, WBRR Radio, St. Johns, Michigan 49879.

Our hiring man must return home for family reasons. Can you handle his competitive market? For this competitive six-station surveyed market? Your aircheck is important. Send with resume to WRTA, Altoona, Pennsylvania. All tapes returned.

Immediate opening for responsible guy with superior sense of humor. Modern country signal covers 250,000 suburban Waukesha, Wisconsin area based on experience. Send tape, resume and picture to: (all returnable) to Frank, Radio WTRI, Brunswick, Md. 21716.

Annoncer for full time position. WVLN, Oiney, Ill. MOR format. Good voice important. Starting pay depends on your background and qualifications. Excellent benefits Send tape and resume to James B. Dickerson, Personnel Dept., P.O. Box 789, Decatur, Ill. 62525.

Annoncer, or first phone announcer, for bright MOR station in Daytona Beach Area. Light maintenance. Must be able to take direction. Young or older, but bright and cheerful. $120.00 per week. Write: Jack Hayward, Box 139, New Smyrna Beach, Fla.

Detroit-MOR-AM Young personality on the way up. Competitive experience OK. $8,000-12,000. 1-313-689-1737.

Immediate opening for experienced, production-minded WMVB-AM-FM full time musician. Major market. Photo, tape and resume to Arthur L. Martin, Box 518, Marion, Ohio.

**Technical**

Chief engineer needed for northeast full-time 5-k station. Looking for a dynamic, challenge seeking engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Metropolitan area, Midwest. Experienced radio engineer, 2 years experience, first class. $28,000-30,000. Give month, vacations. Profit sharing. Only those with experience need apply. Box B-170, BROADCASTING.

Chief engineer, Up to $35,000 compensation for right man in major market. Strong 5 kw AM, CATV group. Must have good antenna, transmitter, audio background. Send resume, references and current picture to Box B-200, BROADCASTING.

Engineers—if you can build new studios—install all equipment—maintain it after installation and be your own supervisor—your services are needed by the new owners of an old established station in major market. Pay is great! Box B-215, BROADCASTING.

Immediate opening experienced chief engineer. 12 years experience, plus college training along with practical training in radio. Salary and qualifications confidential. Box B-217, BROADCASTING.

Need Chief Engineer—leaving after 17 years for station in another market—will negotiate to stay for one year. Preference for additionnal night. Automated FM-Stereo. N. E. Texas, medium size market. No announcing. Salary open. Box B-272, BROADCASTING.

Chief Engineer wanted for 1 kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-272, BROADCASTING.

Needed Immediately. Working Chief for AM-FM and Background Music. . . . operation. Send full details first letter to Box B-291, BROADCASTING.

First Class Engineer needed for West Coast Florida. Good rates, nice life. Experience preferred. Money no object. Send checks and resume considered. Box B-54, BROADCASTING.
Technical—cont’d

Chief engineer for 50 kw—6 tower directional array. Write Dick, K2EN, Box 28, St. Louis, Missouri 63136.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21020.

Wanted—Experienced Chief Engineer, full time AM/FM central Ohio station, ideal working conditions, top salary and all expenses. Write to WLEX, Box 244, Chillicothe, Ohio 45601.


First phone maintenance engineer wanted for permanent fulltime position at WGRD, Grand Rapids, Michigan. Only thoroughly experienced applicants considered. Salary and all expenses. Pro- gram director at area code 616-419-4111.

First ticket chief engineer with strong maintenance experience needed immediately for top rated FM stereo station in aggressive market. All new transmitters and facilities. Phone, WJW, Detroit, 313-567-8200.

Are you the experienced administrator we are seek- ing to guide our company's well-established communication product line; to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to ac- cept your direction for product design and development. This completely autonomous key executive will report to our vice-president—marketing. We intend your reply to be held in strict confidence. Please contact: C. D. Havens, (402) 342-2753.

NEWS

Immediate opening for news director. Applicant must have good voice, be able to gather, and report news accordingly. Experience a prime requisite. Pleasant working conditions and excellent salary for the right person and resume to: H. W. Brandes, KZDO Radio, Sedalia, Mo.

Experienced, mature-sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume, and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Top rated MOR—NBC affiliate winner of six con- secutivegold record P's, awards for outstanding news coverage has immediate opening for experi- enced copy writer to write and read a top notch air job a must. Excellent salary, working con- ditions, and a full range of company benefits. Send tape and resume to Joe Prentice, WGST, Easton, Penna., or call I-219-258-6131 for further details.

Immediate opening: Net, sounding newsmen; NBC OCF. Continental-Chamberlin, WJAS Radio, Pittsburgh, Pennsylvania.


Programing, Production, Others

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good sal- ary. No group life insurance, no group disability insurance. Send resume, references, and photo to John J. Balles, General Manager, Radio Station WBYK, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Situations Wanted

Management

St. Louis Broadcasters, Sales oriented, seeks man- agers position—all offers considered. Box B-103, BROADCASTING.

General Manager with ten years management ex- perience, will move. presently employed, must give 3 months notice, college degree, 1st phone phone. $30,000 to start. Box B-211, BROADCASTING.

Established, successful general manager wishes to move from Midwest and prefers mid-Atlantic area. prefers Tidewater Virginia where wife's relatives are located. Past three years present position have brought standing among top ten in highly com- petitive, multiple market to Z1 PU position and from recent AM-FM announcement. Salary $15,000 plus monthly, health insurance. Four years solid TV and FM experience. Will move for appropriate Hotel. All interested persons contact (612) 846-7210.

Contestivity production sales manager, experienced on the Northeast. Box B-252, BROADCASTING.

Seeking California or western challenge. Currently with major group, management level. Top broad- caster wanted. Box B-257, BROADCASTING.

Have Master of music degree and first phone. Look- ing for music/program director's position in adult music station. Experienced, dependable, good salary. Al Smiley, Marlette, Mich. 48453.

Sales

Increase your billing and audience to what they should be. For more information and free mar- ket analysis, contact: John Copeland, P.O. Box 6224, Chattanooga, Tennessee. 37401.

Announcers

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROAD- CASTING.

Eight years of colorful and correct play by play. Opportunity most important consideration. Tape on request. No minor markets. Box B-84, BROAD- CASTING.

Young disc jockey seeking position with RGB sta- tion or FM. Must program the same. Box B-172, BROADCASTING.

Hottest personality in radio/TV now available. If you can afford a personality who is a true professional, send credits—music or talk. Box B-185, BROADCASTING.

Intelligent, good voice, good delivery. Working MOR near N. Y. Want classical station, medium or large market. Box B-197, BROADCASTING.

British announcer, 25 years CBC and European ex- perience, mid-Atlantic accent, arriving U.S. March seeks on-air employment. Specialist in news read- ing, classical music, and TV Dubbing for FM. Extremely versatile. Tape on request. Box B-246, BROADCASTING.

If you're looking for a first phone announcer that is happily married, dart exempt, five years experience (one as program director) and a nice guy who will be happy to contact you im- mediately because I want to make a move. Box B-247, BROADCASTING.

Experienced—two years. First phone, veteran, twenty-three. Production, copywriting. Eastern mid- west or southeast. Must be able to relocate. No sports stations. Write “Mike.” Box B-248, BROADCASTING.

New England preferred and east coast media. 30 years old. Single. 3rd endorsed. Broadcast school graduate, Cum Laude. Copywriting, sales, sportscasting. Box B-250, BROADCASTING.

Current position in large midwestern market seeks position at wall-to-wall or MOR station, AM or FM non-personality. Prefer early east coast. Box B-251, Minimum $150. Box B-254, BROADCASTING.

Advertisements—cont’d

Contemporary—new—screamer—slurper. Good voice, friendly, first phone, finished military—22 currently employed. Box B-255, BROADCASTING.

Talk-show specialist available. Knowledgeable, con- troversial, no tape. Box B-258, BROADCASTING.

Soul-contemporary, personality, newsmen, 3rd endor- sed. Must have market. Exp.—Tape. Box B-261, BROAD- CASTING.

Exp. DJ—Announcer,�新ser, 3rd endorsed. Ma- ture sound. Good production. Box B-263, BROAD- CASTING.

Tired of this scene. 20 year man, FM preferred, or good music station. Box B-266, BROADCASTING.

Summer position. Aggressive, experienced college announcer, including 50 kw. play-by-play, news. Box 5040. Available May 18. Box B-267, BROADCASTING.

Personality DJ, MOR or top 40. Graduating in June. Three years in commercial radio as DJ. Plus major televi- sion announcement. News and weather. Creative personality. Majors only. Box B-268, BROADCAST- ING.

Young, bright sounding personality, 2yrs experience, seeking rock or MOR station in DC-MD-VA-PA area. Night board-excellent production. No military obligations. 3rd endorsed. Box B-269, BROADCASTING.

Creative morning man, currently Music Director, experienced production, copywriting. News experi- ence, interviews, writes and produces newscasts. Remote broadcast experience. Married, veteran, age 27, Progressive MOR or Top 40. No evenings. Box B-270, BROADCASTING.

All formats, win on copy and production. First phone, Age 23, 5 yrs exp., 21, single. Box B-284, BROADCASTING.

1st Phase, D.J., Sales, Copy, Experience all formats. Box B-286, BROADCASTING.

Versatile broadcaster seeks permanent home. Mid- morning or afternoon. Modern format, sports minded stations only. Five years, two stations, PD, Lock station, Top-40 stations. 1st phone. Box B-289, BROADCASTING.

Experienced announcer—chief engineer. Very com- petitent. First ticket. Box B-293, BROADCASTING.

Rare combination—Experienced metro announcer, 1st phone, high technical proficiency. Young, stable, highly regarded. Prefer medium market MOR, south or west. Box B-296, BROADCASTING.

First phone—announcer—salesman. Medium to large market. Seeks to advance to management. Salary, $125. Experience on commercial radio and ratings. Box B-301, BROADCASTING.

Pittsburgh MOR market proven, 5 years. Duquesne journalism-radio alumnus. Too much training to pass. Looking for new market. 3rd endorsed. Will relocate. Box B-302, BROADCASTING.

Experience 3rd phone, strong on sports and play-by- play. MOR format, some sales, west coast pre- ferred. Box B-306, BROADCASTING.

First phone, Experienced lock, also salesman, service completed, now done MOR, Top and Gap format, no specials, southern California area only. Box B-308, BROADCASTING.

Colleg, third, two years broadcasting experience, draft deferred. Box B-311, BROADCASTING.

3rd endorsed—some experience—wants southwest. Top 40 format. Looking for immediate employment. Box B-323, BROADCASTING.


I want a job—experienced, call 203-623-7997 or write Box B-321, BROADCASTING.

DJ—recent broadcast school grad. 3rd phone will relocate, salary open. Write Gordon, 12004, Park- hill Drive, Cleveland, Ohio 44130.

Experienced 1st phone announcer seeks permanent position. Box 512, Wausau, Wisconsin 54401.


Announcers—(cont'd)
22 yrs. old Canadian (no ticket) with creative ideas and flair- able to do FM or AM stations. Worked in 3rd grad. Interested in announcing news, prod., sales, but definitely in radio should be considered. Will relocate willingly. Brad Miller, 213-464-5165.


Broadcast school grad. 3rd endorsed, single, draft exiting June, 1969. Will relocate anywhere. Larry Spalluto, Spring Street, Windsor Locks, Conn. 06096.

Professional broadcaster- eight years experience. 37, Single, single, no kids. Box Cole, 234 Crescent Street, New Haven, Conn. 06532.


Talk show moderater. Highly diversified background. Good, since married. Box 22, Manchester, Conn. 06042.

Full time job-Want to relocate. Will relocate to any area or suburb-Underground, Avante Bar Joe's, West Carolina Ave. Can do good job with imagination. Young, married, dependable hard worker. Six years' experience. First transmitter. Call 24th and 19th, 332 Delmar Ave., S.E., Atlanta, Georgia 30311 "Now."

First phone, experienced, radio-television high power transmitters. Working conditions more important than salary. Box 2-262, BROADCASTING.

Chief or assistant, 17 years in the business. Must have liveable wage. Box 2-700, BROADCASTING.

First phone, studio and transmitter maintenance experience, desires permanent position. Box 2-271, BROADCASTING.

Have First Phone, now want to learn engineering. Six years experience, currently program director. Young, married, dependable hard worker. Looking for general area of Ky., Tenn., or neighboring states. Can do good job in programming and willing to work hard to learn engineering. Box 2-290, BROADCASTING.

Experienced first phone, age 55, presently chief AM, FM, SCA. Desires change. Prefer maintenance or transmitter watch, references. Box 2-299, BROADCASTING.

Chief engineer-experienced all phases. Desires small town West Carolina or Rockies. Box 3-318, BROADCASTING.

Sports reporter-colorful and authoritative-will use plenty of actualties. Box B-189, BROADCASTING.

Surely there must be a Penna., Ohio, Indiana station wanting a parsonable college grad announcer. 1 year experience, turning salesman, for a realistic salary. Available April. Box B-235, BROADCASTING.

Summer help's that an asset to your news operation. Box B-256, BROADCASTING.

Program, Production, Others
FM Rock. A unique programming service by major market announcer. Box B-212, BROADCASTING.

Modern country programming consultant! Extensive background! Major market track record! All inquiries strictly confidential and promptly acknowledged! Box B-230, BROADCASTING.

PD/Operations director—top 40-11 years, experience, employed in present position, top 15 market over the past eight years. Salaries top 50, consider all. Write Box B-233, BROADCASTING.

Technical
Chief engineer. Maintenance only. New equipment, good climate. Box B-250, BROADCASTING.

First phone. Experienced, radio-television high power transmitters. Working conditions more important than salary. Box 2-262, BROADCASTING.

Assistant Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. Box B-216, BROADCASTING.

Local Sales Manager: Established, progressive Middle Atlantic AM/FM stations need experienced man to head department; reasonable base plus other liberal benefits. Complete resume and photo-graph. Box B-194, BROADCASTING.

Broadcasting salesmen with proven ability for South Texas station. Box B-277, BROADCASTING.

Assistant Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. Box B-216, BROADCASTING.

Major market Midwest station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details including salary required in first letter. Box B-92, BROADCASTING.

An honest, young, eager go-getting people... who want to locate with an organization that is building a new position in a top Eastern "TV" market? We need experienced announcers. Copy Writers, Newsmen, Directors/Switchers, Motion Director, Artist. Send Complete details first reply to Box B-194, BROADCASTING.

Technical
Assistant Chief Engineer position available in a combined AM/FM-TV facility located in medium sized Minnesota market. Box B-353, BROADCASTING.

Opportunity for reliable, well-qualified assistant Chief Engineer, Texas VHF. Box B-278, BROADCASTING.

Experienced TV engineer. Move up with a fast growing "U" in the center of wonderful Wisconsin. We like it here and so will you—fresh air, plenty of recreational opportunities, excellent family community. Minimum two years experience mandatory. Top pay, all fringe benefits. Interview today: Will Darcy, KFIZ-TV, Fon Du Lac, Wisconsin 41,000-371-9373.

TV Technician for new station. First phone, experienced in combination position. Contact KMTC, P.O. Box 34175S, Springfield, Mo. 65804.

California VHF TV group needs experienced engineer with experience in switching, maintenance, and Ampex TV. Company is expanding in CATV and the air. Major medical and life insurance plan plus 3 weeks vacation after 5 years service. Excellent opportunity for Crossett with all details to Wes Cherney, CSW-V TV Salinas-Monterey, P.O. Box 1651, Salinas, California.

New York—Binghampton... Dependable person with first class license... to handle UHF transmitter and studio equipment. Excellent working conditions, plus the right person. Salary commensurate with experience. Call Chief Engineer, WJBA-TV, Binghamton, N.Y. 772-1722.

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and maintenance experience. Salary $12,000 to $14,000. Two months. Sixteen hour weeks. Regular six month increases, plus numerous benefits. Production Engineer WCCO-TV, Minneapolis, Minn. 55402 forwarding resume of education and experience.

Immediate openings—two studio engineers. We’re going to need two in the next month. Will work with experience. Advancement opport呼应s. Call WCBH-TV, Room 617, 668-3800, X-584.

Wanted—TV Engineer. Experience in color studio equipment. Must have experience in studio and transmitter maintenance. VTR experience helpful or will train. Send or call complete resume to: Robert W. Faulkner, Chief Engineer, WTVF-TV, Nashville, Tennessee 37215 Packard Road, Ann Arbor, Michigan 48104.


NEWS

News reporter—We’re expanding our number one news operation. Need two aggressive TV reporters with professional experience and professional attitude. If you can build a story from the ground up working with the news director and news director to gather, a news director to develop, and a news director to keep it worth six. Will relocate at the opportunity to put in long, arduous hours, bachelor of the capital city of the Midwest if you could be the man we’re after. Good pay, good benefits. If you don’t meet the above requirements, don’t bother. Film and tape audition a must. Send picture and detailed resume with first response. Box B-180, BROADCASTING.

News Director—Number One news operation needs a pro to keep it that way. If you’re the man you’ll run the combined radio and TV news operation, and if that isn’t enough you’ll also anchor our 6 and 11 p.m. TV news. Fired already? Then forget it. But, if you’re still interested, and if your background clearly qualifies you for the job, then you’ll find it a job worth after going. Huge, medium capital city market—top pay. Top benefits. VTR or picture and audio tape experience with first reply. Box B-203, BROADCASTING.

Midwest radio-television news operation seeks experienced man to gather, develop, and train qualified radio newsmen for future TV. Send age, photo, resume to Box B-500, BROADCASTING.

Anchorman assignment editor. Experienced editor to coordinate daily coverage by 16 man staff. Also write and air early evening report. Send complete resume and air check to news director WFMJ-TV Drawer 22041, Greensboro, N. C.

Expanding news department needs television anchor-man. Experience in evening newscasts a must. Just as important, along with ability to write and enthusiastically. Call 616-775-3478.

Assistant Traffic coordinator. Desire experienced traffic coordinator for major market network affiliate. Salary, working conditions and benefits. Box B-120, BROADCASTING.
**News**

**News (cont'd)**

Experienced announcer, 27, four years radio, one year television, veteran, three years college, music voice, desire television news, $7,000 yearly. H. Brian Highley, 4626 North Avenue, Colum-

**Programming, Production, Others**

Director wishes challenging position, vast and comp-

**WANTED TO BUY—Equipment**

We need used 250, 200 kW & 10 kW AM and FM transmitters. No junk, Guarantee Radio Supply Corp., 500 South 5th Street, St. Louis, Missouri.

Wanted, Hewlett Packard 330D distortion analyzer, Hewlett Packard 206A audio oscillator, Frequency counter (will recond. units), D. F. St. John, Room 209-2604 morning or Box 259, BROADCASTING.

**TELEVISION**

**Situations Wanted—Management**

TV Sales manager 8 yrs. this medium large market. 50% net increase. 20 years broadcasting. Organizer desires relocation. Box B-239, BROADCASTING.

TV Mgt.—29, want to break in. Newspaperman, etc.,NRJ—Active, Aggressive, Creative. Outstanding credentials, Northeast preferred, elsewhere considered. Box B-304, BROADCASTING.

Mouth for hire—Dynamic young man one rated San Francisco radio personality with background in talk, sports, and music wants a major market in radio and television. Box B-257, BROADCASTING.

Conscienious/versatile — sportscaster, announcer, newscaster, writer weathercaster, interview, photo-

**Technical**

Do you need a Chief? Perhaps I can help you. Over 20 years and last 5 as leader, Western States preferred. Write Box B-260, BROADCASTING.

Young technician, Married, draft exempt—TV studio production and technical experience. Have worked for major networks will relocate. Box B-274, BROADCASTING.

1st phase, experienced studio equipment, transmitter operators and some maintenance. Florida area. Box B-288, BROADCASTING.

**NEWS**

Sportscaster—fine writer and interpretative reporter can call 513-355, Box B-190, BROADCASTING.


News, documentary, public affairs professional, ex-

**MISCELLANEOUS**

Deejay 11,000 classified gig lines, $10.00 Un-

Top the competition! Use Newsbeat ideas for fea-

**INSTRUCTIONS**

F.C.C. License Course available by correspondence. Combination correspondence—residence curriculum available for BSEE Degree. Box 1009, N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week broadcast course. Professional staff will handle the top-notch material. Call Elkins Radio School, 1-4 East Jackson Street. Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory fully approved. For accredited by the Elkins Radio License School of Minneapolis, 4119 East Lake Street. Minneapolis, Minnesota 55406.


Announcing, programming, producing, newscasting, newscasting, copying, composing, and performance in all phases of radio and television broadcasting. All taught under the highest quality production personnel. Nation's newest, finest and most complete facilities located in our own broadcast station—KEI Fully approved for veterans training. Accred-

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exam. 90% passed test. Latest in new.

Radio Engineering Incorporated Schools has the fastest and highest accredited courses. Pass all FCC Radio License Examinations (200 5 week course) in one semester. Student tuition: $736. Contact R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Central Avenue, Sarasota, Florida 33577 Call (813) 955-9622.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64101, Call (816) 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.
**Announcers**—(cont'd)

**METROMEDIA RADIOS**

-- WASH, Washington, one of nation's fastest growing popular formatted FM stations is seeking talented MOR personnel. Opportunity for creative, hard worker. Send tape, resume, salary requirements immediately to WASH, 5151 Wisconsin Avenue, N.W., Washington, D.C. No phone calls.

**ANNOUNCER-SALESMAN**

Are you looking for a permanent-well paying position, in a location where the air is clean, and countryside is breathing? Would you like to live and work in one of nation's most famous resort areas? Would you like to raise your children in a town with an outstanding school system? Do you have a mature voice, and are you willing to play good, but not too middle of the road music? Are you aggressive enough in sales to make a top dollar? If you can answer "yes" to all 3 of these questions, then you may be looking for us--because we are looking for you. Contact Mr. Squiers.

**FREE LANCE ANOUNCERS**

Philadelphia based recording company has frequent free lance job opportunities for professional announcers in area. If interested, please send name, address, credits and sample tape to:

Box 85

Radnor, Pennsylvania

**NEWSPAPER PART 1**

Radio Newsmen

CBS owned station needs top newsmen with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director

WRNO Radio

Boston, Massachusetts 02199

**Announcers**—(cont'd)

**WWDZ**

Green Bay's number one contemporary station needs experienced MOR DJ with telephone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to WCAP

Lowell, Mass. 01852

**Office Manager**

For Calif. Television station. Must be familiar with television operations and able to run staff of 4-5 people effectively. Send salary requirements and resume to:

Box B-295, Broadcasting.
TELEVISION
Help Wanted
Program, Production, Others

Sales Promotion
Major midwest market stations offer excellent
managerial opportunity to aggressive, creative,
salesman with several years experience in pro-
motion and advertising and TV operations.
Excellent benefits and salary commensurate with
experience and potential. Reply in confidence.
Furnishing full personal data, salary history.
and promotion samples to:
Box B-36, Broadcasting.
Equal Opportunity Employer

ARE YOU A TOP TEN
PROMOTION MANAGER?
Major midwest, east coast, TV Station requires
aggressive, professional promotion manager. He
should be experienced in all phases of broadcast
publicity and advertising with emphasis on cre-
avtivity. His work, both on-air and in print,
should compare with the best in the industry.
Taste, flair, and quality are evident in every-
thing he touches. We want a leader and a man
who can back up his fresh ideas with action.
Great opportunity for the right man with a pro-
gressive group operation. Send resume and salary
range, plus six samples of various print work to:
Box B-227, Broadcasting.

VERSATILE ART DIRECTOR
Drawing board & cameras, creative grasp of
TV station graphics, for design and produc-
tion of sales and audience promotion mate-
rials on and off the air. Salary open. Resume
and samples (RETURNED) to Russ
Tilford, WXTV, 7th & Ash, San Diego, Calif.
714-234-8431.

GOLF TELEPHONE NETWORK
Now available, live reports from all the
40 major Professional Golf tourna-
ments throughout the year. Jim Kent, is
your man on the tour, and will call your
station from the tournament site with live
reports, personalized for your market.
Jim will use your call letters, billboard
your sponsors, and even present your live
copy from the tournament site. You
choose the time of day, and the length
from 30 seconds to 4 minutes.
Write GOLF TELEPHONE NETWORK today
for information & a sample tape
GOLF TELEPHONE NETWORK
POST OFFICE BOX 4
INDIANAPOLIS, INDIANA 46206

WANTED TO BUY
CATV
Franchises and systems wanted. "35
Miles" restriction no obstacle. Minimum
potential required, 4,000 homes. Call
Bernard E. Karih
Northeast
Management & Development Co.
630 5th Avenue, N.Y., N.Y. 10020
212-247-5250

FOR SALE—Stations
Radio Station
KOQT
1550Kc-1KW-D
Bellingham, Washington
For Sale in Bankruptcy will accept sealed
T. B. Asmundson, Trustee
Bellingham National Bank Building
Bellingham, Washington 98225
Tel: 733-3370

WHY BUY AN FM?
Build your own.
Hundreds of stations operating 1,000
now. Fixed expense using our online plan. If
you have capital call 318-980-4000, or write:
Tape Networks, Inc.
12146 Victory Blvd.
North Hollywood, Calif. 91606

NE small fulltime $ 80M terms Fl. small daytime $100M nego
MW small profitable 75M terms MW single FM 60M $12/assume
SW medium profitable 90M terms South medium daytime 70M terms
West major AM & FM 450M terms MW metro daytime 200M nego
SW medium fulltime 150M cash South major profitable 1031M merger
Bob Graham will make over $48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 3 years of broadcast education experience and a university degree.

He is the caliber of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principal only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitle, A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars.

Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson, President Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118

Please forward a copy of: A Columbia School of Broadcasting franchise.

Name.
Street.
City.
State. Zip.

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

(Continued from page 84)

- WYCA(FM) Hammond, Ind. — Broadcast Bureau granted license covering changes, specify study, new location as 6336 Calumet Avenue, Hammond; specify Type transaction, Action Feb. 14.
- WOUB-FM Athens, Ohio — Broadcast Bureau granted mod. of CP to extend completion date to June 30, Action Feb. 14.
- WRIU(FM) Kingston, R. I. — Broadcast Bureau granted CP to change location to Washburn Hall, Upper College Road, Kingston; remote control permitted, Action Feb. 13.
- WCLE-FM Cleveland, Tenn. — Broadcast Bureau granted CP to change location; specify Type trans., Action Feb. 14.

Call letter application
- WNEF-FM, Gerity Broadcasting Co., Bay City, Mich. Requests WGER-FM.

Call letter action
- WJJC(FM), James A. Chase, Angola, Ind. Granted WAFM(FM).

Renewal of licenses, all stations

Other action
- Office of Opinions and Review in Toledo, Ohio (Buckeye Cablevision Inc.), CATV procedures, granted moving against KATV(PO)-FM Inc., Nebraska City, Neb. — Requests distant signals from KFKE-FM TV ST at Joseph, Mo., KYNE-TV Omaha, Neb. to Nebraska City; Omaha, Neb.-ARB 55), Ann. Feb. 18.

Applications
- Chief Hearing Examiner James D. Cunningham in Morrisonville, N. Y. (Dimension Cable TV Inc.) petition to stay construction or operation of a CATV system comprising a microwave repeater station and telephone Company and Asaible Communications Inc. both Rensselaer, N. Y. designated Hearing Examiner Herbert Shurman to serve as hearing officer; scheduled pre-hearing conference for March 3 and hearing for March 26 (Doc. 181385), Action Feb. 12.
- Hearing Examiner Thomas H. Dohlah at Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV proceeding in Fresno, Salinas and Monterey counties, all California (TV markets, pursuant to commission decisions to hold hearing on rulemaking, notice of proposed rulemaking and notice of incomplete docket, (Doc. 3885) vacated order of examiner establishing procedural steps in proceeding, continued hearing indefinitely (Doc. 1382), Action Feb. 10.
- Hearing Examiner Charles J. Frederick in Owensboro, Ky. (Top Vision Cable Co.), CATV proceeding in Evansville, Indiana television market, continued without day, hearing presently scheduled for Feb. 19 (Doc. 18378), Action Feb. 18.

Ownership changes
- WDRN(FM) Norwalk, Conn.-Seeks assignment of license from Foremost Broadcasting Inc. to Norwalk Broadcasting Inc. for purpose of corporate reorganization.

Processing line, all stations

Transmitter actions
- K09FH Ainsworth, Neb.—Broadcast Bureau granted CP to change location of VHF translator to .7 mile southeast of Ainsworth city limits; make changes in antenna system, Action Feb. 14.
- K13EH Ainsworth, Neb. — Broadcast Bureau granted CP to change location of VHF translator to .2 mile from city limits of Ainsworth; make changes in antenna system. Action Feb. 12.
- W06AK Drexel, Vadese and Morganston all North Carolina — Broadcast Bureau granted renewal of CP to make changes in antenna, system of VHF translator. Action Feb. 12.

CATV applications

Actions on motions
Consideration: $30,000. Principal: James Stolz, president (96%), and Mr. Stolz is sole owner of WNLK Norwalk. Ann. Feb. 13.

**WWCO-AM-FM** Waterbury, Conn.—Seeks assignment of license from Northeast Broadcasting Inc. to January Enterprises Inc. for accounting purposes. No consideration involved. Principal: Mervin Griffin, sole owner. Mr. Griffin is president of Waterbury Broadcasting Corp. of America (90%).


**Community-antenna activities**

The following are activities in community-antenna television reported to Broadcasting, through Feb. 19. Reports include applications for permits to install CATV systems, and CATV grants of CATV franchises and sales of existing installations.

**Franchise grants shown in italics.**

**Brestwood, Calif.**—Triangle Cable Co. of Oakdale, Calif., has been awarded a 20-year franchise. The franchise has the option of a automatic review of CATV rates every five years.

**Marysville, Calif.**—The transfer of the franchise of Orville Communications Co. (Orco) to Nor Cal Cablevision Inc. has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pacific Northwest Cablevision Co.

**San Diego**—Pensacola Antenna System Inc. has applied for a 15-year franchise for the Rancho Los Penasquitos area.

**Yuba City, Calif.**—The franchise of Granville Communications Inc. (Orco) to Nor Cal Cablevision Inc. has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pacific Northwest Cablevision Co.

**Dania, Fla.**—Two firms have applied for a nonexclusive franchise: International Telemeter Co. and Broward Cablevision Inc. International Telemeter would pay 7% of its gross yearly income, and Broward Cablevision would pay 1% to the city. Both would charge $9.95 for installation and $4.95 monthly.

**Fort Rucker, Ala.**—American Telecable Services Inc., Chevy Chase, Md., has applied for a franchise.

**Pascagoula, Miss.**—Crest Broadcasting Corp. (WWMP-AM-FM, Pascagoula-Moss Point, Miss.) has been awarded a franchise. Crest will pay 6.1% of its annual gross receipts. An unsuccessful applicant was Pascagoula TV Cable Co. of Mobile, Ala.

**Mount Kisco, N.Y.**—Micro Video Corp. has applied for a franchise.

**Catacamasqu, Pa.**—Service Electric Cable TV Corp. has been granted permission to operate a cable system. Twin County Cable TV Co. of Northampton, Pa., will not pay 2 1/2% of its gross profits for franchise.

**Temple, Pa.**—Berks TV Cable Co. has been granted a franchise.

**Fort Mill, S.C.**—Construction is scheduled to begin this month on the cable service of PASCAL TV Cable Co. to operate a 10-channel service, including a local 24-hour time-weather-and-background music channel.

**Mondovi, Wis.**—Henry Niehoff of Durand, Wis., has applied for a franchise.

---

**WE WILL BUY CATV FRANCHISES WITHIN 35 MILES OF MINOR-MARKET TV STATIONS**

Despite the recently proposed FCC rules which severely limit the importation of distant signals into smaller-market systems, we are prepared to offer cash (or minority stock participation in special cases) for minor-market CATV franchises. We are one of the top thirty national CATV companies. All replies will be handled in careful confidence and will be promptly answered, Call 517-742-8265 or write to President, Box B-323, BROADCASTING.
Executive with an enthusiastic bias toward radio

vision production and programming and minored in business administration.

Subsequently, Mr. Croninger enrolled in law school, three times. “Each time, after about four weeks, after buying all the books, I'd win some audition to do commercials at night, and I needed the money.”

In 1953, Mr. Croninger moved to Kansas City, Mo., where he served for two years as an announcer at KCMM. KCMM-TV was then a new station. “This was at the time people were sounding the death knell for radio,” relates Mr. Croninger. Television-station licenses were going largely to the owners of radio stations and many of the radio operations “were left to flounder.” Mr. Croninger started on KCMM radio “to let one of the old-timers go into TV,” but it was only a few months before he was moved into television.

It was at KCMM that Mr. Croninger first met Todd Storz, a “brilliant” broadcaster for whom he developed a lasting admiration. But the man who founded Storz Stations and who developed the top-40 format made a singularly poor first impression on Dave Croninger.

“He was about four feet, 16 inches tall and not a very imposing man,” Mr. Croninger remembers jokingly “When I departed I said 'good luck' because I thought he was an announcer looking for a job.”

Initial meeting notwithstanding, Mr. Croninger soon joined Todd Storz's WKB in Kansas City, Mo., as an on-the-air radio personality. His first job as a program director followed in 1955 at Storz' WTX New Orleans. When Storz took over WQAM Miami, Mr. Croninger was named program director at that station. “I haven't been on the air since,” he adds.

In 1956, the Croninger family made another big move, this time to Chicago, where he joined Westinghouse Broadcasting Co. as program director of WIND.

In 1958, Dave Croninger “got together with a man who had a little bit of money, and I convinced him I had a little bit of smarts” and he bought WTX New Orleans. When Storz took over WQAM Miami, Mr. Croninger was named program director at that station. “I haven't been on the air since,” he adds.

In January 1965, Mr. Croninger was transferred by Metromedia Radio to WIP Philadelphia where he was vice president and general manager until 1968, when he joined WNEW New York in the same capacity.

A man with little spare time but a remarkable number of spare-time activities, Mr. Croninger plays squash “when I can find a partner,” golf, scuba dives “though it's difficult to scuba dive around here,” and skis. The Croningers are currently planning a vacation trip to Aspen, Colo., for skiing, a sport they enjoy as a family.

The Croningers now live in Greenwich, Conn. Eleven-year-old Kimberly Croninger is as good a skier as her father, but without all the lessons, he says with mock resentment. Everyone calls her "Kim," says Mr. Croninger, but she calls her "Berly."

Weeks' Profile

David Cherrington Croninger—

president of Metromedia Radio di-

vision; b. April 15, 1931 Miami, Okla.; on-the-air personality, WBBM Chicago, 1956-58; owned and operated Welta Flint, Mich., 1958-61; opened Metromedia sales office in Detroit, 1961, named vice president and general manager, KMBC Kansas City, Mo. (now KMBZ), also in 1961; established KMBZ-FM 1962 (now KMBC-FM); vice president and general manager, WNEW New York, 1968-69; named president, Metromedia Radio, 1969; m. Kathleen Westerman of Tulsa, Okla., March 26, 1954; children—Kimberly, 11.
The case against Nicholas Johnson

A review of public utterances by FCC Commissioner Nicholas Johnson persuades us that he has disqualified himself from voting on a number of cases now pending before the agency. Not only that, we are convinced that many of the major broadcasters in this country are entitled to obtain his disqualification in any renewals or transfers of their licenses or acquisitions of new broadcast properties.

All of the licensees we have in mind have been publicly named by Mr. Johnson as occupying undesirable categories of broadcast ownership. All have been identified by him as vulnerable to the protests or the competing applications that he has repeatedly urged the public to file against existing licensees. In short, Mr. Johnson has so clearly prejudged so many cases in existing licensees' disfavor that he has disenfranchised himself from official proceedings involving any of their holdings.

In the June 1968 issue of The Atlantic Mr. Johnson's byline was on an article, "The Media Barons and the Public Interest," which constituted an attack on what he called "local and regional monopolies, growing concentrations of control of the most profitable and powerful television stations in the major markets, broadcasting-publishing combines, and so forth." Explicitly identified in that article were RKO General, Metromedia, Westinghouse, Storer, Avco, Rust Craft, Chris-Craft, Kaiser, Kerr-McGee, the Chicago Tribune Co. and the television networks. In the same piece he also referred to broadcast ownerships linked with the publishers of magazines "as popular and diverse as Time, Newsweek, Look, Parade, Harper's, TV Guide, Family Circle, Vogue, Good Housekeeping and Popular Mechanics." Thus by implication Mr. Johnson added Time-Life Broadcast, Post-Newsweek Stations, Cowies Broadcasting, Corinthian Broadcasting, Triangle stations, Hearst stations and WCCO-AM-FM-TV Minneapolis to his list of targets of the "sustained attack on concentration" that the article proposed.

In the September 1968 issue of the AFL-CIO American Federationist, Mr. Johnson's byline was on an article encouraging the public to intercede in license-renewal proceedings. The same theme was amplified in "What You Can Do to Improve TV," an article bearing Mr. Johnson's byline in the February 1969 issue of Harper's. In the Harper's piece Mr. Johnson commented the following: John Banzhaf for petitioning the FCC to invoke the fairness doctrine in cigarette advertising and for subsequently protesting the renewal of licenses of stations that failed, in Mr. Banzhaf's judgment, to comply; the United Church of Christ for opposing the license renewal of WLBT-TV Jackson, Miss.; local groups for opposing the renewal of WXUR Media, Pa.; the William Simon group for applying for channel 9, Los Angeles, now occupied by KJL-TV, and the "good music lovers" in Chicago for opposing the transfer of WFMF-FM Chicago to Won Continental, associated in ownership with the Chicago Tribune.

Mr. Johnson's purposes were made the more explicit in his statement explaining why he voted with a three-member majority to give channel 5 in Boston, now occupied by the Boston Herald-Traveller, to a competing applicant. Mr. Johnson said the decision meant that "the door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present licensor's"

Here we have one of seven members of the FCC identify-
...in the 12th U.S. Market

When the kickoff whistle sounds in the Cotton Bowl each New Year's day, 75,000 excited fans witness in person the clash of two of the nation's greatest football teams. Most of these same fans also witness daily events reported by WBAP-TV on "News at Six" and "News at Ten" — both news periods rated No. 1 in their time segments. In this exciting market of more than one million television households, WBAP-TV has pioneered News, Weather, Sports, Color, and Original Design.

If you sell a product or a service, put WBAP-TV to work for you.

*Represented Nationally by Peters, Griffin, Woodward, Inc.*
The projector that doesn't care what order the slides are in

That's the beauty of the Sarkes Tarzian DSP-80 Slide Projector. Just load the machine with up to 100 slides . . . the largest capacity of any projector in the field. Then punch them up in sequence—or skip around, selecting any slide at random. The DSP-80 takes it all in stride. And never misses a cue.

Replacing slides is easier, too. Change one at a time, or set up a completely new slide program simply by interchanging pre-loaded drums.

Color slides always project true and brilliant, because the DSP-80 has a 500 watt quartz lamp that maintains a constant color temperature . . . no matter how long it's running. And forced air cooling eliminates buckling.

The DSP-80 contains its own DC power supply and can be operated locally or from a variety of standard remote control panels. Contact your Sarkes Tarzian sales engineer now or write direct: Sarkes Tarzian Systems, Bloomington, Ind.