March 17, 1959: Our 38th Year: 50¢

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Code office to be television-program censor? p27
Network television billings show 3.9% rise in early '69. p30
FCC opens fire on group-owned station reps. p52
SPECIAL REPORT: Preview of NAB convention week. p71

Now... the Most Advanced Remote Color Units Available Anywhere

WWL-TV New Orleans now provides 2 complete mobile color units... with six Norelco color cameras and two hi-band video tape recorders. Now—get quality never before remotely possible. WWL-TV leads the way... always.

WWL-TELEVISION
SERVING NEW ORLEANS PROUDLY
WGN
...the most respected call letters in broadcasting

WGN CONTINENTAL BROADCASTING COMPANY

- **Chicago**: WGN Radio, WGN Television, WFMT Radio, WGN Continental Productions 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 ad won't win any awards

YOU COULD GET A REAL BANG OUT OF THIS
THIS TANK TRUCK COULD BE CARRYING ALMOST ANYTHING . . . LIKE SULPHURIC ACID. OR NITRIC ACID. OR ANY ONE OF THE HUNDREDS OF DANGEROUS CHEMICALS THAT PASS THROUGH HOUSTON EVERY DAY.
TONIGHT, AT 6 AND 10 PM, DAVE WARD AND DAN AMMERMANN CONTINUE CHANNEL 13’S EXCLUSIVE TELEVISION INVESTIGATION INTO WHAT SOME HAVE CALLED “ROLLING DEATH” ON OUR CITY STREETS . . .

But our in-depth News Probe on this subject did. It won the Texas Headliner’s Award for ‘Best Spot News Coverage In The State.’ The first time the broadcasting media was eligible to receive their coveted journalistic award.
If you’re looking for ‘spot’ coverage of another kind, call your Blair man. He’s got a nose for news, too. Ours.

KTRK-TV HOUSTON, TEXAS CAPITAL CITIES BROADCASTING CORPORATION

BROADCASTING, March 17, 1969
Top secret

There has been follow-up to FCC action last month tightening rules aimed at sealing off leaks of information from commission ("Closed Circuit," Feb. 17). Executive Director Max Paglin has circulated new memorandum throughout commission advising all personnel of restrictions on disclosure of matters before public announcements. Among other things, reportedly, it says that commission agenda items not yet acted upon must be kept locked "in desk drawer or any other containers that can be locked." "This applies," said one impressed staffer, "even to nitty gritty items, like transmitter moves."

All but sold

Firm yes or no (probably yes) on ABC's bid to acquire WKTR-TV Kettering (Dayton), Ohio, is expected momentarily. Deal for channel 16 independent, reportedly at price between $1.5 million and $2 million (BROADCASTING, Feb. 3, 24), has been subject to approval by board of WKTR-TV owner, Kittyhawk Television Corp. (plus, as always, subsequent approval by FCC). Kittyhawk board is slated to vote on it today (March 17).

Nobody's baby

If new administration decides to release report of Task Force on Telecommunications Policy, impounded since it was submitted to President Johnson last Dec. 6, it will be with loud disclaimer that it has endorsement of President Nixon. Ever since report's submission. efforts have been made by Task Force chairman, former Under Secretary of State Eugene V. Rosow, and certain of his minions to shake it loose (see page 146).

Last week it was reported that White House is considering releasing 400-page report for what it's worth, but without endorsement of any of its provisions, including that giving support to "wired city" concept of cable television or proposing establishment of Department of Communications to handle over-all policy and allocations, leaving FCC purely as licensing authority.

Plugs in plugola

Eight-year-old FCC rulemaking aimed at establishing antiplugola rule may be wiped out, and policy statement on plugola issued instead. That, at least, is recommendation of staff. Rulemaking, issued in response to congressional pressure at time when memories of payola and plugola scandals in broadcasting were still fresh, ran into considerable opposition from industry, and was shelved. But over years, commission has made its views on subject known in number of cases where licensee or his employees used station's facilities for personal ends.

These cases are said to form basis of policy statement prepared by staff for commission consideration. Item is on agenda this week, but that is no guarantee it will be taken up. Commission has put it over on meeting-to-meeting basis over past several weeks.

Hang-up

Westinghouse Electric Corp.'s proposed acquisition of MCA remains stumbling block to FCC renewal of California stations licensed to Westinghouse Broadcasting. Commission considered application for KFWB Los Angeles last week, but apparent opposition within commission even to conditional renewal resulted in item being put over. Matter is expected to come up again this week, along with renewal application for KPIX(TV) San Francisco.

Chairman Rosel H. Hyde is known to favor conditional renewal, on ground that commission should do its work and let Justice Department do its, if it wants to block merger. Justice now has matter under study. Conditions being recommended by staff would require WBC to inform commission before consummating merger so that agency could review takeover agreement. Some staffers feel merger could require filing of transfer of control applications, even though it is Westinghouse that is buying MCA.

Music rates

It'll be one down, one to go when All-Industry TV Stations Music License Committee meets in Washington during National Association of Broadcasters convention next week. Full committee will hear Charles Tower of Corinthian Broadcasting, chairman of group, and fellow negotiators report that deal reducing music fees payable to American Society of Composers, Authors and Publishers seems finally, after seven years, ready for submission to stations for approval. Big news of meeting, however, could be first inkling of what Broadcast Music Inc. thinks its own new music-license rates for TV stations ought to be. BMI President Edward G. Cramer has been invited and has agreed to attend meeting and talk about negotiating new TV-station contract. But he is not saying—at least not publicly—what BMI will seek. All-industry group, of course, wants rates lowered. By implication, at least, its leaders have indicated they would like to keep them in ratio that existed before ASCAP rate reduction was agreed on: 50% of ASCAP rates (BROADCASTING, Aug. 26, 1968). If BMI takes tack it followed in radio negotiations last fall, it will cite greatly increased use of BMI music on TV. But there is some speculation it might do so more in hope of avoiding big TV-rate reduction than in quest of increase (which it won, in Radio case).

Meeting is set for 3 p.m. March 25 at Shoreham hotel.

New product

Work has begun at NBC Domestic Enterprises on three pilots for projected series for first-run syndication. All are being produced in association with outside producers. Series of 10 original, one-hour specials will make circuses and traveling shows its focal point. Unlike most entertainment specials, series will not emphasize star values, according to NBC source. Another is true-life action-adventure series of 26 half-hours, being produced in association with Bill Burrud Productions. Producer Burrud is noted for nature documentaries. Entire series will be produced in Canada. Third project is dramatic series concerning pre-trial police investigation. Episodes are half-hours, and number would justify daily strip, according to spokesman.

Turnout

Another new record was established in number of entries in this year's Voice of Democracy program. Annual competition, initiated by National Association of Broadcasters 22 years ago but for few years under direction of Veterans of Foreign Wars, with cooperation of NAB and state associations of broadcasters, drew 400,000 entries this year from more than 8,000 high schools.

New-season selling

NBC-TV affiliates were told privately last week (by closed circuit) that business worth $150 million already is on network's books for fourth quarter 1969—these sales made within single eight-day period. Sales progress report was presented by Don Durgin, NBC-TV network president, as he and Mort Werner, vice president, programs, filled in affiliates on new-season programing.
But they make the news. Often.

We report the news, dawn to dawn. We think it's the most important thing our listeners can get on the radio. We never leave it. We do nothing else.

Which means Washingtonians can get all the news. Like they've never heard it on the radio before.

If that news happens to include Simon and Garfunkel, fine.

But, in their own ways, DeGaulle and Kosygin are pretty mind-bending guys themselves.
Senator John O. Pastore (D-R. I.) urges at Senate hearing that NAB Code Authority assume larger role in determining standards of taste in television programing—but he finds little support from network representatives. See...

Code office to be television censor? ... 27

First combined report of Television Bureau of Advertising and Broadcast Advertisers Reports shows $288,147,300 in network-TV billings for January-February 1969—a 3.9% rise over first two months of 1968. See...

Network TV billings rise 3.9% ... 30

Study by C. E. Hooper, Inc. pokes holes in assumption that radio advertising has little effect on audience. Radio's commercial impact is "nearly as high" as TV's, study says—and should therefore attract more advertisers. See...

Hooper finds high recall from radio ... 34

Justice Department urges Supreme Court not to review FCC's renewal without hearing of KTYM Englewood, Calif., which was accused of broadcasting anti-Semitic material. First Amendment is not the issue, Justice says. See...

Justice supports KTYM renewal ... 46

FCC is cracking down on station-rep activities by multiple owners. In response to SRA petitions, commission indicates in two separate actions that some rep activities contravene its cross-ownership ban. See...

FCC opens fire on station reps ... 52

Yet another siege on existing facilities: WLBT(TV) Jackson, Miss.—already in enough trouble—is challenged by integrated Civic Communications Corp., which promises more attention to minority needs and interests. See...

Now WLBT(TV) finds challenges ... 60

David takes on Goliath in Chicago hearings on sale of WFMT(FM) to WGN Continental FM Co. Citizen's committee opposing transfer argues that concentration of control of mass media is implicit in transfer of station. See...

WGN vs. multi-media issue ... 64

NAB Convention preview provides official agenda; what syndicators will show; technical papers and agenda; major displays and exhibits, and a comprehensive 'where-to-find-it' directory. See...

NAB's 47th moving into Washington ... 71

FCC plans to deny McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J., after oral argument marked by sharp questioning of McLendon's program proposals and community needs survey. See...

WCAM Camden loses another bidder ... 140

Kind words for CATV comes from Eugene V. Rostow, who charges FCC is bringing cable to standstill, and from Spindletop Research Inc., in report that favors wired-city concept as key to greater program diversity. See...

CATV finds two important friends ... 146

Departments

AT DEADLINE ......................... 9
BROADCAST ADVERTISING ........... 30
CHANGING HANDS .................... 56
CLOSED CIRCUIT ...................... 5
DATEBOOK .......................... 14
EDITORIALS ......................... 174
EQUIPMENT & ENGINEERING .......... 147
FATES & FORTUNES ................... 153
FOCUS ON FINANCE .................. 152
FOR THE RECORD ..................... 156
INTERNATIONAL ..................... 150
LEAD STORY ........................ 27
THE MEDIA ........................ 52
MONDAY MEMO ....................... 22

Broadcasting

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Subscription orders and address changes: Send to Broadcasting Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.
The town meeting began in New England
we just improved on it.

How? By offering people in New England an open forum where they can express their ideas, present their points of view, debate the vital issues of the day. A true town meeting where everyone gets his chance to be heard. This is the whole purpose of WEEI's total News / Talk / Information programming. News-oriented, open forum, timely as today's news. The kind of exciting radio that attracts listeners and sells products. The kind that's made WEEI Number 1 in Boston.

Number 1-ARB
Total Persons, 12+, Average Quarter Hour, Mon.-Sun., 6AM-12Mid.

Number 1-PULSE
Share of Audience, Average Quarter Hour, Mon.-Fri., 6AM-7PM

Number 1-HOOPER
Share of Audience, Total Rated Time Periods

WEEI / BOSTON
CBS Owned • Represented by CBS Radio Spot Sales

Based on ARB, Pulse and Hooper estimates (ARB, Metro Area, October, 1968; Pulse, Metro Area, October, December, 1968; Hooper, December, 1968-January, 1969) subject to qualifications which WEEI will supply on request.

8  BROADCASTING, March 17, 1969
Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 27.

More Pastore hearings
Four additional witnesses were added to roster of broadcast hearings this week by Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee (see page 27). Confirmed for appearance are: Thomas Murphy, Capital Cities Broadcasting Co.; Richard Dudley, Forward Communications Corp., and chairman, National Association of Broadcasters’ radio board; J. Ray Livesay, Mattoon Broadcasting Co., Mattoon Ill., and undesignated representative of Corinthian Broadcasting Corp. Others are also expected to testify.

Regarded as certain to be raised at hearing will be group owners’ reaction to FCC’s one-to-customer proposal and to surge of applications (sometimes called strike applications) for licenses of existing stations at time of renewal (see page 60).

Proposals have been advanced by Washington attorneys suggesting amendment of Communications Act to outlaw such applications under certain prescribed conditions, and thought has been expressed that Congress might be persuaded to adopt amendment to existing law along these lines.

Gets renewals, but . . .
RKO General Inc.’s wait for renewal of its California licenses ended Friday (March 14), as FCC granted renewal applications for four of them, though with conditions. Applications were pending since Dec.

Renewals of KHJ-AM-FM Los Angeles and KFRC and KMFS(FM) San Francisco were made without prejudice to any action commission may take as result of Justice Department’s pending antitrust suit against General Tire and its subsidiaries, including RKO General (Broadcasting, March 6, 1967).

Renewals are also subject to commission action resulting from outcome of comparative hearing in which KHJ-TV is fighting to retain channel 9 against challenge of local group seeking that facility. Evidence concerning RKO General’s alleged anticompetitive conduct has been taken in channel 9 proceeding.

Justice has accused defendants of consorting to coerce suppliers into buying products from them. Department also alleges they violated antitrust laws by engaging in reciprocal purchasing arrangements—involving sale of advertising time over RKO stations.

Commission vote was 5-to-1 to renew KHJ-AM-FM and 4-to-1 to renew KFRC and KMFS(FM). Commissioner Nicholas Johnson was lone dissenter, while Commissioner Robert T. Bartley abstained from voting on either of the matters. Commissioner Kenneth A. Cox abstained on KFRC and KMFS(FM) vote.

Commissioner Johnson argued that a hearing was necessary, to check into allegations of reciprocity practices alleged in Justice Department suit, as well as to consider “many . . . media-ownership problems” involved in RKO case. He called licensee, with its 14 AM, FM and TV stations and its role as subsidiary of General Tire, “one of the nation’s classic examples of a conglomerate corporate broadcaster.”

Attacks hiring practices
Three TV networks were told by chairman of U.S. Equal Employment Opportunity Commission Friday (March 14) that they are “potentially law-breakers” in their apparent disregard of equal employment opportunity law.

In concluding day of three-day hearings in Los Angeles (see page 142), EEOC Chairman Clifford L. Alexander reminded networks that equal employment law is law of land since 1964, and cautioned them to pay as much attention to it as they do to FCC regulations.

Commission heard from Perry Laf ferty, CBS; Herbert Schlosser, NBC; and James G. Riddell, ABC, who all cited increase in minority employment in recent years, while stressing that talent and top skills are basic criteria for hiring in broadcasting industry. They were particularly challenged by EEOC Chairman Alexander on lack of black and Spanish surname executives. In answer to his persistent questioning, they each conceded that there never has been to their knowledge black network vice president in history of broadcasting.

In news conference after testimony, Mr. Alexander said that transcripts would be studied to see if pattern of discrimination exists and warrants U.S. Department of Justice action. He personally viewed all three networks as being “discriminatory.”

Hance service
Funeral services scheduled today (March 17) for Kenneth M. Hance, 74, vice president-treasurer, KSTP-AM-FM-TV Minneapolis-St. Paul, who died March 13 in St. Paul Miller hospital following heart attack in early December. Pioneer broadcaster, Mr. Hance built amateur station in 1910, served in Army Signal Corps in World War I and joined KSTP in 1928. He is survived by wife, Laura, and son, Richard.

Basic withdraws
Group broadcaster Basic Communications Inc. withdrew last week from proposed merger agreement with West Michigan Telecasters and weekly Birmingham (Mich.) Eccentric and Avernill Press (Broadcasting, Jan. 13).

Spokesman for all parties said disagreement on proposed policy was reason for Basic’s pullout from estimated $18 million deal, which had been pending FCC approval.

Basic, led by former advertising agency executive, Emil Mogul, operates WWVA-AM Wheeling, W. Va.; WIGO Atlanta, and WYBE Birmingham, Ala.

Other companies involved intend to continue with proposed plans.

West Michigan Telecasters, headed by William C. Dempsey, owns WZM- FM-TV Grand Rapids, Mich., and is seeking FCC approval to purchase, for $20,300, CP for WWWW-TV (ch. 41) Battle Creek, Mich.

Record keeping
Major change in legislative recommendations in House Investigations Subcommittee’s “pot party” report (see page 48) is request for law to require all TV stations, large and small, to keep full “visual record” of all programs aired. Provision was added to section urging requirement that all matter edited out of newsmfilm be kept for six months. It was learned Friday (March 14).

Report, with additional and minority views of Commerce Committee members, will probably be released this week. It says hearing record “indicates that the licensee [WBPM-TV Chicago] contrived and staged the filming of” Pot Party at a University, two-part program aired in late 1967. Report calls for more committee study, specifically on role of ratings and commercial sponsorships in distorting news coverage.

Voices in air
Even if that unidentified voice you hear selling beans or deodorants belongs to local city council candidate, station involved may not be subject to equal time law.

FCC, in ruling requested by KYSN
Richard L. Geismar, former VP and treasurer of Metromedia Inc., elected president of Reeves Broadcasting Corp., with full operating responsibility for Reeves and its subsidiaries. He succeeds J. Drayton Hastie, who retires. Mr. Geismar joined Dumont Television Network, predecessor of Metromedia Television, in 1948, rising to VP and treasurer of Metromedia Inc. in 1961. He resigned late last year but remained for completion of several special projects (Broadcasting, Nov. 25, 1968). Reeves owns WUSN-TV Charleston, S. C.; WXEY-AM-FM and WHTN-TV Huntington, W. Va.; WTHE-AM-FM Baltimore and 50% of WLBB-TV Lexington, Ky.: CATV systems in several states; previews, real-estate sales aid service and Realtron computer service for real-estate brokers.

John F. Devine, VP for administration at J. Walter Thompson, New York, since 1965, elected to new position of executive VP for corporate administration with worldwide corporate responsibilities. Mr. Devine joined JWT in 1946 as member of legal department and has held various executive posts, including administrative VP, radio-television department, and general counsel. He is member of Thompson's executive committee and board of directors.

Alan Henry, VP, group operations, Sonderling Broadcasting Corp., promoted to newly created post of executive VP and chief operating officer of Sonderling and all subsidiaries, which include not only its TV and radio stations but also Bernard Howard Co., station rep, and Modern Teleservice Inc., TV film distributor. Mr. Henry joined Sonderling as head of group operations in July 1967 after service with Westinghouse Broadcasting and Metromedia Inc.

Fred C. Walker, administrative VP of Henderson Advertising Inc., Greenville, S. C., elected executive VP and chief operating officer of agency. His appointment follows recent announcement that James M. Henderson, president and founder of agency has been granted leave of absence to become special assistant to Postmaster Winston Blount (Broadcasting, March 10). Mr. Walker joined Henderson in 1955.

Arthur M. Mortensen, president of KMBZ-KMBR(FM) Kansas City, Mo., named president and general manager of newly formed Kansas City-Los Angeles radio division of Bonneville International. Division includes KBIG Altolan, Calif. and KBIG(FM) Los Angeles, as well as KMBZ and KMBR(FM). Mr. Mortensen also continues as VP of Bonneville International and as member of company's board of directors and executive board. He previously worked for such stations as KFI and KJJ, both Los Angeles, KORP San Diego, KERO-TV Bakersfield and KTLA(TV) Los Angeles, all California.

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

Colorado Springs, Colo., said broadcast of commercials containing voice of former announcer who is prospective candidate for city council does not require KYSN to afford equal opportunity to other candidates.

But commission detailed facts which other stations facing similar problem might note. Prospective candidate, Jay Cook, had been employed on area station for six to eight years and his voice had become well known. But he had not been employed by television or radio station in area during past two years, although he had appeared in commercials in both media without being identified by name. His last TV commercial in area was more than 1½ years ago.

His voice, without identification, is selling products in commercials being broadcast by area stations, and he will not be identified in commercials using his voice that KYSN broadcasts.

Under these circumstances, commission said, broadcast of commercials using Mr. Cook's voice without identification would not raise equal-time issue.

Assails impediments

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Corp., warned that if advertising is to survive intact in time of unprecedented jeopardy, it must convince the government and public alike that "advertising is the cornerstone of our free enterprise system."

In speech to North Carolina General Assembly and combined advertising clubs of North Carolina, he urged his audience to help eliminate what he characterized as false, but widespread notions about advertising.

Mr. Crutchfield urged advertising and media people to complement their "education" of others with some "serious self-analysis." He added: "I don't think we have a snowball's chance of curing what ails us as an industry unless we exercise even more self-imposed discipline and discretion — than we have in the past."

Astronauts top Nixon

Network television coverage of Apollo 9 splashdown Thursday (March 13) drew 45% larger audience than did telecast of President Nixon's anti-ballistic missile news conference at same hour of day, according to National Arbitron ratings. CBS claimed audience dominance on both telecasts. Arbitrons on Apollo 9 flight (11 a.m.-1 p.m.):

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<thead>
<tr>
<th>Network</th>
<th>Rating</th>
<th>Share</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>14.7</td>
<td>45.0</td>
</tr>
<tr>
<td>NBC</td>
<td>10.7</td>
<td>33.0</td>
</tr>
<tr>
<td>ABC</td>
<td>8.7</td>
<td>16.0</td>
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Noon-12:30 p.m. Friday (March 14) Arbitrons on Nixon conference:

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<thead>
<tr>
<th>Network</th>
<th>Rating</th>
<th>Share</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>9.5</td>
<td>39.0</td>
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<tr>
<td>NBC</td>
<td>8.6</td>
<td>38.0</td>
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<tr>
<td>ABC</td>
<td>3.4</td>
<td>14.0</td>
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WORLD-WIDE TV SUCCESS STORY

Forrest Tucker, Larry Storch, Melody Patterson, Ken Berry

F TROOP

65 HALF-HOURS (31 IN COLOR)

Following its successful run on the ABC-TV Network, F TROOP has continued as a television hit in local market distribution throughout the world from New York to New Zealand:

United States: 91 markets sold.
Canada: 28 markets sold.
International: Now telecast in 6 languages including French, German, Italian, Spanish and Japanese and sold in: Argentina, Australia, Bermuda, Chile, Colombia, Costa Rica, Curacao, Cyprus, Ecuador, England, Guatemala, Hong Kong, Ireland, Italy, Japan, Kuwait, Mauritius, Mexico, New Zealand, Nicaragua, Peru, Poland, Puerto Rico, Rhodesia, Saudi Arabia, Singapore, Thailand, Trinidad, Uruguay and Venezuela.

WARNER BROS.-SEVEN ARTS

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON • PARIS
Rome • Barcelona • Lisbon • Sydney • Tokyo • Mexico City • Nassau
Represented Network smallest radio network?

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<tr>
<th>Cities Represented</th>
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<tr>
<td>New York, Los Angeles, Philadelphia, San Francisco</td>
<td>Oakland, San Jose</td>
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<td>Chicago, Philadelphia, Detroit, San Francisco</td>
<td>Washington, D.C.</td>
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<td>Atlanta, Augusta</td>
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<td>Seattle, WA</td>
<td>Anchorage, AK</td>
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*Markets represented by Blair Representations. All others are in association with the Keystone Broadcast Systems, Inc.*

the Blair Represented Network is flexible enough to be what you want it to be so you can do what you want to do. Is any other radio network anywhere near that flexible? No. That's about the size of it.

**Blair Radio**

The only media/marketing network.
“Let the punishment fit the crime”

Ah, that it were so. But in cases of libel, slander, piracy, plagiarism, invasion of privacy or copyright violations it just may not happen that way. As a matter of fact, juries sometimes decide in favor of the underdog simply because he is the underdog. You don’t have to be a “top dog” to be hit with a damage suit, you just have to be part of the communications industry. Solution? An Employers Special Excess Insurance Policy. Decide what you can afford in case of a judgment against you, and we’ll cover any excess. For details and rates, write to: Dept. D, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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**Outstanding for 25 yrs.**

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**Datebook**

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Details</th>
</tr>
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</table>
| March | - Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego. 16-19.  
- Annual meeting, Illinois-Indiana CATV Association, Indianapolis. 18.  
- Annual stockholders meeting, Boston Herald-Traveler Corp., Statler-Hilton hotel, Boston. 18.  
- Radio Advertising Bureau regional sales clinic, Sheraton-Malibu Airport Inn, Denver. 18.  
- Radio Advertising Bureau regional sales clinic, Sheraton-West hotel, Los Angeles. 20.  
- Annual stockholders meeting, Cox Broadcasting Corp., Atlanta. 21.  
- Association on Broadcasting Standards board of directors, membership and technical committee meetings. Sheraton-Park hotel, Washington. 23.  
- Annual convention and exhibition of Institute of Electrical and Electronics Engineers Inc. New York Hilton and Coliseum. 25.  
- National foreign policy conference for editors and broadcasters, Department of State, Washington. 26-27.  
- Board of directors and annual membership meetings of Association of Maximum Service Telecasters. Shoreham hotel, Washington. 27.  
- Annual stockholders meeting, Gross Telecasting Inc. Stockholders will vote on increase in authorized common stock for 2-for-1 stock split and application for ASE listing. Lansing, Mich. 27.  
- Annual stockholders meeting. Warner Brothers-Seven Arts Ltd. Royal York hotel, Toronto, Ont. 29.  
- Deadline for comments on FCC proposed rulemaking that would authorize remote-control operation of VHF stations. 30.  
- Southern CATV Association meeting. Monteleone hotel, New Orleans. 30.  
- Southern CATV Association meeting. Monteleone hotel, New Orleans. 30.  
- Southern CATV Association meeting. Monteleone hotel, New Orleans. 30.  
- April 2—Association of National Advertisers workshop on development of more effective advertising. Plaza hotel, New York. 2.  
- Annual stockholders meeting, Westinghouse Electric Corp., Pittsburgh hotel, Pittsburgh. 2.  
- New deadline for comments on those portions of FCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for comments on other portions of the rules is May 2. Previous deadline was March 3. 3.  
- Spring meeting, Indiana AP Broadcasters Association, Ball State University, Muncie, Ind. 4.  
- Deadlines for comments on FCC's proposed rule that would provide for type approval of phase monitors require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations. 7.  
- Deadline for comments on FCC's proposal to permit logging at remote control point of phase indicators of currents in antenna towers, and to ease requirements for logging of meter indications at the transmitter. 7.  
- Annual cablecasting seminar sponsored by National Cable TV Association. Hotel Utah, Salt Lake City. 9.  
- Deadline for reply comments on
We'll do a month's work for you free!

Write or call us collect at (203) 327-2000. We'll send Audimax or Volumax or both to your station. If you can part with them after 30 days, we'll even pay the freight. But if you want to make your station their permanent home, all you do is pay $665 for each instrument. $695 for the FM Volumax.

Chances are you'll be so sold on Audimax and Volumax you'll want to keep them.

And you should. After all, they can increase your program power up to 8 times.

Solid state Audimax is an automatic level control years ahead of the ordinary AGC. By automatically controlling audio levels, it frees engineers, cuts cost, boosts your signal.

Volumax, also solid state, out-modes conventional peak limiters by controlling peaks automatically without side effects. The FM Volumax is unconditionally guaranteed to prevent overmodulation and SCA crosstalk. By expanding effective coverage and improving reception, they bring in extra advertising revenue.

We can afford to give Audimax and Volumax away free for 30 days. Because they are so good, most people can't afford to give them back.

SEE THEM AT NAB - BOOTH 105

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Scientific, Commercial, 9696
A Division of Columbia Broadcasting System, Inc.
Let them turn on to hard, straight news the way it comes from Reuters. We’ve been telling as it for 120 years, from Mozambique to Minneapolis.

We tell it fast over 615,000 miles of communication circuits. We bounce it from satellites and float it on airwaves. We tell it in depth. Supply it with background. Use the talents of 21,000 journalists and local correspondents.

Turn on to Reuters. See us at the NAB convention or call David Beeder (312) 527-5349. (Write him at 1830 Tribune Tower, Chicago, Ill., 60611.)

To turn on in New York, call Stuart Underhill (212) 582-4036 or write him at 1212 Avenue of the Americas, New York, New York 10036.

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**PCC's proposed rulemaking that would authorize remote-control operation of VHF stations.**

**April 11—Radio day newsmaker luncheon, International Radio and Television Society, Waldorf-Astoria hotel, New York.**

**April 11-12 Meeting of Louisiana Association of Broadcasters, Lafayette.**

**April 11—First annual springtime conference, Cable Television Association of New England, Willow Hotel, Newport, R. I.**

**April 11—Sigma Delta Chi region 5 conference, Northern Illinois University, DeKalb, III.**

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**April 12—Annual meeting, awards banquet and news clinic, Georgia Broadcasters Association, Atlanta.**

**April 13—Spring board meeting and broadcasting day, Florida Association of Broadcasters, University of Florida, Gainesville.**

**April 13—Institute on principles of supervisory management, National Association of Educational Broadcasters, Sheraton-Chicago hotel, Chicago.**

**April 14—Radio Advertising Bureau regional sales clinic, Sheraton-Cadillac hotel, Detroit.**

**April 14—Call for paper comments on PCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was April 3.**

**April 15—Radio Advertising Bureau regional sales clinic, Sheraton-Philadelphia hotel, Philadelphia.**

**April 16—Annual stockholders meeting, General Telephone & Electronics Corp. Long Beach, Calif.**

**April 16—Congressional reception and dinner and gold medal presentation of Pennsylvania Association of Broadcasters, Sheraton-Park hotel, Washington.**

**April 16-17—Meeting of Texas CATV Association, Marriott hotel, Dallas.**

**April 16-25—Nineteenth annual meeting of the International Motion Picture and Dramatic Market, MIFED is an international center where feature, TV, documentary films are traded by participants on a worldwide scale. Milan, Italy.**

**April 17—New deadline for comments on PCC's proposed rulemaking concerning establishment of FM translator and FM booster services. Previous deadline was Feb. 17.**

**April 17—Deadline for reply comments on PCC's proposed rulemaking concerning establishment of FM translator and FM booster services.**

**April 17—Radio Advertising Bureau regional sales clinic, Somerset hotel, Boston.**

**April 17—Deadline for reply comments on PCC's proposed rulemaking concerning establishment of FM translator and FM booster services.**

**April 17—Annual spring meeting of Oregon Association of Broadcasters, Dunes motel, Lincoln City.**

**April 17—International Radio & Television Society college conference, Hotel Commodore, New York.**

**April 18—Radio Advertising Bureau regional clinic, Sheraton-Motor Inn, Buffalo, N. Y.**

**April 18-19—Sigma Delta Chi region 7 conference, Kansas City, Mo.**

**April 18-20—Sigma Delta Chi region 11 conference, Sacramento, Calif.**

**April 19—Sigma Delta Chi region 10 conference, Seattle, Wash.**

**April 19—Annual meeting, seminar and awards banquet, Alabama AP Broadcasters Association, Anniston.**

**April 20-25—Annual technical conference, Society of Motion Picture and Television Engineers, Fontainebleau hotel, Miami Beach.**

**April 21—Annual National Association of Broadcasters state presidents and executive secretaries conference, Washington.**

**April 21—Fourth, Cone & Bell annual stockholders meeting to elect directors and to vote on qualified stock-option plan, Jotel Commodore, New York.**

**April 24—Annual stockholders meeting, Trans-Lux Corp., New York.**

**April 24—Annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.**

**April 24-30—Fifth semiannual management conference for members of Intermarket Association of Advertising Agencies, Nassau Beach hotel, Nassau, Bahamas.**

**May 1-5—Ninth international television contest, "Golden Rose of Montreux." of European Broadcasting Unions, Montreux, Switzerland.**

**May 25-26—Sigma Delta Chi region 6 conference, Minneapolis, Minn.**

**April 28—Annual stockholders meeting, Wometco Enterprises Inc., Miami Beach, Fla.**

**April 28-30—Annual meeting, Canadian Association of Broadcasters, Lachine and Lacombe hotels, Edmonton, Alberta.**


**May 4—Eighteenth annual national convention of American Women in Radio and Television, Shamrock Hilton, Houston.**

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**May 1—Symposium on "The Reardon Report and the News Media." Massachusetts Bar-Press Committee and Boston University, School of Law, Boston University, Boston.**

**May 2—New deadline for reply comments on those portions of PCC's proposed CATV rules dealing with questions of program origination and diversification. New deadline for reply comments on other portions of the rules is July 2. Previous deadline was April 3.**

**May 3—New deadline for comments on all portions of PCC's proposed CATV rules, except those dealing with program origination and diversification, for which new deadline is April 2. Previous deadline was March 23.**

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AN OPEN LETTER TO MY BROADCASTING FRIENDS

March 17, 1969 marks my 15th anniversary as Professional Management Consultant to TV and Radio stations nationwide. Many of you will recall my years of service to the Broadcast Industry as Vice President of the N.A.B. from 1946 to 1954, and my seminars at District and State meetings on broadcast economics, labor relations and efficient station operation.

In March, 1954, I established TV-Radio Management Corporation as a Management Consulting firm specializing in station operations, staff efficiency, effective programming and sales, station financing, broadcast economics, station planning plus diagnosis and evaluations of station operations etc. Our goal has been to serve as an outside member of a station’s staff on all problems which “improve the P/L statement.”

Most broadcast executives and owners know, also, that I have written extensively for the Trade Press. It is our hope that these articles have contributed to the literature of broadcasting and that we have gratuitously served the broadcaster. We have been happy to serve, without charge, in the placement of many broadcast managers and executive personnel.

It was only logical, because of our background, that broadcasters and groups should turn to us for confidential Appraisal Services and confidential Acquisition Services.

We thank our friends and clients for a wonderfully active and successful 15 years of Professional Management Consulting Career. We have serviced no less than 150 TV stations and 250 Radio stations on all kinds of problems, in 49 of the 50 states. During these 15 years we have acted as confidential acquisition agent for many millions of broadcast and non-broadcast properties.

Our 15 year record of clients include these Multiple Group Owners.

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And we have had happy client relations with a wide cross-section of TV and Radio Stations including:

WOI, KTOM, WFDF, WSLS, WCSH, WMTW, WNDU, KPOJ, WTWO, WHP, WEEU, WINS, WICU, WLCY, WKBV, WTHB, WNCT, WRAL, KNAC, WLEX, WSUN, KKTU, WBRZ, KRCG, KOOK, WICC, KEYD, WDBO, WPRO, WESH, WBAP, WSNQ, WWCA, WEEK, WGY, WKNE, WHDF, WFTM, WKIX, WINA, WRVA, WIFE, WTWN, KOLD, WCFR, WNEM, WSPB, WMGM, WSJE, WFB1, WPFB, WTRY, KMMJ, KHSJ, WSAU, WFRV, WTG, WTHI, WSAS, KRCG, WBLM, KOAT, KCJB, WTVP, WILK, KHMA, KOTY, WHEC, WWCA, WUTH, WCBM, WAFB, KPVS, WRGB, WCAO, WMAL, WBT, WDSU, KROC, KOVR, KMBC, WMAP, KSL, KTRK

The Future: at this 15th anniversary, we look forward to a less hectic career based upon retainers or project services to a selective group of clients. We want to concentrate, more fully, upon such services as Confidential Agent for Acquisitions and Mergers; Asset Appraisals (by new buyers) for new depreciation schedules and for Tax Purposes; Improving P/L Results for UHF(TV) stations; Station Policy and Planning including Financial Planning; Economic Feasibility Studies; Diagnosis of Station Operation; CATV Economics and Planning; Economically Sound Confidential Appraisals for stations buyers and sellers.

We cherish old continuing clients and WELCOME new clients.

RICHARD P. (DICK) DOHERTY
Television-Radio Management Corporation & Television-Radio Properties, Inc.
1735 De Sales Street N.W., Washington, D. C. 20036—(202) 347-1957

BROADCASTING, March 17, 1969 17
OpenMike

IRS pill that’s hard to swallow

Editor: In the March 10 Life there is an article on the president of Hoffman-Larochave Pharmaceutical. It gives away, through doctors, $1 million worth of drugs which is tax deductible. However, in radio and television you cannot deduct public service announcements that you give. How can the Internal Revenue Service let one manufacturer give away pills and deduct it, and not let another manufacturer, of radio and television time, deduct public service? Maybe we ought to have the National Association of Broadcasters get into these things.—Ogden Davis, general manager, WKAP Allentown, Pa.

Manhattan stress on live

Editor: Congratulations on the searching review of CATV operations in New York (Broadcasting, March 3). Your reporting did much to illuminate what may be ahead for the cable television industry as it continues its growth in the major markets.

At Manhattan Cable Television (Sterling Communications Inc. and Time-Life Broadcast Inc.), origination is important to this growth. Therefore, I would like to make clear that the events which we have been broadcasting, such as Columbia University basketball, have been presented live rather than on tape. Also, the equipment involved is broadcast-type image orthicon cameras, not vidicon cameras.

Last Monday (March 10), for example, we used four image orthicon cameras in Carnegie Hall to teleteach live the concert of the American Symphony Orchestra. In our cable studios, which have been in operation since 1962 and from which we originate three separate channels of our own programming, we also employ image orthicon cameras as well as several two-inch Ampex Videotape recorders and three complete film chains. —Charles F. Dolan, president, Manhattan Cable Television, New York.

Against stogies and stooges

Editor: How long are we in broadcasting going to sit back and let the government do our dirty work for us? I will be less than proud of our industry if we do not right now ban all advertising of tobacco without waiting for the government to tell us. I personally would be willing to take a cut in pay equal to the percentage of lost profits if all tobacco advertising were banned.

And please, Broadcasting, let’s put the white-washing statements of the tobacco industry in their proper perspective and not give those paid stooges validity they don’t deserve.

I wonder if you’ll have the courage to print this viewpoint?—Red Blanchard, Hollywood.
ESCAPE TO KPOL

Los Angeles' extraordinary radio station - for advertisers and listeners.

Check current ratings your Blair Radio Man or KPOL Salesman.
When your TV screen you're watching

Because ABC owns five major television stations that are the leaders in community-minded broadcasting. Each one, for instance, is currently involved in programming exclusively for black people. On San Francisco's KGO-TV it's "Black Dignity," an hour program every Sunday. Originated and produced by black people. For black people.
goes black for an hour, ABC.

It's a chance for black militants to talk with the Establishment. For black people who made it to talk about how they made it. And to tell other blacks how they can make it, too. ABC is five television stations that are tuning in on their audiences. And helping them to change things. In San Francisco. Chicago. Detroit. Los Angeles. And New York.

When you're watching "Black Dignity," you're watching ABC. When you listen to a top ten record, you're watching ABC. When you ride in a glass-bottom boat or go out to see "Hell in the Pacific," 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.

American Broadcasting Companies, Inc.
A plea for the quality radio commercial

I cannot say I am pleased with what is being produced for radio today. As a radio producer, I am embarrassed and disheartened. I hear all day long how hard it is to write for radio, how no one hears it, no one listens to it. But it is strange that a refreshing good commercial on the air is remembered by all.

When you spend many hours a day trying to do a good job and no one cares, it is disheartening. I have heard discussion after discussion at radio workshops on how to upgrade the quality of radio. It goes on ad nauseum—but nothing is done.

Why? Someone recently told me there was a time when a writer's biggest moment was getting an ad in a national magazine. Now that seems to be menial work. If you're not doing television, you're nothing. Who is writing most of our radio today at agencies? The youngest, newest, most underpaid writer. That is his elementary training—if he is not practicing on trade ads. Who sees it?

Typical agency/client meeting: Agency: We'll do an extensive promotion in TV-print-some outdoor advertising. . . . Client: Radio? Agency: Oh yes, of course, some radio—if we have the time.

Last and least—radio. Hours are spent on television, looking at the print ads, who even hears the radio? The fact is that 95% of people over the age of 12 listen to radio each week. That's a lot of people. If I were writing for that many people, I'd make damn sure it was the best I could do. But it goes back again to what brings acclaim from peers, praise from immediate supervisors and a raise from management. It is not a great radio script, I assure you.

I feel that a young writer can write radio, but he should be as closely supervised as on everything else he does. But why can't the "old" pros start writing again? If they would write a few spots, it would certainly spur on the junior writers. Believe me, pros—they're fun to do.

Which brings me smack to the biggest point: What radio has over other media. Here is your most flexible medium. It requires fewer people, no sets, no location shooting (sorry about that), no crews, a writer, an engineer, some effects and a producer. The costs to revise are minimal, the time setting up minimal. With all these plus at our disposal—more should be done.

It isn't done because no one cares and no one devotes any time. TV is given as much as it needs in most cases. How much footage is shot before the perfect one is picked for print? And yet radio—one hour in a studio and out.

The best radio commercials come with experimentation. Generally, a radio script is recorded as written. I don't think it is fair to the writer or to the spot. A stage script is rewritten and rewritten after the director and author heard it acted out. Rewrites are not uncommon before rehearsals, but by the time a copywriter has edited and revised his script for the legal client and supervisors and then goes to the studio, he's finished. One more change would be unbearable. But the studio is the one place where change is most important. It is in the studio that you are able to hear the pacing, the way the dialogue sounds, the effects that you have imagined.

A great solution to this is demos. Almost all agencies have facilities for auditioning talent. With a little expansion and a staff engineer, demos could be done in the agency and redone until the right formula is found at hardly any cost. You can't experiment dropping a car from a roof to see how it will work, but in radio, you could certainly try the sound effect to hear how it will sound.

One of the worst comments is: "Oh, go record without me, I don't have to be there." This is not a pat on the back, but a remark that can make a job dull. If the writer doesn't enjoy hearing his script come to life, if he doesn't want to play with it to make improvements—why should anyone?

A producer can't rewrite for the writer, and with no flexibility—it ain't no fun. No one is trying to take a thing away from a writer by making suggestions. When a play opens, no matter how many times the director asks for a change, it is the writer's script that is either given an accolade or a pan.

As far as being at a session goes, one of the most overcrowded sessions that one can attend is the music session. Here, where the fewest last-minute changes can be made—all appear. Why? Because we all love music and because money is involved. But if some of the same people came to a recording of a spot where changes could be made and showed the same interest, I think the quality could go up very quickly.

Yes, I am a for getting art directors involved. If this is what it would take to get some enthusiasm, I'm for it. Ideas are batted around for all other phases of work in this business, let's bat them around for radio.

It gets down to starting at the top of the agency. If the head supervisors started doing radio again, showed an interest in how it can be done, radio would have a different sound. Why, we might even get rid of the husband-and-wife dialogue commercials. And what could be a more pleasant thought than that?

Margo Krasne, who joined Doyle Dane Bernbach, New York, as a TV production assistant in 1965, subsequently becoming an associate producer, was placed in charge of radio production at the agency a year later. Her first working experience was as an actress, appearing in an off-Broadway play when she decided that production was more to her liking. Miss Krasne also is a sculptor, who has shown her work at a New York gallery and creator of a piece that was presented to former President Johnson.
A STAR IS BORN AGAIN

First a great singer made the name famous, then a great romantic star...and most recently a lovable animal.

Judy the Chimp will continue to attract her loving audience to your station, starting next fall. Talk DAKTARI now and be sure you’re not left out on the limb.

89 episodes in color

JUDY SOLD! WNEW - New York
JUDY SOLD! KTTV - Los Angeles
JUDY SOLD! KNEW - San Francisco
JUDY SOLD! WTTG - Washington DC.
JUDY SOLD! KWGN - Denver
My Favorite Martian

Laurel & Hardy
Crusader Rabbit
Portfolio #1 — Twenty-two Specials
and more, all from MPC

The Evans-Novak Report

Maurice Woodruff Predicts

Truth or Consequences
We'll be at the Sheraton Park Hotel, Suite C 240 March 23—March 26. Please drop in. We're looking forward to celebrating our new name with our old friends.
Summer's Comin'! Soft Drinks or Super Balls, we can put more sizzle in your Spring and Summer sales. Just get on the "Hot" Line to BLAIR!

The Communicana Group Includes:

WSJV-TV
WKJG-TV

Also: WKJG-AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart

The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Code office to be television censor?

Networks balk at Pastore demands for tight control; government commits $1 million to violence study

Senator John O. Pastore (D-R. I.), who began making congressional waves two weeks ago about televised violence, last week broadened the attack to include the whole standard of taste in televised fare. Mentioning sex almost as often as violence before a panel of hearing witnesses that included broadcasting's top leadership, the chairman of the Senate Communications Subcommittee brought full public pressure to bear on the networks to submit their programing for clearance by the National Association of Broadcasters code office ("Closed Circuit," March 10).

Specifically, the senator wants the NAB Code Authority to screen all pre-produced network programing before broadcast and to assume the power to approve or disapprove. The brunt of Senator Pastore's pressure was on CBS Inc.'s President Frank Stanton, who, since the idea was first broached during meetings in 1962, had been in adamant opposition to it.

The Pastore suggestion emerged as the main theme of a Wednesday (March 12) hearing called to formally launch an authoritative study by the surgeon general of the U. S. on the effects of televised crime and violence on viewers, particularly children. The senator's stated aim is to call forth a study as authoritative, if possible, as an earlier surgeon general's 1964 study on smoking and health, which has since been used as the basis for a number of anti-smoking policy positions by other government agencies, such as the FCC and the Federal Trade Commission.

Another hearing, for Wednesday and Thursday of this week (March 19-20), has been set by Senator Pastore. The next session is to offer nonnetwork broadcasters and NAB President Vincent T. Wasilewski an opportunity to comment on all issues raised during last week's hearing and another one two weeks ago that reviewed the whole range of problems currently facing the FCC (Broadcasting, March 10), including the violence study.

The present surgeon general, William H. Stewart, said he would appoint "within the next few weeks" an advisory panel of academic experts ("like social psychologists") with experience in both television and violence studies to review current scientific literature and to design and recommend long-range research. He said "there is little doubt that television and televised violence have an impact on the viewing public—adults as well as children." The question, he said, is what kind and how much.

The National Institutes of Mental Health will act as technical staff for the study, he said. Under questioning from Senator Howard W. Cannon (D-Nev.), he said the first results might come in a year's time. Senator Pastore asked for a progress report by Oct. 1 and was assured that one could be made by that time.

Senator Pastore appeared riled when Senator Vance Hartke (D-Ind.), while questioning Dr. Stewart, ascertained that the study would cost somewhere in the vicinity of $1 million; that no supplemental appropriation would be sought for the purpose, and that ongoing research efforts underway at NIMH could be shifted to focus on the Pastore project. It developed that Senator Hartke, who favors a crash approach to the problem, was prepared to ask for broadcasters' financial contributions to fund a joint industry-Senate-surgeon general research program.

Senator Hartke's grand design was torpedoed by Senator Pastore and although the broadcasters present all pledged full cooperation with the surgeon-general's study, the issue of broadcaster funding was not later directly raised with them. The Hartke-Pastore feud continued to flare up sporadically throughout the hearing, however.

But the whole question of the surgeon-general's study fell into the background as Senator Pastore alternated between charm and sharpness in the effort to have the whole hearing turn on the question of code previewing of programs. At one point, he exclaimed that if the network heads did not agree to his proposal, the whole day's hearing would prove to be no more than "an exercise in futility." At another point, after finding scant agreement among his full panel of witnesses, which included the three commercial network presidents, the president of the NAB and the head of the NAB Code Authority, he charged: "This hearing is useless. Everybody is satisfied that everything is all right."

That everything wasn't all right, at least from Senator Pastore's point of view, was never left for a moment in doubt. The NAB code, he said, "reads like the 10 Commandments."

On the Commerce Committee's trail of televised violence and sex were (l-r) Senator Hugh Scott (R-Pa.); Communications Subcommittee Chairman John O. Pastore (D-R. I.); Nicholas Zapple, Senate communications counsel; Senator Vance Hartke (D-Ind.), and Senator Howard W. Cannon (D-Nev.).
But in its enforcement it has been weak, he added, and much of the public is disturbed.

Noting that NBC President Julian Goodman had testified that his network had revamped its Saturday children’s program schedule, Senator Pastore said the whole area “should have been a code responsibility. You’ve hoodwinked the public. You’ve got a beautiful, beautiful code and then you have a subterfuge in the enforcement.”

The arguments for and against code preview powers were argued in a series of exchanges between Senator Pastore and Dr. Stanton. The senator fingered the CBS Inc. president as the only network president standing in the way of prompt agreement. “I know the two other networks are amenable to it,” he said, “you’re the only holdout.” The matter proved not so clear cut when the other presidents, Mr. Goodman of NBC and Leonard Goldenson of ABC, testified later in the day.

Mr. Goodman said his network does allow the NAB Code Authority to preview on request, but as a policy statement he added that he thought determining the acceptability of programs “is our responsibility rather than that of the NAB or any arm of it.” Mr. Goldenson said he was satisfied with the consultative arrangement ABC has with the code authority. (But later ABC-TV President Elton H. Rule said that Senator Pastore was probably right when he suggested that if the network had allowed a code preview of Turn On, which by popular demand had closed after one performance, Mr. Rule might have been taken “off the hook.”)

Dr. Stanton, Senator Pastore noted, had led the opposition to granting preview powers to the code during the 1962 meetings that were held concurrently with a widespread uproar over Bus Stop, an ABC program heavily criticized for its sex-and-violence content. Since then, the CBS president has not yielded on his position.

The stance was re-argued Wednesday. “It seems to me,” Dr. Stanton explained to Senator Robert P. Griffin (R-Mich.), “in a pluralistic society it is better to have diversity of review than a single man or board.” Further, he said, the code authority represents licensees, who have responsibility under the law for what is broadcast. For the licensees to delegate that authority in any authoritative way is improper, he suggested, when it can be exercised by them directly. With the licensees responsible, he added, hundreds are making the decisions, not just three or four men. “I get very nervous when I see [such power] passing through one, two or three men to make a judgment.”

It is true enough, he continued, that one man makes the first judgment, but someone has to start the ball rolling. But the licensees see the pilot programs four months in advance, he observed, and as the furnisher of a service the networks must remain responsive to the licensees’ wishes. “The basic difference,” he said, between his position and that of Senator Pastore, “is a difference in the philosophy of the approach.”

Senator Pastore hammered at that difference. The trouble with code review of programs after they have been aired is that the public has already been exposed to the errant program. And if the present system provides sufficient control, why have complaints mounted? That they have mounted was challenged by the broadcasters, at least in relation to the vast audience that doesn’t find fault.

Because of the First Amendment, Senator Pastore noted, there was little Congress could do to prescribe standards of programming, but there was much that broadcasters could do with effective self-regulation. It would be a tremendous reassurance to the public and the committee if a positive step were taken, he told Dr. Stanton.

“Baseball had to do it,” he said. “The motion pictures had to do it. There’s nothing wrong with the code. The trouble is the procedures make the code unenforceable.”

“We have the tightest kind of self-regulation,” replied Dr. Stanton. “The licensee makes the judgment and he knows the community he serves. It’s his neck on the line.”

“But he is an affiliate,” rejoined Sen-
ator Pastore, "with limits on his relations with the networks."

"I disagree violently," replied Dr. Stanton.

Later, Senator Pastore emphasized that the networks have their own representatives on the code board. "I hope you change your mind," he told the CBS president. "It would be a tremendous public service if you would relax your opposition. It's not an unreasonable request." At another point Dr. Stanton suggested that the proposed reform, while subject to the disadvantages he listed, would probably make no real difference in programming standards anyway. "In a year we'd be back on the same subject because you would not be satisfied," he said.

"Try me," said Senator Pastore.

Pressing his points near the close of the morning session, Senator Pastore got Dr. Stanton to agree to at least "reconsider" his position. Recounting that coup, the senator said before the lunch recess: "I am elated."

In the afternoon session, when the other network presidents did not volunteer their acceptance of code pre-clearance, and NAB President Wasilewski and Code Authority Director Stockton Helfrich also showed a profound reluctance to jump on the Pastore bandwagon, the senator stressed he was not pushing for a decision that afternoon. It was made clear later that—while no deadline was set for a code preview decision, publicly or privately—the senator anticipates some action or response "within the near future."

Throughout the sessions, when specific examples of programming abuses were charged by the senators, the emphasis fell more on risque material than the violent. When violence proved to be the example, more often than not the example provided was taken from news coverage.

The difference between entertainment and news as problem areas for program-content control was often blurred, but never entirely lost, on either side of the witness table. The consensus among broadcasters was that the news media had to tell it as it is. But Senator Pastore questioned the propriety of showing an execution by gunfire of a Biafran prisoner on television. "You didn't see it on our network," said Dr. Stanton.

Senator Philip A. Hart (D-Mich.) disagreed with both men, saying that it might be hoped that the display of such naked brutality might make men determined to eliminate it. The point was not lost on Senator Pastore, who said he regards Senator Hart as a man of kindred tastes and goals.

On the other hand, Dr. Stanton noted that during news treatment of immolation scenes only long shots, never close or even medium shots, had been used of the burning suicides, indicating that even in the news there were areas where responsible news judgment could be applied to tell the story without sensationalism.

But that the whole area of television standards, not just violence, was under attack came clear in a variety of questions about sex in programming. Most of it, Senator Pastore said, was unnecessary. And the matter was not confined to programming; commercials came in for a share of attention.

Repeating a complaint Wednesday about a "take it off" shaving-cream commercial he had made at the FCC hearing the week before Senator Pastore reiterated his criticism Thursday morning on NBC-TV's morning Today show, in a review of the previous day's activity: "I think there's enough common sense in the networks themselves that they know the difference between sex and no sex, and I tell you very frankly that every time you turn it on—especially some of the commercials—I mean it's all tied up with the sex and it doesn't have to be that way at all.

"After all," he continued, "I think that it's an insult to the intelligence of the American people if in selling shaving cream you've got to make it sexy...."

The same program added fuel to a growing dispute among those at the hearing as to just how far Senator Pastore wanted the code's authority to be extended. Not made clear in the colloquy was the question of whether the code would be merely consultative
in its preview powers or if it was to have enforcement authority to order a program to be kept off the air or require changes.

At one point during the hearing Senator Pastore seemed to be saying exactly the latter. And on the Today program he stressed that the code should have independence and authority, although it was to be selected by and responsible to the industry itself. Asked on the program by interviewer Bill Monroe if the senator thought an independent board would be tougher than the networks themselves, he replied: "I think that the code authority is a little too subservient to the industry as it stands now and as a matter of fact I heard from the director of the code yesterday and I wasn't too convinced that he had the independence that he should have in saying to the networks—now look here, I don't think this is going to be acceptable to the public. . . ."

A clarification from the senator's office, however, indicated that what he has in mind are no plenary powers beyond the code authority advising that a previewed program is or is not code-compliant.

Another difficulty was encountered in untangling the present network practices on allowing the code to preview unaired programs on request. At one point, Dr. Stanton said "the others may allow it but we do not." NAB President Wasilewski later said that CBS had in fact allowed preview privileges on several occasions. The other network presidents indicated that specific requests for previewing by the code would not be denied out of hand and at one point even Dr. Stanton, despite his earlier denial of the practice, indicated he would have no objection.

At stake seemed to be, although it was never specifically spelled out, the question of setting up a routinized, institutional and automatic preview of each network program aired, an activity that one observer noted would amount to a large burden on any organization and an impossible burden on any one man. Delegating the responsibility to many men or groups would tend to result in an overspecific and highly detailed set of rules that could be consistently applied objectively—an approach that many feel failed for the motion picture industry during its earlier years, by being too rigid and tending to range from the unnecessarily repressive to the downright silly.

It is doubtful that the Pastore push for code previewing will remain quiet while Dr. Stanton mulls over his promised reconsideration. This week's hearing will likely give Senator Pastore an opportunity to probe network affiliates at how they feel they fare at the hands of the networks, especially regarding their assessment of their influence over the shape and taste-level of what comes piped to them over the interconnection.

Invited for the two-day sessions have been Mr. Wasilewski, who submitted but did not read a prepared statement at last week's hearing, and Donald McGannon, president, Westinghouse Broadcasting Co. Other witnesses, not yet confirmed as of late Thursday, will be drawn from the ranks of group owners and independent broadcasters and small and large markets, a spokesman said.

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**Network-Advertising**

**Network-TV billings rise 3.9%**

Combined TVB/BAR report shows January-February total of $288 million

Network-TV billings in the first two months of 1969 reached $288,147,300 for a 3.9% rise over January-February 1968, according to figures being released today (March 17) by the Television Bureau of Advertising.

The announcement signals the decision of TVB to switch the issuance of network figures compiled by Leading National Advertisers to those compiled by Broadcast Advertisers Reports. The switch had been expected since LNA announced a few weeks ago that it had discontinued compiling spot-TV reports for TVB, and TVB announced it would release BAR's spot compilations in the future (Broadcasting, Feb. 24).

Getting spot and network estimates from the same organization not only provides figures that are comparable—LNA's spot figures were gross, BAR's are net—but also will enable TVB for the first time to issue local-advertising estimates that also are comparable with the spot and network figures. BAR's spot reports already include "local spot" as well as national and regional.

Norman E. Cash, TVB president, said that "today's local advertiser is following many of the television patterns of the regional and national advertiser, and these national advertisers are equally interested in the television activity of their retail outlets. Now, for the first time, we will be able to report the dollar investments of advertisers in all three forms of television: spot, local and network. We can present the total television picture."

Harvey Spiegel, TVB vice president for sales and marketing, said the bureau's own surveys "have shown the important help this dollar information provides an advertiser as he establishes his own television budget."

The exact form of the reports to be issued by TVB is still under study, but officials said there will be, at least, monthly totals on all three forms of television, plus expanded quarterly and annual reports.

BAR's spot and local reports are based on one week's monitoring a month in each of the top 75 markets, projected to monthly estimates for these markets. Using the share of total spot and local billings represented by the BAR markets as shown in official FCC figures, TVB will project an industrywide figure from the 75-market

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**Network television net time and program billings by day parts and by network (add 000)**

<table>
<thead>
<tr>
<th>Daytime</th>
<th>January-February</th>
<th>% Chg.</th>
</tr>
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<tbody>
<tr>
<td>1968</td>
<td>1969</td>
<td></td>
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</table>
| Daytime          | $43,098.9         | $41,590.5 | -3.5%
| Mon.-Fri.        | 31,218.1          | 30,190.2 | -3.3%
| Sat.-Sun.        | 11,880.8          | 11,400.3 | -4.0%
| Night time       | 95,161.1          | 96,526.4 | +1.4%
| Total            | $138,266.0        | $138,116.9 | -0.1%

<table>
<thead>
<tr>
<th>January-February</th>
<th>% Chg.</th>
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<tr>
<td>Daytime</td>
<td>$40,395.6</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>30,533.8</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>24,501.8</td>
</tr>
<tr>
<td>Night time</td>
<td>187,214.5</td>
</tr>
<tr>
<td>Total</td>
<td>$277,250.1</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>1969</td>
<td></td>
</tr>
</tbody>
</table>
| January          | $37,044.6     | $56,289.5 | +52.5%
| February         | 38,408.0      | 50,452.9 |

**Source:** TVB/BAR
Pittsburgh is the nation’s #1 late-night viewing market.

The November 1968 ARB shows that Pittsburgh has the nation’s highest percentage of homes using late-night television Monday thru Friday from 11:30 pm – 1:00 am.*

and Pittsburgh’s #1 late-night viewing station is WIIC-TV.

To reach the Pittsburgh market, “the late-night place to be” is the Tonight Show starring Johnny Carson on WIIC-TV. Call WIIC-TV Sales or your Blair TV man.

* Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended Mar. 7, 1969
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$9,619.4</td>
<td>$79,084.0</td>
<td>$12,417.9</td>
<td>$110,161.6</td>
<td>$11,697.1</td>
<td>$108,721.2</td>
<td>1,944</td>
<td>236,734.4</td>
<td>16,318</td>
<td>$297,966.8</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$1,484.8</td>
<td>12,444.9</td>
<td>2,916.4</td>
<td>25,257.0</td>
<td>2,545.4</td>
<td>22,787.5</td>
<td>939</td>
<td>6,946.6</td>
<td>7,780</td>
<td>60,489.4</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,484.8</td>
<td>12,444.9</td>
<td>2,916.4</td>
<td>25,257.0</td>
<td>2,545.4</td>
<td>22,787.5</td>
<td>939</td>
<td>6,946.6</td>
<td>7,780</td>
<td>60,489.4</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>1,282.6</td>
<td>10,419.9</td>
<td>1,057.0</td>
<td>11,074.8</td>
<td>349.1</td>
<td>6,360.9</td>
<td>285</td>
<td>2,688.7</td>
<td>2,468</td>
<td>27,855.6</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>1,282.6</td>
<td>10,419.9</td>
<td>1,057.0</td>
<td>11,074.8</td>
<td>349.1</td>
<td>6,360.9</td>
<td>285</td>
<td>2,688.7</td>
<td>2,468</td>
<td>27,855.6</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>553.0</td>
<td>3,117.8</td>
<td>771.5</td>
<td>6,666.4</td>
<td>734.5</td>
<td>5,981.0</td>
<td>102</td>
<td>2,059.0</td>
<td>790</td>
<td>16,765.2</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>72.0</td>
<td>1,513.9</td>
<td>191.0</td>
<td>2,244.8</td>
<td>235.7</td>
<td>2,143.7</td>
<td>19</td>
<td>498.7</td>
<td>192</td>
<td>5,902.4</td>
</tr>
<tr>
<td>Sunday</td>
<td>5,699.5</td>
<td>48,602.3</td>
<td>7,234.3</td>
<td>63,270.5</td>
<td>6,978.2</td>
<td>63,259.7</td>
<td>433</td>
<td>19,912.0</td>
<td>3,777</td>
<td>175,128.6</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>5,699.5</td>
<td>48,602.3</td>
<td>7,234.3</td>
<td>63,270.5</td>
<td>6,978.2</td>
<td>63,259.7</td>
<td>433</td>
<td>19,912.0</td>
<td>3,777</td>
<td>175,128.6</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>527.5</td>
<td>2,985.2</td>
<td>130.7</td>
<td>642.2</td>
<td>502.2</td>
<td>4,174.9</td>
<td>89</td>
<td>1,160.4</td>
<td>634</td>
<td>7,802.3</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>527.5</td>
<td>2,985.2</td>
<td>130.7</td>
<td>642.2</td>
<td>502.2</td>
<td>4,174.9</td>
<td>89</td>
<td>1,160.4</td>
<td>634</td>
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</tr>
<tr>
<td>Monday-Sunday</td>
<td>527.5</td>
<td>2,985.2</td>
<td>130.7</td>
<td>642.2</td>
<td>502.2</td>
<td>4,174.9</td>
<td>89</td>
<td>1,160.4</td>
<td>634</td>
<td>7,802.3</td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td>527.5</td>
<td>2,985.2</td>
<td>130.7</td>
<td>642.2</td>
<td>502.2</td>
<td>4,174.9</td>
<td>89</td>
<td>1,160.4</td>
<td>634</td>
<td>7,802.3</td>
</tr>
<tr>
<td>Total</td>
<td>$9,619.4</td>
<td>$79,084.0</td>
<td>$12,417.9</td>
<td>$110,161.6</td>
<td>$11,697.1</td>
<td>$108,721.2</td>
<td>1,944</td>
<td>236,734.4</td>
<td>16,318</td>
<td>$297,966.8</td>
</tr>
</tbody>
</table>

Spot and local totals supplied by BAR, but will not project “U.S. totals” for individual spot and local advertisers.

The January and February network billings figures were combined in the current TVB/BAR report in order to attain consistency for the full year, since the January figures already issued were LNA's.

A separate TVB/BAR report for February is also being released today. It shows network billings for the month down 0.1% from $138,260,000 in February 1966 to $138,116,900 this year—a decline attributed to 1968's being leap year and thus giving February an extra day. Despite this handicap, TVB noted, night-time television in February this year gained 1.4%.

12 CATV markets offered for testing

Television Testing Co., New York, last week announced plans for a new system of evaluating national and regional television advertising campaigns with a combination of retail-store audits and viewer surveys in CATV research markets.

At the same time, Television Testing's president, Roy Benjamin, said the firm is increasing its cable test markets from four to 12, adding about 100,000 households. He announced the plans, which are to go into effect in May, while addressing a session of a three-day American Management Association seminar in New York Tuesday (March 11) (see page 68).

In the new evaluation service, before, during and after test campaigns, retail outlets in all 12 markets are to be audited for sales impact and viewers surveyed for changes in awareness levels and attitudes.

Television Testing in a joint project of H&B American Corp., CATV systems operator, and Audits & Surveys Inc. New CATV test markets are: Keene, N. H.; Clarksburg, W. Va.; Florence, Ala.; Rochester, Minn.; La Crosse, Wis.; Missoula, Mont.; Richland, Wash.; and Santa Maria, Calif. Previously established markets are in Ventnor, N. J.; Dubuque, Iowa; Walla Walla, Wash.; and Lompoc, Calif.

Print sales bureau has TV promoter as chief

The Newspaper Sales Bureau last week picked a television enthusiast to step up the sale of newspaper advertising to retailers.

Lee B. Templeton, operating vice president in charge of public relations for Federated Department Stores Inc., Cincinnati, was named senior vice president in charge of department stores for the Bureau of Advertising, American Newspaper Publishers Association, effective today (March 17).

In one of the principal speeches at the annual meeting of the Television Bureau of Advertising last fall, Mr. Templeton called television "the most stupendous communications tool ever devised, this side of a kiss" (Broadcasting, Nov. 25, 1968). He also cited specific TV attributes and stressed the need for TV stations to help retailers understand the true nature of advertising, particularly TV.

TVB officials last week took his new appointment to mean that television has been performing that last function very well, indeed. Said Howard Abrahams, TVB retail vice president: "When newspapers need to be sold to retailers, the size of the television breakthrough is obvious.

"Last year we saw the number of department-store commercials on television grow by over 66% and the department-store newspaper lineage fall by 5%. And yet the newspaper people seemed to be reducing their retail sales staff."

"Mr. Templeton has made many major contributions to our understanding of retail television. . . . We are certain he will help the newspaper people help retailers with their use of newspapers."

Hudson marks return to TV advertising

The Hudson Pulp & Paper Co., New York, will return to television advertising this week (March 16) with a budget "considerably in excess of last year's $1 million" to be spent in 11 major eastern markets.

Hudson has been advertising exclusively in print since 1965, but made the decision to add television when the newly formed agency, Kurtz Kambanis Symon, took over the account in November 1968.

The agency partners, formerly with Jack Tinker, created a series of five commercials in 30- and 20-second versions, each with the theme—"don't throw away just anything. Throw away the best." The "stars" include a young boy unrolling reams of toilet tissue, the "founder's son," a laboratory technician, a "typical" consumer lounging on red velvet cushions and a Greek ship owner. All the commercials will be shown in prime time. VPI, New York, was the production house.
KRLA  Los Angeles' really listened-to radio station. Sold nationally by H-R Representatives, Inc.
Hooper finds high recall from radio

Matching aural medium against TV, study turns up slighter differences than had been supposed

Results of a study showing radio's commercial impact to be "nearly as high" as television's—and therefore worth increased advertiser investments—is being made public today (March 17) by C. E. Hooper Inc.

The study, conducted in 44 major markets across the U.S., found that radio's average commercial-recall score over the entire day was approximately three-fourths as high as network television's average in prime time. Radio's all-day average was put at 14.4%, as against 19.4% reported for night-time network TV in a study using identical research techniques.

In radio's own prime time, the gap was cut approximately in half.

Bill Harvey, Hooper vice president and director of broadcast development, said in reporting the findings to agency subscribers to Hooper's new radio audience-measurement service, from which the details were drawn:

"The reason for lower investment in radio as compared to other major media, despite a cost-per-thousand two-thirds lower than these other media, has been based on an advertiser/agency assumption that radio commercials affect relatively few listeners, compared to the effect of TV or print ads on their audiences.

"Based upon these initial Hooper findings, we may see some changes in investment patterns positive for radio as further light is shed upon this subject."

Although some of the "why's" are still unanswered, the findings disclose substantial variations in radio commercial-recall patterns from market to market, from station to station, from one program format to another and from one day-part to another.

As part of its new local-radio ratings reports, Hooper gets commercial-recall scores for different day-parts, for men, for women, for men 18-49 years of age, for women 18-49 and for teenagers, and the February report is adding income-groups to the list. The recall score is the percentage of listeners able to answer the question: "What brand was advertised in the last commercial you heard?"

Although the average score for a full week in the 44 markets was 14.4%, individual station scores ranged from as high as 30% to as low as 5%, according to Mr. Harvey.

"Some of this variation," he said, "seems explainable based on station types. For example, the types of stations that generally attain highest commercial-recall scores are either those whose programming demands attentiveness, such as talk stations, or those whose listeners are psychologically most involved with the station, such as Negro stations. Soft-music stations score slightly lower, since such stations are possibly used as a background for other activities more of the time."

But, he emphasized, "most significant" variations can also occur among stations of the same type—a factor obviously to be kept in mind in evaluating the findings on recall by station format. Those findings were given as follows:

<table>
<thead>
<tr>
<th>Station type</th>
<th>Sample size</th>
<th>% recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negro</td>
<td>2,134</td>
<td>18.1</td>
</tr>
<tr>
<td>Talk</td>
<td>2,491</td>
<td>16.5</td>
</tr>
<tr>
<td>Rock</td>
<td>8,981</td>
<td>15.8</td>
</tr>
<tr>
<td>Country-and-western</td>
<td>1,623</td>
<td>15.7</td>
</tr>
<tr>
<td>Classical</td>
<td>1,793</td>
<td>14.2</td>
</tr>
<tr>
<td>News</td>
<td>672</td>
<td>14.2</td>
</tr>
<tr>
<td>Middle-of-the-road</td>
<td>11,712</td>
<td>13.7</td>
</tr>
<tr>
<td>FM</td>
<td>3,789</td>
<td>11.4</td>
</tr>
</tbody>
</table>

Stressing that the averages are by no means typical of all stations in a given group and that more study is needed before these intra-type variations can be fully explained, Mr. Harvey said in his report:

"News stations, for example, seem to score above average in the table above. However, this is because there are a large number of very high scoring news stations, and a comparable number of very low scorers.

"This may be a function of individual station format in terms of ability to sustain interest rather than repeating the same news stories to the point of making the loyal listener mentally 'tune out.' Further analysis is required to ferret out all of the factors at work here."

Among markets, recall scores ranged from a high of about 20% to a low of about 10%, a variation for which Mr. Harvey had no explanation other than to speculate that some markets may simply be more radio-oriented than others, or that factors such as market size may have an influence. On this question, too, he said further analysis is needed.

By day-part, radio-commercial recall was found to be highest in early morning and then to decline slightly but consistently as the day wore on. In the Monday-Friday 7-10 a.m. period, generally regarded as radio's prime time, recall was found to be 16.8% (as against the 19.4% reported for TV in television prime time).

Hooper's day-part summary appears at end of story (see column at right).

Mr. Harvey speculated that the gradual slippage in recall scores as the day progresses may mean that "radio attentiveness follows a similar pattern to radio usage. High radio usage—for example, in the morning—indicates high radio interest and thus high commercial recall, and vice versa at night when interest is highest in television."

The Hooper study encompassed 31-134 coincidental interviews, and some of the findings—recall scores by sex and age—are yet to be compiled.

Mr. Harvey said he was sending his report to agencies in response to an American Research Bureau agency presentation that described radio as "low response/low stimulus" when in fact, according to the Hooper research, radio commercial recall "scores nearly as high as television." ARB officials defined to make their presentation public.

Another spot-TV market report

LNA/Rorabaugh plans monthly service, seen as competitive to BAR

LNA/Rorabaugh announced plans last week for a new spot-TV advertising expenditures report for major markets. For participating stations in a given market it will compile monthly figures on brand activity from reports submitted by the market's stations.

LNA/Rorabaugh President Thomas H. Miller said the reports would cover a full month's activity in each case and would be delivered three weeks after receipt of station data. They are intended as a sales and management tool for stations rather than as an agency service.

In its nature the new service apparently is intended to be competitive with Broadcast Advertisers Reports' spot-activity service, based on monitoring of stations, which is widely used by agencies and also sold to stations. This was implied by Mr. Miller in his assertion that at present "stations can subscribe to a monitoring service covering only one week out of the month with delivery limiting its use as a management tool."

LNA authorities said they were just beginning to offer the service to stations and hence had no markets "set." The number of cooperating stations needed before a report for a given market

34 (BROADCAST ADVERTISING) BROADCASTING, March 17, 1969
HRP IS SOLD ON KTVI
and here are their reasons why...

"... one of the things that impressed was the attitude of the entire station staff." — Carl Weinstein, New York

"I did want to thank you again for a most informative, impressive and delightful Sales presentation." — Carter Knight, Boston

"... Therefore let's all 'think St. Louis, sell KTVI' now and for a long time to come." — Pete Childs, Chicago

"... it was a very stimulating introduction for our men to KTVI." — James G. Parsons, Jr., New York

"You can rest assured that I will certainly have St. Louis on my mind and will bend every effort to sell KTVI." — Bruce Georgi, New York

"Rest assured, this weekend will go a long way in the minds of our people to 'Think St. Louis... Sell KTVI!'" — John E. Harrington, Jr., N.Y.

"I know the effect on our sales effort will be felt for many months and years to come." — Peter F. Ryan, Chicago

"The presentation was excellent and thank you so much for everything." — Lon Nelles, San Francisco

"We came away with a feel of your market and your station that certainly couldn't be duplicated in less than a year of practical representation in the field." — John F. Dickinson, New York

"We all got the message, and there is no question in my mind that we will be more effective for KTVI because of the impact of the presentation and our association with the fine people at KTVI." — John J. Walters, Jr., N.Y.

"... we certainly know your station now." — Bill Branch, New York

"We look forward to a year of making KTVI a big sales success." — Tom Peschel, New York

"You told your story well and sold me on KTVI." — Steve Raffel, New York

"You can get all the latest facts about KTVI and St. Louis from your HRP rep."

The association of Harrington, Righter & Parsons and KTVI promises to be a long and happy one... and we are looking forward to it.

KTVI-2
ST. LOUIS
HOW SHARP IS YOUR TELEVISION?
1. Look at nighttime... CBS Television Network is currently enjoying its 14th consecutive year of leadership.

2. Look at daytime... CBS Television Network is currently enjoying its 15th consecutive year of leadership.

3. Look at news... CBS Evening News with Walter Cronkite is in its 31st consecutive month of leadership.

4. Look at children's programs... CBS Television Network is currently enjoying its 5th consecutive year of leadership.

5. Or look at it this way... Advertisers with 20/20 foresight put their money on the winner: CBS Television Network.

Audience estimates based on NDDA Household Reports, January-February 1967, and January-December of prior years. Nights time is Monday-Sunday, 7:30 p.m. - 11:00 p.m. Daytime is Monday-Friday, 10:00 a.m. - 5:00 p.m. Children's programs are Saturday morning when all three networks carry. Subject to availability as advertised.
New York dominates commercial awards

Diet Pepsi best TV ad; BBDO wins television sweepstakes, Y&R, radio, at IBA presentations

New York-based advertising agencies and production companies, which last year swept 12 of the 20 top radio-TV honors for commercial-making in the annual International Broadcasting Awards presentations of the Hollywood Radio and Television Society, continued their domination of the event in this year’s competition. At the ninth annual IBA presentations, held in Los Angeles last week, New York-based agencies coped a total of 13 first places in radio-TV. New York-based production companies were almost as successful, winning 10 IBA Silver Spike trophies, emblematic of the “world’s best” in commercial-making. In addition, sweepstakes, or best-in-show, honors for both radio and TV were totally captured by ad agencies and spot-makers from New York.

The breakdown shows New York agencies winning eight, or one in five, in TV and five in 13 radio awards, while New York production companies won seven awards in TV and three awards in radio. The West Coast lagged far behind in the competition, with production companies from there winning three first places in TV and four in radio, while only a single Los Angeles-based agency was honored in the radio category and not a one in TV. Chicago, Detroit and Boston agencies and a Boston production company also were numbered among first-prize winners.

Individually, Young & Rubicam Inc., New York, which came away with six first-place trophies in 1968, again was a big factor, winning the radio sweepstakes, Batten, Barton, Durstine & Osborn Inc., New York, won the television sweepstakes, N. W. Ayer & Son Inc., New York, had two television winners and one radio first place to tie with Y&R in total category victories.

In all, trophys were presented in 12 TV and radio categories. They were chosen from a record 3,315 entries from 39 countries, Ben Hoberman, vice president and general manager of KABC Los Angeles and president of the Hollywood Radio and Television Society, who sponsors the worldwide advertising competition, presented the special Man of the Year award in broadcasting to Dan Rowan and Dick Martin, stars of NBC-TV’s Laugh-In series. The awards presentations, held in the Century Plaza hotel (March 11), were attended by advertising and broadcasting executives and their guests.

The sweepstakes winners were:

Television


Radio


Other first place winners:

Television


Radio


Radio


Language, “Close up,” KABC Los Angeles.

Radio


IDC monitoring service offered to advertisers

International Digicons Inc., New York, announced last week that it will provide advertisers in New York, Chicago, and Los Angeles with an electronic TV monitoring system within the next 90 days. The service, called “Teleproof 2,” offers subscribing advertisers a computer print-out which reports the time a commercial ran, whether the video and audio were properly transmitted...
Where The Action Is

While in Washington for the NAB Convention, you are cordially invited to come to where the action is!

Whether your interest may be in buying a property, or selling one, or just visiting, come to the convention suite of Hamilton-Landis & Associates, Suite 502, in the prestigious Mayflower Hotel.

Our Washington offices are just across Connecticut Avenue. The new NAB headquarters building is only two blocks up the avenue. The National Broadcasters Club and Broadcasting Magazine are directly across the street, and the new FCC building is little more than just around the corner. Offices of eminent communications attorneys and consulting engineers are to be found throughout this little circle, which comprises the heart and core of the Nation’s broadcasting enterprise.

Plan now to visit our neighborhood—and us. We shall be expecting you anytime from Sunday on—in Suite 502 at the Mayflower.
Will the real Garry Moore please stand up?
You bet he will

...as host of the exciting new syndicated television series**
now in production...

And look who Goodson-Todman is starring as panelists

BILL CULLEN
PEGGY CASS
ORSON BEAN
KITTY CARLISLE

Now add guest panelists like Joanna Barnes, Barry Nelson, Bert Convy, Phyllis Newman and Nipsey Russell and you're well programmed for a great Fall start! So stand up please and state your real name and call letters for Goodson-Todman's "To Tell The Truth."

*After 12 outstanding years on CBS.
** Sold to Metromedia for New York, Los Angeles, Washington, D.C., Kansas City and San Francisco

Produced by
Goodson-Todman Enterprizes, Ltd.
Distributed by
Firestone Film Syndication, Ltd.
477 Madison Avenue, New York, N.Y. 10022 212-758-5100
and whether it was the specific commercial wanted for the time spot (Broadcasting, Sept. 18, 1967). It also reports network or local origination.

Installations of the Digisonics monitors in the top 25 markets is expected to be accomplished during the third quarter of this year. This will represent 52% coverage of U.S. television homes. Monitors in all of the remaining markets in the U.S. are projected for 1970.

The core of the system is an unmanned electronic monitor tuned to each TV station in each market and located near but independent of the station. The monitor reacts to a code on the film or tape, which is not visible to the viewer.

The monitor feeds information into a central computer, which, it is hoped, will eventually serve as a data bank providing other services as well as proof-of-performance monitoring. Among the projected uses for the IDC data bank are spot accounting and billing. Its developers also expect the monitoring system to be of interest to talent unions, the feature-film industry, and regulatory government agencies.

IDC has signed up a number of advertiser-subscribers that include Colgate-Palmolive, Block Drug, Best Foods, Brown & Williamson, Trans World Airlines and Bristol-Meyers.

The annual fee is based on the subscriber's total television spending with a minimum of $1,000 and a ceiling of $60,000.

Rep appointments:
- WTR-A Norfolk, Va.: Harrington, Righter & Parsons, New York.

UHF's support exclusivity proposal

Claim FCC rule would remedy small-market problems in obtaining syndicated programs

The FCC proposal to limit the scope of territorial exclusivity agreements between television stations and nonnetwork program suppliers suddenly acquired a measure of support last week. The proposed rule, which had previously elicited defenses of free enterprise and warnings that such regulation would fail to achieve its purpose, finally drew more praise than condemnation in reply comments filed primarily by UHF broadcasters.

The proposal would limit exclusivity agreements involving nonnetwork programs to the community of license of the station involved. Its aim is to make additional syndicated and feature-film programing available to stations in small or overshadowed markets. The proposed rule would parallel one now governing exclusivity arrangements for network programing. It was issued for comment nearly a year ago (Broadcasting, May 13, 1968).

Most prominent among the reply comments filed in support of the proposal last week were five separate but essentially identical filings by UHF's: KYTV-7 Springfield, Ohio; KGTV-TV Des Moines, Iowa; WHTO-TV Nashville, Tenn., and WDKS-TV Toledo, Ohio. The stations said they had no desire to cover all the arguments raised by earlier comments, but that they wanted to reply to "the laissez-faire philosophy that there is no need for regulation by the commission since the marketplace is performing nicely."

The present hands-off attitude toward syndicated programing too often allows stations in one community to control programing that should be available to stations in an adjacent community, according to the UHF's. Since the larger stations in these areas have the money to bid for attractive syndicated programing, and the right to claim a wide area of exclusivity, UHF's are presently able to acquire "nothing but leftovers," the five stations said. The commission's proposed rule would remedy this inequity, they added.

Another filing in support of the proposal, by WAKR-TV Akron, Ohio, said that such a curb on exclusivity agreements would probably have only limited impact, but would be invaluable to stations in overshadowed markets.

Opposition to the rule, while less prominent than in the past, was not lacking. The All-Channel Television Society argued that a rule cannot cover the multiplicity of situations in which stations negotiate for exclusivity. It urged the commission to deal with the problem on a case-by-case basis. Kaiser Broadcasting Corp., in another filing, said that the rule would not enhance competition, as some of its supporters had claimed, but would simply insulate some stations from the rigors of reasonable competition.

FCC asked to squelch pot references on TV

A Los Angeles "citizens" narcotics and dangerous drugs committee last week asked the FCC to call a halt to broadcasts of "sick" jokes concerning illegal drug use.

The committee, appointed by Los Angeles Mayor Sam Yorty, asked the commission to use its influence to delete from scripts of network-TV programs such joking, double-edged references as "grass," and "taking a trip."

"Certainly, we do not propose to constitute our group as a board of censors," the committee said in its letter. "Conversely, we do not propose to sit idly by and see the use of drugs made to appear as a completely acceptable practice to be joked about...."

"While the writers of these TV scripts may consider the subject hilarious," the letter said, "we on this committee are not amused, particularly when our police frequently encounter children of 10, 11 and 12 using dangerous drugs."

"Nobody could argue that drug addiction is less serious than cancer, because both are devastating destroyers of human beings, yet nobody is troubled enough to joke about cancer." Among those endorsing the committee's letter was TV-actor Buddy Ebsen of the Beverly Hillbillies. Quality Media opens music program service

Quality Media Inc., New York, an FM-station representation firm, has entered the music program business. Called QMI Program Service, a tape library that offers 120 hours of stereo music programing with 12 exchange hours monthly is being offered to radio stations by the firm. The programing is designed for four breaks per hour.

According to James A. Schulte, QMI president, Ayo's WWDC-FM Washington and Time-Life's WWOOD-FM Grand Rapids, Mich., which have served as test stations using the service during the past year, have renewed their agreements for another year.

Mr. Schulte explained that the program service was first undertaken to support QMI's rep business; the firm is the sales rep for about 25 FM stations in major markets. In major mar-

BROADCASTING, March 17, 1969
ABC INTRODUCES A NEW MEDIUM: LOVE
Sometimes the message is the medium.

It's that way with LOVE, the new programming, promotion and sales concept of the ABC owned FM stations.

Although the method of transmission is stereo radio, our message of LOVE is rapidly becoming a whole new medium in itself. LOVE is a feeling... an understanding and caring for humanity. It's the new social awareness expressed in words and music by youth.

The music we play is progressive rock. Not underground. Progressive rock. The Beatles, the Bee Gees, Blood Sweat & Tears. It has all the discipline of classical music, but far greater relevance to our times.

It's music with meaning.

This same music now accounts for nearly half of all record album sales (check the charts), but less than five per cent of all radio programming (check your dial).

We're attracting the people in this almost-neglected audience by presenting the music they like, the way they like it.

in stereo.

Ever try to buy a non-stereo album recently?

Music isn't the only progressive thing about LOVE. For instance, there are no "shows" or "programs". The entire day is one continuous program with all of our personalities on hand all the time.

Another regular contributor to this excitement is Howard Smith, assistant publisher of The Village Voice, executive editor of Eye and partner in Youth Concepts, Inc. which helps advertisers reach the youth market on its own terms. Howard's observations on current social changes provide added insight for LOVE listeners.

There is much more to the non-musical content of LOVE: Babaloo's lyric interpretations drive home the real meaning of a song.

The American Dialogue Line lets listeners speak out on any topic and hear the views of others from across the country. Guest interviews with record artists, film-makers, writers and other public figures add still another dimension.

Listen to LOVE and you'll hear the exacting care given to every part of our programming. Even the public service announcements have been specially produced to reflect and reinforce the overall concept. And when we run contests, the listener can't win anything for himself... but he can win something for his wife, brother or a poor kid who really needs it. We carry the LOVE philosophy all the way through.

LOVE is being backed with the largest promotion and sales campaign ever developed for FM.

We're after the young, aware, quality-conscious audience 18-28. The college students, recent grads and other young adults who can best be sold in the LOVE environment. These are the people who are into the new music and social thinking... the people who are buying half the record albums... the people who are buying their first (and perhaps only) life insurance policy... the people who are establishing life-long brand preferences... obtaining credit cards and starting new careers and families.

They're living within today's society, but in their own way.

We're the first kind of radio to say something meaningful to these people. That's why they'll listen, believe and buy. And with only 8 commercial minutes an hour, your message won't get lost.

That's what our new medium, LOVE, is all about. It's on the air now in New York, Los Angeles, Chicago, Detroit, San Francisco and Pittsburgh. Soon LOVE will be almost everywhere through syndication of the entire programming, promotion and sales concept.

If LOVE seems like a meaningful medium for you, we'll be glad to share it.
kets, where QMI reps stations the music service will not be available to other stations, though, it was noted, it is not necessary for the repped stations to buy the service. In major markets where QMI does not rep a station, “both the music and QMI representation are available on AM or FM stations with superior facilities,” while in smaller markets, the music will be available to FM or AM stations unrelated to QMI representation.

Mr. Schulke said that the service would not be competitive in price to other available taped programming. “The great care with which it is produced and duplicated make it expensive,” he admitted. He said particular technical attention is being paid to phasing problems.

Nixon in prime time draws little objection

Most people in the country approve a President’s use of prime TV time to hold a news conference, according to a survey conducted by Sindlinger & Co. after President Richard M. Nixon’s conference on March 4, at 9 p.m EST.

Sindlinger said that only 20.5% of people surveyed objected to the timing of the conference on TV, which, the firm said, indicated a “long-term shift in the public’s attitude toward use of prime television time to present live coverage of national events.” Sindlinger said that, in the mid-fifties, its surveys frequently showed that as many as two-thirds of the nation’s public objected to prime-time programming of major political and national events. This time, two-thirds of those polled said 9 a.m. was a good period for the telecast.

The news conference, Sindlinger said, apparently was responsible for an increase of public awareness of President Nixon’s tour abroad. Before the appearance on all three television networks, 77% of those interviewed said they had heard or read about the trip. After the conference, that figure rose to 89.9%, or a projected 116 million people in the country.

‘Orphan’ special hits home

WBBM-TV Chicago last Monday aired a prime-hour evening special examining the plight of the orphan or homeless child in that city and, by Thursday, some 5,500 viewers telephoned the station offering adoption. The special, The Children’s Line, included batteries of telephone volunteers who started the machinery for adoption conferences with state agencies. In June 1967 the CBS-owned station originated the Opportunity Line series to help match jobs and the unemployed.

AT&T busy signal causes ETV flap

Pre-emption for NCAA fouls NET network show, jumbles program schedules

The recurring problem of phone company pre-ereptions of the noncommercial network last week forced a public affairs show off the air when AT&T informed National Educational Television only six hours in advance that it would pre-empt lines supplying 70 outlets of a scheduled 155-station line-up.

NET said the show had to be cancelled because it was to be a live telecast and could not be fed to all of the stations, which had agreed to carry it. It was rescheduled—in a different form—for the next evening.

The AT&T notification came at 3 p.m. EST on March 13. The show, a background panel discussion on the anti-ballistic missile controversy, had been scheduled for 9 p.m. that evening. NET sources said it was their understanding that AT&T pre-empted the lines in order to present a regional hook-up of independent stations for National Collegiate Athletic Association basketball coverage.

NET officials said the program on Friday night would be changed in concept to a discussion of reactions to President Nixon’s news conference treatment of the ABM proposal. Among the panelists set to appear were former Vice President Hubert H. Humphrey and atomic physicist and key science adviser Edward Teller.

What apparently nettled public-television officials most was the crimp the AT&T prerogative places on planning: “How can we plan a program—and what does this do to our stations’ planning when they are not sure of their scheduling?” lamented one official. He said that, in this instance, the consequence was not serious, but “what if this had been a state of the union address?” National networks substituted last week with other programming.

In the original agreement that created the noncommercial network, AT&T reserved the right to pre-empt the channels “without notice . . . in the event the facilities are required for other uses” (BROADCASTING, Dec. 9, 1968). AT&T, the public television interests claim, has made frequent interruptions, contrary to the understanding developed in negotiating a special reduced rate tariff that is in effect during the six-month experimental period of networking.

Earlier this winter, the disagreement over pre-ereptions became public when AT&T and public-television officials indicated they would hold discussion on the problem (BROADCASTING, Jan. 27). At that time, however, an AT&T spokesman said that if a request came in from a regular commercial user for extra channels, AT&T was obliged to pre-empt the noncommercial network to supply them. And, he had noted, that interruptions had been regional and included requests for broadcasting a state political event, a spot news item and a sports event.

At issue last week, it appeared, was about the late notification which caused some stations to scramble about for substitute programming.

WKTR-TV’s auction man has a better mousetrap

A county court in Ohio has thrown out charges of copyright infringement filed against WKTR-TV Dayton, Ohio, by the alleged creator and distributor of a program called The Auction Man.

The Auction Man Inc. of Springfield, Ohio, and Regional Representatives Corp., Cleveland, has charged that the station stole the program idea, and advertisers for it, from WAVI Dayton. WKTR-TV broadcasts a weekly program, The Auctioneer, hosted by Donald E. Manning, who formerly conducted WAVI’s auction show.

The plaintiffs named Mr. Manning as a defendant in the case, charging that he had stolen the ideas. Both programs offer advertisers’ products for sale to listeners who call in the highest bids.

In denying the suit, Judge Howard G. Eley said, “the defendants have honestly and independently used words and procedures common to all mankind, and without knowing of or using any of plaintiff’s so-called ‘secrets,’ created for their own original show.” WKTR-TV simply built a better mousetrap,” the judge concluded.

Specials take honors in national Nielsens

Although the top three programs in national Nielsen rankings in the night-time periods for the two-week period Feb. 10-23 belonged to NBC-TV, CBS-TV came out ahead on the over-all average with a 21.0. NBC averaged a 20.5 rating and ABC-TV averaged 16.5.

Specials dominated the top 10 programs: NBC’s Bob Hope and Jack Benny’s Birthday Special placed first and third respectively, with Laugh-In in between. CBS’s He’s Your Dog, Charlie Brown and a National Geographic special ranked fourth and fifth. In addition, CBS’s Looking Back with Andy Griffith and NBC’s Ice Capades and a repeat of The Beat of the Brass all achieved ratings above 20.
Justice supports KT YM renewal
Ur g e s Supreme Court to deny review because case involves policy, not First Amendment

The Justice Department urging the Supreme Court last week to reject a request that the court review an FCC order to remove from the air without a hearing the license of a station accused of broadcasting anti-Semitic programs. But the department does not argue that the case presents a constitutional issue of freedom of speech.

Rather, it says, the commission’s decision is based on a policy designed to encourage the discussion of controversial issues. The department makes clear that it does not hold that “knowing false statements and false statements made with reckless regard of the truth” are protected by the First Amendment.

The department’s brief, filed for the commission, was in response to a petition submitted by the Anti-Defamation League of B’nai B’rith’s Pacific Southwest regional office, which is protesting the renewal of license awarded KT YM Inglewood, Calif., on June 17, 1966. The commission affirmed the decision in denying a petition for reconsideration in January 1967 (Broadcasting, Jan. 23, 1967). And the U. S. Court of Appeals for the District of Columbia unanimously upheld the commission’s decision.

At issue in the case are five broadcasts of commentator Richard Cotten that the station carried in 1964 and 1965, and that the ADL says were anti-Semitic. The station, while disputing the ADL’s view of the programs, offered the organization time for reply, which was rejected. ADL said that “appeals to racial or religious prejudices . . . cannot and should not claim a right to be carried on the air.”

The commission subsequently held that the station had violated the agency’s personal-attack rules in failing to notify the ADL and its general counsel in advance of an attack contained in one of the Cotten broadcasts. But on an “overall review” of the station’s operations, it held that KT YM had observed its obligations under the fairness doctrine by offering reply time.

On the question of whether the broadcasts were so contrary to the public interests that the licensee should be disqualified, the commission said it was preferable to require the opportunity for the expression of opposing views rather than “suppress the expression of views which [the commission] abhor.”

ADL, in seeking Supreme Court review, asked the court to determine whether the First Amendment prevents the commission from determining at renewal time whether a licensee has adequately performed his duty to serve the public interest.

But Justice, in urging the Supreme Court to deny the petition, said that the commission’s action did not “depend on any perceived First Amendment constraints,” even though the agency did observe that adoption of ADL’s position would “raise serious constitutional questions.”

Rather, the decision was “squarely based on ‘the basic policy determination . . . to maximize the opportunity for free discussion of ideas and concepts on broadcast media.’” Furthermore, the department added, the commission has not shown any doubt as to its power to test licensee performance against public-interest needs.

ADL, claiming much of the material in the Cotten broadcasts was demonstrably false, said the commission should require licensees to verify the truth of the matter broadcast. But the commission, in a reply that the department endorsed in its brief, said the cost and time that this approach would involve would cause stations—especially smaller ones—to avoid the presentation of controversial programming.

“Granting that knowing false statements and false statements made with reckless disregard for the truth are, as ADL argues, constitutionally unprotected,” Justice said, “surely it does not follow that the First Amendment requires the commission to suppress unprotected speech by persons using licensees’ facilities.”

The department also said that the case bears no relationship to the two fairness-doctrine cases already pending before the Supreme Court, or to a third that the high court has been asked to review. One pending case involves an appeal by WGBH Red Lion, Pa., from an appeals court decision upholding the constitutionality of the fairness doctrine; the other is an appeal by the government from a lower court’s decision invalidating the commission’s personal-attack rules. The third case involves the commission’s order applying the doctrine to cigarette advertising.

These cases, the department said, concern the commission’s effort to insure that contrasting views will be heard. The KT YM case, on the other hand, involves a request that, “without regard to any right of reply, certain kinds of programing should be suppressed.”

ADL said the KT YM case “complements” the issues in the other cases, “presenting the fundamental question of whether the commission’s requirement that licensees offer reply time in certain circumstances “defines the outer limits of the power of the commission to concern itself with the public interest in licensee programing without running afool of the First Amendment’s guarantee of free speech.”

The KT YM case is being watched for its possible implications for the resolution of the complaints filed against non-commercial WBAI New York for permitting the broadcast of anti-Semitic material. The station, which broadcasts a wide range of opinion and comment, has maintained “the cure of bigotry” is not served by suppressing such views. (Broadcasting, Feb. 3).

Apollo splashdown in viewers’ laps

Most spectacular coverage yet provides last-minute thrills to 10-day mission

The relatively precise and uneventful 10-day, 151-orbit flight of Apollo 9 climaxèd for television viewers Thursday (March 13) with what executives of all three networks agreed was the most spectacular coverage yet broadcast.

For the first time, viewers were able to watch the entire recovery process of a space capsule, live in color, including the vehicle floating down from the sky under its three parachutes. The shots were made possible as the capsule splashed down less than three miles from the recovery ship, U.S.S. Guadacanal, in clear weather and calm seas off Grand Turk Island in the Bahamas.

CBS, under producer Bernard Boro son, provided the pool feed from the carrier using a portable General Electric ground station, and four standard color-television cameras and one cable-connected hand-held color camera aboard ship. Pictures were transmitted via the ATS-3 communications satellite to the Rosman, N. C., ground station and landed line to New York.

The spacecraft was clearly visible—if tiny beneath its three parachutes—as it dropped into its extremely precise landing zone. NBC, in its coverage, provided close-up, although slightly blurred shots of the descending vehicle by “jeeping”—rephotographing close-up shots of the pool feed off a studio monitor.

Viewers also were able to watch the slow recovery process, as it took 50 minutes for Navy men to secure the bobbing capsule and fly astronauts James A. McDivitt, Russell L. Schweikart and David Scott to the Guadacanal’s flight deck by helicopter. The networks also covered the welcome-aboard ceremony and brief statements by the astronauts.

Although the splashdown was postponed an hour and 45 minutes from its...
Alain Delon • Stuart Whitman • Simone Signoret
Marcello Mastroianni • Catherine Deneuve
Tab Hunter • Anthony Perkins • Jeffrey Hunter
Edmund Purdom • Annie Girardot • Jean-Paul Belmondo • Brigitte Bardot • Rory Calhoun

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BROADCASTING, March 17, 1969
originally scheduled time because of earlier storms in the prime recovery area, the capsule's 12:01 p.m. EST landing was within one minute of the rescheduled time. ABC covered the re-entry and recovery continuously from 11 a.m. to 1:03 p.m.; CBS from 11 a.m. to 1:01 p.m. and NBC from 11 a.m. to 1:07 p.m.

House Commerce group okays pot-party report

The House Special Investigations Subcommittee report on deceptive practices in news programming, the result of an investigation into the controversial Pot Party at a University presented by WBMB-TV Chicago last year (broadcasting, May 13, 1968, et seq.), has won full Commerce Committee approval.

The report, which cleared by an unrecorded voice vote, now awaits the insertion of minority and additional views to be written and submitted to the committee. There will be some changes made in certain legislative recommendations, although, according to reliable sources, none of the changes will be of "any great substance."

One important change has already been made in the report. Two weeks ago the subcommittee voted to remove the most controversial portion of the draft version which advocated that all advertising be removed from broadcast news programs ("Closed Circuit," March 3).

The final version of the report should be made public at the end of this week.

ABC-TV details plans for new summer shows

Almost one-third of the ABC-TV prime-time schedule this summer will consist of non-repeat entertainment programming, it was announced last week by Leonard Goldberg, vice president in charge of TV network programming.

Mr. Goldberg said that five weekly hours of new comedy-variety presentations will be on ABC-TV's night-time schedule this summer, plus four other existing series that will carry fresh programming.

The new programs include three hours each week of The Dick Cavett Show (Mon.-Tues.-Fri., 10-11 p.m.); The Johnny Cash Show (Sat., 9:30-10:30 p.m.) and The John Davidson Show (Fri., 8-9 p.m.).

The four continuing ABC-TV series that will offer non-repeat programs are The Newlywed Game, The Dating Game, Let's Make a Deal and The Lawrence Welk Show. The summer schedule will go into effect during a period extending from May 26 through June 9.

WBC TV series to show how government works

A program "event"—two years in the making—is to become a Washington event tomorrow (March 18) when government officials and newsmen preview The Government Story, a Westinghouse Broadcasting Co. TV series of 40 half-hour programs that study the legislative, judicial and executive branches of the U.S. government.

The preview is by invitation of the Operation Government Committee of Congressional Wives and by Donald H. McGannon, WBC president and board chairman. As part of the Washington ceremonies, which will be held in the caucus room of the Cannon office building, Mr. McGannon will present the TV series to House Speaker John W. McCormack (D-Mass.) for the Library of Congress.

WBC will show "Of the People," the first program of 20 in the series that profiles Congress. The series will be telecast on the five WBC-owned television stations and will be available also to other outlets, starting in April. Another 15 programs are devoted to the Presidency and five to the federal court system.

Westinghouse said its new TV series had been more than two years in actual production. It tells the story of the U.S. government from its formation to the present-day operation of the three branches. The company said the idea for the show came from the desire of wives of government leaders who saw TV as the ideal vehicle to communicate to Americans the history of their government and how it works.

The Operation Government Committee was formed with Mrs. Charles A. Vanik, wife of the Ohio Democratic representative, and Mrs. Gerald R. Ford, wife of the House minority leader, as co-chairmen, and Mark E. Talisman, Representative Vanik's administrative assistant, as project director.

After meetings of the committee with WBC, the broadcast company decided to assume responsibility for preparing, producing and broadcasting the series. An announcement of intent was issued Oct. 11, 1966.

National Endowment makes ETV grants

National Endowment for the Arts, a federally sponsored organization that makes grants to organizations and artists, has made two grants to educational television this fiscal year, totaling $135,000.

One $85,000 grant went to National Educational Television and the American Regional Theater Project for completion of filming of four ARTP plays. The plays are distributed to ETV stations as part of NET's Playhouse series. Last year, with a $75,000 grant, two plays were produced and distributed.

The second grant for $50,000 went to noncommercial KQED(TV) San Francisco to produce a color film combining the art forms of dance and music. The film will be distributed through NET's film library and will also be available for theatrical distribution.

During fiscal 1968 the arts endowment also made grants of $101,805 to Educational Television Stations program service at Indiana University, a division of the National Association of Educational Broadcasters, and $57,000 to noncommercial WGBH-FM Boston, to continue a repertory workshop in radio drama; 10 of the plays will be distributed nationally to noncommercial groups on a specially-prepared LP album.

All the grants made by the arts endowment are on a matching basis. The endowment received almost $7.2 million from Congress for fiscal 1968, and almost $6 million for fiscal 1969. President Johnson asked for $7.5 million for fiscal 1970.

Smothers' feud with CBS censor heats up

The latest outburst in the continuing power struggle between Tom Smothers, producer and co-star of the Smothers Brothers Comedy Hour, and CBS-TV occurred last week over the postponement by the network of the Sunday (March 9) Smothers Brothers Show. That program was replaced by a rerun of the Jan. 5 show and has since been rescheduled for March 30.

Mr. Smothers, accusing the network of harassment, said: "My brother and I have no desire to go back on the air on CBS whether or not we're picked up."

The Smothers Brothers Comedy Hour previously had been renewed for the fall of 1969.

Guests on the show included Joan Baez and Jackie Mason. Their material, according to Mr. Smothers, was sometimes of a controversial nature. The network responded that the rescheduling of the variety show was not due to program content, but because a tape of the show was not made available to the network in time for a closed-circuit preview to affiliates. CBS officials said stations have requested that every episode of the show be previewed.

Mr. Smothers said that while the Hollywood-produced tape had been late in reaching CBS in New York, it had been delayed by "overcutting" ordered earlier by the network. A heavy production schedule was another explanation Mr. Smothers offered for the delay.

48 (PROGRAMMING) BROADCASTING, March 17, 1969
WE'RE NOT AT ALL EMBARRASSED ABOUT OUR WAY WITH WOMEN!

WE'RE NUMBER 1... MORE WOMEN 18-49 VIEW KHJ-TV THAN ANY OTHER INDEPENDENT IN LOS ANGELES*

*ARB. JAN. 1969 SUN thru SAT SIGN-ON to SIGN-OFF Average quarter hour.

Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

KHJ-TV

WNAC-TV Boston WHCT Hartford CKLW-TV Windsor-Detroit
WOR-TV New York WHBQ-TV Memphis KJH-TV Los Angeles

BROADCASTING, March 17, 1969
KEBS-TV gets NET time for oil-slick report

A California television station was granted time on the interconnected network of noncommercial stations last week for a special report on the oil slick off Santa Barbara.

KEBS-TV San Diego, which produced the half-hour film as a supplement to the Public Broadcast Laboratory presentation of March 9—Multiply ... and Subdue the Earth—was aided by a grant of $1,500 from the Corp. for Public Broadcasting to cover interconnection costs and a grant from retired San Diego publisher Ernest W. Mandeville. The program was inserted on the National Educational Television network of 160 stations at 9:30 p.m., EST. CPB noted that this was the first request from a local station for time on the interconnected network.

NBC takes another look at Saturday schedule

In addition to revamping its Saturday morning schedule of children’s programs (Broadcasting, March 10), NBC-TV will add a series of original one-hour specials to the schedule during the 1969-70 season.

No dates or titles have been announced, but seven NBC production areas are expected to contribute projects: Children’s Theater, NBC Experiment in Television, Special Projects, NBC/Lee Mendelson Specials, Public Affairs, News and Special Programs.

NBC announced that other program concepts will be solicited from outside producers, including Walt Disney Productions, Depatie-Freleng Productions, Hanna-Barbera Productions, Krofft TV Productions and Ivan Tors Productions.

Lessening of interest in space journeys?

A decrease of international coverage of American astronauts was noted in last Thursday’s splashdown of the Apollo 9 (see page 46).

The Communications Satellite Corp. reported last week that only seven hours of satellite time were ordered for the finale of the 10-day flight—three hours for the European Broadcasting Union, two hours to Brazil, 30 minutes to Chile and 90 minutes to Puerto Rico.

This compares to the 40 hours for the Apollo 8 moon orbit pictures last December.

Paramount package to CBS

Paramount Television has signed a licensing agreement for the sale of 60 of its major feature films to the five CBS-owned TV stations. The film package includes such Paramount titles as Sabrina, Greatest Show on Earth, My Six Loves, Houseboat, It Started in Naples, Roman Holiday and Teacher’s Pet. All were distributed theatrically within the last 15 years. Of the films in the package, 13 are first-run for television, while the remaining 47 have been previously seen on network TV.

Program notes:

- Duo formed * George Nakano and Bob Cohen have formed Duo Productions at 145 East 52nd Street, New York, (212) 838-0999.

- Lieder lender * Emil Ascher Inc., has completed arrangements to be exclusive agents in the U.S. for the prerecorded music library of Ring Music of Frankfurt, Germany.

- Carnegie special * Beckwith Productions, New York, will produce a one-hour color TV special, Carnegie Hall, which will trace the history of the famed auditorium in New York over the past 78 years. The program will be produced and directed by Bill Colleran.
for Beckwith.

Open for business • Harold Golden, formerly president of ABC Films, has opened his own TV program production-distribution firm, Harold Golden Productions Inc., with offices in the Time-Life building at 1271 Avenue of the Americas, New York, New York 10020; (212) 765-4683.

New stand for old MC • Garry Moore has been signed as host of the new syndicated version of To Tell the Truth. Panelists will be Bill Cullen, Orson Bean, Peggy Cass and Kitty Carlisle in a five-time-a-week half-hour series produced by Goodson-Todman Productions and distributed by Firestone Film Syndication Ltd.

Eastern distributor • Markap Television Corp., a newly formed, New York-based film distribution company, will handle all of Winters/Rosen Distribution Corp.'s productions in all markets east of the Mississippi River.

Schweitzer on film • Warner Bros.-Seven Arts has placed The Legacy of Albert Schweitzer, a one-hour color TV special, into international distribution. Henry Fonda narrates the program.

Joint venture • Producer Ivan Tors is joining with Universal Studios to produce "The Deep Lab," a feature-length film for first-time showing on television. The film also is intended to serve as the basis for a projected TV series; subject is underwater exploration.

Disney extended • The hour Walt Disney's Wonderful World of Color, seen on NBC-TV in prime time continuously since the fall of 1960, will remain on the same network at least through the 1970-71 season. NBC-TV extended its contract to broadcast the family-oriented series for two more years. The contract arrangement allows the Disney organization a two-year lead time in the production of the series, which traditionally has consisted of animal adventures, nature shows and animated cartoons. The Disney program actually began in prime time on network TV in 1954, having been on ABC-TV for six years prior to a move to NBC-TV.

Two hours on China • Communist China will be discussed by a panel of specialists in a NBC News special China Today and Tomorrow, on NBC-TV, March 23, 2:30-4:30 p.m. EST. Edwin Newman is anchorman, Walter Littell is producer and Robert Priaulx the director. The show is being done in cooperation with the National Committee on U. S.-China Relations which is holding a two-day conference in New York three days before air date. Several specialists on China affairs who will be at the conference will take part in the program, which also will contain exclusive film from the Far East.

New home • Cine-Vox Productions will move into new headquarters offices at 12 East 41st Street, New York, on March 24. New telephone number will be (212) 889-2180.

Sox coverage • WFLD-TV Chicago last week announced it will feed color coverage of the Chicago White Sox to a network of 10 stations in the Midwest, including two exhibition games and 133 regular season events. Station is in second year of five-year agreement (BROADCASTING, Feb. 17).

‘Chrysler’ in syndication

MCA-TV has placed 30 one-hour programs of the Chrysler Theater on NBC-TV into syndication and completed sales in 21 markets. For local station sale, the program has been retitled Universal Star Time. The drama programs have been bought by three ABC-owned-and-operated stations, WABC-TV New York, KABC-TV Los Angeles and KGO-TV San Francisco, plus KFD-M-TV Beaumont, Tex.; WTVC-TV Chattanooga, Tenn.; WKYC-TV Cleveland; WHIO-TV Dayton, Ohio; KSTV-TV Denver and KJEO-TV Fresno, Calif.
FCC opens fire on house reps
Proposed rule limiting 'cross interests'
by group owners may have startling feedback

The FCC last week began a crackdown on station-representation activities by multiple-station owners. But the commission's move—designed to promote diversification of viewpoints—could have some surprising fallout. In a double-barreled action, the commission:

- Held that a broadcast licensee whose sales-representation subsidiary serves a locally competing station violates the commission's policy prohibiting local cross-interests by licensees.
- Instructed its staff to prepare a notice of rulemaking to prohibit multiple-station licensees—TV and radio—from representing stations other than their own in national spot sales. The proposal would also bar radio networks from representing nonowned affiliates, as television networks have been prohibited since 1959.

The actions were triggered by petitions filed by the Station Representatives Association Inc. The petitions were aimed specifically at Metromedia Inc., owner of Metro TV Sales, and at Golden West Broadcaster's and Storer Broadcasting Co., in connection with the joint control they exercised over Major Market Radio Inc. (Broadcasting, Nov. 4, 1968).

However, broadcast industry sources immediately raised questions as to whether the commission's proposal would affect station reps themselves. About half of the 20 SRA members are involved in station ownership, some to a substantial degree.

McGavren-Guild-PGW, for instance, is owned by Atlantic States Industries Inc., which owns five AM's and one FM, and plans to acquire two more AM-FM combinations. And Bernard Howard & Co. last month merged with Sonderling Broadcasting Corp., which owns 11 AM, FM and TV outlets (Broadcasting, Feb. 24).

Since the commission has not yet drafted its proposed rule, the rule's potential impact on station reps with broadcast interests cannot be gauged. Some commission officials conceded this aspect of the matter had not been considered.

But attorneys for multiple owners affected by the proposal were quick to seize on it. And one promised a thorough search of commission ownership files to ascertain the broadcast interests of every firm. "They [the station reps] will get more trouble than they're giving," he said.

SRA, which said that the number of independent spot-sales representatives has been decreasing, urged the commission to prevent what the reps said was the domination of the business by multiple owners. SRA said it would file a petition for rulemaking, but it has not yet submitted one.

Officials of many of the firms owned by multiple owners declined comment on the commission action. But one, H. D. (Bud) Neuwirth, president of Metromedia's Metro Radio Sales, exclaimed bitterly: "I am rather amazed that [the commission] ruled in favor of the SRA. The SRA is the tightest cartel you ever saw."

Metro Radio represents 19 stations, 13 of them not owned by Metromedia.

The proposed rule would also affect such firms as Metromedia's Metro TV Sales, which reps nine non-Metromedia stations; CBS Radio Spot Sales, five non-CBS stations; Westinghouse Broadcasting Co.'s TVAR, five outside stations, and WBC's radio rep firm, three nonowned stations; Storer TV Sales, three non-Storer outlets; RKO Radio Representatives, two non-RKO stations; Chris Craft Broadcasting's Tele-Rep, Inc., six outside stations; and Avco Radio Television Sales Inc., 11 television and nine radio stations not owned by Avco.

SRA, charging that the interrelationships of multiple owners through their station-representation groups constitutes a violation of the commission's multiple-ownership rules, asked the commission to deny the renewal applications for six California stations owned by Metromedia and one each by Storer and Golden West in Los Angeles.

The commission would not go that far. But it directed the three licensees to report in 30 days on the steps they have taken to sever the "objectionable" sales representative arrangements. It said renewal of their California stations would be in the meantime deferred.

Storer moved promptly to comply. It sold its 20% interest in MMR back to the company. SRA petitions against Golden West and Storer pointed out that each owns a station in Los Angeles (Golden West's KMPC and Storer's KMPC), where MMR represents KMPC. By selling its interest, Storer presumably solved Golden West's problem as well as its own.

The commission said that the Cox television station in San Francisco received 74.2% of gross revenue from national and regional time sales in 1967, and that the Golden West station in Los Angeles received 59.4% of its revenues that year from the same sources, and added: "The influence which the national and sales regional sales representative has on the operations of these stations is therefore readily apparent."

It said the relationships Storer and Metromedia established with competitors in those markets "are antithetical to the multiple-ownership policies designed to promote maximum diversification of program and service viewpoints."

The commission said two other allegations of SRA raise "serious questions" but do not involve violations of existing rules. One was that Metromedia's representation of stations it does not own gives it a cross-interest in more than the maximum number of stations allowed by the rules—seven AM, seven FM and seven TV (no more than five
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Telco-CATV ties set for inquiry

FCC to take hard look at question of media control; Bell severs cable interests

The controversial question of whether telephone companies should be permitted to own CATV systems is the subject of a proposed inquiry and notice of rulemaking the FCC is scheduled to consider soon, possibly this week.

The commission has long been concerned about the concentration of control of communications media implicit in telephone company ownership of cable systems.

Some members feel that the telephone company-affiliated systems have an unfair advantage over other systems. There is some concern that telephone companies might ultimately own the entire CATV industry.

CATV systems have long been expressing the same concern. And the commission's action last year in ordering telephone companies to seek commission permission before building channel facilities to serve CATV systems was regarded as a victory by the CATV systems in their efforts to have the carriers' actions in their field brought under government control (Broadcasting, July 1, 1968).

The issue of who is to own the CATV industry is larger than merely the television signals involved. Cable systems have the potential of one day providing a myriad of two-way services, including telephone, computer-to-computer communications and data retrieval.

It is understood that the proposed commission order does not contain suggested rules. However, the commission would be free to adopt any regulations it felt appropriate after receiving industry comments in what is said to be a wide-ranging inquiry.

One element in the inquiry that has apparently become obsolete already was a question as to whether the Bell System's indirect interest in several CATV systems violates the consent decree it entered into with the Justice Department in 1956. The decree bars Bell from engaging in any noncommon-carrier business.

Bell last week announced that Southern Bell and South Central Bell had agreed to sell their 14% interest in Carolina Telephone and Telegraph Co., 50% owner of Jefferson-Carolina CATV Corp., which operates several CATV systems. The buyer is United Utilities Inc., and the price will be at least $36,742,398.

The sale will sever all Bell connections with CATV. A Bell spokesman said the transaction had been in the works "for some time."

The sale will take place later this month prior to the scheduled merger of Carolina into United Utilities. The price for the 1,096,788 shares involved is based on a formula but will not be less than $33.50 per share.

The sale, which is subject to commission approval, since various commission authorizations are involved, will leave United and General Telephone and Telegraph the only major telephone companies with interests in CATV. In all, 17 CATV systems are affiliated with the telephone companies.

Johnson says 'rights' are in self-interest

Broadcasters too often view their constitutional rights and duties through the distorted looking-glass of vested interest, FCC Commissioner Nicholas Johnson said last week.

"Shouting 'First Amendment' has become almost a Pavlovian response on the part of many of those speaking for the management side of broadcasting," the commissioner said. "Stations holler 'First Amendment' when it suits their economic interest."

The commissioner struck this note during an informal, hour-long quasi-news-conference with the McLendon press briefing group, which for the past five years has held similar gatherings with a variety of public figures as featured guests, and a small coterie of reporters, most of them female, as hosts and questioners. The group is directed by Sarah McLendon, a Texas newspaperwoman.

Illustrating his thoughts on the First-Amendment debate, Mr. Johnson remarked that broadcasters will invoke their constitutional right to air "33 minutes per hour of commercials," but will shy away from defending the rights of a station such as WBAY(FM) New York, when it broadcasts a radically controversial viewpoint. WBAY has come under widespread fire for its broadcast of a poem acknowledged by the station to be violently anti-Semitic (Broadcasting, Feb. 3 et seq.).

Much of the session was devoted to questions concerning concentration-of-control, but little new ground was broken on that topic. At one point, however, Mr. Johnson noted that there is as yet little hard evidence on the effects of concentration, and that he regards it simply as an "unnecessary risk" which the FCC and the public should not take.

Buyers of WARD-TV change their mind

The $500,000 purchase of WARD-TV Johnstown, Pa., from Rivoli Realty Co. by Williams County Broadcasting System Inc., was called off last week by the buyers.

Sale of the station had been pending FCC approval; but Carl L. Shipley and J. William Middendorf II, controllers of Williams County Broadcasting, reportedly "took a second look" at the Johnstown UHF and backed out of the deal.

Mr. Shipley, Republican national committee chairman for Washington and partner in a law firm, and Mr. Middendorf, a New York stock broker, have major-interest in WBNQ-AM-FM Bryan, Ohio.

Rivoli Realty is principally owned by Dr. George D. and Margaret E. Garland, who also control WARD-AM-FM Johnstown.

WARD-TV, now on channel 56 with 91 kw visual and an affiliate of CBS-TV and ABC-TV, has a construction permit for channel 19 with 91.2 kw visual.

Annenberg is approved as ambassador to U.K.

Newspaper-group broadcast owner Walter Annenberg has won full Senate confirmation on his appointment as ambassador to Great Britain.

Earlier last week, Mr. Annenberg's nomination came before the Senate Foreign Relations Committee and was approved with one dissent, that of Chairman J. William Fulbright (D-Ark.). Senator Fulbright declined to say why he voted against confirming Mr. Annenberg, president of Triangle Stations, nor would he reveal the names of the two committee members who had abstained from voting.

Also receiving Senate confirmation last week were James D. O'Connell and Albert L. Cole. Mr. O'Connell was re-appointed as assistant director of the Office of Emergency Preparedness (Telecommunications Management). Mr. Cole, chairman of the Readers Digest Association, Pleasantville, N. Y., was named to the board of directors of the Corp. for Public Broadcasting.
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Make Your SOUND INVESTMENT during NAB
New giant in cable industry
Cox acquires Telesystems for $17 million to become second largest CATV group owner

Cox Cable Communications Inc., Atlanta, Ga., multiple CATV owner, has agreed to acquire Telesystems Corp., Glenside, Pa., also a group cable-TV operator, in an exchange of stock estimated to have a value of over $17 million.

The transaction, when consummated late next month, will make Cox Cable, with almost 160,000 subscribers, the second largest CATV complex in the U. S. H&B Communications Inc., Beverly Hills, Calif., is considered the paramount CATV group, with over 225,000 customers.

Cox Cable is purchasing Telesystems’ 74,000 shares for 1 million shares of Cox Cable common, quoted over-the-counter last Thursday (March 13) at 179% bid. The purchaser is also assuming about $7 million in Telesystems obligations.

Following consummation of the transaction, Cox Cable will have 3,550,000 shares of common outstanding, of which 2 million will be owned by the parent company, group-broadcaster Cox Broadcasting Corp., and 500,000 shares publicly held. At present Cox Cable has 2,550,000 shares outstanding, the additional 1 million being authorized but unissued stock. The 500,000 public shares were offered by the company last October. The other 50,000 shares are optioned to employes.

Cox Broadcasting owns TV and radio stations in Atlanta; Dayton, Ohio; Charlotte, N. C.; Pittsburgh; San Francisco-Oakland, and Miami; it also owns a technical publishing company, two auto-auction services and is engaged in program production and distribution.

Telesystems owns CATV systems in 29 communities and has more than 58,000 subscribers. It is principally owned by Fred Lieberman, 69%, and Jack R. Crosby, 24%.

Messrs. Lieberman and Crosby also are substantial owners of Pioneer Valley Cablevision Inc., multiple CATV owner with over a dozen CATV systems in Massachusetts; are principal owners of CATV system in Rumford, Me., and Cherry Hill and Lower Penns Neck Township, both New Jersey, and two microwave common-carrier systems in Texas and one in New England.

Mr. Crosby also owns 50% of KTEO San Angelo, Tex., and is a principal stockholder in Communications Inc., also a multiple CATV owner.

See you at the NAB Convention

The Blackburn men will be at the Washington Convention March 23 to 26. Jim Blackburn, Joe Sitrick, Jack Harvey, Frank Nowaczez, Gene Carr, Bill Ryan, Hub Jackson, Roy Rowan, Colin Selph, Cliff Marshall and Bob Marshall will all be on hand. We hope you'll take a breather from your busy schedule and stop by our suite at

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Announced:
The following station sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 156):

- KMPX(FM) San Francisco: Sold by Leon A. Crosby and others to L. W. Frolich for about $1.1 million (see page 58).
- KMEG(TV) Sioux City, Iowa: Sold by Robert B. Donovan and others to John E. Fioet for approximately $750,000 (see page 58).
- WJLN Racine, Wis.: Sold by the Journal-Times Co. to Sentry Insurance Co. for $450,000 (see page 58).
- WETN-FM Racine, Wis.: Sold by the Journal-Times Co. to J. William O'Connor for $60,000 (see page 58).
- KBS Santa Barbara, Calif.: Sold by Len Menard to Hugh Heller for $600,000. Mr. Menard will retain KDB-FM. Mr. Heller owns the Heller Corp., a musical production firm. KBS is full time on 1490 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates. (Corrected item).
- WORJ Orlando and WORJ-FM Mount Dora, both Florida: 60% sold by Gordon Sherman to Walter Beinecke Jr. for $380,000. Mr. Sherman owns 33 1/3% of the applicant for a new AM at Fort Lauderdale, Fla. Mr. Beinecke owns WTMG Ocala, Fla. WORJ is a daytimer on 1270 kc with 5 kw. WORJ-FM is on 107.7 mc with 28 kw and an antenna height of 230 feet above average terrain.
- KFMX(FM) San Diego: Sold by S. Gerald Mollner and Richard Friedman to Walter N. Nelskog and Raymond G. Watson for $308,750. Sellers own KRCH-FM St. Louis, Mr. Nelskog is vice president of KIXI-AM-FM Seattle and KIXI Oregon City, Ore. He also has interest in Everett Cablevision, Everett, Wash., a CATV firm. Mr. Watson is a radio station advertising representative. KFMX(FM) is on 96.5 mc with 30 kw and an antenna height above average terrain of 1,034 feet.
of WJDC. Mr. Snyder is employee of container company. WPFO is a day- 
timer on 1020 kc with 1 kw.  
KHSJ-AM-FM Hemet, Calif.: Sold by Herndon Hughes and W. H. Newsome to James C. Richards, Dr. Donald E. Holt and Dr. Stephen R. Mills for approximately $200,000. Messrs. Holt and Mills are San Diego physicians, and Mr. Richards is sales manager for KFMB-TV that city. KHSJ is a daytimer on 1320 kc with 500 w. KHSJ-FM is on 105.5 with 500 w and an antenna height above average terrain of minus 265 feet. Broker: Hogan-Feldmann Inc., Burbank, Calif.  
KATT(FM) Woodland, Calif.: Sold by William B. Elliott to Don Garrett, Dean G. Spencer and Paul Gustafson for $160,000. Mr. Garrett is general manager of WPFO(FM) Detroit. Mr. Spencer is executive of a life insurance company and Mr. Gustafson is executive of a Detroit tool company. KATT(FM) is on 102.5 with 33 kw and an antenna height above average terrain of 180 feet. Broker: Hamilton-Landis & Associates.  
WKFD Wickford, R. I.: Sold by Joseph C. DeCubellis to Ronald Hickman and Louis Adler for $130,000. Mr. Hickman has interest in WKER Pompton Lakes, N. J., and Mr. Adler is anchor newsman for wcbs New York. WKFD is a daytimer on 1370 kc with 500 w. Broker: Hamilton-Landis & Associates.  
WARV Warwick-East Greenwich, R. I.: Sold by James G. Smith Jr. and others to Lowell W. Paxson for $115,000. Sellers own WNRK Newark, Del. Mr. Paxson has controlling interest in WNYP-TV and Wksen-AM-FM, all Jamestown, N. Y.; WTBY Waterbury, Conn., and WYNQ Sarasota, Fla. WARV is a day- 

Cox says community needs outweigh media control  
The transfer of KRTV(TV) Great Falls, Mont., approved by the FCC last month (BROADCASTING, March 3), was an even closer shave than the 4-to-3 vote would indicate. The tie-breaker, Commissioner Kenneth A. Cox, said in a concurring "individual statement" issued last week that he voted for the assignment of li- cense "with considerable reluctance" after deciding that the importance of strong television service in a sparsely populated area outweighed the concen- 
tration-of-control questions raised by the transfer.  
The statement was made public along with a dissent by Commissioner Nicho- las Johnson, who objected on the ground that assignee Joseph S. Sample, 99% owner of Garryowen Cascade TV Inc., already owned two of Montana's eight TV stations. Garryowen is licensee of KOKK-AM-TV Billings and KXLK-AM-TV Great Falls, both Montana.  

Commissioner Cox replied that al- though he shared Mr. Johnson's con- 
cern about concentration of control, he preferred to permit an existing broad- caster to increase his media holdings so that residents of the small Montana community could enjoy local service. Complete diversification in Montana, he indicated, would create an unreason- able fragmentation of limited audiences and advertising revenues.  
Approval of such a transfer "is not an ideal solution," he said, "but it is bet- 
ter than having the people of the region depend on distant stations which reach them by way of CATV—that is, those who could avail themselves of that service."

Garryowen is acquiring KRTV from Snyder & Associates for $1,070,000. The commission majority comprised Commissioners Cox, Robert E. Lee and James J. Wadsworth, and Chairman Rosel H. Hyde. Dissenting along with Mr. Johnson were Commissioners Rob- ert T. Bartley and H. Rex Lee.

Kettering aid to ETV  
A small foundation in Dayton, Ohio, is considering underwriting a conference on public broadcasting. This is the Kettering Foundation, established by the late Charles F. Kettering, General Motors executive and inventor of the automobile self-starter. The foundation has been principally interested in biological research and pre-school education. It is now turning to broad public education, and the forthcoming conference would be its first national venture into this field.

WNEW strikers reach accord on new pact  
The four-day strike against WNEW-AM-FM New York ended Monday (March 10) when the American Federation of Television and Radio Artists and the sta- 
tions agreed to a new three-year con- 
tract.  
The strike affected 20 newsman and on-the-air personalities.  
The principal issue involved on-the- 
air newsmen, who had been earning $435 to $475 weekly. The settlement provided for an increase of $40 a week, spread over three years, and a stipula- 
tion that the work loads of newsman would be examined.

Robert Mounty, vice president and general manager of WNEW, said the station's pay scale for newsman now is "the highest" for any music-and-news outlet in the country.
Trading mart busy with six sales

Five radio, one TV go for $2.3 million; Fetzer buys first UHF in Sioux City

Five radio stations and one TV outlet went on the trading block last week, subject to FCC approval, for an aggregate of over $2.3 million.

Group-owner Fetzer Broadcasting Co. agreed to purchase its first UHF station—KMEG(TV) (ch. 14) Sioux City, Iowa—from Medallion Broadcasters Inc. for about $750,000 plus liabilities. Medallion, headed by Robert B. Donovan, will retain KMEG-FM.

Fetzer already has a full complement of VHF's—WKOZ-TV Kalamazoo, WTVV-TV Cadillac and WWUP-TV Sault Ste. Marie, all Michigan, and KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. In addition the group, controlled by John E. Fetzer, operates WKOZ Kalamazoo; WWAM and WTVV-FM, both Cadillac, and WJEF and WJFM(FM), both Grand Rapids, all Michigan.

KMEG, a CBS-TV affiliate, has 380 kw visual and an antenna height above average terrain of 1,152 feet. It has been on the air since September 1967.

Leon A. Crosby and Lewis H. Avery sold KPCC-AM-FM Pasadena, Calif., and Mr. Crosby and Franklin Mieuli sold KMPX(FM) San Francisco. All the stations were purchased by National Science Network Inc., New York, for approximately $1.1 million.

Mr. Crosby is a former country-and-western entertainer and free-lance announcer. Mr. Avery is a former partner of Avery-Knodel Inc., New York-based station representative firm now headed by J. W. Knodel. Mr. Mieuli owns the National Basketball Association's San Francisco Warriors.

L. W. Frohlich is sole owner of National Science Network, licensee of WNCN(FM) New York and WDFH(FM) Chicago.

KPCC is a share-time operation on 1240 kc with 100 w. KPCC-FM is on 106.7 mc with 22.5 kw and an antenna height above average terrain of minus 250 feet. KMPX(FM) is on 106.9 mc with 80 kw and its antenna height above average terrain is 1,268 ft.

Hogan-Feldmann Inc., Burbank, Calif., handled both transactions.

The Journal-Times Co., Racine, Wis., decided to spin off its WRJN-AM-FM, that city, rather than sell them to Lee Enterprises along with the 72.8% of Journal-Times stock held by J. Donald McMurray and Carol Starbuck McMurray (BROADCASTING, Jan. 13).

The AM operation went to Sentry Insurance Co., Stevens Point, Wis., for $450,000. Peter A. Barnard is president of Sentry, which owns WSPY-AM-FM Stevens Point.

J. William O'Connor purchased WRJN-FM for $60,000. Mr. O'Connor owns WRAC Racine, a daytime outlet, and has 35% interest in WCIV-TV (ch. 26) Chicago. He also owns WBBW-AM-FM Terre Haute and WHUT Anderson, both Indiana, but has applications pending FCC approval to sell those stations.

WRJN is full time on 1400 kc with 1 kw day and 250 w night; WRJN-FM is on 100.7 mc with 15 kw and has an antenna height above average terrain of 265 feet.

Broker handling the Wisconsin sale was Blackburn & Co.

Newspaper case may touch radio-TV

Supreme Court upholds antitrust judgment against Tucson operation

A Supreme Court decision that caused concern in the newspaper industry last week could have an impact on a number of newspaper-connected broadcast licenses.

The court, in a 7-to-1 decision, upheld an antitrust judgment against two Tucson, Ariz., newspapers that had combined all of their operations except editorial while maintaining separate identities.

The decision brought into question the legality of similar agreements in 20 other cities, in 11 of which one or both of the newspapers involved are associated with broadcast interests.

In the Tucson case, the Supreme Court, in a decision written by Justice William O. Douglas, held that the agreement of the morning Arizona Daily Star and the evening Tucson Daily Citizen to fix advertising prices, pool profits and refrain from engaging in other publishing operations in the county was illegal.

However, the court held that papers combining their printing operations, as many do throughout the country, would not be in violation of the law.

The newspaper industry, which has been active in Congress as well as in the courts in its efforts to win approval of the kind of agreement under fire in Tucson, has argued that such joint operations are necessary to preserve competing newspaper voices in many cities.

The Tucson 25-year agreement was reached in 1940, at a time when the Citizen was losing money, but was extended in 1953 until 1990. In 1964, the owners of the Citizen bought the Star's stock for some $10 million, and the two papers' operations were merged. Supreme Court upheld the lower court's order in the case which required divestiture of the Star.

According to information developed by BROADCASTING from data submitted in a Senate Antitrust and Monopoly Subcommittee hearing last year, there are 11 agreements involving broadcast interests that might be affected by the courts ruling (BROADCASTING, April 1, 1968). They are found in Birmingham, Ala. (New Broadcasting Corp.); San Francisco (Chronicle Publishing Co.); Miami (Cox Broadcasting Corp.); Fort Wayne, Ind. (News Sentinel Broadcasting Inc.); Shreveport, La. (International Broadcasting Corp. and KSLA Inc.); Columbus, Ohio (Robert H. Rolfe and family, and E. W. Scripps); Pittsburgh (WWSW Radio Inc.); Knoxville, Tenn. (E. W. Scripps); Salt Lake City (A. L. Glenn family, Kears-Tribune Corp. and Bonneville International [Mormon Church]); Spokane, Wash. (KHQ Inc.); and Madison, Wis. (Badger Broadcasting Inc.).

The commission, in renewing the license of Bonneville International's KSLAM-AM-FM-TV Salt Lake City in October, said it would take into consideration any antitrust violation found by the courts in the matter of the joint operating agreement (BROADCASTING, Oct. 14, 1968). But it seems unlikely that such agreements will cause licensees involved any immediate difficulty with the commission. The court's decision was not all-encompassing; as a result, it appears that the Justice Department would have the responsibility for moving against those agreements it feels are in violation of the law.

The court held that agreements which could meet "the failing-company defense" would not be in violation. As outlined in Justice Douglas's opinion, the defense could be invoked in a case where one of the papers was on the brink of going out of business and had tried to find a purchaser.

Justice Douglas wrote that there was no evidence the Citizen was on the verge of collapse at the time of the agreement, and the owners, he quoted, never tried to sell it. He said the failing-company defense cannot be applied "unless it is established that the company that acquires it or brings it under dominion is the only available purchaser."

The Justice Department itself may decide to wait before seeking to break up other joint operating agreements in view of the interest expressed in Congress in legislation to legalize them.
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Now WLBT(TV) is challenged

Group applies for channel 3 Jackson, Miss., and seeks to intervene in D.C. court case

WLBT(TV) Jackson, Miss., which has been fighting for renewal of its license since 1964, was faced with another possible threat to its survival last week—from a group of Mississippi residents who want to operate a station on the channel assigned to WLBT.

The group, called Civic Communications Corp., applied to the FCC for Jackson channel 3, and asked that the commission waive the rules that would bar such a late-filed competing application and hold a comparative hearing among qualified applicants for the facility.

Civic also asked the U.S. Court of Appeals for the District of Columbia for permission to intervene in the case in which the commission's order last July, granting WLBT a three-year renewal, is on appeal.

The Mississippi group asked the court either to delay a decision in the case until the commission has acted on its request to accept the application, or to remand the case to the commission with instructions to open the proceeding to new applicants.

If Civic is successful in its effort to get into a comparative hearing, it would become another in a growing list of challengers to existing licensees. In the past several weeks, applications have been filed on top of applications for renewal of NBC's KNBC(TV) Los Angeles and RKO General's WNAC-TV Boston.

In addition, an initial decision is awaited in a case in which RKO General is being challenged for its hold on Los Angeles channel 9, where it operates KHJ-TV. And the commission two months ago denied WBDH-TV Boston a renewal of license and granted the contested channel 5 to a competing applicant.

In its petitions filed with the court and the commission, Civic argued the importance of the commission's making a choice among applicants in the Jackson case. It said the court has established that "television licensing is of such critical importance" that it requires a choice, "particularly where there has been, as in this case, a long history of doubt about a licensee's qualification."

The appeal of the commission's renewal of WLBT's license, taken by the United Church of Christ and two Negro leaders in Jackson, is based largely on the charge that the station has not met the needs of the large Negro community in Jackson—more than 40%—and has not met its fairness-doctrine obligations in dealing with civil-rights matters.

Civic describes its ownership as racially mixed and as having an "exceptional broadcast record in serving all segments of a Mississippi community." The record was compiled by Weyman H. D. Walker, president and 40% owner of Civic, as president, director and general manager of WHTV(TV) (ch. 24) Meridian, Miss., from March 1967 to February 1969. He would be general manager of the proposed station.

Civic also notes that it is 90% owned by Mississippi residents, one of whom, Aaron Henry, is one of the complainants in the WLBT case. He is a 10% owner of Civic. WLBT is licensed to a subsidiary of The Lamar Life Insurance Co.

Other principals include Charles Evers, executive director of the Mississippi chapter of the National Association for the Advancement of Colored People and Democratic national committee man from Mississippi; Mrs. Paul Derian, the Democratic national committee woman from Mississippi; and Hudding Carter III, editor of and 20% partner in the Delta Democrat Times, of Greenville. Each is a 10% stockholder.

Of the others, who also hold 10% interests, are Walter G. Hall Sr., president and principal stockholder in six banks and a partner in a number of insurance agencies, all in Texas, and Charles Young, president and owner of manufacturing, construction and real estate businesses in Mississippi, and a local NAACP official.

Civic said that, as a result of its survey of community needs, it would seek to present programs that would create "greater public awareness of the problems, activities and aspirations of members of the minority communities in Jackson and the state of Mississippi, particularly the black community."

Civic's application lists nine programs designed to provide a forum for the discussion of public issues. It also includes two designed to educate children and adults; Civic noted that there are no educational stations in Mississippi.

The WLBT(TV) case is in court for the second time. In 1965, the United Church of Christ and its two co-complainants urged the court to reverse a commission decision granting the station a one-year license without a hearing.

The church argued that the commission should have held a hearing on allegations that the station had discriminated against Negroes and had not served their needs. The court agreed, and remanded the case with instructions to the commission to grant the complainants standing as parties in the renewal hearing.

Following the hearing, the examiner concluded that the charges were not proved, and recommended renewal of the station's license. The commission, in a 5-to-2 decision, granted it. That is the decision now being challenged in court.

This long history of litigation, Civic says, has protected WLBT from competing applications. Because of the appeal, Civic said in its petition for waiver of the rules barring late-filed competing applications, "there has been no opportunity in the ordinary course for competing applicants for channel 3 since May 1965," when the commission granted the one-year license.

Civic's motion to intervene in the course case is also belated: Such motions normally must be filed within 30 days after the filing of an appeal. But it said it could not qualify as an "interested person" until it submitted its application for the Jackson channel.

Civic estimates its total costs in constructing a new station at $1,622,500, with first-year operating costs expected to be $648,240. It plans to finance its operations with $50,000 from the sale of stock to its owners, $700,000 in bank loans, and $1,190,000 in credit and deferred payments on equipment. It estimates its first-year revenues at $1 million.

FTC opens probe of 'Post's' holdings


The commission made no public announcement, but in a letter to Representative Joel T. Brophy (R-Va.), who seconded WAVA's complaint, Chairman Paul Rand Dixon stated that an investigation would begin. The vote was 3-to-2 in favor of the probe, with Commissioners Philip Elman and James M. Nicholson dissenting, the letter said.

The basis of WAVA's complaint was the conversion to an all-news format of the Post's WTOP Washington. WAVA, an all-news station for several years, as-
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WGN in full glare of multimedia issue

Dispute on market shares marks Chicago hearing on Tribune purchase

WGN Continental FM Co. and a Chicago citizens' group sparred before FCC Hearing Examiner Basil P. Cooper for three days last week over the sale of WFMT (FM) to group-owner WGN. At issue is whether the sale of the fine arts-programmed Chicago station to WGN, which is part of the Tribune Co. complex of broadcast and newspaper holdings (WGN-AM-TV Chicago, Chicago Tribune and Chicago's American), represents an undue concentration of control of mass media.

The FCC had approved in March 1968 the sale of WFMT by sole owner Bernard Jacobs for about $1 million to the WGN group without a hearing. But a hastily formed citizens' group (Citizens' Committee to Save WFMT), seeking to "save" the station's format, appealed that decision to the U.S. Court of Appeals for the District of Columbia, claiming that the sale would lead to a concentration of control of media. The court ultimately remanded the case to the commission, although it did not rule that a public hearing was necessary (Broadcasting, Jan. 13).

Mr. Quaal also reported that WGN Continental has been awarded the CATV franchise for Edwards Air Force Base in California. By the time construction is completed in 18 months, he said, the system is expected to serve 3,100 subscribers.

WGN Continental already has other CATV interests in California and upper Michigan. In California they serve 2,600 subscribers in the Palmdale and Quartz Hill areas and by the end of this year they will be serving 2,000 subscribers in the area of Lancaster. Northern Michigan subscribers total 2,700.

The hearing in Chicago last week before Examiner Cooper is part of an expedited proceeding ordered by the commission. The examiner will not write an initial decision; instead, he will certify the record directly to the commission for decision.

The information developed during the WFMT hearings is expected to be of considerable interest to the commission in its current over-all review of media diversification and multiple-station holdings. The broad policy issues implicit in the case have also been under study by the Justice Department, and a Chicago attorney of the department was present as an observer last week.

(The WFMT case is replete with ironical twists. The WFMT assignment application was granted by the commission after the Justice Department had looked into the proposed sale and decided to take no action to block it. The commission also delivered on the same day a notice of proposed rule-making was issued aimed at barring any owner of a full-time station from acquiring another full-time outlet in the same market.)

During the hearings the citizens' group directed its attack at what it indicated was a disproportionate share of the advertising revenues in the Chicago market garnered by the Tribune Co. media complex. The group noted that the Chicago Tribune had a dollar advertising volume exceeding the combined volume of the other three papers in the city, including the Tribune Co.'s own Chicago's American and the Field Enterprises Inc.'s Sun-Times and Daily News.

The group further noted that WGN-TV was fourth in revenues and third in broadcast income (for 1967) among the city's six TV stations; WGN was first in both revenue and income for all radio stations in the market, and WFMT was first in both categories for all FM stations.

WGN witnesses did not deny the figures, but they pointed to other media in the total market areas covered by the WGN stations. The WGN stations would actually have a smaller share of media market-dollar dominance, it was argued, if they were considered apart from Chicago city proper. The citizens' group argued that only the Chicago city data was relevant.

The WGN witnesses further emphasized the autonomy of the broadcast and newspaper activities of the Tribune Co. group. In his testimony Ward L. Quaal, WGN Continental president, stressed that except for the highest echelon of corporate officers, "there is no horizontal interconnection between the newspapers and the broadcasting stations." He said that the policy of separateness always has existed within the group and that he has consistently been given free reign to operate independently of the Tribune Co. publishing subsidiaries.

The major point in dispute between the two groups was what constitutes the size of the Chicago market. The citizens' group compared the advertising revenue impact of the WGN radio stations with those stations licensed in the city of Chicago; the WGN witnesses expanded the comparison to include all those stations in suburban Chicago noted in the FCC financial figures. A wide disparity in market impact occurred.

The citizens' group compared WGN with various AM and AM-FM station combinations in Chicago and found WGN took over 23% of the revenue dollars in 1967 and over 32% of the income. WFMT, measured against only five other independent FM's (no AM affiliations), came up with over a 31% revenue share and over a 25% income share.

The WGN witnesses, using the total radio station base employed in the 1967 FCC financial reports for the Chicago market area, found WGN had only a 5.3% share of the revenue dollars and a 5.7% share of the total income. WFMT's shares fell well below 1% in this comparison.

FCC gets NCCB views first hand in D.C.

Members of the board of the National Citizens Committee for Broadcasting met for lunch with five FCC commissioners in Washington last week and, according to NCCB and FCC sources, all was sweetness and light.

The group discussed, among other things, according to an official NCCB statement, cable television (the organization is in favor of CATV), communications satellites, license-renewal prod-
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ceedings, “network domination” of prime-time programming, and long-range financing for public broadcasting.

The committee also discussed, it said, citizens’ participation in broadcasting. The commissioners, NCCC said, “welcomed the entry of a national citizens organization into the debate about broadcasting’s merits and responsibilities.”

Present were FCC Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox, James J. Wadsworth, Nicholas Johnson and H. Rex Lee.

**ETV reaches decision time**

**NET must pick successor to White and PBL must decide its own future**

The noncommercial television industry faces several significant decisions in the upcoming weeks:

- The selection of a successor to John F. White as president of National Educational Television.
- The future of the Public Broadcast Laboratory.
- The consideration by the Ford Foundation of a new proposal for Sunday-night programming.
- The development of a long-range plan for awarding grants by the Ford Foundation and the Corp. for Public Broadcasting.

John F. White announced his resignation last week, after more than 10 years of service with NET, to accept the presidency of a small New York college, the Cooper Union for the Advancement of Science and Art (see page 134). He will officially join the school May 1, but will continue to give some time to NET until June.

In a prepared statement, Mr. White outlined his reasons for leaving: “Today NET is stronger than at any time in its history. It is, in fact, in a position where new leadership should be a healthy thing ... and I have long felt that any person in such a job should not hold that job for more than a decade.”

Four members of NET’s board of trustees—Norman Cousins, editor of The Saturday Review; Burke Marshall, vice president and counsel, IBM; Peter G. Peterson, chairman of Bell & Howell Co., and Sidney P. Marland Jr., president of the Institute for Educational Development—compose the nominating committee which must search for a successor to Mr. White.

Cooper Union’s chairman of the board of trustees, Daniel Maggin, said the school had been searching for a president since Dr. Richard F. Humphrey, president since 1961, died last August, and that Mr. White brings “the dynamic leadership, the creative imagination, educational background and a distinguished record of achievement” needed in the school’s planned expansion of facilities.

Mr. White was instrumental in the expansion and development of NET since 1958, from an annual budget of $1.5 million and 27 stations to over $23 million and 161 stations today.

Before that, he was general manager of noncommercial WQED(TV) Pittsburgh for three years. He started his career in education in 1941 as admissions counselor at Lawrence College, Appleton, Wis., served as director of admissions, dean of students, and dean and director of the development program at Illinois Institute of Technology in Chicago from 1944 to 1950, then joined Western Reserve University, Cleveland, as vice president.

Before Mr. White leaves, another decision will be made affecting the fate of the Public Broadcast Laboratory grant late this month, and various organizations are ready to compete for a renewal of the $10-million, two-year grant Ford awarded to PBL in 1967, if the foundation is so minded.

PBL officials are now drafting a description of projected programs to present to Ford, but officials of the eight largest noncommercial stations have already suggested an alternative to PBL: Sunday Night, a series with more emphasis on cultural presentations than on news and public affairs. The managers also proposed a new office of “coordinator” for the series, although production would be handled by the stations, thus eliminating the expense of an extra, separate staff.

The station executives who met in Chicago several weeks ago include Hartford N. Gunn Jr., WOBW-TV Boston; James D. Kudrow(TV) San Francisco; James L. Loper, KCET(TV) Los Angeles; William J. McCarter, WETA-TV Washington; John W. Kiermaier, WNDT(TV) Newark, N.J.; New York; Donald V. Taverner, WQED(TV) Pittsburgh; John W. Taylor, WTTW(TV) Chicago, and Warren A. Kraetzler, WUHY-TV Philadelphia. They consulted with Mr. White of NET, PBL’s parent organization, but he felt such a fragmentation in educational television production might be wasteful, an NET source said.

NET has come up with a plan of its own for Sunday-night cultural programs, but emphasized the proposal was for a summer replacement of PBL, not a presumption that PBL would be going off the air.

The general feeling at PBL is that the foundation will continue to support Sunday-night programming in some manner, if not the PBL structure itself. The staff believes it performed a valuable function in establishing “the prototype, or vanguard, of a fourth network, if you will,” along with NET.

PBL’s controversial track record, in internal organizational disputes as well as programming, does not help its cause. Its first year was marked by a disagreement between director Av Westin and the editorial board. The board dissolved itself and Fred Brophy was brought in as executive editor to help Mr. Westin. Mr. Westin then left as soon as the bulk of the second year’s programs were taped. Other mild disagreements arose on censorship between PBL and its parent, NET, and between individual producers and the PBL administration.

Although competition in the public broadcasting field seems endless, two organizations are cooperating.

The Ford Foundation and the Corp. for Public Broadcasting are presently working together to try to establish some long-range goals for educational television, so future grants will be utilized most effectively.

**Free press topic of NAB and network heads**

The National Association of Broadcasters last week concluded the last of three special meetings with broadcasting and network leaders on the growing governmental threat to freedom of the broadcast press.

The final meeting come on the eve of a command performance in Washington for the network presidents and NAB President Vincent T. Wasilewski (see page 27).

The meeting, held in Chicago on Tuesday (March 11), featured ABC President Leonard Goldenson. Previous meetings had been held in Atlanta, with NBC President Julian Goodman (Broadcasting, March 10), and in Los Angeles with CBS President Frank Stanton (Broadcasting, March 3).

The meetings were arranged at the initiative of Mr. Wasilewski to involve key broadcasters in a dialogue on current regulatory problems affecting programming so that courses of action could be charted. The consensus at the closed Chicago meeting, it was reported, followed that of the other meetings, stressing the seriousness of the current threats to broadcasters as the “greatest ever.”

In addition, it was reported, there was a need expressed for the development of more grass-roots political strength by broadcasters and a need to strike out for positive action.

Broadcasters should, it was felt, seek all the relief they can get, asking Congress to make it clear that broadcasting should be free and kept free. Also, legislation should be sought to keep the present ownership patterns from being
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Sunday services set for NAB delegates

Two morning and one afternoon religious services on Sunday, March 23, have been scheduled for delegates to the National Association of Broadcasters convention in Washington.

First of the services will be held at 9 a.m. in the Sheraton-Park hotel where a laymen's devotional breakfast will be held under the chairmanship of Malcolm Burleson of Metromedia Inc.

The services were set.


Also J. R. Livesay, WTWG(TV) Terre Haute, Ind.; Dean McCarthy, WXYZ-AM-FM-TV Detroit; August C. Meyer, Midwest Television Stations; John Kluge, Metromedia; Thomas Dougherty, Metromedia; Leonard J. Patricelli, WTCI-AM-FM-TV Hartford, Conn.; David A. Thurston, WMBB-AM-FM North Adams, Mass.; Willard F. Walbridge, KTRK-TV Houston; Mr. Wasilewski and Paul Comstock, NAB.

When the application for this assignment was submitted to the FCC last December, Lester L. Williams, principal owner of WYRT, included a survey of 16 community leaders. The FCC staff told Mr. Williams he hadn't done the survey correctly; it should, they said, focus more on the needs of the area, not particularly on what the community wanted from its radio station.

So WYRT is now conferring with 20 community leaders. To get an idea of what the average citizen thinks, WYRT bought a quarter-page in the bi-weekly Franklin News Post to run a questionnaire asking readers what they thought the needs of the community are.

The ad ran in two issues of the local newspaper. Response: one. This was from a local minister who asked for more "wholesome, not sinful" programs for youth.

Among this was the criticism of the FCC's freeze on CATV expansion by Eugene V. Rostow in an address on "communications policy for the seventies" (see page 146).

Samuel S. Street, president of S. S. Street Associates, Wheaton, Md., told a panel discussing "information technology: transmission and retrieval" that "the FCC, instead of further restricting CATV, may well be forced to take a clearer look at the cable potential in view of the necessity to accommodate new services in line with current technology."

In the same panel session, Edwin J. Istvan, assistant to the chairman and president for special affairs of the Communications Satellite Corp., noted the compatibility of broad-band satellite transmission with broad-band cable transmission, and said that for satellite development, "technology is not the limiting restraint on what can be done. The restraint is regulatory; the institutional limits, imposed." Mr. Istvan summed up the projections of most of the communications speakers when he predicted: "We are caught in that point in time in the U.S. where we're interconnecting people in broad-band. It just happens that the first connections were television broadcasts because television was the only thing that required it. But once you get the interconnected city grids, you will have a utility concept you have to think of not in terms of the telephone industry or the television industry, but as a broad-service utility."

Earlier, Hazard E. Reeves, chairman of the Reeves Broadcasting Corp., described what he called a "cultural lag" between technology and its resulting social and economic values, especially in the television medium.

In the same session, Esquire publisher Arnold Gingrich protested that, "I don't feel that the future of magazines is simply one of playing Boswell to television, or of becoming the handmaiden to a computer."

Broadcasting-related speakers who also participated in the three-day session were William M. Ellinghaus, vice president, marketing and rate plans, AT&T, New York; Robert E. Brockway, president, CBS Electronic Video Recording; Fred W. Morris Jr., president, Tele-Sciences Corp., Washington; Roy Benjamine, president, Television Testing Co., New York; Dr. Robert L. Hilliard, chief of the educational broadcasting branch of the FCC; Howard G. Sawyer, vice president, marketing services, Marsteller Inc., New York, and Walter A. Schwartz, president, ABC Radio.

The Media section continues on page 140, behind Special Report on the NAB Convention.
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Nixon appearance still a question mark;
Attendance, exhibitors will be at new high

The upcoming 47th annual convention of the National Association of Broadcasters and the associated 23rd annual Broadcast Engineering Conference, keeping to the tradition of meeting in the nation's capital during presidential inauguration years, will this year keep tradition also in setting new records of attendance, exhibits and in the informal person-to-person contacts that can affect matters ranging from personal employment through essential station purchases of programming and equipment to the highest level of interaction between the government and the broadcasting profession.

The NAB annual conventions have historically made news and been news and this year's meetings will prove no exception. Adding to an air of expectation will be the question of a presidential appearance, still unresolved but considered a good possibility. The presence of an NAB convention in Washington, where it is held every four years, is not a prerequisite for a visit from a President of the U. S. Last year, President Lyndon B. Johnson made his first public appearance at the NAB convention in Chicago the day after his historic "abdication speech."

But the presence of a new administration adds an extra measure of appropriateness for a convention in Washington this year as mounting governmental pressures make liaison between broadcasters and holders of federal power an increasingly urgent matter.

Federal officials will be on tap in full measure, in formal sessions at both convention hotels—the Sheraton Park and the Shoreham—and informally at dinners and cocktail parties at the main hotels and in overflow hotels all over the city. And whether or not President Nixon appears, other members of his administration should prove to be accessible to the politically potent gathering that broadcasters represent.

Top legislators will be present. Senator John O. Pastore (D-R. I.), who this week outlined plans for an authoritative study by the surgeon general of the U. S. on the effects, if any, of televised violence (see page 27), will address Monday's (March 24) management luncheon. Broadcasters' most important interface with the federal apparatus, the FCC, will be represented in strength at the meetings. FCC Chairman Rosel H. Hyde will address the joint management and engineering luncheon (Wednesday, March 26).

Also set as speaker for a Monday luncheon, before the engineering session, is former presidential candidate Barry Goldwater, now Republican senator from Arizona. Noncommercial broadcasting will be represented by Frank Pace Jr., chairman of the board of the federally chartered Corp. for Public Broadcasting, who will address Tuesday's (March 25) management conference luncheon.

NAB President Vincent T. Wasilewski will address the opening general assembly session on Monday (March 24).

In large measure, delegates will come this year to pay homage to pioneers of broadcasting. Slated to receive NAB's annual distinguished service award is John E. Fetzer, president, John E. Fetzer Stations. Another figure, now part of America's folklore of radio and television performing pioneers, will reminisce during the radio assembly on Tuesday (March 25). Arthur Godfrey will review "Radio's golden moments, yesterday, today and tomorrow."

Official agenda, other events .... p. 72
What syndicators will show ........ p. 74
Technical papers, agenda ....... p. 92
Major displays and exhibits ...... p. 107
'Where to Find It' directory ...... p. 138
Sunday, March 23

NAB FM Day Program 2:30-5 p.m. Sheraton-Park, Cotillion Room.


Monday, March 24

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Shoreham, Regency Ballroom.


Presentation of NAB's Distinguished Service Award to John E. Fetzler, president, John E. Fetzler Stations, by Mr. Wasilewski. Remarks: Mr. Fetzler.

Management Conference Luncheon 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.


Joint Management Assembly 2:30-3:30 p.m. Shoreham, Regency Ballroom.

Presiding: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors.


Radio Assembly 3:30-4:30 p.m. Shoreham, Regency Ballroom.


Annual RAB Presentation: Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive vice president; Carlston F. Loucks, director, regional sales.

Television Assembly 3:45-4:45 p.m. Sheraton-Park, Cotillion Room.


Tuesday, March 25

Radio Assembly 9:30 a.m.-noon. Shoreham, Regency Ballroom.


Management Conference Luncheon 12:30-2:30 p.m. Sheraton-Park, Sheraton Hall.


Introduction of the Speaker: Vincent T. Wasilewski, NAB president. Address: Frank Pace Jr., chairman of the board,
Saturday, March 22

9:30-11:45 a.m.—Association for Professional Broadcasting Education annual meeting. Sheraton-Park, Maryland Suite.
10:30-11:45 a.m.—Intercollegiate Broadcasting System sessions. Washington Hilton, Military, Hemisphere, Thoroughbred and Crystal Rooms.
12:45-2 p.m.—Association for Professional Broadcasting Education luncheon-business meeting. American University.
2:5 p.m.—Association for Professional Broadcasting Education meeting. American University.
2:30-3:30 p.m.—Intercollegiate Broadcasting System general caucus. Washington Hilton, International Ballroom West.
2:45-5:30 p.m.—National Association of FM Broadcasters sessions. Washington Hilton, Jefferson Room.
3:45-5 p.m.—Intercollegiate Broadcasting System sessions. Washington Hilton, Military, Crystal, Thoroughbred and Hemisphere Rooms.
7-9 p.m.—Intercollegiate Broadcasting System dinner. Washington Hilton, International Ballroom Center.
8-10 p.m.—Association for Professional Broadcasting Education workshop session. Sheraton-Park, Maryland Suite.

Sunday, March 23

9-10 a.m.—ABC Radio Affiliate Advisory Boards meetings, Sheraton-Park, Richmond, Arlington, Alexandria and Dover Rooms.
9-11 a.m.—National Association of Broadcasters laymen's devotional breakfast. Sheraton-Park, Park Room.
9 a.m.-12:15 p.m.—National Association of FM Broadcasters sessions. Washington Hilton, Jefferson Room.
9 a.m.-12:30 p.m.—ABC Radio Affiliates breakfast meeting. Sheraton-Park, Sheraton Hall.
9 a.m.-2 p.m.—Broadcast Music Inc. board meeting-luncheon. Washington Hilton, Georgetown West.
9:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Shoreham.
10-11:30 a.m.—Association for Professional Broadcasting Education meeting. Sheraton-Park, Annapolis, Frederick and Maryland Rooms.
10-11:45 a.m.—Intercollegiate Broadcasting System sessions. Washington Hilton, Thoroughbred, Military and Hemisphere Rooms.
11 a.m.-1 p.m.—Association for Broadcasting Standards technical committee meeting. Sheraton-Park, Calvert Room.
12-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Sheraton-Park, Maryland Suite.
12:30-5 p.m.—ABC Primary Affiliates meeting. Shoreham, Palladian Room.
1-4 p.m.—Association for Broadcasting Standards board reception and luncheon. Sheraton-Park, Potomac Room.
2:5-5 p.m.—Association of Maximum Service Telecasters board meeting. Shoreham, Heritage Room.
2 p.m.—Society of Broadcast Engineers meeting. Shoreham, Forum Room.
3-6 p.m.—ABC Radio Affiliates reception. Sheraton-Park, Sheraton Hall.
4-6 p.m.—Association for Broadcasting Standards membership meeting. Sheraton-Park, Baltimore Room.
6:30 p.m.—NBC Affiliates reception and buffet. Statler Hil-
The 1969 crop of syndicated programing will consist of some things old, some things new and some things both old and new. As station executives converge on the hospitality suites of TV-program distributors in Washington next week, they can sample (besides exotic hors d’oeuvres and sundry cocktails) excerpts from such vintage series as My Little Margie and Shotgun Slade, plus rerun movies; such brand-new offerings as Zsa Zsa Gabor Show and David Frost Show and new productions of such long-time favorites as To Tell the Truth, Beat the Clock and Queen for a Day.

A canvass of leading producer-distributors last week pointed to the conclusion that 1969 will be distinguished by the largest number of first-run properties in more than a decade and a conviction that sales will eclipse goals set in 1968.

Though sales statistics in the sprawling TV-program syndication business are difficult to gather since there is no centralized source, some key authorities estimated that business in 1968 rose to $235 million from about $220 million in 1967. They are setting their sights on a 10% increase for 1969. In 1968, the international gross was about $80 million, up from $75 million in 1967, while domestic sales reached $155 million, up from $145 million.

Probably the single hottest item of conversation among syndicators is the effect the movement of The Merv Griffin Show, sold in about 150 local markets, will have on their industry when it shifts to a late-night slot on CBS-TV this summer. There is divided opinion as to the repercussions the Griffin defection will have on various elements of the syndication field.

"I think it's going to hurt the syndicated features," one large distributor of program series remarked. "It closes down the 11:30 p.m.-1 a.m. slot that traditionally has been important for features. And it will help those of us who have first-run or off-network product to fill in for Griffin in the many markets he played in late afternoon or early evening. I personally can't see David Frost [the successor to Griffin, syndicated by Group W Productions]."

On the other hand, distributors with large feature-film supplies profess to be only slightly concerned over the shuttering down of the late-night slot for features on CBS-TV affiliates. One key feature distributor offered this rationale: "It has hurt our sales this winter to some extent, because CBS-TV stations are waiting to see how Griffin will do. But I can tell you that some of these stations have bought movies in order to be protected in case Griffin is canceled. Our feeling is that three late-night personalities, such as Carson, Griffin and Bishop, can't survive. One of them has to go. Remember Bill Dana [on the defunct United Network]. He lasted only a month. Features are still a staple of local programing, and good movies, even rerun product, are like money in the bank."

Three other developments that are calculated to spur syndication sales in 1969, according to program sellers, are the decision by ABC-TV to return the 10:30 a.m.-noon period (recently filled by the Dick Cavett Show) to local stations; the continuing growth of UHF stations in terms of number and competitiveness with V's, and heightened interest by advertisers in their own syndicated vehicles.

"The cancellation of Cavett gives 90 minutes across the board to be filled," one distributor pointed out. "It's a big hole to fill. We realize that a few stations, particularly some of the ABC O&O's, are trying to develop their own local shows for part of this segment. But the vast majority will have to go with syndicated product."

Many distributors were even more enthusiastic about the positive effects of an expanding UHF market. Several noted that more than 25 UHF's have begun operation in the past year and half a dozen more are slated to go on the air over the next few months.

"Let's face it," one syndication entrepreneur confessed, "the UHF outlets often mean the difference between profit and loss to some companies. UHF stations are buying a lot of product. But above and beyond that they are exerting an influence on V's in their markets, who might have passed up some series but bought them to keep them from falling into the hands of the U's. They are helping to raise our prices too, be-

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8 a.m.-noon—All-Channel Television Society breakfast symposium. Sheraton-Park, Baltimore and Annapolis Rooms.
8:30 a.m.-12:15 p.m.—Association of Maximum Service Telecasters meeting. Shoreham, Diplomat Room.
11 a.m.-noon—All Industry Radio Music License Committee meeting. Sheraton-Park, Calvert Suite.
2:30-4 p.m.—Association of Maximum Service Telecasters board meeting. Shoreham, Heritage Room.
3:45 p.m.—All Industry Television Music Licensing Committee meeting. Sheraton-Park, Dover Room.

Wednesday, March 26
9-11 a.m.—Daytime Broadcasters Association meeting. Sheraton-Park, Baltimore Room.

Thursday, March 27
9 a.m.-5 p.m.—Visual Electronics Corp. post-NAB technical seminar. Sheraton-Park.

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All systems go for record TV syndication

Largest number of first-runs in more than decade;
$235-million prospects cheer exhibitors' NAB suites

74 (Special Report: NAB Convention Preview)
We've got your figures here. We've got circulation figures for every radio station that made the minimum in every county in every state. The whole set of CP's (Circulation Pulse) is here. So's the standard line-up of cubes, mixers and 100-proof to celebrate (or ease the pain) of your circulation data. Be sure to bring your bifocals. We don't know how good the light will be.

Pulse at the NAB
Suite F140-141, SHERATON PARK HOTEL
George Sternberg (N.Y.)
Larry Roslow (N.Y.)
Richard Roslow (N.Y.)
Irene Lambie (N.Y.)

Ken Gross (L.A.)
Paul Gillett (Chi.)
Clark Slayman (Atlanta)

Ask about our LQR and Wide Area Radio Service

BROADCASTING, March 17, 1969
cause V stations realize we have another place we can sell our programs. VHF stations have been going on the air in major markets, and places like Philadelphia, Boston, San Francisco, Detroit, Cincinnati and Denver have perked up now that U's are starting to make waves."

Most syndicators applauded the tendency on the part of more and more advertisers to purchase rights to series or specials in a specific number of markets. They viewed this as a boon to more creative and diversified program fare, and as a plus in buttressing syndication's claim that it can achieve advertisers' demographic and geographic needs on an economical basis.

"As a syndicator, I welcome the direct participation by advertisers," a leading distributor official said. "If I can provide program rights to an advertiser in 20 or 25 markets, I don't have to invest the manpower and time to sell those markets. I can concentrate on selling a property in other markets."

Almost unanimously syndicators insisted that prices for all types of programming are rising. They cited increasing costs of production and selling and the widening market place as a result of the UHF proliferation as factors that dictated the hike in prices.

In recent years, feature films have accounted for the larger share of the syndication pie in competition with series made expressly for TV. Movies are expected to continue to be a staple of local-station programing in 1969, but stations are likely to become selective.

"Off-network reruns of movies are still good programing," a syndicator said. "Some classic films are going to be rerun over and over again. But I have a strong hunch that movies of lesser quality from companies other than major are likely to have tough sledding. It depends, to some extent, on what happens in the 11:30 p.m.-1 a.m. slot where the late-night personalities are competing. If I had to make a projection, I'd say syndicated movies will drop off somewhat this year, but companies with major product will continue to do quite well."

Major company distributors are expected to release off-network features throughout the year and this supply will be supplemented by independent productions, some of which will be first-run-to-TV movies and imports from abroad. There was a consensus among syndicators that much of the foreign-produced features, dubbed in English, would find it difficult to land station time periods, the exceptions being outstanding presentations.

The big news in the made-for-TV syndication sphere is the abundance of first-run series. They are primarily produced on tape; they have game or personality-variety formats; they are primarily five-days-a-week designed for strip programing and they are, in some instances, remakes of former successful shows on the networks. They are not analogous, of course, to the action-adventure, first-run series produced in the 1950's at high cost.

"I'm really excited about the large number of promising first-run series that are being offered for strip programing," the general manager of a group of independent TV stations commented. "We are considering several for the fall schedule and we feel that we are fresh and different."

Among the new first-runs in the personality-variety sector are the Bruce Morrow Show, Zsa Zsa Gabor Show, The David Frost Show and the Barbara McNair Show. Among the game shows offered for sale are The Game Game, The Mouskymakers and The Anniversary Game. Among other first-run series in the syndication mart are Juvenile Court, Buck Owens Show (country-western), Slim Scene (exercise), Maurice Woodruff Predicts (astrology), Wonderful World of Astrology and Famous Jury Trials (courtroom drama).

One distributer heavy in the off-network and feature-films area scoffed at the preponderance of game and variety-personality series that have been plunked on the marketplace, and remarked: "Now where are stations going to put all this stuff? The success of Mike Douglas and Merv Griffin has spurred a host of imitators. The solid backing that has gone to Truth or Consequences has led to the game shows, particularly those that are being revived. It's the old story of television. Once a certain type of show clicks, everybody jumps into the act."

"We'll stick with features and off-networks, products that have a track record. We certainly would have no hesitation in producing a first-run but it would have to be something really fresh and different." First-run programing will also come from the entertainment-specials area. Producers-distributors reported they were in the process of developing a considerable number of such shows, often in association with advertisers prepared to sponsor them in specified markets. It could not be determined whether there would be an increase in the number of entertainment specials during 1969-70 because plans were still in the developmental stages at most companies.

The off-network series supply for 1969-70 again seems fairly limited. Nine such series have been committed definitely to syndication, compared to seven this same time last year and 10 in 1967. The last bumper crop of off-networks was 1966 when 22 series were offered during the NAB convention.

Off-network series known to have been placed on the market are Candid Camera, Dick Van Dyke, The Avengers, Daktari, Tarzan, Star Trek, Felony Squad, Big Valley and Judd for the Defense. It is likely that additional series will be made available this spring and summer, provided prerelease sales are made. For example, it is known that ABC Films is sounding out the marketplace on a Ben Casey, The Fugitive and N.Y.P.D. to gauge receptivity, but is withholding a decision until some substantial sales are completed.

"Off-networks can be good for stations and good for the distributor," a key program salesman observed. "But a company has to be careful or it can lose its shirt. Residual costs are extremely high. You have to be sure that you can recoup residuals plus all the other costs before you definitely commit yourself. And in this year of strip programming, you really ought to have at least 60 and usually more episodes in order to interest a station."

One unusual sidelight to this year's crop of off-networks is that two of the series—Candid Camera and Dick Van Dyke Show—are in black and white. CBS Enterprises, the distributor, does not disdain color but insists that in TV programing, "the play's the thing."

For the first year since 1961, the Television Film Exhibit will not be held during the NAB convention. TFE was a loose confederation of some of the leading television syndicators, which ar-
We switch you now to a program for happier station managers, operators and advertisers.

This program will be shown live—and in its entirety—at the 1969 NAB
The NAB Show-Stoppers from (you guessed it) RCA

BROADCAST EQUIPMENT DESIGNED TO IMPROVE YOUR STATION'S COLOR IMAGE, INCREASE ITS NET, REDUCE OPERATING TENSION AND ENHANCE CREATIVITY

THE DREAM COLOR CAMERA IS NO DREAM!
It's the new 3-tube TK-44A, the best PbO color camera ever made! And the most usable. A maximum-performance studio camera that can double as your most dependable remote camera! Sets up faster indoors and out. Color-matches all other cameras. Produces the most accurate color ever. Assures unprecedented control flexibility.
THE 2X BETTER VHF-TV TRANSMITTER
The new TT-30FL, the best 30-KW parallel-operated TV transmitter ever made! The "specs" tell you why. They're twice as good as any other transmitter made! The TT-30FL can reduce off-air time (and rebates), improve your color image and assure lower maintenance costs.

VTRs THAT PRACTICALLY THINK FOR YOU!
The new TR-60. You'll call it the finest moderately-priced VTR at the Show. But it's better than that. "Specs" prove that it can actually outperform VTRs priced thousands of dollars more! And it's ready for automation whenever you are.

The new TR-70B, the first VTR to safeguard quality automatically! The 70-B automatically prevents playback on the wrong FM standard. Produces the highest degree of color fidelity ever achieved. Even improves sub-standard tapes made on other machines. The only way you can go wrong with it is by turning off its audio-visual automatic warning system!
Audio and Radio Show-Stoppers from RCA.

RCA AUDIO SYSTEMS!
Total audio control designed to meet your specific needs. Illustrated below is a super-flexible modular console systematized for WTRF-TV's special requirements. (It won't be at the Show, but two of its "brothers" will be!)

POWER-EXPANDABLE TRANSMITTERS
FM and AM transmitters engineered to grow in power whenever you're ready to grow—with virtually no increase in floor space! From 5-KW and up.

AM TRANSMITTERS
1, 5, 10-KW partially transistorized.

25 LESS TUBES
The new 6-tube 50-KW AM transmitter, BTA-50J—with solid state oscillator/exciter/modulator. Only 6 tubes, 3 types... reduces operating costs!

AUDIO AUTOMATION TAPE SYSTEMS
—while you're out selling time, they can run a full day's programming... automatically!

The world turns us on.

RCA
rangefor exhibit space in close proximity to one another and staged a mammoth cocktail party to which leading government and broadcasting officials were invited.

No official explanation has been given for the absence of TFE this year. Privately, some companies have confided that TFE was a costly undertaking; it was shunned in more recent years by many of the major distributors, and it involved considerable planning by various committee members. "It just faded away because no one picked up the ball this fall and started it rolling," one distributor volunteered.

Though television-program syndicators in large numbers will be in Washington, several of the major companies are boycotting the convention this year. Among the known absentee distributors will be Warner Brothers-Seven Arts, United Artists Television, Independent Television Corp. and the Walter Reade Organization.

Some companies were piqued because they claimed they had lukewarm cooperation from the NAB in arranging satisfactory space and others felt that Washington was not an advantageous setting for exposing syndication product for possible sale to stations.

"So who sells anything at the NAB convention?" a distributor who is going, retorted. "I haven't missed a convention in 18 years. At the end of each convention, I promise myself I'll never go back because it's been a waste of time. But I go back like clockwork."

TV program distributors and Washington NAB locations

Major exhibitors are listed here with their suite location. Programs available exhibitors are listed here with their suite location. Programs available are listed with number of episodes in parentheses. Radio program producers and syndicators follow the TV listings.

**ABC Films**
Shor, E630

**Headquarters:** 1330 Avenue of the Americas, New York.

**Programs available:** Anniversary Game, Ben Casey (153), Beeny & Cecil (78), Combat (152), George of the Jungle (51), Hurdy Gurdy (28), Harvey Cartoons (170), Invaders (43), Lincoln's Last Day (1), NYPD (49), One Man Show (26), Songs for Christmas (8), Girl Talk (1,300, still in production), World Series of Tennis (13), Annie Oakley (80), Adventures of Champion (26), Breaking Point (30), Buffalo Bill (42), Buck Rogers and Flash Gordon (53), Congressional Investigator (39), Counterhurst (13), Douglas Fairbanks (117), Echo I (17), Eighth Man (52), Expedition (41), Fugitive (120), Garrison's Gorillas (26), High Road (35), Herald Playhouse (104), Hound for Hire (26), It's Your Move (26), I'm Dickens, He's Fenster (32), Miss Teen International (1), Man with a Camera (28), New Breed (36), New Casper Cartoons (26), One Step Beyond (96), People's Choice (104), Playhouse (52), Range Rider (78), Rebel (76), Shivaree (30), Shindig (66), Straightaway (26), Twenty Grand (24), Twenty-six Men (78), Three Musketeers (26), Wendy & Me (34), Wyatt Earp (130), You Can't Do That on Television (1).


**Allied Artists Television Corp.**
Sh-P, Suite unassigned

**Headquarters:** 230 West 41st Street, New York.

**Programs available:** Cavalcade of the 60's—Group V (26), Cavalcade of the 60's—Group IV (27), Cavalcade of the 60's—Group III (16), Cavalcade of the 60's—Group II (32), Cavalcade of the 60's—Group I (31) Bob Hope Features (7), Science Fiction (32), Bowery Boys (48), Bomba the Jungle Boy (13), Charlie Chan (11), Dial 'AA' Action Features (29), Post 45's (6), Post 50's (12), Westerns (145), Action Features (104).

**Personnel:** Andrew P. Jaeger, Leo Brody and Ken Weldon.

**American International Television**
Shor, G508

**Headquarters:** 165 West 46th Street, New York.

**Programs available:** The Avengers (83), Johnny Sokko and His Flying Robot (26), Young Adult Theatre #2 (20).

**Personnel:** Stanley Dudelson, Hal Brown.

**Avco Embassy TV**
Shor, D708

**Headquarters:** 1301 Avenue of the Americas, New York.

**Programs available:** Plus Twelve (12), Country Hayride (39), Phil Donahue Show (260), Be Feminine (260), Avco Broadcasting news specials.

**Personnel:** E. Jonny Graf, Charlie Brit, Harvey Victor and Larry Ayers.

**Banner Films**
Mayflower, Suite unassigned

**Headquarters:** 527 Madison Avenue, New York.

**Programs available:** Tarzan (57).

**Personnel:** Ken Israel.

**Broadcast Sales Inc.**
Sh-P, Suite unassigned

**Headquarters:** 745 Fifth Avenue, New York.

**Programs available:** Law of the Land (170), Breakthrough! (pilot).

**Personnel:** Russel Clancey and Bernie Harte.

**CBS Enterprises**
Shor, G600

**Headquarters:** 51 West 52nd Street, New York.

**Programs available:** Dick Van Dyke Show (158), What's My Line? (400), Candid Camera (130), The Game (190), Perry Mason (245), Password (195), I Love Lucy (179), Make Room for Daddy (195), Twilight Zone (134) half-hours, 17 hours, Rawhide (144), Mighty Mouse (150), The Defenders (78).


**Dick Clark TV Productions**
Mayflower, Suite unassigned

**Headquarters:** 9125 Sunset Boulevard, Los Angeles.

**Personnel:** Jack Mann

**Bing Crosby Productions**
WH, Suite unassigned

**Headquarters:** 410 North Michigan
Avenue, Chicago.

Programs available: Paul Harvey Comments (260), Beat the Odds (130), A Night at the Factory (monthly specials), Probe: Dr. Albert E. Burke (260), Win with the Stars (52), Championship Bowling (104), Cisco Kid (156), Computer Football Forecast (11), Let's Go to the Races (325), Fun at the Races (104), It's Racing Time (234), Harness Racing Sweepstakes (39), Grand Prize Racing (26), Sports Special Sweepstakes (13), Bowling Sweepstakes (13), All-Star Golf (142), World Famous Hunting and Fishing (52), All-Star Bowling (156), College Football's Greatest Games (102), Golf's Golden Years (1), Hollywood My Home Town (1), Hollywood Without Makeup (1), Hawaii Calls (26), Ski Breed (26), Championship Racing (26), Championship Bridge (78), Sports Package (196).


Filmways Syndication Sales

WH, Suite unassigned

Headquarters: 477 Madison Avenue, New York.

Programs available: Steve Allen Show, (daily strip), Pat Boone in Hollywood (130), Addams Family (64).

Personnel: Lee Moselle and Ben Halpern.

Firesone Film Syndication Ltd.

WH, 4-190

Headquarters: 477 Madison Avenue, New York.

Programs available: Steve Allen Show, (daily strip), To Tell the Truth (daily strip), Pat Boone in Hollywood (130), Addams Family (64), Branded (48), Timmie & Lassie (156), Sergeant Preston of the Yukon (78), Lone Ranger (221), Lone Ranger Features (2).

Personnel: Len Firestone and Alton Whitehouse.

Four Star Entertainment Corp.

Sh-P, B520

Headquarters: 555 Madison Avenue, New York.

Programs available: Big Valley (112), George Jessel's Here Come the Stars (26), Holiday Musical Specials (5), Can You Top This (130), Trial (130), Portrait (12), Arthur (and the Square Knights of the Round Table) (39), Burke's Law (81), The Seekers Down Under (1), Something Special (12), The Rogues (30), P.D.Q. (455), Honey West (30), The Westerners (125), McKeever & the Colonel (26), Richard Diamond (26), Ensign O'Toole (32), Theatre One (Dick Powell Theater) (60), Rifleman (168), Zane Grey Theater (145), The Detectives (67), The Detectives (30), Stagecoach West (38), Exposé (Targets: The Corruptors), Law & Mr. Jones (45), Sports Specials New Action-Adventure Group (5), Sherlock Holmes (12), Hollywood Reissues (12), Spectacular Showcase (21), Super Spy (11), Fall of Berlin and other documentaries.

Personnel: Tony Thomopoulos, Richard Colbert, Alan Kraft, Charles Keys, Ohur Oliver and Harvey Reinstein.

Sandy Frank Program Sales

Sh-P, E330

Headquarters: 44 East 67th Street, New York.

Programs available: My Little Margie (126), The Golden Voyage (78), Across the Seven Seas (39), America (65), High and Wild (52), The American West (78), The Traveler (104), Colonel Bleep (100), Mischief Makers (78), Comedy Capers (92), Wally Western (65), Mighty Mr. Titan (100).

Personnel: Sandy Frank, Bert Friedman, Emily V. Hammond and Mary Scheuring.

Golden Eagle Films Ltd.

WH, 5-190

Headquarters: 385 Madison Avenue, New York.

Programs available: Golden Eagle Color Group (7), Golden Eagle Adult Group (3), Judy Lynn Show (39).

Personnel: Wallace Lancton.

Goodson-Todman Productions

WH, Suite unassigned

Headquarters: 375 Park Avenue, New York.

Programs available: To Tell the Truth (daily strip).

Personnel: Jerry Chester.

Group W Productions & Program Sales

Sh-P, B520

Headquarters: 240 West 44th Street, New York.

Programs available: Mike Douglas Show, David Frost Show, Merv Griffin Show, Mike Douglas Specials (4), David Frost Specials, (4), Merv Griffin Specials (3), Ruddigore (1), S. S. Leituation, The Daring Old Man (2), The Blue Minority (1), Where's the Back of the Merry-Go-Round (1), Stan Getz and All That Jazz (1), Ten Days That Shocked the World (1), Mencken's America (1), Marked for Glory (1), The Face of Genius (1), In the Grand Manner (5), No Solid Ground to Stand On (1), Gardens of the Morning (1), Carry-On Features (16).


Larry Harmon Pictures Corp.

WH, Suite unassigned

Headquarters: 649 North Bronson Avenue, Hollywood.

Programs available: Bozo's Big Top Circus, cartoons.

Personnel: Erwin Needle and Gus Nathan.

Hartwest Television Inc.

Sh-P, A500

Headquarters: 635 Madison Avenue, New York.

Programs available: Crossfire (260), The Joe Pyne Show (52).

Personnel: Saul Jaffe, Chris Remington, Frank Fitzgibbon, Frank Partin, Bill Rafael, David Sureck, Burt Seltzer, Helen Maizner, Andra Milien, Eleanor Katz, Carol Corea and Laurel Holland.

King Features

Windor Park, Suite unassigned

Headquarters: 235 East 45th Street, New York.

Programs available: The Beatles (39), Cool McCool (20), Popeye (220), Krazy Kat (50), Barney Google & Snuffy Smith (50), Beetle Bailey (50), Blondie Features (28).

Personnel: Jerry Berger, Ted Rosenberg, Maurie Gresham, Joe Dowling.

Krantz Films

WH, Suite unassigned

Headquarters: 250 West 57th Street, New York.

Programs available: Moneymakers (260), Spiderman (52), Max, the 2,000-Year Old Mouse (52), Rocket Robinhood (52), Weaker (1) Sex (65), Marvel Super Heroes (65), Sports Hoosier (26), Perry's Probe (52).


Kriston Productions Inc.

WH, Suite unassigned

Headquarters: 5800 Sunset Boulevard,
If you must cab it, double with an engineer

There is no truth to the rumor that Washington's system of taxicab fares was devised by a city planner for greater metropolitan Munchkinland.

The story does seem to ring true, however.

An unruly visitor, in town for the National Association of Broadcasters convention next week, might reasonably expect to encounter the dreary, relentless predictability of the familiar meter when traveling in one of the city's 12,000 cabs. Instead, he'll find himself confronted by an unusual zone system that seems alternately to reward and to penalize the hapless rider.

Example: Our man at the convention emerges from a chat with his favorite congressman. Flanking a cab on Capitol Hill, he is whisked some four miles to a hospitality suite at the Mayflower hotel. The tip covers only one zone. Cost: 65 cents. The conventioneer, unaware of the zone system, visibly pleased, concludes that Washington cab service is under the benign jurisdiction of the Salvation Army.

Example two: Our man, fresh from the many delights of a hospitality suite, saunters out of the Mayflower and does a serviceable middle-aged boogalo in the direction of the nearest cab. An old friend lives three miles out Connecticut Avenue—less than the distance to Capitol Hill. Once again, the driver races to his destination. Cost: $1.30. The cab has slithered through two zones. Our man blinks in bewilderment. Delete Salvation Army, insert Mad Hatter.

There is a key to this maze, however. The zones are more comprehensible—and more generous—near the center of town, wherein are concentrated the hotels to be frequented by NAV-goers. The sprawling first zone includes the Mayflower, Statler Hilton, Madison and DuPont Plaza among its landmarks. In the second zone are the Sheraton-Park, Shoreham, Windsor Park and Washington Hilton hotels.

A ride between zones one and two would cost $1 for a single passenger, 65 cents each for two or more. Fare in a single zone is 65 cents for one passenger, 45 cents each for two or more.

To complicate matters a bit, all the zone-one hotels are in the same subzone. Travel between these hotels will be at special rates: 55 cents for a single, 35 cents each for two or more.

However, the Washington zone system does not apply to trips from Washington National Airport (in nearby Virginia) and Dulles Airport (about 15 miles from central D. C.). From these points there are metered cabs and the more economical airport limousines.

One further caveat: It is entirely possible that most cab drivers will be off the streets and on the picket lines during portions of NAB convention week. The drivers have called several brief strikes during the past month to dramatize their demands for a fare increase and a mileage zone fare system. A few hardy souls court the wrath of other drivers and buck the strikes; however, a conventioneer who flags one of these mavericks should expect, when passing picket lines, to feel rather like a widely unloved Bolivian dictator.

At this point, a few would-be conventioneers in neighboring states might be pondering the thought of driving to the nation's capital. In a word, don't. The driver simply exchanges the local eccentricities of cab service for the universal malady known as the parking problem. And that, as every city dweller knows, is Munchkinland all over again.

Hollywood.

Programs available: *Stop or Swap, Mr. Wishbones, Daphney's Castle, Gene Autry Show, Kim Curtiss Song Stories*. Personnel: Barr Sheets.

Markap Television Corp.

WH, 5-174

Headquarters: 515 Madison Avenue, New York.

Programs available: *Initial Entry (16), Zsa Zsa Gabor Show (130), Barbara McNair Show (26), Juvenile Court (130), Slim Scene (130), Buck Owen Show (78)*.

Personnel: Brad Marks, Cy Kaplan.

MCA TV

Sh-P, D600

Headquarters: 445 Park Avenue, New York.

Programs available: *Adventures of Kit Carson (104), Alfred Hitchcock Presents (268), Bachelor Father (157), Biff Baker, U.S.A. (26), Calvin and the Colonel (26), City Detective (65), Coronado 9 (39), Crusader (52), D.A.'s Man (26), Follow That Man (82), Jack Benny Show (104), Johnny Midnight (39), Johnny Staccato (27), Leave It to Beaver (234), Love That Bob (173), McHale's Navy (138), Mickey Spillane's Mike Hammer (78), Mr. Ed (143), M Squad (117), Munters (70), Pride of the Family (40), Ray Milland Show (76), Restless Gun (77), Revue Anthology (314), Rosemary Clooney Show (39), SA 7 (26), Shotgun Slade (78), Soldiers of Fortune (52), State Trooper (104), Tales of Wells Fargo (167), Tall Man (75), Alfred Hitchcock Presents (93), Checkmate (70), Cimarron City (26), Frontier Circus (26), Overland Trail (17), Riverboat (44), Run for Your Life (85), Suspense Theatre (53), Suspicion (21), Thriller (67), Universal Star Time (30), Wide Country (28), Arrest and Trial (30), Wagon Train (32), Paramount Pre-'48 Feature Films (500), Universal Feature Films (102), Universal Feature Films (123), Universal Feature Films (50), Universal Feature Films (33)*.


Medallion TV Enterprises

Shor, Suite unassigned

Headquarters: 8833 Sunset Boulevard, West Hollywood, Calif.

Personnel: John Ettlinger and Jack Flax.

Metromedia Producers Corp.

Sh-P, C246

Headquarters: 485 Lexington Avenue, New York.

Programs available: *Queen for a Day (195), Maurice Woodruff Predicts (39), Evans-Novak Report (52), MFC Specials: Portfolio II (9), Donald O'Connor Show (230), Truth or Consequences (585), Pay Cards! (260), Alan Burke Show (94), My Favorite Martian (107), Woody Woodbury Show (235), Les Crane Show (48), MFC Specials: Portfolio I (22), Laurel & Hardy (156), Crusader Rabbit (260), James Brown/ Man to Man special (1), Ray Conniff Christmas special (1), Mean Mr. Firecracker (1), Birth of a Chorus: The Whit/Lo Singers (1), March of Time (8), Men in Crisis (32), The Steve Paul Scene (2)*.


MGM-TV

WH, 3-101

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Americas, New York.

Programs available: Daktari (89), Man!/Girl from U.N.C.L.E. (128), Dr. Kildare (132), Please Don't Eat the Daisies (58), The Lieutenant (29), Eleventh Hour (62), Cain's Hundred (30), Sam Benedict (28), Islanders (24), Forsythe Saga (26), Northwest Passage (26), Asphalt Jungle (13), Thin Man (72), Zero One (39), National Velvet (58), Short Subjects, MGM/7 (145), MGM/6 (90), MGM/1-5 (160), MGM Pre-149 Library (76).


National Telefilm Associations

WH, 7-174

Headquarters: 8530 Wilshire Boulevard, Beverly Hills, Calif.

Programs available: Wonderful World of Astrology (52), Journey to Adventure (260), Sports Special (52), Filmmakers' 69 Feature Group (10), David Susskind Show (39), Battle (52), Great Western Features (39), Best of John Wayne Features (26), Great Detective Features (26), 28 other syndicated series (2,000).

Republic Pictures (NTA)

Programs available: Republic Pictures features (403), Roy Rogers (167), 12 other syndicated series (194).

M & A Alexander (NTA)

Programs available: Feature films (265).

Personnel: Peter S. Rodgers, John Zaleski, Barry Bernard, Eugene McCloskey, Sy Shapiro and Marc Gray.

NBC Films Inc.

Sh-P, Suite unscheduled

Headquarters: 30 Rockefeller Plaza, New York.

Programs available: Divorce Court I (130), Divorce Court II (130), Divorce Court III (130), I Spy (82), Kimba (52), Laredo (56), Laramie (124), Real McCoys (223), T.H.E. Cat (26), People are Funny (150).

Personnel: Jacques Liebenguth and Harold Anderson.

North American Television Associates

Hay Adams, Suite unscheduled


Personnel: Richard Dinsmore and Jerry Liddiard.

Official Films Inc.

Hotel unscheduled

Headquarters: 445 Park Avenue, New York.


Programs available: Your Daily Horoscope (365), Let Us Entertain You (1), Swinging Scene of Ray Anthony (1), Movies for Swingers (47), Feature Group I (9), John Fitzgerald Kennedy (1), Marilyn Monroe (1), New Face of Israel (1), Songs for Christmas (1), Wire Service (39), Battle Line (39), Biography (65), Colonel March of Scotland Yard (26), Cross Current (39), Dateline Europe (78), Decoy (39), DuPont Theatre (42), International Detective (39), Mr. Lucky (34), My Hero (33), Overseas Adventure (39), Peter Gunn (114), Police Station (39), Rocky Jones, Space Ranger (12), Robin Hood (143), Star Performance (153), Survival! (38), Sword of Freedom (39), Adventures of Sir Lancelot (30), Big Story (39), Buccaneers (39), The Hunter (26), Invisible Man (28), Star and the Story (26), What Are the Odds? (39), Yancy Derringer (34), Cartoons (44), Almanac Newsreel (377), Greatest Headlines of the Century (260), Sportsfolio (260).

Off Network Productions

Mayflower, Suite unscheduled

Headquarters: 515 Madison Avenue, New York.

Programs available: U.S.A. 1000 Package.

Personnel: Brooke Taylor.

Olas Corp.

Mayflower, Suite unscheduled

Headquarters: 52 Vanderbilt Avenue, New York.

Programs available: Of Lands and Seas (260 hours, 100 half-hours).


Paramount Television Enterprises Inc.

WH, Suite unscheduled

Headquarters: 5451 Marathon Street, Hollywood.

Programs available: Portfolio I, Portfolio II, Untouchables, Lucy Show, The Texan, Star Trek, Bill and Coo, The Racers—Craig Bredlove special.


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Peter M. Robeck & Co.
Sh-P, E220

Headquarters: 230 Park Avenue, New York.

Programs available: Titi Pu (1), Isadora (1), The Gambler (1), Grand Prix (1), Students in Revolt (1), Year of the Sex Olympics (1), As You Like It (1), World of Lowell Thomas (41), Hamlet at Elsinor (1), Wars of the Roses (11), Great War (26), Spread of the Eagle (9), Bonjour Francois (30), Komm Mit (30), Parliamo Italiano (30), Vamos a Ver (20), Suivez la Piste (25), Dramatized Classic Literature (400), Call of the West (52), Western Star Theater (68), Trails West (104), The Pioneers (104).


Romper Room Inc.
WH, Suite unassigned

Headquarters: 2229 North Charles Street, Baltimore.

Programs available: Romper Room.
Personnel: Bert Claster, John Claster, Jim McGarity, Hank Lominaic, Ron Synder and Bill Russell.

Screen Gems Inc.
WH, Lincoln Room East

Headquarters: 711 Fifth Avenue, New York.

Programs available: Playboy After Dark (26), Bruce Morrow (1), Entertainment Specials I (6), Entertainment Specials II (6), Hazel (154), Farmer's Daughter (101), Donna Reed (175), Flintstones (166), Dennis the Menace (146), Father Knows Best (191), Huckleberry Hound/Yogi Bear (276), Quick Draw McGraw (135), Naked City (138), Route 66 (116), Three Stooges (192), Burns and Allen (239), Perfect Match (130), Wild Bill Hickok (113), Post 48 (274), Post 50 I (73), Post 50 II (60), Post 60 I (60), Post 60 II (60), Post 60 III (52).

Personnel: Dan Goodman, Bill Hart, Sid Weimer, Matt Poulis, James Ricks, Don Bryan, Jack Ellison, Mike Rudell, Joe Abruscato, Bruce Ledger, Marvin Korman, Jeff Rose, Jerry Kaufer, Jeff Satkin, Dave Friedman, Steve Bookstein, Paul Weiss, Herbert Miller and Dick Campbell.

Showcorporation
Shor, A601

Headquarters: 10 East 49th Street, New York.

Programs available: Movies Round the Clock (68), Firing Line with William F. Buckley (52), Hollywood Backstage (39), Shirley Temple Storybook (13), Surf's Up (26), Meet Marcel Marceau (1), Murray the K at Shea (1), Aero Classic (1), Paris Secret (1), Performing Arts Collection (3), The Great Mating Game (1), Hit the Surf (1), A Christmas Carol (1).

Personnel: Robert Manby, Fred Schneider, Lori Miller, Thomas Seehof, Richard Brahm, Henry Guzik, Harris Rosenberg and Joan Andersen.

Spangler Television Inc.
WH, Suite unassigned

Headquarters: 155 East 55th Street, New York.

Programs available: Resurrection City — Martin Luther King Tribute (1), Car & Track (54), Adventures a la Carte (1), The Kid (1), Movie Premieres, Little Joe Cartoons (39), Arlene Dahl's Beauty Spots (65).

Personnel: Larry G. Spangler, John R. Pfeffer and Jay Williams.

Storer Programs Inc.
WH, Solar Suite

Headquarters: 117 Kane Concourse, Miami Beach.

Programs available: A Very Special Occasion (5).

Personnel: Henry J. Davis, Anthony Azzato and John Oscher.

Trans-Lux Television Corp.
Sh-P, B620

Headquarters: 625 Madison Avenue, New York.

Programs available: That Show (260), Amazing Adventures of Snip (150), Wide, Wide World (26), The Sound Is Now (1), Murray the K in New York (1), Christmas at FAO Schwarz (1), Speed Racer (52), Gigantor (52), Mighty Hercules (130), Felix the Cat (260), Mack & Myer for Hire (260), Pick a Show, Big Attack (39), Hollywood Guest Shot (26), Magic Room (39), Junior Science (39), Features (11).


Triange Program Sales
Sh-P, Franklin Room

Headquarters: 400 City Avenue, Philadelphia.

Programs available: Auto Racing Specials (70), Cowtown Rodeo (26), Miss Rodeo America (1), Heavyweight Inc. (1), Doodletown Pipers (3), Hou-dini: the Impossible Possible (1), The Sky Below Me, the Crowd Above (1), Cardboard Caesar (1), Indian America (1), Whatever Happened to Law (1), Parachuting Championships (3), Tell Me, Dr. Brothers (260), Exercise with Gloria (140), Wordland Workshop (195), Colorful World of Music (65), Profile of a Rookie (1).


20th Century-Fox Television
WH, Lincoln Room

Headquarters: 444 West 56th Street, New York.

Programs available: Beat the Clock (100), Felony Squad (73), Judd for the Defense (50), The Sound and the Scene (1), Batman (120), The Big Bands (26), Broken Arrow (72), Dobie Gillis (147), Green Hornet (26), Margie (26), My Friend Flicka (39), Anatomy of Crime (1), Bring Forth My People (1), Jacqueline Susann and the Valley of the Dolls (1), Partners in Crime (1), Sail to Glory (1), The War to End All Wars (1), John Gary Show (26), Adventures in Paradise (91), Bus Stop (25), Five Fingers (16), Follow the Sun (30), Hong Kong (26), Lost in Space (83), The Monroe (26), Time Tunnel (30), 12 O'Clock High (78), Voyage to the Bottom of the Sea (110), Mark I (11).


Winters/Rosen Distribution Corp.
WH, S-174

Headquarters: 9110 Sunset Boulevard, Los Angeles.

Programs available: Barbara McNair Show (26), Zsa Zsa Gabor Show (130), Juvenile Court (130), Slim Scene (130), John Austin (daily strip), Pace of Beauty (daily strip), Roger Ramjet (156), Buck Owens (78), Pocket Billiards Tournament of Champions (13), Masterpiece Group (25), Cheryl Group (13), Always Another Wave (1), Spunky and Tadpole (156), Joe Alai (39).

Personnel: Bert Rosen, Jerry Weisfeld, Cy Kaplan and Brad Marks.

Radio program syndicators

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Sh-P, D308

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American Independent Radio
WH, Suite unassigned
Headquarters: 1901 Building, Century City, Los Angeles.
Programs available: FM programming service tapes.
Personnel: Alvin Milder, Jerry Moore and Gene Chenaught.

Boston Symphony Transcription Service
Sh-P, M353
Headquarters: 750 South Street, Waltham, Mass.
Programs available: Boston Symphony Concerts' (52), Boston Pops Concerts (39).

Cine-Vox Productions Inc.
Sh-P, Suite unassigned
Headquarters: 200 Park Avenue, New York.
Programs available: Jerry Marshall Show (daily), Ralph Emery Show (daily).
Personnel: Ross Charles and Lawrence Jacobson.

Columbia Special Products
Shor, C636
Headquarters: 49 East 52d Street, New York.
Programs available: Program Music Digest, E-Z-Cue Library.
Personnel: Joe Quinn and Charles Zimmerman.

Co-Media Productions Ltd.
Shor, C337
Programs available: Buchwald on . . .
Personnel: Bob Johnson, Julie McCall and Suzie Price.

Dawson Communications Inc.
WH, Suite unassigned

Functional Media Inc.
Madison, Suite unassigned
Headquarters: 100 East Ohio Street, Chicago.
Programs available: John Doremus Show (1,000), Passing Parade (130), You're The Driver (520), Everett Diks-en-Decisive Moments (130).

Hartwest Productions Inc.
Sh-P, A500
Headquarters: 635 Madison Avenue, New York.
Programs available: Crossfire (260), Live with Confidence (520), The Joe Pyne Show, Curt Gowdy in Press Pass (260), It's a Dog's Life (260), The Barry Gray Show, The Jean Shepherd Show, Christmas Kaleidoscope, BBC Music Showcase (78), Round the Horne (39), Folk Song Cellar (39), Kaleidoscope of Specials.
Personnel: Saul Jaffe, Jim Kerr, Frank Fitzgerald, Lou Chiles, Bill House, Ned Land, Al Piccini, Bill Rafael, David Sureck, Brent Selzer, Helen Maizner, Andrea Millen, Eleanor Katz, Carol Corea and Laurie Holland.

Heller Corp.
WH, Suite unassigned
Personnel: Hugh Heller and Dick Drury.

Juneau-Petersen Productions
WH, Suite unassigned
Headquarters: 163 East North Water Street, Neenah, Wis.
Program available: Carnival (300).
Personnel: Dr. R. A. Juneau and Robert Petersen.

Mark Century Corp.
Shor, G100
Headquarters: 3 East 57th Street, New York.

Charles Michelson Inc.
Sh-P, Suite unassigned
Headquarters: 45 West 45th Street, New York.
Programs available: The Shadow (52), The Lone Ranger (52), The Green Hornet (52), The Clock (52), The Best of Sherlock Holmes (52), Weird Circle (52), The Sealed Book (52), Original

Motherwell Bestg. Systems Corp.
WH, P1
Headquarters: 515 Madison Avenue, New York.
Programs available: To be announced at NAB.

Harry O'Connor Productions
Shor, Suite unassigned
Headquarters: 1680 North Vine, Holidaywood.

Pams Inc.
Shor, G608
Headquarters: 4141 Office Parkway, Central Park Plaza, Dallas.
Programs available: jingle package, custom commercials.

Pepper and Tanner Inc.
Sh-P, E320
Headquarters: 2076 Union Avenue, Memphis.
Programs available: station ID's, library services, custom commercials, merchandising.

The Programmers
7600 McWhorter Place, Annandale, Va.
Headquarters: 245 Fifth Avenue, New York.
Programs available: middle-of-the-road music programming, Good Boating (daily), radio specials.
Personnel: John Lynker.

SESAC Inc.
Shor, G200
Headquarters: 10 Columbus Circle,
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Programs available: Volume II: the monaural package (30), trilogy (3), Just a Minute (20).


T M Productions Inc.
Shor, A501
Headquarters: 5602 Dyer, Dallas.

Products available: Colortheme ID & title package, television; radio station ID packages.

Personnel: Tom Merriman, Jim Long, Mike Eister, Roland Woodall, Jim Ramsburg and Tim Dennis.

A focus on engineering's advances

Goldwater, NASA's Jaffe among speakers at BEC sessions in Washington; Hathaway to receive engineering honor

The annual FCC/industry panel, a panel on satellites' use in television and a variety of technical papers will highlight next week's National Association of Broadcasters Broadcast Engineering Conference in Washington. The 23d annual BEC will run from March 24-26 in conjunction with the NAB convention at the Shoreham and Sheraton-Park hotels.

The engineering and management delegates will meet in joint session at the opening on Monday (March 24) and on Wednesday (March 26) for a panel session and the address of FCC Chairman Rosel Hyde.

Between those sessions, more than 1,000 BEC registrants will listen to technical papers on such subjects as color television standards, color TV cameras, direction antenna systems, computers in broadcast engineering, video switching systems and VHF TV transmitters.

Luncheon speakers for the conference will be Senator Barry Goldwater (R-Ariz.) on Monday and Leonard Jaffe, director of space applications programs, National Aeronautics and Space Administration on Tuesday.

Also at the Tuesday lunch, conference delegates will be honoring Lew Hathaway, senior project engineer, NBC, New York, as recipient of the annual engineering award.

The Monday luncheon with the address by Senator Goldwater, possibly the country's best known ham-radio operator, will open the BEC. At the first afternoon session NAB President Vincent Wasilewski will address the delegates and will be followed by the report of the NAB Engineering Advisory Committee report given by its chairman, Malcolm M. Burleson, Metromedia Inc., Washington.

To allow delegates to visit the six exhibit areas in the Shoreham and Sheraton-Park and the hospitality suites in those and a half dozen other hotels, no sessions are planned for Tuesday afternoon.


The BEC agenda:
(Unless otherwise noted, all technical sessions and luncheons will be held in the Shoreham hotel.)

Monday, March 24

10:30 a.m.-noon—General assembly, Regency Ballroom.

12:30-2 p.m.—Engineering luncheon, Blue Room.


Speaker: Senator Barry Goldwater (R-Ariz.)

2:30 p.m.—Radio-television technical session, Ambassador Room.


2:30-4:20 p.m.
Opening of the Engineering conference: Vincent T. Wasilewski, NAB president.

2:40-2:55 p.m.

Over the past several years, the NAB Engineering Advisory Committee, charged with recommending a course of action to be followed by the association in engineering matters, has been confronted with many technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV allocations; the efficient use of the spectrum; TV remote control; technical staffing; engineering/management of development, and satellite communications. This report will cover the most important aspects of the committee's deliberations during the past year.

3-5 p.m.
The Use of Satellites in Television: James D. Parker, staff consultant, telecommunications, CBS-TV, New York, moderator. Panelists: John H. Gayer, program manager, communications systems, General Electric Missile & Space Division, Valley Forge, Pa.; John Sarafin, manager of quality control, ABC, New York; Robert D. Briskman, manager, domestic and special projects, Communications Satellite Corp., Washington, and A. M. Greg Andrus, chief of communications program, space ap-
Communications satellites have made possible the international relaying of live television programs. The panel will discuss the Intelsat global commercial communications satellite system which provides this service, and the Satellite Technical and Operational Committee—Television (STOC-TV), which assists in the technical coordination of these circuits for television users in North America. The development of an air transportable earth station for use by the television networks for the transmission of special events, such as the Apollo recoveries in mid-ocean, will also be described. Some comments on other possible uses of communications satellites, such as domestic television network distribution systems and broadcasting from space, will also be offered.

Tuesday, March 25

9 a.m.—Radio technical session, Ambassador Room.


9:00-9:25 a.m.


Current broadcasting practices and techniques have spawned a new generation of automatic “frequency and/or level-controlled” devices. Never before has there been such a complete, yet bewildering variety to choose from. Specialized units for average level control; FM transmitter control, and AM transmitter control, using limiting with asymmetrical clipping versus asymmetrical limiting are discussed. A graphic display of the effect of different attack and decay times, asymmetrical clipping and limiting on various types of programming is presented.

9:30-9:55 a.m.


The day-to-day engineering problems presented to the FCC have been converted for solution by computer; directional antennas, the effect of parameter variations, distance-bearing computations, prediction of AM contours, FM and TV channel assignments are typical examples. The use of the computer can be extended to set up opti-
mum solutions for calculations which would be prohibitive if done by hand. This leads to a better analysis and in-depth studies of technical and economic problems associated with broadcasting and spectrum utilization. It is contemplated to have the use of the computer demonstrated either during or after the presentation of the paper.

10:10:25 a.m.

An Aural STL System for Composite FM Stereo Signals: Howard Ham, vice president for engineering, Moxey Associates, Goleta, Calif.

A solid-state studio-transmitter microwave link capable of transmitting the full composite stereophonic signal including pilot, 67 kc SCA and 135 kc (FM transmitter control tones) is described. The method of carrier modulation, the integrated circuit automatic frequency control circuitry and frequency multipliers are described. The special RF power techniques and varactor multiplier circuitry and the double superheterodyned solid-state receiver design considerations are shown. I. F. bandwidths and phase characteristics that are needed are detailed. The need of an all MOS FET 72 mc 1st I. F. amplifier with AGC is explained. The audio amplifier and phase linear 94 kc low-pass elliptical filter are discussed. Explained are the antenna gains and patterns. The stereo generator used to modulate the STL is detailed.

10:30-11:45 a.m.


Directional antennas have been an integral component in the allocation of AM broadcast facilities since 1937. With the growing number of AM directional antennas, increasing emphasis has been focused on the correct operation of this type of radiating system, not only by the FCC, but by the licensee as well. This two-part paper will discuss those aspects which are essential to the installation of a stable directional antenna system and the maintenance requirements to keep it operating within the terms of the licensee and in accordance with the commission’s rules and regulations.

11:30 a.m.-noon


The voice line is a new means for obtaining improved quality and more natural speech transmission over poor quality telephone and radio links. Telephone systems were designed primarily for mass public usage and, therefore, a limited frequency range for each channel is provided as a reasonable compromise between cost and fidelity. Voice line offers an appreciable improvement in the low-frequency response of the telephone systems and provides a more natural intelligibility of voice.

9 a.m.—Television technical session, Palladian Room.


9:20-9:40 a.m.

A New Solid State TV Demodulator: George Stoeppel, Rohde & Schwarz, Passaic, N. J.

Accurate checks of the performance of TV transmitters are obtained by means of demodulators with Nyquist-slope. Such a demodulator represents a reference receiver with tight tolerances and therefore furnishes criteria for the picture and sound quality which may be expected from an ideal home receiver. These measurements are now of increased importance with the tightening of transmitter specs, particularly with respect to differential phase and amplitude and phase response in the color channel. The sound trap is switchable, thereby permitting measurement of the video-transmitter alone up to the highest modulation frequencies. Thus the TV demodulator becomes a vestigial sideband measuring receiver with flat frequency response of amplitude and group delay zero frequency beyond the video range.

9:25-9:45 a.m.

A Logical Approach to Video Switching Systems: Fred M. Eames, project engineer, General Electric, Mattydale, N.Y.

The paper discusses recent developments in solid-state devices which have made possible a new concept in signal switching. Emphasis is placed on use of standard components to assemble various systems while still maintaining flexibility to meet broadcaster requirements. Improved performance, reliability and ease of service are discussed.

9:45-10:05 a.m.

Automatic Light Control for Television Film Cameras: Kenneth D. Erhardt, manager of film, technical operations, NBC, Burbank, Calif.

Film materials prepared for television presentation vary considerably in both density and contrast. This variation must be compensated for during transmission to achieve the best picture at the home receiver. Manual control of projector light has been used for many years to accomplish part of this compensation. A new automatic light control (ALC) system uses a control device which directly replaces the manual light control potentiometer. This provides a convenient way of adding ALC to a manual light control system with a minimum of modification to the manual system. Light dependent resistive elements are used as the control device.

10:05-10:25 a.m.

Two-, Three-, Four-tube Live Color Camera Experience at ABC: Max Berry, manager, audio video systems, ABC, New York.

With the TV station chief engineer being bombarded by claims and counter-claims on the merits of two-, three- and four-tube color cameras he can be forearmed by an objective discussion of ABC’s actual experience with color cameras of all three types. The major advantage of each camera configuration will be discussed with considerable attention given to the normally de-emphasized yet significant problem areas.

10:30-10:50 a.m.


This paper describes the features of a new low-band VHF transmitter which was designed to specifications set forth by Westinghouse Broadcasting Co. The performance specifications are generally two-to-one tighter than for current transmitters. The transmitter is rated at 30 kw peak visual output and consists of two 15 kw transmitter operating in parallel to provide complete redundancy, thus eliminating the possibility of an "off-air" situation due to any single component or subassembly failure. The transmitter is completely solid state except for the last two RF stages of each aural and each visual chain. The transmitter is air-cooled and is much smaller and quieter than previous air-cooled transmitters of comparable power ratings.

10:55-11:15 a.m.

Automatic Correction of Network Chrominance and Luminance Levels: Ken Davies, manager of marketing services, Central Dynamics Ltd., Montreal.

Investigations have shown that level variations due to changing network con-
New from Gates... the Yard II eight channel all silicon transistorized audio console.

The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

The Yard II's wide range of facilities in a compact size (38" wide, 8½" high) makes it excellent as a submaster control or production console in large operations.

And its 100% silicon solid-state design makes it the most economical, reliable, dependable monophonic audio control board you can own!

Let us tell you more about the Yard II. Write or call Gates Radio Company, Quincy, Illinois 62301. Telephone (217) 222-8200.
ditions can be stabilized by automatic correction of the vertical interval test signals. Equipment to perform this function has been developed and is described, along with a presentation of field trial data. Examples of typical network distortion are shown, as well as the resultant corrected signal. A case is made for the standardization of network V. T. signals, and the need for the production of a stable source of test wave forms. This includes a discussion of the suitability of various test signals for use as the automatic correction reference waveform in the presence of various types of distortion.

11:15-11:30 a.m.

JCIC Ad Hoc Committee on Color Television—A Status Report: K. Blair Benson, staff consultant, advanced technology, CBS-TV, New York, chairman.

The Joint Committee on Inter-Society Coordination representing the NAB, the Institute of Electrical and Electronic Engineers, the Electronic Industries Association, and the Society of Motion Picture and Television Engineers, was called together last year to determine the most effective way to deal with the problem of improving the uniformity of color as observed on home television receivers. A special ad hoc committee was appointed to determine the origin of significant deviations in color in the received pictures. This status report will discuss the activities of the group to date.

11:30 a.m.-noon

The Importance of Color Temperature: Salvatore Bonsignore, staff lighting consultant, CBS-TV, New York.

Color temperature problems are considered in this 35mm film transferred from a high-band tape. The first section compares the spectral power distribution of different color temperatures. In succeeding sections comparisons were made under rigidly controlled studio conditions. One purpose for these comparisons was to determine the actual range of variation tolerable within a scene. Another objective was to photograph and compare simultaneously six similar subjects each lighted at a different color temperature. The fifth segment was used to illustrate the wide range of compensation provided by video adjustment. Finally an attempt was made to depict creative use of color media to produce exciting visual effects.

12:30-2 p.m.—Engineering luncheon, Blue Room.

Slow down. Speed up. Replay instantly. In high-band color. It took an entirely new recording technology to do it; but new technologies are our specialty.

The HS-100 disc recorder gives you instant replay of :30s or :60s of any action in normal speed or slow motion; forward or reverse; freeze frame or frame-by-frame advance; and is available in NTSC, PAL, or SECAM color or monochrome standards.

Designed to be easily portable, the HS-100’s four modules are separately packaged. What’s more, it locks into any station sync source and can now be converted to a complete HS-200 teleproduction unit.

You know what Instant Replay has done for sports. Think what an HS-100 could do for your station. To explore the possibilities, give us a call or write the address you’ll find under the Show Stopper... ahead.

Ampex brings you the slow show

The controls are few and simple. With our fast search, which operates in forward or reverse, your operator can find any recorded segment and cue it for airing in 4 seconds. By recording every second field, 60 seconds of action can be recorded.
NEW: High gain, low cost antennas and transmission lines. A new series of matching antennas gives you the appropriate gain you need for desired ERP and optimum coverage, without the cost penalties associated with designs previously available which met the FCC 15 db minimum rule.

These directional and omni-directional UHF TV transmitting antennas feature gains to over 150 at no price premium; ERP to 5 megawatts; top or side mounting; field proven for TV; and they include all FCC filing data. Transmission lines and all other associated hardware are also available from Ampex.

A new assistant around the studio: the wideband portable VR-660C. To answer your first question, yes: The portable VR-660C can generate a NTSC-type color picture that satisfies the needs for economical screening, logging, CCTV, or broadcast monochrome standard. The details are contained in our product literature. Ask for it.
Let’s say you get a call from a potential sponsor in the morning. They have a fashion show scheduled for the afternoon. The ad manager thinks it would make a great commercial. Can you help? You can if you have our Easy High-band Color system: A 55-lb. VR-3000 recorder and our new BC-210, the easy color camera. As a matter of fact, you could have the commercial all wrapped up before you pack your gear and head back to the station. You can take a look at what you’ve got immediately. Show it to the client on the spot. Could life be sweeter? And he can see his instant commercial on the air that same night. If you think it sounds great for commercials, just imagine how it can beat the other channels in town for fast news coverage. That’s the essence of the Fast Show, presented by Ampex on the VR-3000 and the new BC-210 camera. Get on the air fast. In high-band color.

Ampex brings you the fast show

Our BC-210 camera is small and light, perfect for studios or remotes. You don’t have to be Atlas to haul it around. Two-tube design makes set-up fast and easy. The ½” camera cable gives the cameraman a freedom of movement impossible with standard cable.
Last year we added transmitters and translators to our line. This year it’s antennas, transmission lines and switchers. Now, for the first time, you can have Ampex dependability and performance with everything you need in a mobile van, a studio or a complete turn-key station. We’ll even build it for you.

Ampex brings you the complete show.

At the heart of your operation: the VR-1200B. The VR-1200B does better for a variety of low-budget applications what the VR-2000B does best for the teleproduction studio. You’ll find a VR-1200B that matches your current needs exactly; as your requirements and your budget grow, your VR-1200B will grow with you. Easily added options upgrade its performance levels and increase its production versatility.
The HS-200 is the most sophisticated teleproduction unit ever made. It incorporates the HS-100 high-band color "instant replay" recorder you know so well from sportscasting. And it can convert to go cover a game at the pull of a plug. But it does a lot more, besides. Computer control lets you store up eight editing commands and cues. It can do color animation. Automatic dissolves. Special effects. As a matter of fact, special effects that were previously possible only with film can now be done with the HS-200; only you'll do it faster, cheaper and lots easier. We've made a 20 minute tape that gives you the whole story. If you'd like to view it, or if you'd like more information about any of our gear, please contact your nearest Ampex Representative, or if you prefer, the Video Sales Manager, Ampex Corporation, 401 Broadway, Redwood City, California 94063.

Ampex stops the show
A forgettable translator.

Our 100 watt translator delivers highly reliable performance with virtually no maintenance. You can forget it. It features a state-of-the-art translator built from solid-state components. The translator maintains constant signal strength automatically compensating for fading. The 100 watt AM band requires very little drive power. The reliable traveling wave tube requires no tuning. Can handle any channel, 2 to 83, and the UHF channel.

Turn-key stations: our systems let you have the most reliable possible. Cameras, recorders, antennas, or transmitters, we'll design the systems. And we'll even build and maintain them.
At last! Transmitters designed by men who've had to run them. Ask any engineer about transmitters. He's spent enough lonely hours up there to design them better ten ways. Well, here they are. Power levels from 15 to 100 kw for UHF; 50 watts to 50 kw for VHF; and 10 watts to 20 kw for FM. Designed and built by working station men. Every feature thought through for operator convenience. Flush-to-wall mounting. Access from front or sides. Separate power supplies for the two amplifiers. Quick set-up for multiplexing through one in case of emergency. All solid state modulator. And more. Check into them. They're beauties.

Want to get your show on the road? We have packaged all the equipment for a number of very successful vans around the country. If you would like to benefit from our experience, we urge you to contact your Ampex field man or call us at our world headquarters in Redwood City, California. "Total capability from a single source" is what the marketing men call it. We call it good business sense to deal with the best in the industry. (If your van will want to travel abroad, we can fix it to work in PAL or SECAM, too.)
Photographed at a fine specialty store in San Francisco.
of Mass Media, Washington.

Presentation of Engineering Award to: Lew Hathway, senior project engineer, NBC, New York, by George W. Bartlett, NAB vice president for engineering.

Speaker: Leonard Jaffe, director of space applications programs, office of space science and applications, NASA, Washington.

Wednesday, March 26

8:45 a.m.—Technical session, Ambassador Room.

Presiding: James L. Wilson, divisional vice president, engineering, NBC, New York. Coordinator: James D. Parker, staff consultant, telecommunications, CBS-TV, New York.

8:45-9:05 a.m.


Operational requirements of the broadcasters dictate to the design engineer the approach to be followed in the design of the color camera. The designer working within the limitations imposed by time, technology and economics, aims to produce the camera that is compatible with the needs of the broadcaster. Now, color cameras which are "new breeds" satisfy different operational requirements, and are restricted by a different set of limitations than those faced by the professional camera suppliers in the past. This paper will review this revolution in color camera design and present a technical discussion of a flexible design approach that would satisfy the need for studio, mobile and portable cameras.

9:05-9:25 a.m.


The presently available equipment for NTSC color video production, recording and transmission allow color quality to please nearly all critics. Thus, the improvements which may be anticipated in the near term may lie in improving the average picture quality and in providing more consistent quality in response to viewer's criticisms about the variations in color they observe in their homes. Channel-to-channel variations are especially noticeable. Advances in signal measurement techniques and equipments are called for to improve NTSC quality from its present state. Improvements in the standard test signals themselves and more rigorous spec-

ifications of the measurement accuracy possible are indicated. The author has studied test signals and testing techniques both domestically and abroad and has suggestions for more sophisticated signals and techniques. The culmination of his studies is in the form of a new NTSC test signal generator of improved accuracy and stability, which is capable of making the usual measurements of differential gain and differential phase, and also measuring luminance errors due to chrominance signal levels and distortions due to variations in average picture level. Differential phase and gain may be measured with either a unique stairstep signal or a precision color bar signal. Several new measurement techniques will be discussed which are specially suited for measuring small errors which are typical of modern solid-state video equipment.

9:25-9:55 a.m.

AM Light Line Modulation Monitor Demonstration: Fred L. Zelliner Jr., chairman, NAB aural overmodulation subcommittee; J. L. Smith, manager, broadcast systems engineering department, Collins Radio Co., Dallas, and Virgil Duncan, consulting engineer, Raleigh, N. C.

For the past four years the NAB Engineering Advisory Committee, through its subcommittee on AM/FM-TV aural overmodulation, has been studying the various aspects of measuring modulation. Early in 1968, a petition was filed with the FCC requesting an amendment to the rules which would permit the use of a flashing light technique for measuring modulation in lieu of the meter which is presently commonplace. Comments filed in this proceeding requested that a demonstration be conducted to determine the minimum number of flashing lights which should be specified. This demonstration has been programed to evaluate this concept and to provide guidance in making this determination.

9:55-10:15 a.m.

New Two-Tube Color Cameras for Broadcast Use: B. M. Poole, manager of broadcast camera and magnetic disk recording section, video engineering department, Ampex Corp., Redwood City, Calif.

At the 1968 NAB conference, a portable color camera was described using two Pumbicon tubes. This camera system, the Ampex BC-100, was designed specifically for full wireless operation using batteries and microwave links. Since then, two new cameras have been added to the family, and are described in this paper. They are primarily for cable operation which results in considerable design simplification. One is a small hand-held battery operated color camera which can be used in conjunction with the VR-3000 back-pack video recorder.

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a division of THE MUSIC MAKERS GROUP, INC.
Selling is keynote of NAFMB

Convention highlights successful promotion, sales techniques, programing ideas for FMers

This is the year of the sell, according to the National Association of FM Broadcasters, and at its annual convention this year, to be held March 21-23 at the Washington Hilton, the spotlight will be on successful selling.


Programing will also be discussed in "the middle-market technique" with Warren Koerbel, general manager, WNBG-FM Binghamton, N. Y.; "programing for programing's sake" with James Gabbert, general manager, KTOP (FM) San Francisco, and "the small market approach," by Hugh Wright Dickie, president and general manager, WMTB-FM Tomah, Wis.

Selling tools will be detailed in "financial data for the sales manager," with Dick Stakes, business manager, WMAL Stations, Washington; "community involvement," with Elmo Ellis, general manager, WSB-FM Atlanta, and "commercials," with John Scheuer Jr., director of radio programing, Triangle Stations, Philadelphia. NAFMB President Abe Voron will talk on the future of FM.

Convention delegates will have a break from selling when they get a chance to do some buying at a special auction. Bidding for such prizes as executive desk sets, radios, and gift certificates for special stereo sets tuned to the winning station's frequency will be done with special "funny money" delegates can find during registration and during convention activities under their luncheon plates and on their chairs at meetings. A special drawing from registration numbers will be held for the awarding of a mink stole.

A special feature on the agenda will spotlight Walter A. Schwartz, president, ABC Radio network, in an "open-mind" session. Mr. Schwartz will present his views on various FM topics and then will open the discussion to the floor for an exchange of questions and answers.
Convention exhibits

Manufacturers of broadcast equipment will show their newest products along with established lines in the exhibit halls of the Sheraton-Park and Shoreham hotels. Following are descriptions of the principal products to be on display. The exhibit space designated “Sh-P” is in the Sheraton-Park and “Shor” is in the Shoreham. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry service firms are listed on following pages, including personnel attending the convention, hotel and suite numbers. These listings are based on information available as Broadcasting went to press.

A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory, which begins on page 137.

Addressograph Multigraph Corp.
Shor, 522

Headquarters: 1200 Babbitt Road, Cleveland 44117.

On display will be a total copy system, which includes a multilith offset 2650 with the A-M 2000 electrostatic copier; the new A-M 500 desk top copier, and simultaneous two-color promotional duplicating on the multilith offset 1250 with 1220 second color unit.


AEC/Veritas
Shor, 568

Headquarters: 5464 South Shore Drive, Chicago 60615.

Featured will be the Documentor 210, a high density recording unit which can record up to 24 hours of material on a nine-inch disc. The Documentor 220 playback unit, a portable companion to the 210, will be introduced.

Personnel: John Malone.

Albion Optical Co.
Shor, 320

Headquarters: 260 North Route 303, West Nyack, N.Y. 10994.

On display will be Cintel RGB monitors; a 10:1 servo package lens and a 16:1 manual lens, both with built-in range extenders, for Plumbicon color cameras.


Alford Manufacturing Co.
Sh-P, 203

Headquarters: 120 Cross Street, Winchester, Mass. 01890.

On exhibit will be TB and FM transmitting antennas.

Personnel: Andrew Alford, Fred Abel and Harold Leach.

Alma Engineering
Shor, 534

Headquarters: 7990 Dagget Street, San Diego 92111.

Display items will include the 6502 solid-state video production switcher, 6511 switcher-fader, 8300 and 8500 series locally controlled video/audio routing switches and 8000 series remote control video/audio delegate switching system. Also on exhibit will be a line of self-contained and rack-mounted video distribution amplifiers and video-pulse distribution amplifiers.


American Electronic Laboratories
Shor, 506

Headquarters: Box 552, Lansdale, Pa. 19446.

AEL will unveil its new solid state FM exciter and stereo generator. In addition, an FM 10KB and an FM 3/5KB FM broadcast transmitter will be on display, as well as a complete line of CATV equipment.


Ampex Corp.
Sh-P, 200

Headquarters: 860 Charter Street, Redwood City, Calif.

On display will be the Ampex videotape recorders, color cameras, television disc recorders, and professional audio recorders.

Personnel: Thomas E. Davis, Larry Weiland, Charles Ginsberg, Al Skroka, Don Kleffman, Leon Wortman, Dick Sirinsky, Richard Larkin, Frank Thompson, Jack V. Miller, Dean A. Johnson,
Bob Hecton, Bob Hill, B. M. Poole, Weldon Squire, Chuck Dolk, Ed Dietrich, Bill Murphy, Howard Town, Rein Narma, George Townsend, Ron Polster, Al Slater, Len Hase, Frank Benson, Gene Sudduth, Ken Herzig, Gordon Williams, Norman Parker-Smith, Tom Gutteridge and John Leeson.

Andersen Laboratories, Inc.
Shor, 537
Headquarters: 1280 Blue Hills Avenue, Bloomfield, Conn. 06002.
On display will be a zero studio delay system which makes a studio switcher appear to have no delay; a chroma delay equalizer, and a new outline generator which will place a black border all around keyed-in title information.

Andrew Corp.
Sh-P, 208
Headquarters: 10500 West 153d Street, Orland Park, Ill. 60462.
Helix coaxial cables and flexible elliptical waveguides, coaxial switching matrices; STL, ITFS, and microwave antenna systems will be shown.
Personnel: Dr. Victor J. Andrew, Harold Detels, John Van Hecke Jr., Richard Rainer, Edward Andrew, Robert C. Bickel, Lawrence Krahe and Ernest Heitsch.

Angeieux Corp. of America
Shor, 518
Headquarters: 440 Merrick Road, Oceanside, N.Y. 11572.
On display will be a variety of zoom lenses for broadcast cameras, the DiaScope for camera registration and/or color balancing and motion picture zoom and fixed focal length lenses.
Personnel: Bernard Angeieux, John Wallace, Paul C. Foote, Bern Levy and Mrs. R. Hajzak.

Applied Electro Mechanics Inc.
Shor, 540
On display will be a new video keying amplifier for special purpose inserts.

Arriflex Corp. of America
Sh-P, 311
Headquarters: 2520 Brooklyn Queens Expressway West, Woodside, N. Y.
Display will include Arriflex 16BL, 16S/B, and 16M/B camera systems, Siemens 2000 16/16 double system sound projector, and other film equipment.
Personnel: Paul Kleinenstein, Victor James, Bruce E. Harris, Peter M. Ildau, Edward Feldman, Anton Wilson and Volker Bahmann.

Audio Devices Inc.
Shor, 501
Headquarters: 235 East 42nd Street, New York 10017.
Audiotape magnetic recording tape, Audiopack cartridges and cassettes, and helical scan videotape will be displayed.
Personnel: Gerald Meyer, Max D. McCollough, John Rice, James Tinney, James Travis and James Carroll.

B & K Instruments Inc.
Shor, 543
Headquarters: 5111 West 164th Street, Cleveland 44142.
On display will be new models 123 and 124 spectrum shapers for tape scrubbing, creating special sound effects and recording equalization; new sound level meters, and complete professional instrumentation for testing electroacoustic components and systems.
Personnel: Bernard Katz, Carl Cathcart and Frank Steigerwald.

Ball Brothers Research Corp.
Sh-P, 321
Headquarters: Box 1062, Boulder, Colo. 80302.
On exhibit will be monochrome and color special effects generators, video processing and AGC amplifiers, video/pulse distribution amplifiers, waveform monitors, video signal multiplexers and narrow-band video communications systems. Monochrome and color television monitors, and high resolution alpha-numeric information display equipment will also be shown.

Bardwell & McAllister Inc.
Shor, 566
Headquarters: 1117 North McCadden Place, Hollywood 90038.
Exhibits will include 1 kw baby leg lights, 2 kw and 5 kw spot lights, Mini-Mac 1000's, Mini-Mac 650's and bright eye 650's, lighting control systems, tungsten halogen quartz lamps, lighting accessories and mounting equipment.

Berkey-Colortran Inc.
Sh-P, 303
Headquarters: 1015 Chestnut Street, Burbank, Calif. 91502.
On exhibit will be a line of lighting, dimming and support equipment. New products are: the LQD6-60 Maxi-Brute "6" and the compact LQL-10 PUP; the HAG-15 lighting fixture support; the Geltran, a long-life color media, and the Lumiscop rear screen-process for color TV.

Belair Electronics Laboratory Inc.
Shor, 562
Headquarters: Delaware and Montrose Avenues, Upper Darby, Pa. 19084.
New products will include the TVM-1 TV modulation monitor, AMM-1 AM frequency and modulation monitor, both solid state monitors; "Mod-Mender"; RFA-1 RF amplifier and VPM-1 peak indicating meter. Also on display will be the FM add-on monitoring system, FMM-1 frequency and modulation monitor, FMS-1 stereo frequency and modulation monitor and SCM-1 SCA frequency and modulation monitor.

Boston Insulated Wire & Cable Co.
Sh-P, 314
Headquarters: 65 Bay Street, Dorchester, Mass. 02125.
On display will be television camera cable, including the new miniature TV81N color camera cable; connectors and terminated camera cable assemblies, and new 12-pair microphone assembly.

Brand-Rex Div. (American Enka Corp.)
Shor, 559
Headquarters: P.O. Box, 498, Willimantic, Conn. 06226.
A complete line of cables, includ-
We have a conference room in a unique place. It's 10,000 feet above the ground. However, we seldom have long conferences there, because when we're discussing some aspect of your station's broadcast or microwave tower requirements, it only takes us a short time to arrive where we're needed. When you call us for a consultation or engineering problem, our own fast plane puts the bold new breed just a step away. But when the sale’s made or the problem solved, we don’t step away. We’ll be here in 5, 10, 15 years to modify your towers to fit changing needs, with the original engineering drawings and specifications. That’s why we cast a long shadow. We’re always here, ready to help when you need us. Just a short hop away.
ing TV camera cable, precision video, audio, and coaxial cables, as well as a complete line of CATV cable, will be on display.


Broadcast Computer Services Div. (Wolverine Broadcasting Corp.)
Shor, 549
Headquarters: Box 966, Colorado Springs, Md. 80901.
A computerized traffic/accounting system will be on display.

Broadcast Electronics Inc.
Sh-P, 205
Headquarters: 8810 Brookville Road, Silver Spring, Md. 20910.
On exhibit will be the new Spotmaster 5000C, featuring automatic record pre-set; the 400A tape cartridge recording and reproducing systems; the Spotmaster Five Spot and Ten Spot multicable systems, and the new MRM-600, a mini plug-in recorder module that converts the models 605B and 610B series to a recorder-playback unit. Other items on display will include amplifiers and cartridge accessories.

Broadcast Products Co.
Shor, 531
Headquarters: 3814 Everett Street, Kensington, Md. 20795.
The new AR-1000 broadcast automation system, featuring a digital programer capable of controlling 10 or more sources will be shown plus the new AS-10 solid-state, 10-channel audio switcher control monitor unit; the BPC 101 programmable digital clock, and the Autocue R-25 automation production unit.

Broadcast Skills Bank
Sh-P, Concourse of States
Headquarters: 90 Park Avenue, New York 10025.
Personnel: Larnieve Reynolds, Patricia Ware, Sheila Geogeghan, Lenore Patterson, Tijuan Cooper, Ruth Weaver, Dede Hooe, Myrtle Hooe, Melinda Muany, Betsy Michaels, Sandy Jones, Susan Krauss, Barbara Craven and Maureen Fisher.

Canon U. S. A. Inc.
Shor, 575
Headquarters: 64-10 Queens Boulevard, Woodside, N.Y. 11377.
Equipment to be displayed includes the zoom lenses for Plumbicon cameras and a pattern projector for projecting test patterns onto a camera pick-up tube.
Personnel: Haruo Odagawa, Dick Turchen, Katsuhiro Akashi and Masayoshi Miyaoka.

CBS Laboratories
Sh-P, 105
Headquarters: High Ridge Road, Stamford, Conn. 06905.
On display will be Audimax, Volumax, loudness controller, loudness indicator, wide range program monitor, masking amplifiers, masking processors, joy stick and paint controls, and digital display equipment. New items being shown include a dynamic presence equalizer and program comparator and Mark II image enhancer for color and black-and-white cameras.

CCA Electronics Corp.
Sh-P, 216
Headquarters: 716 Jersey Avenue, Gloucester City, N. J. 08030.
On display will be a complete line of AM and FM transmitters. New products will include the FM-10DS, a solid-state direct FM exciter, a 10-channel stereo console and a 10-fader, dual-channel monaural console.

Central Dynamics Corp.
Shor, 517
Headquarters: Cherry Hill Industrial Centre, Cherry Hill, N. J. 08034.
On display will be videometrics test generators and television terminal equipment.
Personnel: Duane Weise, Bob Heuffed, Jim Smith, Dave Hill, Don Cadora, Ken Davies, Bruce Prentice and Ray Anderson.

Century Lighting Inc.
Sh-P, 209
Headquarters: 3 Entin Road, Clifton, N. J. 07014.
On display will be complete line of tungsten halogen lighting equipment including Memo-Q system, solid-state memory control lighting system.

Chrono-Lab Corp.
Sh-P, 220
Headquarters: 2583 West Chester Pike, Broomall, Pa. 19008.
On display will be the CRT STEP system for TV switching automation which allows all-day programming automation. Basic system price is $30,000.
Personnel: Arthur Freilich, Saul Meyer and Howard Caplan.

Cohu Electronics Inc.
Shor, 522
Headquarters: Box 623 San Diego 92112.
On display will be video switching system, color-film chain camera, color video encoder, video multiplexer and color bar, background, black burst, drive and color and monochrome sync generators.

Collins Radio Co.
Sh-P, 225
Headquarters: Dallas 75207.
New equipment on display will include the 263-1 auto-level compression amplifier and the 26U-3 peak limiting amplifier for AM and FM, 212V-1 audio console, 900F-1 FM monitor and

110 (Special Report: NAB Convention Preview)
First Time We Played the Game, We Won Six Hands in a Row

"Here's the deal, Reeves Video. Can you handle a TV game show? Complete with studio audience?"
"Sure."
"You know how we tape 'Pay Cards'?"
"Sure."
"Six half-hour segments. In one day."
Pause.

After a slow take and some careful planning, we did some fast shooting. And it turned out fine. Just what you'd expect of Reeves Video.
The new, expanded Reeves is the same Reeves Video plus. Plus three enormous shooting stages and a crew of the best cameramen and technicians this side of anywhere.
Don't get the idea though that we're overplaying our hand. We're still holding all the aces in the post-production game. Still supplying those matchless Color Videofilm transfers. Still standing by with that well traveled Airmobile-Video System for location shooting anywhere in the world on a moment's notice.
All we've done is taken the gamble out of TV production. For you.

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BROADCASTING, March 17, 1969
How much is known about smoking and health?

The scientist who has been associated with more research in tobacco and health than any other person declared today that "there is no demonstrated causal relationship between smoking and any disease."

"The gaps in knowledge are so great that those who dogmatically assert otherwise - whether they state that there is or is not such a causal relationship - are premature in judgment. If anything, the pure biological evidence is pointing away from, not toward, the causal hypothesis." 

The statement was made by Dr. Clarence Cook Little, Scientific Director of the Council for Tobacco Research - U.S.A. on the 15th anniversary of its founding by tobacco growers, warehousemen and manufacturers.

Dr. Little said that scientific progress in the smoking and health field, supported in large part by the Council, has shown that --

"1. The genetic makeup of the individual largely determines his susceptibility to cancer, cardiovascular disease or chronic respiratory disease which may appear after exposure to various environmental challenges.

"2. Many factors other than smoking are significantly associated with cancer, cardiovascular disease and chronic respiratory disease.

"3. Statistical associations between smoking and lung cancer, based on study of those two factors alone, are not proof of causal relationship in the opinion of most epidemiologists."
4. Major evaluations of health and smoking have been based on painting mouse skins with artificially prepared smoke condensates. But the relative degrees of cancer-forming response observed in these experiments neither parallel nor coincide with statistical data on the association of tobacco smoking and diseases in man.

5. Interpretation of certain lung tissue changes following smoking as being unique or 'precancerous' is in dispute among pathologists.

6. Rapid progress is being made in the development of improved methods for experimental exposure of animals to whole smoke for the sake of better control and more accurate evaluation.

Beginning ten years before the issuance of the Report on Smoking and Health of the Advisory Committee to the Surgeon General, The Council for Tobacco Research - U.S.A., according to Dr. Little, "has sponsored an increasingly effective program in tobacco and health research.

"The whole field of smoking and health requires a great deal more research and information before a proper evaluation can be made," Dr. Little said. "The Council's supporters have pledged continued expansion of our independent research support as opportunities arise.

"This provides the best prospect yet that needed new knowledge about tobacco use and health will be obtained."

Dr. Little is a member of the National Academy of Sciences, a former managing director for sixteen years of the American Society for the Control of Cancer (now the American Cancer Society), a past president of the American Association for Cancer Research, and founder and former director of the Jackson Laboratory for Cancer Research.

The Tobacco Institute
1735 K Street, N.W. Washington, D.C. 20006

BROADCASTING, March 17, 1969
the 831G-1 20 kw FM transmitter.


Comfax Communications Corp.

WH

Headquarters: 770 Lexington Avenue, New York 10021.

Information will be available on the development of facsimile systems using the new Sonic Vee patent and the creation and operation of a facsimile network.

Personnel: John Porterfield.

Conrac Corp.

Sh-P, 102

Headquarters: 600 North Rimsdale Avenue, Covina, Calif. 91722.

On display will be the new solid-state KHA25/C color monitor, available in 19-inch or 25-inch versions. The RHA-19 solid-state color monitor, available in cabinet or rack slide versions, will also be exhibited.


Continental Electronics Mfg. Co.

Sh-P, 224

Headquarters: Box 17040 Dallas 75217.

On display will be the 317C 50 kw AM transmitter weighing less than 7,000 pounds.


Craftsman Electronic Products Inc.

Shor, 509

Headquarters: 133 West Seneca Street, Manlius, N.Y. 13104.

Exhibits include CATV, MATV and CCTV passive devices, amplifiers and connectors.

Personnel: Daniel N. Mezzalingua, J. Osten, Matt Lysek, K. Siegel and R. J. Greiner.

Data Memory Inc.

Shor, 570

Headquarters: 470 San Antonio Road, Palo Alto, Calif. 94306.

On display will be the VDR-222C color industrial with four-speed, stop motion and slow motion and CCTV Videodisc TV disk recorder.


Davis & Sanford Co. Inc.

Sh-P, 527

Headquarters: 24 Pleasant Street, New Rochelle, N.Y. 10802.

On display will be camera cradle heads and mounts for supporting monitors. New products are a tripod with geared center post, and three cradle heads.


Defense Electronics Inc.

Shor, 578

Headquarters: Rockville, Md. 20854.

The 120-E field intensity meter, the PPM-101 precision phase monitor and the 112 phase monitor will be on exhibit.

Personnel: Ken Boothe, W. J. Hession and Bob Blanchard.

Delta Electronics Inc.

Sh-P, 557


Displays will include the RG-1 receiver-generator, OIB-1 and OIB-2 operating bridges, CPB-1A common point bridge, ISB-1 independent sideband adapter and a variety of RF tuning coils.

Personnel: John Andre, Russ Geiger and Ken Owen.

Dresser Crane, Holst & Tower Div.

Sh-P, 313

Headquarters: 875 Michigan Avenue, Columbus, Ohio 43215.

On display will be examples of radio, TV and microwave towers, plus tower inspection and maintenance equipment.


Dynair Electronics Inc.

Sh-P, 324

Headquarters: 6360 Federal Boulevard, San Diego 92114.

Featured will be the new VS-121B-RS remote video switcher-fader, Mini-Split special effects generator and additions to the Mini-Sync synchronizing generator line. Other products will be 5100 series switching equipment, TS-100B sideband analyzer, TX-4A Dyna-Mod TV modulator, Equa-Dyn video cable transmission systems, 1000 and 3000-series video distribution systems and the Mini-series line of closed-circuit TV equipment.


Eastman Kodak Co.

Shor, 526

Headquarters: 343 State Street, Rochester, N.Y. 14650.

On display will be a film chain using the model 285 16mm TV projector, a pneumatic multiplexer; a carousel RA-950 projector, and a General Electric PE-240 color camera.


Effective Communication Systems

Sh-P, 327

Headquarters: Box 98, White Haven, Pa. 18661.

On display will be the Marathon line of continuous loop cartridges.


Electronics, Missiles, and Communications Inc.

Sh-P, 326

Headquarters: Box 116, White Haven, Pa. 18661.

Translators and 2500 mc equipment will be on display.

Personnel: Ross Swain, Steve Koppelman, Don Meier and John R. Shearer.

Fairchild Recording Equipment Corp.

Sh-P, 218

Headquarters: 1040 45th Avenue, Long Island City, N. Y. 11101.

The Forum, a fully automatic conference communication system, will be on display. Other equipment in the exhibit will include the model 870 70w RMS monitor amplifier; the model 659 Reverbertron, and two new cards in the 692 Integra series.

There's a new symbol at NAB this year. Stop by and find out what's happening in disc recording.

Or contact us at 1255 Terra Bella Avenue, Mountain View, California 94040
Filmline Corp.
Shor, 573

Headquarters: 43 Erna Street, Milford, Conn. 06460.
Exhibitions will include 16mm automatic color film processor for ektachrome (ME14) film, models FE-15 and FE-30.

Fort Worth Tower Co.
Sh-P, 306

Headquarters: Box 8597, Fort Worth 76112.
Products on display will include AM-FM-CATV and microwave towers, passive reflectors and models of equipment buildings.

Front Projection Corp.
Shor, 538

Headquarters: 10-40 45th Avenue, Long Island City, N. Y. 11101.
On exhibit will be a film of effects achieved with the combined use of the Front Projection Studio 90 and the General Electric large screen display.
Personnel: Bruce Malkin and Fred Wells.

Gates Radio Co.
Shor, 213

Headquarters: 123 Hampshire Street, Quincy, Ill. 62301.
Equipment on display will include the 1 kw BC-1G and 5 kw BC-5H AM transmitters; 1-, 3- and 20kw FM transmitters; complete line of FM monitoring equipment; a TV-15 console with TVS-6 submixer panel operating from an eight-channel program source; solid-state limiters and new AGC amplifier and FM limiter; automated radio station and a new automatic program logging system in which tape cartridge impulses activate a page printer.

General Camera Corp.
Shor, 541

Headquarters: 321 West 44th Street, New York 10036.
Products on display will be the SSIII magnesium 16mm single/double system camera, the GCA miniature amplifier/mixer with automatic volume control and the 1000D inverted power supply.
Personnel: Dick Dibona, Milton Keslow and Sy Cane.

General Electric Co.
Sh-P, 210

Headquarters: Electronics Park, Syracuse, N.Y. 13201.
Products on display will include the PE-350 color camera, the PE-240 color film camera, the PE-12A color optical multiplexer, TV station automation featuring the new TS-300-A studio switcher and the TS-301-A distribution switcher, VHF and UHF TV transmitters, a TV-8-A differential phase and gain linearity compensation unit for VHF and UHF transmitters, TV batwing, helical and zig-zag transmitting antennas, monochrome and color video projectors, TV camera pickup tubes and quartzline and incandescent studio lamps.

Gotham Audio Corp.
Sh-P, 310

Headquarters: 2 West 46th Street, New York 10036.
On display will be the Neuman FET-80 series transistor condenser microphones, Studer A-62 tape recorder, turntables, consoles, transformers, amplifiers, limiters, other audio equipment and the EMT Vid-E-Dit electronic video-tape splicer.

Granger Associates
Sh-P, 316

Headquarters: 1601 California Avenue, Palo Alto, Calif.
Featured will be the new Bauer 2 kw model 602 FM transmitter, $7,950, with solid state, push-button exciter; custom audio console and two- and three-speed turntables. The Bauer 1 kw AM transmitter and a redesigned line of mono, stereo and dual consoles will also be on display.

The Grass Valley Group Inc.
Sh-P, 219

Headquarters: P.O. Box 1114, Grass Valley, Calif. 95945.
On display will be the 1400-3 studio production switcher, a master control switcher, a dual-color sync generator, a special effects generator, video processor, solid-state video mixer and a variety of video, pulse and subcarrier distribution amplifiers.

Gray Research and Development
Shor, 563

Headquarters: 150 Park Avenue, East Hartford, Conn. 06108.
On display will be various tone arms: the 12- and 16-inch Micro-Trak series, the 206 and 208 viscous damped standards, the 602 impedance matching preamp and broadcast equalizers.

Harwald Co.
Sh-P, 318

Headquarters: 1245 Chicago Avenue, Evanston, Ill. 60202.
Electronic film inspection and logging systems will be on display.

Houston Fearless Corp.
Sh-P, 307

Headquarters: 11801 West Olympic Boulevard, Los Angeles 90064.
On display will be television color news film processing equipment, featuring the Mini-Color and Color Master Processor Installation, along with a complete line of television camera support equipment.
Personnel: Jim Remmer, Bert Rosenberg, Wade Weaver, Bob Stiles, Fred Mehner, Derrill Macho and Felder C.
Like a diamond, a career can be judged by its facets. In a diamond, it's the facets that add to the depth and luster. In a career, there are many contributing factors that make it more rewarding.

At Memorex, we can offer you a stimulating, creative environment with unsurpassed opportunity. For example, we will provide you with excellent business associates ... the finest technical talent in the world. Growth... from 6 people to over 1800 in just seven years and growing faster. Outstanding reputation ... quality products, backed by service. Location ... the beautiful San Francisco Peninsula. And many more reasons to make your career have the proper depth.

Of course, the most important facet in making your career a success is you. What interests and motivates you? If you want more information about Memorex, write to us today and while you're at it tell us something about you.

Some of current openings include:

**Engineering Manager** BS in Physics or Electronics, MS preferred. Must have proven managerial skills and the ability to communicate effectively. Will carry out studies into video recording technology and supervise engineers and specialists working on recording problems.

**Field Service Engineer** Position requires previous customer contact experience. Should have 4-6 years' experience in troubleshooting video hardware problems or video tape problems. Duties include field qualifications and problem solving relating to experimental and standard products in the customer environment, and in the plant.

**Video Tape Development Engineer** Challenging position for individual with BS in EE or Physics. Should have 8 years video equipment design experience. Responsibilities include supervising a small group involved in developing new and improved test methods, defining new test equipment requirements and assisting product development evaluation programs.

**Video Project Engineer** Exciting opportunity. Must have 4 years experience in video magnetic recording technology and 2 years supervisory experience. Must be familiar with video equipment/magnetic tape interface problems. Major responsibilities include developing improved test systems and performing analyses of a highly technical nature involving test instrumentation and new product performance.

**Recording Specialist Engineer** Degree in Physics or Electrical Engineering plus 4 years electronic experience, including background in magnetic recording. Tasks involve developing new and improved test methods, defining equipment requirements and generating operational procedures for new tests. Also, will perform analyses of a highly technical nature, involving test instrumentation performance and validity of test results.

**Video Sales Engineer** Openings throughout the country for an already successful salesman with an extensive background in and thorough knowledge of the video broadcast and/or closed circuit TV markets. You must be looking for more challenge to your abilities and greater earning potential. To customers in the video recording industry you will be offering professional sales service in the form of precision magnetic video tape products of guaranteed quality. Our compensation and benefit package will include salary plus incentive commission, new car, expenses, liberal profit sharing, insurance and paid vacation.

Please send your resume to: Professional Employment Office, 1180 Shulman Avenue, Santa Clara, California 95052. An Equal Opportunity Employer.

**MEMOREX**

*The many facets of a rewarding career.*
118 AM, FM, and TV transmitters.

Humphrey Electronics Inc.
Shor, 582

Headquarters: P. O. Box 9143, Raleigh, N. C. 27603.
The model SM-1500 automatic transmitter data logger will be on display.

Instructional Dynamics Inc.
St. H, Suite unassigned

On display will be a new special effects device for TV, the Telestrator, which writes diagrams or drawings over a live image.
Personnel: Dr. Leonard Reiffel.

International Good Music Inc.
Sh-P, 317

Headquarters: Bellingham, Wash. 98225.
On display will be the model 500 and model 600 automated audio control systems for radio taped music services, and data on automated switches for TV.

International Video Corp.
Shor, 530

Headquarters: 675 Almanor Avenue, Sunnyvale, Calif. 94086.
On display will be the three-plumbicon tube camera IVC/EMI model 2001-C ($72,000) and the four-tube IVC/EMI 2001-C ($76,000). New products to be shown include the IVC-300 three-tube Plumbicon color camera for broadcast applications; IVC-200 three-tube vidicon color camera; IVC-800 color video-tape recorder, and the IVC-600 color video-tape recorder for closed-circuit use.

ITT Electron Tube Division
Shor, 560

Headquarters: P. O. Box 100, Easton, Pa. 18042.
Products on display include high vacuum power triode and tetrode tubes for AM, FM, and TV transmitters.

Jamieson Film Co.
Shor, 572

Headquarters: 3825 Bryan Street, Dallas 75204.
On display will be the Mark IV 30 fpm color-film processor and the Mark VI 13 fpm color-film processor.
Personnel: Hugh Jamieson Jr., Loyd Abernathy and Bill Brady.

Japro Antenna Co.
Sh-P, 305

Headquarters: 6939 Power Inn Road, Sacramento, Calif. 95828.
Cutaway versions of the Jampro circularly polarized FM zig zag TV antennas will be shown; the corner reflector TV antenna will also be on display.
Personnel: Peter K. Oinnigian, Joseph M. Burt, Hassan Ghandour, George Groth, James Oliver, Bill Cunningham.

Jerrold Corp.
Shor, 510

Headquarters: 401 Walnut Street, Philadelphia 19105.
The Jerrold Starline Twenty, microwave equipment, and the Channel Commander II will be on display.

Johnson Electronics Inc.
Sh-P, 315

Headquarters: Box 7, Casselberry, Fla. 32707.
On display will be the Johnson-Aire SCA multiplex solid-state receivers, tuners and amplifiers. New will be a 13-w integrated circuit amplifier for use in the background music field.

Kahn Research Laboratories Inc.
Shor, 523

Headquarters: 51 South Bergen Place, Freeport, L. I., N. Y. 11520.
On display will be the Voice-Line for improving phone quality and Symmetra-Peak for increasing average modulation and equalizing modulation peaks.

Kaiser CATV Corp.
Shor, 512

Headquarters: 2216 West Peoria Avenue, Phoenix 85020.
CATV equipment will be on display, and information on turnkey construction, surveys and estimates and field engineering assistance will be available.

Kalart Co.
Shor, 567

Headquarters: Plainville, Conn. 06062.
Three new products, the STV-TB-A 16mm TV uniplex film chain for closed-circuit use, the VLM-1 video level meter for ETV use and the OM-300 optical multiplexer will be shown. Also on display will be the Tele-Beam large-screen TV projector.

Klieg Bros. Universal Electric Stage Lighting Co.
Sh-P, 101

Headquarters: 32-32 48th Avenue, Long Island City, N. Y. 11101.
A complete line of studio lighting and control systems will be shown. Featured will be portable dimming and control systems utilizing SCR dimmers.

Lenkurt Electric Co.
Shor, 507

Headquarters: 1105 County Road, San Carlos, Calif. 94070.
On display will be the 75C and 78Bi microwave radio systems for long-haul video transmission and STL's.
Personnel: Bob Verlander, Fred James, Bill Clampitt, Bill Bockhacker and Ken Higgins.

Listec Television Equipment Corp.
Shor, 528

Headquarters: 35 Cain Drive, Plain-
COMPUTERS IN TIMEBUYING: WHERE DO BROADCASTERS FIT IN?

There has been a great deal of publicity recently about computer systems designed to automate timebuying and create spot exchanges. We believe the application of electronic data processing and teleprocessing systems to spot television timebuying provides possibilities for increasing the volume of spot television advertising. The possibilities are in reducing the cost and complexity of buying spot while increasing the opportunities to negotiate, buy and sell.

Computers in timebuying is a lively issue these days, and you may want to discuss it with us. But whatever your interest in local television audience research may be, we'd like to meet and talk with you at the NAB. Our door will be open. Suite A700, Sheraton Park Hotel.
Macarta Inc.
Sh-P, 319

Headquarters: 709 Railroad Avenue, West Des Moines, Iowa 50265.

Automated programming with carousels, record centers, playback units, time announcers, reel-to-reel plays and related equipment, cartridge broadcas equipment controls and random select programming system will be on display.


Machlett Laboratories Inc.
Sh-P, 207

Headquarters: 1063 Hope Street, Stamford, Conn. 06907.

Featured will be 10 kw, 16 kw and 36 kw CW forced air cooled tetrodes and 55 kw and 80 kw CW forced air cooled triodes.

Personnel: C. Kirka, K. Decho, D. S. Frankel and R. C. Parlette.

Marconi Instruments
Shor, 533

Headquarters: 111 Cedar Lane, Englewood, N. J. 07631.

On display will be the model 1009 sweep generator, 2904/1 color gain and delay test set, 2905/5 sine squared pulse and bar generator 2905/9 gray scale generator and the 2908 blanking and sync mixer.


Marti Electronics
Sh-P, 300

Headquarters: 105 Poindexter, Ceburne, Texas 76031.

New products to be shown include solid-state test systems for AM and 150 and 450 mc remote pick-up transmitters with solid-state audio, and solid-state limiter. Also on display will be the M-3A/STL transmitter for FM, the RMC-2AX remote control system, the SCG-67 subcarrier generator and a line of solid state audio amplifiers and preamplifiers.


McCurdy Radio Industries Inc.
Sh-P, 325

Headquarters: 1051 Clinton Street, Buffalo, N.Y. 14206.

On display will be a line of professional audio products, including custom audio consoles and systems. Featured will be the Moduline series of equipment.


McMartin Industries Inc.
Sh-P, 211

Headquarters: 3104 Farnam Street, Omaha 68131.

On exhibit will be FM stereo monitors, STL receivers, frequency and modulation monitors, fixed frequency FM receivers, SCA multiplex monitors, TV audio receivers, FM stereo broadcast receivers, a selective programer, RF amplifiers, an SCA and stereo generators and tube and transistorized FM multiplex receivers and audio amplifiers.


Microwave Associates Inc.
Shor, 502


On display will be solid-state television relay and wireless microphone equipment. Featured will be “B” line fixed and portable TV relay systems and Portamike subminiature solid-state FM wireless microwave transmitter.


D. B. Milliken Co.
Shor, 553

Headquarters: 131 North Fifth Avenue, Arcadia, Calif. 91006.

On display will be the DBM-R1 video film recording system and the DBM-64A 16 mm kinescope recording camera.

Personnel: Lou F. Meyer, Steve Robinson and Bill Smith.

3M Co.
Sh-P, 106

Headquarters: 3M Center, St. Paul 55101.

A full line of Scotch broadcast and closed-circuit video tapes, audio tapes and accessories will be on display.


Minolta Corp.
Shor, 545

Headquarters: 200 Park Avenue South, New York 10003.

On display will be the Minolta TV color analyzer and the one degree spot meter.

Personnel: Mike Konishi and John Jonny.

Mole-Richardson Co.
Shor, 556

Headquarters: 937 North Sycamore

Broadcasting, March 17, 1969
The better you get, the better we look.

We can't really take the credit. Of course, we take pride in providing you with the finest film stock we know how to make. But from then on, baby, it's anybody's commercial.

Maybe that's the key—because it seems that anybody who's anybody in television commercial-dom is in film. The really creative new ideas that hit the screen night after night in quest of sales come from really creative film people. Of course, we keep coming up with new products that give you more creative elbowroom. But that doesn't explain why you keep flocking to film and raising its standard.

Could it be film's flexibility? Portability? Universality? We think it's these "...ities" and many other itty-bitty film advantages that add up to so much of what keeps film the leading medium.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3211 Chicago: 312/694-0200
New York: 212/MU 7-7080 San Francisco: 415/376-6035
One of the next 50 drivers coming your way is drunk.

But which one?

His inhibitions are lessened.
His confidence is bolstered.
His field of vision is narrowed.
Ordinary objects are dark to him.
Dark objects may not be seen at all by him.
His reaction time has slowed by at least 15%.
His behavior is erratic and unpredictable.
He's 25 times more likely to cause a crash than when he's sober.
He may kill you.
Last year, 55,500 Americans died in automobile crashes. At least half of the deaths involved drinking.
A study reported to the Congress by the U.S. Dept. of Transportation shows that one driver out of 50 is drunk.

Not drinking. Drunk.
The situation is almost out of control. But it is still possible to reverse the trend. If.
If you agree that the drunk driver's license should be revoked.
If you'll write your governor and legislators that they have your support in getting the strong drunk-driving laws outlined by the National Highway Safety Act.
If you support your judges, your prosecutors, and your police when they enforce drunk driving laws.

For a free copy of the Allstate Action Booklet "Drunk Drivers and Highway Safety," write to: Safety Director, Allstate Insurance Companies, Northbrook, Illinois 60062. It shows how you can help.

Help stop the traffic slaughter.
On display will be a family of 3 quartz focusing spots; single and double quartz broads; 10 light, 6 light and 2 light eye strips; 750 watt, 2000 watt and 5000 watt Solarspots; Molequartz Molefays using Dichroic coated globes; Molequartz Super Softlites and Nooklites; telescoping hangers; Fogmaker Moleffect, and accessories.

**Personnel:** Howard R. Bell.

**Moseley Associates Inc.**

**Headquarters:** 111 Castillian Drive, Goleta, Calif. 93017.

Equipment on display will include aural STL, multiplex, digital automatic transmitter logging, and remote control gear. Featured will be new PBR-30R 30-channel and RRC-101T 10-channel remote control systems; the SCS-2 14-channel status/control system; the ADP-120 digital automatic transmitter logger; the TAU-1 6-channel tolerance alarm unit and the AMR-1 AM modulation monitor.


**Multronics Inc.**

**Hotel unassigned**

**Headquarters:** 5712 Frederick Avenue, Rockville, Md. 20852.

On display will be Multra-Guard surveillance equipment and RF components.

**Personnel:** John Mullaney, Bruce Mahoney and George Howard.

**Nippon-Columbia Corp. of America**

**Shor, 547**

**Headquarters:** 501 Fifth Avenue, New York 10017.

Automatic cueing turntable and M.M. cartridge will be on display.


**North American Philips Co.**

**Shor, 551**

**Headquarters:** 100 East 42nd Street, New York 10017.

Exhibits will include studio and FET condenser systems, directional and omnidirectional dynamics, lavaliers, noise-cancelling and shotgun dynamics and dynamic headphones and boomsets.

**Personnel:** Andrew Brakhan, George A. Garnes and Robert W. Miller.

**Nortronics Co.**

**Shor, 513**

**Headquarters:** 8101 Tenth Avenue

North, Minneapolis 55427.

On exhibit will be the 9000 series of tape heads, a complete line of replacement heads and Quik-Kit mounting hardware.

**Personnel:** Mervin Kronfeld, Roger Czerniak, Joe Dundovic, Don Puls, Ted Liberkowski and Thomas M. Johnson.

**Optical Coating Laboratory Inc.**

**Shor, 532**

**Headquarters:** P. O. Box 1599, Santa Rosa, Calif. 95403.

On display will be multilayer antireflection coatings for lenses, heat-light separation filters and color correction and color separation filters.

**Personnel:** Glenn Francisco and Dick Sharman.

**Paillard Inc.**

**Shor, 546**

**Headquarters:** 1900 Lower Road, Linden, N.J. 07036.

Shown will be Bolex PRO-16 16mm camera with automatic threading and light measuring and Bolex H-16 compact, 16mm cameras.

**Personnel:** Fred Onderka and Larry Herold.

**Philips Broadcast Equipment Corp.**

**Sh-P, 206-223**

**Headquarters:** One Philips Parkway, Montvale, N. J. 07645.

Display items include the PC-70 color camera, PCP-90 wireless portable and PCP-70 portable color cameras, PCF-701 Plumbicon film camera, and an operating UHF exciter utilizing IF modulation. Also on display will be a VHF transmitter, MD-12 RF-4 audio mixing desk, microphones and other audio accessories.


**Potomac Instruments Inc.**

**Shor, 579**

**Headquarters:** 932 Philadelphia Avenue, Silver Spring, Md. 20910.

Exhibits will include antenna phase monitors, field intensity meters and recalibration facilities.

**Personnel:** William H. Casson, Robert H. Ellenberger and Clifford C. Hall.

**Power-Optics Inc.**

**Shor, 555**

**Headquarters:** Germantown Pike and Trooper Road, Fairview Village, Pa. 19409.

New equipment shown will be double-extension air pedestal. Also on display will be servo-driven sliding color camera carriage assemblies.

**Personnel:** H. A. Challinor, P. E. Sellers, T. N. Streeter, P. T. Lambert and R. Fordham.

**Q-TV Sales & Distributing Corp.**

**Sh-P, 302**

**Headquarters:** 342 West 40th Street, New York 10018.

On exhibit will be the "Q" prompter and dispatcher systems and videotypers;
the "Duo" crawl, "Dual" crawl system and the "Q"-Line prompter system will be shown for the first time.

Personnel: Sam Monteforte, Al Eisenberg and Lou Rodriguez.

Quick-Set Inc.
Shor, 521

Headquarters: 8121 Central Park Avenue, Skokie, III. 60078.

New equipment on display will be Hercules cam-link head capable of handling 65-pound cameras. Other equipment will include tripods, pedestals, dollies, counterbalance friction heads, cradle heads and cam-link heads.


Raytheon Co.
Sh-P, 207


On display will be KTR line of microwave radio systems, featuring new solid-state SSA-75 audio channel for use with any such system.


Recortec Inc.
DuPont Plaza, Suite unassigned

Headquarters: 1628 Whisman Road, Mountain View, Calif. 94040.

On exhibit will be the VTC-2 conditioner for two-inch videotape. The 70 lb. unit features a video tape winder and a choice of tape tension settings. Options include eraser, tape polisher, tape length measurement and tape consolidator.

Personnel: El Don A. Corl and Dr. Lester Lee.

RCA
Sh-P, 100


Among items on display will be the TK-42 (four-tube), TK-44A (three-tube), and PK-730 (one-tube) color TV cameras; the TK-27, PK-610 and PFS-710 color-film systems; the TR-70B and TR-60 full-color, high-band video-tape recorders and other new tape products; the new TT-30FL VHF TV transmitter; a new transistorized AM transmitter; a new SCA monitor; a new line of custom audio consoles; two new handheld microphones, and new remote-control equipment for radio and TV transmitters.


RCA Electronic Components
Sh-P, 104

Headquarters: 415 South 5th Street, Harrison, N.J. 07029.

On display will be power tubes, Image Orthicons, Vidicons and microphones.


RHEG Electronics Laboratory Inc.
Shor, 544

Headquarters: 94 Milbar Boulevard, Farmingdale, L.I., N.Y. 11735.

On display will be a new MRS-A line of solid-state, TV microwave relay equipment, for color and monochrome.


Richmond Hill Laboratories Ltd.
Shor, 503

Headquarters: 311 Laurel Avenue, Laurel, Md. 20810.

On display will be pulse distribution equipment, switching equipment, video test sets, video distribution amplifiers, synchronizing generator, Unipulse pulse distribution systems, and special effects video mixing amplifiers.


Riker Video Inc.
Sh-P, 215

Headquarters: 100 Parkway Drive South, Hauppauge, N.Y. 11787.

Displayed will be switching, mixing and special effects generators, synchronizing pulse generators, video distribution amplifiers, black burst generators, video clamping amplifiers, pulse distribution amplifiers, digital cueing generators, and colorizers.


Rohde & Schwarz
Shor, 525

Headquarters: 111 Lexington Avenue, Passaic, N.J. 07055

Products to be shown include CCIR-waveform generator, new transistorized Nyquist demodulator, precision-TV-oscilloscope, and new vestigial sideband signal generator.


Rohn Systems Inc.
Sh-P, 308

Headquarters: 6718 West Plank Road, Peoria, Ill. 61601.

On display will be information on new 1,000-foot towers; also tower accessories, reflectors and lighting equipment.

Personnel: Dwight Rohn, R. A. Kleine, Don Rohn, Richard Rohn, H. E. (Bud) Blakseys, Grady Rooker, C. A. White, Al Repsummer, D. S. Fehr, Gene Francis, Burt Evans, Marion Athans, Robert Kennedy, and Darrel Kelly.

Rust Corp.
Sh-P, 214

Headquarters: 168 Ternmont Street, Everett, Mass. 02149.

Equipment package for VHF remote control and logging, including digital readout remote-control system and new status/alarm system, will be demonstrated; also on display will be amplifiers, switching systems and new dual-point magnitude alarm panel.

Personnel: Sal Fucito, Ed Courtney, Joe Puchalski and Al Fulchino.

Scantlin Electronics Inc.
Shor, 511

Headquarters: 2231 Barrington Ave.
Continental’s 50 kw broadcast transmitter gives you most in performance!

most for your money

<table>
<thead>
<tr>
<th>modulation</th>
<th>power</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>82 kw</td>
</tr>
<tr>
<td>30%</td>
<td>92 kw</td>
</tr>
<tr>
<td>100%</td>
<td>120 kw</td>
</tr>
</tbody>
</table>

These average power consumption figures show how economically you can operate Continental’s Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station’s average modulation climbs toward 100% because of high limiting and speech clipping.

most in experience

Continental designed and built the first super-power transmitter for the Voice of America. Delivering 1,000,000 watts of continuous power to the antenna, it was installed at Munich in 1953. Five similar Continental transmitters are in use throughout the world. Continental’s wide range of experience in high-power broadcasting includes transmitter designs from 1,000 watts through 1,000,000 watts! Photo above shows Continental’s newest 1,000,000 watt transmitter during construction, factory test early in 1968.

most in acceptance

29 of Continental’s 49 world-wide 50 kw transmitter installations are 317Cs; one of Continental’s most popular designs.

Continental’s 317C is a profit-performer! For information, write to A. V. Collins, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

Continental’s 317C is a profit-performer! For information, write to A. V. Collins, Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

Continental Electronics

MAIL ADDRESS: BOX 17040/DALLAS, TEXAS 75217
A SUBSIDIARY OF LTV ELECTROSYSTEMS, INC.

see Continental Electronics at the NAB Show, Booth 224
nue, Los Angeles 90064.

Products to be displayed include the Videotype editor/titler that converts digital signals into TV compatible video signals, and CATV Videotype for coverage of ticker action on stock exchanges plus UPI newswire.


Schafer Electronics
Sh-P, 222

Headquarters: 9119 De Soto Avenue, Chatsworth, Calif. 91311.

On exhibit will be the Schafer broadcast computer system.


Scully Recording Instruments Corp.
Shor, 565

Headquarters: 480 Bunnell Street, Bridgeport, Conn. 06607.

Tape recorders will be exhibited.

Personnel: John Curtis, Mike Faulkner, Jerry Scully, George Moss, Bob Berliner, Ham Brosious, Joe Yaccovacci and Jim Rollinson.

Seeburg Music Library Inc.
Shor, 535

Headquarters: 1500 North Dayton Street, Chicago 60622.

On display will be automatic background music center for multiplexing and telephone line, as well as a line of multiplexer tuners and receivers.

Personnel: Joseph P. Hards and Dan Hart.

Shibaden Corp. of America
Sh-P, 323


The display will include the FB-2000 two-inch IO camera, SV-727 color video tape recorder, SB-707 portable video tape recorder, and automatic video tape splicer.

Personnel: Nobunori Shigekazi, Keizo Kiyohara, Alexander Autote, Irving Candiotto, Wesley Crane, David Lindsay and Toru Hashimoto.

Shure Brothers Inc.
Sh-P, 301

Headquarters: 222 Hartney Avenue, Evanston, Ill. 60204.

Microphones, microphone mixers, disk recorders and tone arms and accessories will be shown.


SIS Electronics Inc.
Shor, 564

Headquarters: 400 Radio Road, Charlotte, N.C. 28214.

On display will be an audio console with built-in cartridge machines, reverberation unit and turntable preamps.

Personnel: Stan Kaplan, Sis Kaplan, Jim Blanchard and Bob Smith.

Skipan Electronics Inc.
Shor, 569

Headquarters: 41-43 24th Street, Long Island City, N.Y. 11101.

On display will be modular, rack mounting, solid-state electronic dimmers, 2-12 kw; and relay rack mounting control panels.


Sony Corp. of America
Sh-P, 221

Headquarters: 4747 Van Dam Street, Long Island City, N. Y. 11101.

On display will be monochrome and color video tape recorders and closed-circuit television equipment.


Sparta Electronic Corp.
Sh-P, 304

Headquarters: 950 Fulton Avenue, Sacramento, Calif.

A new line of audio monitor amplifiers will be shown, as well as a complete line of audio equipment including consoles, tape cartridge equipment, turntables and audio accessories.


Spindler & Sauppe Inc.
Shor, 561

Headquarters: 1329 Grand Central Avenue, Glendale, Calif. 91201.

A complete line of color and monochrome film chain slide projectors, Dynamic Dissolve system, and Lumipoint illuminated tip pointers will be included in the display.


Standard Electronics Corp.
Sh-P, 312

Headquarters: Box 677, Freehold, N.J. 07728.

The display will include a new 25 kw visual TV amplifier plus FM transmitters.

Personnel: Bill Ziliger, Mike Zullo, Erwin Taper, Pete Ziliger, Conrad Gosssett, Glenn Webster, Bill Stringfellow and Betty Ziliger.

Stanton Magnetics Inc.
Shor, 574

Headquarters: Terminal Drive, Plainview, N.Y. 11803.

On display will be magnetic phonograph cartridges for record playback and record channel calibration.


Suburban Sound Inc.
Shor, 531

Headquarters: 4858 Cordell Avenue, Bethesda, Md. 20014.

On display will be line of custom consoles, modular console components for new or existing installations, and new eight-track conversion package for Ampex recorders.

Personnel: Neil Muncy and Don Bailey.

Swancor Group Inc.
Shor, 515

Headquarters: 572 Madison Avenue, New York 10022.

On exhibit will be promoter systems, horizontal/vertical crawl, rear-screen projection and a 16mm viewer/editor.

Personnel: George Andros, Dan Chertoff, Joe Manno and Jim Gore.

Sylvania Electric Products Inc.
Shor, 500

Headquarters: 730 3d Avenue, New York 10017.

On display will be tungsten Halogen lamps.

Personnel: Jim Davis, Tom Lemons, Fred Freeman, Curtis Oakes and Theodore Phillips.

Tape-Athon Corp.
Shor, 514

Headquarters: 523 South Hindry, Inglewood, Calif. 90301.

On display will be a model 5000 automation broadcast system, the new model 900 logger and recorder with 400 recording hours capability on a
The Schafer Broadcast Control Computer is here.
And tomorrow is suddenly now.
With programming as fast as the feather touch of a typewriter.
With station and transmitter logs printed instantly — automatically — continuously
With availability lists called up in a matter of seconds.
With unlimited formats which can be updated on a moment's notice.
With control and monitor capability in every department.
With communication to and from remote locations—even distant cities—over conventional telephone lines.
With a lightning-fast memory which acts positively in any emergency.
With goof-proof software which talks to your people in plain English.
With a system so simple that operation can be mastered after just a few hours of training.
With a multi-track recorder which makes continuous double-spotting and true random access music libraries a reality.
With the same sparkling-fresh sound of programming by category — further enhanced by the flexibility of the computer.
When you install a Schafer Computer Controlled Broadcast Automation System you catapult your station into the next generation.
And tomorrow is suddenly now.
10½-inch reel, and new ratio switcher.

**Tapcaster TCM**

Shor, 520

Headquarters: 12326 Wilkins Avenue, Rockville, Md. 20851.
On exhibit will be the Series 700 tape cartridge machines with new high-torque hysteresis synchronous.
Personnel: Paul Shore.

**Sarkes Tarzian Inc.**

Sh-P, 202

Headquarters: East Hillside Drive, Bloomington, Ind. 47401.
On exhibit will be new studio and film color camera equipment, including the VIS-88 Metric studio production switching and special effects gear, Selectec master control audio and video distribution switching, APT-1000 and APT-2000 automation equipment, and digitalized pulse distribution equipment.

**Tektronix Inc.**

Sh-P, 201

Headquarters: Box 500, Beaverton, Ore. 97005.
New products on display include the NTSC and PAL television test signal generators. Also on exhibit will be vectoroscopes for color-signal measurements; 529/R529 waveform monitor with line selector; 528 video-signal monitor; 453 MOD 127C delaying-sweep oscilloscope with built-in sync separator, and 547 beam-switching, delaying-sweep oscilloscope.
Personnel: Charles Rhodes, Doug Dickie, Jerry Coomer and Steve Roth.

**Tele-Cine Inc.**

Shor, 542

Headquarters: 294 East Shore Drive, Massapequa, N.Y. 11758.
On display will be Schneider Zoom lenses for Plumbicon color cameras, Sondor tape recorders, the model 5404 Tele-Tec electronic editing programers, model 404 Tele-Log video-tape accessories.
Personnel: Don Collins, Frank Beemish, Hans Waegslein and Hans Joseph Schneider.

**Telelation Inc.**

Shor, 536

Headquarters: 2375 South West Temple, Salt Lake City 84115.
On display will be video and audio distribution switching with digital access; video switchers; EIA/color and monochrome sync generators; CCIR/PAL sync generators; video test equipment; character generator with data access terminal; vertical interval data transmission systems; monochrome vidicon television cameras; EIA/camera control units; optical multi-plexers and uniplexers; video and pulse distribution amplifiers; Multicaster video control center, and special effects equipment.

**Telemet Co.**

Sh-P, 217

Headquarters: 185 Dixon Avenue, Amityville, N.Y. 11701.
Featured will be vertical interval switchers, color bar and multiburst generators, EIA sync generators, equalizer amplifiers and other test gear.

**TelePro Industries Inc.**

Shor, 554

Headquarters: 3 Olney Avenue, Cherry Hill, N.J. 08034.
Display items include Fidelipac cartridges, the 6000 background and the 90-watt Xenon movie projectors, random access projectors, Presidential lectern and Teleprompters.
Personnel: Frank Emanuel, Roger Cappello and Joe Goff.

**Telesync Corp.**

Sh-P, 226

Headquarters: 20 Insley Street, Demearest, N.J. 07627.
On display will be a new retro-reflective front screen projection system, prompting equipment and horizontal-vertical color-effects crawls.
Personnel: Bob Swanson, Lynn Shubert and Trig Lund.

**Television & Computer Corp.**

Shor, 576

Headquarters: Somerset Valley Industrial Campus, Somerset, N.J. 08873.
On display will be computer controlled radio-TV systems, video-audio programer with machine control, audio breakaway and transition facilities, solid-state audio amplifier modules, audio consoles, color video switchers, sync generation and distribution systems.
Personnel: J. Paul Audet, Douglas F. Fink, Carlos V. Girod Jr., Dr. Clair C. Tettener, Dr. Virginia Keehan, Martin W. Major, Thomas Murtough and Tucker Brennan.

**Telex**

Shor, 548

Headquarters: 9600 Aldrich Avenue South, Minneapolis 55420.
Magnacon and Viking audio tape recorders, both reel-to-reel and cartridge, will be shown along with Telex headphones.

**Tracor Inc.**

Shor, 539

Headquarters: 6500 Tracor Lane, Austin, Tex. 78721.
Precision synchronization systems and atomic and crystal precision standards will be on display.

**Trumpeter Electronics Inc.**

Shor, 508

Headquarters: 8936 Comanche Avenue, Chatsworth, Calif. 91311.
A complete series of interconnection components including coax patch panels, patch cords, jacks, looping plugs, switches and matrices will be shown.

**U. S. Air Force**

Sh-P, 408

Headquarters: Washington
New features will include a television film-clip service, a radio news service and a top-pop oriented spot series.
Personnel: Major Frank Brown, Major Jack Oswald and Captain John Gura.

**U. S. Army**

Sh-P, 405

Headquarters: Washington.
Only Houston Fearless has it all!

FOR TV NEWS:

MINI-COLOR® BREAKS THE UNDER-$10,000 PRICE BARRIER!
Newest in the complete line of H-F color film processors, the MINI-COLOR® is a totally new concept in compactness, rapid access, operational simplicity and down-to-earth cost. Now in operation in more than 40 TV stations. All Type 316 stainless steel construction.

Phone or write for free brochure.

COLORMASTER: TV NEWS FILM PROCESSOR
Still the most popular TV color news film processor—in use by more than 90 TV stations coast to coast. Available for 2-week delivery. Phone or write for free brochure and detailed specifications.

The Mini-Color and Colormaster will process every type of Ektachrome color film including the new “Super 8” format and 16 or 16/35 mm. Update your present H-F processors to handle Super 8 or combination Super 8/16 mm with H-F’s Retrofit Kit.

Phone or write for illustrated brochure and specifications.

World’s largest manufacturer of film processing and TV broadcast equipment.

FOR TV STUDIO:

PD-3 PEDESTAL. For color or monochrome cameras. 240-lb. load capacity.

PD-8 PNEUMATIC PEDESTAL. Color or monochrome. 500-lb. plus load capacity.

PD-10 PEDESTAL. Color, monochrome. 225-lb. load capacity. Lowers to 35” camera height. Can be used for remote applications.

AMT-¾ TRIPOD. Color, monochrome, microwave. Rugged construction for heavy camera loads in studio or field use. Combine with tripod dolly.

MCH-3 CRADLE HEAD. Color, monochrome. Constant center of gravity for proper balance at any tilt angle.

HFCH-CAM HEAD. Color. The ultimate in smooth camera control at any angle. Many accessories.

HOUSTON FEARLESS CORPORATION
11801 W. Olympic Blvd., Los Angeles, Calif. 90064
(213) BR 2-4331.

SEE THE TOTAL SYSTEM AT THE N.A.B. CONVENTION, WASHINGTON, D.C., SHERATON-PARK HOTEL, BOOTH #307, MARCH 23 THROUGH 26!
Shown will be an exhibit featuring the Army’s television series The Big Picture and its radio series The Army Hour.


**U. S. Navy**

sh-P, 404

**Headquarters:** Washington.

**U. S. Treasury Department**

sh-P, 406

**Headquarters:** Washington.

On display will be Guess Star show of the month, spot disk, TV film spots and slides. Exhibit also features a scale model of the Apollo spacecraft.

**Personnel:** Joy Berleman, Francis M. Randolph and June McCubbin.

**Utility Tower Co.**

sh-P, 204

**Headquarters:** 3200 N.W. 38th Street, Oklahoma City.

On display will be examples of radio-TV towers and accessories.


**Varian Associates**

Shor, 524

**Headquarters:** 611 Hansen Way, Palo Alto, Calif. 94303.

On display will be power grid tubes including triodes, tetrodes, pentodes and vapor phase cooling tubes; VL-150-2 illuminator system; CW Klystron amplifiers, and UHF TV traveling wave tube power amplifiers.


**Vega Electronics**

Sh-P, 212-A

**Headquarters:** 2115 De La Cruz Boulevard, Santa Clara, Calif. 95050.

On display will be a new wireless microphone, the Professional 55.

**Personnel:** Phil Gundy, T. J. Nicholson, Cleve Wilkinson and Barry Kaufman.

**Video Facilities Inc.**

Shor, 577

**Headquarters:** 353 West 57th Street, New York 10019.

On display will be Canon zoom lenses and controls.

**Personnel:** Horace Pieris, Richard Turchen, Harry Odagawa and Mark Miyoka.

**Videometrics Inc.**

Shor, 517

**Headquarters:** 33 Cain Drive, Plainview, N.Y. 11803.

On display will be a line of test signal generators, including Polyburst, Ramp, Stairstep, T & 2T Pulse and Window, 20T Pulse and Dot-Grating generators. A video failure alarm will also be shown.

**Personnel:** Don Dudley, Harvey Seaman and Bob Huefled.

**Vikoa Inc.**

Shor, 504

**Headquarters:** 400 Ninth Street, Hoboken, N.J. 07030.

The Futura 12 and Futura 21 Plus amplifiers, under- and above-ground equipment, connectors, hardware, matching transformers, pressure tap inserts, wire and cable and a full line of CATV equipment will be on display.

**Personnel:** Arthur Baum, Robert Baum, Allen Lipp, Leo Cull and John Russell.

**Visual Electronics Corp.**

Sh-P, 103

**Headquarters:** 356 West 40th Street, New York 10018.

New Visual products on display include a three-tube Plumbicon color camera; a TV automation system; the compact, VS-40 color video-tape recorder, and the VA-50 high-band video-tape recorder. Other items on display include AM-FM and UHF-TV transmitters, EEV TV camera tubes, audio cartridge systems, video switchers, information display systems and clock systems.

Ideas for better selling begin at ARB, and we'll be on hand to greet you personally to discuss how you can best use audience research. We're extending extra effort during this, our twentieth anniversary year, to help you map out a profitable selling season in the months ahead.

Here's what you'll find:

- A number of useful outlines on ARB special services for better selling.
- A display of ARB's new data processing system and what it will mean in better service for you.
- A display of the plaques to be presented to the winners in ARB's Innovator Awards Program.
- Our traditional hospitality cup, personalized for you as our way of saying thanks for dropping by.

You'll also discover how our twenty years of growth has meant significant innovations in selling tools for the broadcasting industry.

Plan now to stop by for continental breakfast or a coffee break. You'll find it a capital idea!

American Research Bureau
A C-I-R Subsidiary of Control Data Corporation
Washington New York Chicago Atlanta
Los Angeles San Francisco Dallas

 Broadcasting, March 17, 1969

Vital Industries Inc.

Sh-P, 322

Headquarters: 3614 Southwest Archer Road, Gainesville, Fla. 32601.
The VIX-108, a vertical interval switching system, will be on display, along with the VI-750, a new video processor, and a new video effects generator.


Ward Electronic Industries

Shor, 519

Headquarters: 142 Central Avenue, Clark, N.J. 07066.
Products include video switching systems; special effects; sync generators; video test equipment; station break programmers; video, pulse and audio distribution amplifiers; pulse and machine assignment switches; audio consoles; intercom systems, and phase equalizers.


Westel Co.

Shor, 558

Headquarters: 298 Fuller Street, Redwood City, Calif.
Featured will be the WR-250 BackPack portable high-band color recorder; WRR-350 studio high-band color recorder/reproducer; WR-201 portable/airborne low-band monochrome video recorder, and the WR-301 studio/laboratory low-band monochrome video recorder/reproducer.


Wilkinson Electronics Inc.

Shor, 516

AM and FM transmitters, audio consoles, and solid state AM monitors will be exhibited. Direct replacement silicon rectifiers for mercury vapor tubes, a solid-state field intensity meter, RF amplifiers and airflow monitors will also be shown.


Zoomar Inc.

Shor, 505

Headquarters: 55 Sea Cliff Avenue, Glen Cove, N.Y. 11542.
Display items include new Zoomatar low-light lenses, a line of motorized zoom lenses for vidicon and Plumbicon monochrome cameras, a new Zoomar line of f/1 zoom lenses, the TV Color-gard meter for uniform color monitor balance, HTS pneumatic pedestals and Mark I and Mark II HTS cam heads.

Personnel: Walter Steuer, Bill Pegler, Dave Neubrech, Tom Keene and Fred Hae Jr.

Stations reps

ABC-TV Spot Sales

Washington Inn, Suite unassigned


Avery-Knodel

Sh-P, F440


Mort Bassett & Co.

Shor, E839

Personnel: Mort Bassett

Charles Bernard Co. (Country Music Network)

WH, Suite unassigned

Personnel: Charles Bernard

John Blair & Co.

WH, Solar Suite


John C. Butler & Co.

Hotel unassigned

Personnel: John C. Butler and Don Garvey.

CBS Radio Spot Sales

Shor, A401


CBS-TV National Sales

Hotel unassigned

Personnel: Theodore W. O’Connell

Henry I. Christal Co.

Sh-P, A600


Roger Coleman Inc.

WH, P1

Personnel: Roger Coleman and Lee Coleman.

Robert E. Eastman & Co.

WH, Suite unassigned


Gill-Perna Inc.

Sh-P, Suite unassigned


Greener, Hiken, Sears

WH, Suite unassigned

Personnel: Richard Greener, Michael Sears and Andrew Hiken.

Herbert E. Groskin & Co.

WH, Suite unassigned

Personnel: Herbert Groskin, Diana Groskin and Michael Groskin.

Harrington, Righter & Parsons

Shor, E830

Personnel: John Harrington Jr.
James Parsons Jr., John F. Dickinson, John J. Walters Jr., Maurice Rashbaum, Frank Morello, Carl Weinstein, Ron Krueger and Peter Ryan.

**Bernard Howard & Co.**

**Hotel unassigned**

**Personnel:** Bernard Howard, Lawrence Wasserstein and Jack Davis.

**H-R Representatives, H-R Television**

**Hotel unassigned**

**Personnel:** Dwight Reed Sr., Ed Shurick, Harry Wise, Jim Alsapugh, Al Ritter, Phil Corper, Mel Grossman and Roy Edwards.

**The Katz Agency**

**WH, Solar Suite**


**Major Market Radio**

**Shor, E439**

**Personnel:** Jerry Glynn, John Barry and Robert McCarthy.

**Jack Masla & Co.**

**WH, Suite unassigned**

**Personnel:** Jack Masla, Allen S. Klamr, Dan Heilman, Robert Pierce, Bud Pearse, Harry Harkins, Ron Mendensohn and Gene Gray.

**McGavren-Guild-PGW Radio**

**WH, Suite unassigned**


**The Meeker Co.**

**Shor, A702**


**Metro Radio Sales**

**Div. of Metromedia Inc.**

**Georgetown Inn, Suite unassigned**

**Personnel:** H. D. (Bud) Neuwirth, Bob Williamson, Harry Dorando, Richard Kelllher and John Brady.

**Metro TV Sales**

**Div. of Metromedia Inc.**

**Sh-P, C244**

**Personnel:** Thomas J. Tilson, Gerald McGavick, William Tynan, Gerald Mulderrig and Richard Waller.

**Peters, Griffin, Woodward**

**WH, Suite unassigned**


**Edward Petry & Co.**

**Shor, Club Rooms A, B,**

**Personnel:** Martin L. Nierman, Ben H. Holmes, Edward C. Page, Robert

---

**The Spotlight Is on**

**Spotmaster**

**Superior Tape Cartridge Recording and Playback Equipment**

**Model 500 C**

**Model 400 A**

**Model 500 CR**

**COMPACT 500 C SERIES—**Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

**RACK-MOUNTED 500 C MODELS—**The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance. All 500 C models carry iron-clad full-year guarantees.

**ECONOMICAL 400 A SERIES—**Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

**BROADCAST ELECTRONICS, INC.**

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983
<table>
<thead>
<tr>
<th>Company/Department</th>
<th>Suite/Location</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adam Young-VM</td>
<td>WH, Suite unassigned</td>
<td>Personnel: Adam Young, Steve Rintoul, Bob Tiedje, Jim Smith and Vincent Fetsch.</td>
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<tr>
<td>Station brokers</td>
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<tr>
<td>New York Securities Co.</td>
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<td>William T. Stubblefield Co.</td>
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<td>Networks</td>
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</tr>
<tr>
<td>ABC Inc., ABC-TV</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Special Report: NAB Convention Preview)

ABC International
Hotel unassigned
Personnel: James Larkin, Klaus Lehmann and Jack Singer.

ABC Radio
Sh-P, B420

ABC Radio Stations
Hotel unassigned

ABC Television Stations
Georgetown Inn, Suite unassigned

CBS Inc., CBS-TV, CBS News
Shor, C830

CBS Radio
Shor, 630

CBS-TV Stations
Hotel unassigned

Hughes Sports Network Inc.
WH, Farragut, Grant Suites

Keystone Broadcasting System
Sh-P, D700

Market 1 Network
Shor, Suite unassigned

Mutual Broadcasting System
Shor, B120

NBC Inc., NBC Radio, NBC-TV
Shor, C430

Broadcasting, March 17, 1969

135

Research Services

American Research Bureau
Shor, A402

Audits & Surveys Inc.
WH, Suite unassigned

Broadcast Advertisers Reports
Sh-P, Suite unassigned
Personnel: Robert Morris.

Home Testing Institute/TVQ
St-H, Suite unassigned
Personnel: Frank Brady, Barry R. Schreiber and John V. Miller.

C. E. Hooper
Georgetown Inn, Suite unassigned

Mediastat
Shor, E639
Personnel: James W. Seiler, John Landreth, Rich Livingston, Pam Robertson, Trudi Cowlan and Tom Church.

Media Survey Inc.
Shor, G209
Personnel: Al Shepard and John Millenson.

A. C. Nielsen & Co.
Sh-P, A700

The Pulse Inc.
Sh-P, F140

Miscellaneous

All-Channel Television Society
Sh-P, M762

Associated Press
Sh-P, Adams-Hamilton Rooms

Atwood-Richards Telescreen
Sh-P, A411

Bernstein Brothers, DeMarco and Martin
DuPont Plaza, Suite unassigned

Broadcast Information Bureau
Sh-P, F750
Personnel: Avra Fliegelman.

Community Club Awards Inc.

WH, Suite unassigned

Promotional Services Inc.
Shor, Suite unassigned

Radio Advertising Bureau
Shor, A302

Softness Group
Mayflower Group
Personnel: Don Softness.

Television Bureau of Advertising
Shor, B420

Television Information Office
Shor, D406
Personnel: Roy Danish, Carl Burkeland, Bert Briller and Henry Levinson.

Time Buying Services
Shor, G209
Personnel: Sam Wyman, Stan Leipzig, Sandy Aronowitz and Janet Zuckerman.

TV Stations Inc.
Shor, G500
Personnel: Herb Jacobs, Don Menchel, Harvey Seslowsky, Larry Lynch, Clyde Harris and Grace Jacobs.

United Press International
Sh-P, M490
Personnel: Wayne Sargent, Thomas E. Cunningham, Norman Cafarell, Peter Willett, Fred Ferguson, Bill Evans and John Langdon.

136 (Special Report: NAB Convention Preview)
Where to find it

Exhibits of equipment manufacturers are located in the exhibit halls of the Sheraton-Park and Shoreham hotels during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 12 are shown. Symbols: Sh-P is Sheraton-Park; Sh-P is Shoreham. WH is Washington Hilton; ST is Statler Hilton.

Exhibitors

Addressograph-Multiograph Corp.  Shor, 522
AEC/Veritas  Shor, 568
AFC Optical Co.  Sh-P, 380
Alford Manufacturing Co.  Sh-P, 203
Alme Engineering  Shor, 534
Alltec Lansing  Sh-P, 309
American Electronic Laboratories Inc.  Shor, 506
Angenelex Corp.  Shor, 518
Applied Electro Mechanics Inc.  Shor, 540
Arrilex Corp. of America  Sh-P, 311
Audio Devices, Inc.  Shor, 501
B&K Instruments Inc.  Shor, 543
Ball Brothers Research Corp.  Sh-P, 321
Barwell & McAllister Inc.  Shor, 566
Belco Electronics Laboratory  Shor, 562
Berkley-Colortran Inc.  Sh-P, 303
Boston Insulated Wire & Cable  Sh-P, 314
Brand-Rex Div./American Enka Corp.  Shor, 559
Broadcast Computer Services  Shor, 549
Broadcast Electronics Inc.  Shor, 505
Broadcast Products Co.  Shor, 531
Broadcast Skills Bank  Sh-P, 401
Canon U.S.A. Inc.  Shor, 575
CBS Laboratories  Sh-P, 105
CCA Electronics Corp.  Sh-P, 216
Central Dynamics Corp.  Shor, 517
Century Lighting Inc.  Sh-P, 209
Chrono-Log Corp.  Shor, 220
Cleveland Electronics Inc.  Sh-P, 212
Cohu Electronics Inc.  Shor, 552
Collins Radio Co.  Sh-P, 225
Comfax  WH
Corcon Corp.  Sh-P, 102
Craftsman Electronics Products  Shor, 509
Data Memory Inc.  Shor, 570
Davis & Sanford Co.  Shor, 527
Defense Electronics  Shor, 578
Delta Electronics Inc.  Shor, 557
Dresser Crane, Hoist & Tower  Sh-P, 313
Dynair Electronics Inc.  Sh-P, 324
Eastman Kodak  Shor, 526
Effective Communication Systems  Sh-P, 327
Electronics, Missiles & Communications Inc.  Sh-P, 326
Fairchild Recording Equipment  Sh-P, 218
Filmincorp  Shor, 573
Fort Worth Tower Co.  Sh-P, 306
Front Projection Corp.  Shor, 538
Gates Radio Co.  Sh-P, 213
General Camera  Shor, 541
General Electric  Sh-P, 210
Graham Audio Corp.  Sh-P, 310
Granger Associates  Sh-P, 316
Grass Valley Group Inc.  Sh-P, 219
Gray Research & Dev. Co.  Shor, 563
Harwood Co.  Sh-P, 318
Housten Fearless Corp.  Shor, 397
Hustonry Electronics  Shor, 582
Instructional Dynamics  Sh-P, 217
International Good Music Inc.  Sh-P, 317
International Video Corp.  Shor, 530
ITT Electron Tube Div.  Shor, 560
Jamieson Film Co.  Shor, 572
Jampa Associates Co.  Sh-P, 305
Jerrard Corp.  Shor, 510
Johnson Electronics Inc.  Sh-P, 315
Kahn Research Labs  Shor, 523
Kaiser CATV Corp.  Shor, 512
Kalart Co.  Shor, 567
Kiegi Bros.  Sh-P, 101
Lenkurt Electric Co.  Shor, 567
Listec Television Equipment Co.  Shor, 528
MacCarta Inc.  Sh-P, 319
Machlett Laboratories/Raytheon  Sh-P, 207
Marconi Instruments  Shor, 533
Marlin Electronics  Sh-P, 300

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NATAS station awards highlight TV assembly

The National Academy of Television Arts and Sciences will present its annual station award for community service and special citation for programing serving disadvantaged young people during the Wednesday March 26 television assembly at the National Association of Broadcasters convention in Washington. The stations and networks nominated for the community service award are WLTW-TV Cincinnati; WBTZ-TV Boston; WEDG-TV Philadelphia; KFM9-TV San Diego; noncommercial WHA-TV Madison, Wis.; WFLF-TV Philadelphia, and WNRC-TV New York.

The stations and networks nominated for the special citation are WFLR-TV Philadelphia; South Carolina ETV Network; KSMN-TV Los Angeles; WMAT-TV Washington; KPRC-TV Houston; noncommercial WHA-TV Madison, Wis.; WDOS-TV New Orleans; WIBC-TV Pittsburgh; WTVT-TV Hartford, Conn., and WNUP-TV Newark-Linden, N. J.
Electronics, Missiles & Communications, Sh-P, A611
Fairchild Recording Equipment, Sh-P, M790
Gates Radio Co., Sh-P, C540
Geophysical Services, Sh-P, D200
Grass Valley Group Inc., WH
Houston Federal Corp., Sh-P, E273
International Dynamics, Sh-P, St.H
International Good Music Inc., Sh-P, M251
International Video Corp., Sh-P, C430
Jampo Antenna Co., Sh-P, M559
Jerold Electronics Corp., Sh-P, A502
Karl W. Kovacs & Co., Sh-P, B620
Kline Iron & Steel Co., Shor, G700
Listec Television Equipment Co., Sh-P, A711
Memorlex Industries Inc., Sh-P, C835
Memorex Corp., Windsor Park
Microwave Associates, Shor, Sh-P, F450
Microvision, Inc., Sh-P, C300
Power-Optics, Inc., Sh-P, C300
Raytheon Co., Sh-P, F500
Raychem Corp., Sh-P, F500
Recortec Inc., Sh-P, C300
Richmond Hill Laboratories, Sh-P, C300
Rohn Systems, Inc., Sh-P, D506
Rust Corp. of America, Sh-P, M558
Scantlin Electronics Inc., Executive House
Schafer Electronics Inc., Sh-P, A100
Scully Recording Instruments, Shor, C236
Seeburg Music Library Inc., Sh-P, A422
Sensor Electronics Corp., Sh-P, M559
Stainless Inc., Sh-P, C500
Stanton Magnetics Inc., Sh-P, C300
Sylvania Electric Products Inc., Shor, B220
Tenneco, Inc., Sh-P, M406
Serkis Tarzan Inc., Sh-P, F340
Technicolor Inc., Vidtronics Div., Sh-P, D706
Telemation Inc., Windsor Park
Television Computer Corp., Shor, D511
Utility Tower Co., Sh-P, D404
Variant Associates, Inc., WH
Vega Electronics Corp., Sh-P, M559
Vidtronics Corp., Sh-P, C300
Vital Industries, Sh-P, M552
Ward Electronic Industries Inc., Sh-P, M389
Wheeling Steel Co., Sh-P, C300
Wilkinson Electronics Inc., Sh-P, D210

Off-Network Productions Inc., Mayflower
Olas Productions Inc., Shor, G508
Pams Inc., Shor, G508
Paramount TV, WH
Pepper & Tanner Inc., Sh-P, C240
Programmers, Annandale, Va., Peter M. Robek & Co., Sh-P, E220
Romer Room Inc., WH
Screen Gems, WH, Lincoln Room East
SEASIC, Shor, G200
Showcorporation, Sh-P, A601
Spangler Television Inc., WH
Storer Programs Inc., Sh-P, WH, Solar Suite
TM Productions, Shor, A501
Trafco, Inc., Sh-P, B620
Triangle Program Sales, Sh-P, Franklin Room
TV Western, WH, Lincoln Room
Winters/Rosen Distributing Corp., WH, S-174

Station Representatives

ABC-TV Spot Sales, Waterloo Inn
Avco Radio TV Sales, Sh-P, E420
Avery-Knodel, Sh-P, F480
Mort Bassett & Co., Sh-P, E839
Charles Bernard Co. (Country 
Music Network), WH
John Blair & Co., WH, Solar Suite
John C. Butler & Co., Unassigned
CBS-Radio Spot Sales Network, Sh-P, A601
CBS-TV National Sales
Henry I. Christos Inc., Sh-P, A600
Roger Dorman Inc., Mayflower
Robert E. Eastman & Co., WH
Gill-Perna Inc., Sh-P
Greener, Hiken, Sears & Co., WH
Herbert E. Groskin & Co., WH
Harrington, Righter & Parsons, Shor, E830
McDonald Howard & Co., Unassigned
H-R Representatives, Unassigned
The Katz Agency, Solar Suite
Major Market Radio, Sh-P, E439
Jack Masla & Co., WH
McGavran-Good-P&W Radio
The Meeker Co., Shor, A702 Metro Radio Sales, Georgetown Inn

Meta-TV Sales, Sh-P, C244
Petersen-Griffin-Warren
Edward Petry & Co., Shor, Club Rooms A & B
Vic Piano Associates, Sh-P
Pro Time Sales, WH
Quality Media Inc., WH
RKO Radio Representatives, Sh-P
Station Hill/Gates, WH
Stone Reps Inc., Sh-P, D300
Television Advertising
Representatives, Madison
Alan Torbet Associates Inc., Shor, G400
Grant Webb & Co., Sh-P, C340
Weed Radio & TV Corp., Unassigned
Adam Young—VTM, WH

Station Brokers

Blackburn & Co., Sh-P, A100
Chapman & Co., Sh-P, A100
Charles Cowling & Associates, Sh-P
R. C. Crisler & Co., WH
Wilt Gundzendorfer & Associates, WH
Hamilton-Lands & Associates, Mayflower, 502
Hogan-Feldmann, Sh-P, H70
Philip L. Keiser & Assoc., Hay-Adams
LaRue Media Brokers Inc., Mayflower, 502
Bennett Larson Inc., WH
New York Securities Co., Madison
Howard Stark, Shor, A500
William T. Stubbsfield, Madison
Edwin Tornberg & Co., WH

Program Services

ABC Films, Shor, E630
Allied Artists TV, Sh-P
Aito Fonring Company Inc., Sh-P, D308
American Independent Radio, SH-P, A100
American International TV, Shor, G508
American Embassy Pictures, Sh-P, D706
Banner Films, Mayflower
Boston Symphony
Transcription Service, Sh-P, M303
Broadcast Sales Inc., Sh-P
CBS Enterprises Inc., Sh-P, B620
Cine-Vox Productions, Sh-P, B620
Dick Clark TV Productions, Mayflower
Columbia Special Products, Shor, C333
C. Media Productions, Shor, C337
Bing Crosby Productions, WH
Dawson Communication Inc., WH
Filmways Syndication Sales, WH
Firestone Film Syndication, WH, C-190
Fonac Star Entertainnment Inc., Shor, B620
Sandy Frank Program Sales Inc., Sh-P, E330
Functional Media Inc., Madison
Golden Eagle Films, WH, S-129
Goodson-Todman Productions, WH
Group W Productions, Sh-P, B520
Larry Harmon Pictures, WH
Hartwest Productions Inc., Sh-P, A500
Hartwest Television Inc., Sh-P, C300
Heller Corp., WH
Jenae Petersen Productions, WH
King Features Syndicate Inc., Wh
Krakrit Films Inc., WH
Kristom Productions Inc., WH
M & A Alexander, Sh-P, A200
Markup TV Corp., WH, S-174
Mark Century Corp., Shor, G100
MCA, Sh-P, D600
Medallion TV Enterprises Inc., Shor
Metromedia Producers Corp., Sh-P, C240
MGM TV, WH, S-101
Charles Michelson Inc., Sh-P
Motherwell Broadcasting Systems, WH, P
National Telephone Associates, WH
NBC Films Inc., Sh-P
North American TV Associates, May Adams
Harry O'Connor Productions, WH
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BROADCASTING, March 17, 1969 139
WCAM Camden loses another bidder
FCC denies $1.35-million sale to McLendon; rare action reinforces new 'get-tough' stance

The FCC added to its new image as a hard-nosed regulatory agency last week by announcing its intention to deny group-owner McLendon Corp.'s application to acquire WCAM, Camden, N. J.'s city-owned station.

The commission did not specify the reasons for its intended action. But the announcement came after an oral argument on the proposed sale during which attorneys for the applicants and for the commission's Broadcast Bureau were questioned sharply on McLendon's programing proposals and on its survey of community needs.

The commission said it had instructed its staff to draft an order denying the application. The action was taken on a 5-1-1 vote, with Commissioner Robert E. Lee the lone dissenter. Commissioner Robert T. Bartley was absent.

Commission denial of an application for assignment of a license or transfer of control of a station is rare, if not unprecedented, after a hearing—if only because most applications involving sales that are set for hearing are dismissed by the parties.

The commission's scuttling of the $1,350,000 sale comes as the agency is acquiring a new reputation for aggressiveness as a result of its proposal to tighten up on its multiple-ownership rules, its plan to investigate conglomerate ownership of broadcast stations and, unless barred by Congress, its intention to ban cigarette commercials from the airwaves.

Another element in the commission's new image is the 3-to-1 decision by which the agency two months ago voted to deny the application for renewal of license of WHDH-TV Boston and to award the contested channel 5 to a competing applicant, Boston Broadcasters Inc.

Nevertheless, the decision in the Camden case was surprising. The hearing examiner in the case, David I. Kraushaar, recommended approval of the sale, in an initial decision two months ago (Broadcasting, Jan. 13). And the Broadcast Bureau, although

it originally urged the examiner to dismiss the sale, did file exceptions to the initial decision. The commission ordered the oral argument after deciding on its own motion to review the case.

The commission had set the assignment application for hearing on two issues—whether McLendon had engaged in trafficking and whether its proposed programing was realistically designed to meet the needs of Camden or of the neighboring, and larger, city of Philadelphia.

The examiner resolved both issues in favor of McLendon. And although both were aired in the oral argument, questions from the bench—particularly from Commissioners Kenneth A. Cox and Nicholas Johnson—focused principally on whether the station's service, under McLendon ownership, would be in tune with Camden's needs.

Commissioner Cox noted that McLendon proposed to cut back on the time stations devote to news from 13 hours weekly to eight-and-a-half, even though a majority of residents, questioned by McLendon in its survey of community needs (12 of 20), had indicated they preferred more news not less. McLendon proposed reducing the amount of local news from six-and-a-half hours weekly to one-half hour.

Commissioner Johnson also expressed concern about McLendon plans to eliminate WCAM's foreign-language programing.

Thomas Fitzpatrick, counsel for the commission's Broadcast Bureau, said that Gordon McLendon, president and chief executive officer of the company, had testified during the hearing that the interviewees "were wrong," and that he had "substituted his program judgment based on his extensive experience in broadcasting."

Marcus Cohn, counsel for McLendon, said that the "licensee must be the ultimate one who makes the decision because, obviously, you cannot satisfy the need of everyone in the
city of Camden. Indeed, if the licensee abdicates his responsibility to make decisions on this, I suggest to you that he would not be a fit licensee of this commission.

William Rosenblatt, counsel for the city, defended the proposal on news on the ground that quality as well as quantity must be considered. He and Mr. Cohn both argued that McLendon would provide more original reporting that WCAM was providing; they suggested that "rip and read" is now the order of the day at the station.

Mr. Rosenblatt said that, in regard to ethnic programing, the Greek and Italian communities are dwindling in number. However, he acknowledged that the city's Spanish-speaking population is still a vital part of Camden, as is the Negro community.

Throughout his appearance, Mr. Rosenblatt stressed that the city had placed its faith that McLendon would provide a good service for the city on the corporation's reputation as a "quality broadcaster." This appeared to amaze Commissioner Johnson who, at one point said that the city would not rely on a company's reputation if some other public facility, such as transportation, were involved.

Commissioner Cox appeared to feel that McLendon had gone about fashioning its programing proposals from the wrong end. It sounds, he said, as if the interviewer "told the people what Mr. McLendon was prepared to offer and [asked] if that sounded like it would be nice, rather than asking the people of Camden what they felt to be the most significant needs of the Camden area which a radio licensee in that city could serve."

The trafficking issue involved a McLendon record of selling 12 stations over a 22-year period beginning in 1947. The company now owns 12 stations. Mr. Fitzpatrick, who handled most of the questions on this point, remarked wryly that he was "happy to see" judges of an appeals court in a recent decision say "how clear" the trafficking question is. He said it wasn't clear in his mind or the minds of the Broadcast Bureau.

The commission's rejection of the assignment application will be the second time that Camden has been frustrated in an effort to sell the station, which Mr. Rosenblatt said is losing money..."in excess of $10,000" annually.

Three years ago, the city agreed to sell WCAM to L&P Broadcasting Corp., owned by Leonard and Philip Chess, who own WJON Cicero, and WSJM(FM) Chicago, both Illinois, and WNOV Milwaukee. But the commission designated the sale for hearing on the question of whether L&P's programing proposals were really designed for the large Negro audience of Philadelphia. The parties dismissed the application, and McLendon agreed to accept the terms of the contract as they applied to L&P.

The commission's decision comes as a disappointment to L&P also. For that company had paid Camden $650,000, and McLendon was to have reimbursed L&P that amount while paying the city the balance of the sale price. Reimbursement is now the city's obligation.

The commission announced its plans in the WCAM matter before a decision was prepared in order to assist the city in determining its tax needs. The city had said that unless it knew by mid-March that proceeds from the sale would be forthcoming during 1969, it would be unable to include the proceeds as an item of anticipated revenue in the 1969 budget. The result, it said, would be an increase in local taxes.

Camden Mayor Alfred R. Pierce reacted angrily to the commission's action—and the resulting denial of revenue to the city. He said he would like a congressional investigation to determine whether there are forces behind the commission's action who have not "publicly identified themselves."

"This is another specific example of the federal government being so far removed from the problems of the American cities that the decisions they are making are hurting rather than helping the cities," he said at a news con-

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BROADCASTING, March 17, 1969
Movies in trouble on minority hiring

Federal officials talk of suing picture business, charge networks lag too

The entire motion-picture industry last week was charged by the U.S. Equal Employment Opportunity Commission with discrimination in the hiring and advancement of minority-group workers. During three days of public hearings in Los Angeles (March 12-14) on the employment practices of key Los Angeles area industries, Daniel Steiner, general counsel for the commission, recommended that "immediate discussion" be held with the U.S. Department of Justice concerning the possibility of a suit against the movie industry for violation of Title VII of the Civil Rights Act of 1964.

Specifically, the suit would be brought against all motion-picture production companies, the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the U.S. and Canada, "a good number" of other film-industry craft unions, and the Association of Motion Picture and Television Producers. The four commissioners of the five-member EEOC present for the hearings unanimously voted to pass their counsel's recommendation on to the Department of Justice for action. It marks the first time that EEOC has voted to seek action against an entire industry as a result of what's considered to be "clean evidence of a pattern or practice of discrimination."

The recommendation by Mr. Steiner came after a day in which the commission heard testimony from representatives of Universal City Studios, Warner Bros.-Seven Arts Ltd., 20th Century-Fox, Walt Disney Productions, Paramount Pictures, IATSE, and AMPTP, among others. After hearing assurances of open-door and equal-opportunity practices and being cited examples of attempts to seek out minority employees, the commission, in the person of counsel Steiner, concluded that the movie industry's "open door" is in reality a "closed shop" that is determined by an "exclusive referral system," otherwise known as the "experience roster." This system, which evidence indicated was developed and is widely relied upon by the film industry and unions, "operates effectively to exclude minorities from jobs," Mr. Steiner charged. "Before anyone can be hired who is not on a roster, all people on the roster must be employed or offered employment," he said. "But some experience rosters contain no Mexican-Americans or Negroes. It is not surprising," he summed up, "that Mexican-Americans and Negroes cannot find employment."

Mr. Steiner said, too, that "no concrete evidence" was shown in testimony "of a willingness to change the employment pattern." He did not identify his target, but he pointed out that at least one movie-industry witness gave testimony "that was evasive and inaccurate in certain respects." He made it clear, in a news conference after the day's session, that the experience-roster system "has to be changed."

As background to the motion-picture industry's day before the EEOC, the commission released a statistical analysis that aimed to show that the film industry "is a very poor employer of minorities." Said the report: "For both blacks and Mexican-Americans, it falls below the average rates for all industries in the Los Angeles metropolitan area."
area in almost every occupational category."

A similar background report was released on the three major radio-TV networks, representatives of which were scheduled to testify before the EEOC starting late Friday morning (March 14). "The minority employment picture for the three major radio and TV networks in the Los Angeles area is discouraging," this report claimed. Among the statistics given to bear out this contention:

- While blacks held 7.4% of the reported jobs in the Los Angeles metropolitan area in 1967, the networks reported only 2.9% Negro employment (a figure that decreased in 1968).
- Mexican-Americans, who made up 10.1% of the Los Angeles employment, were 0.9% of the total work force at the networks in 1967 (a figure that increased to 1.6% in 1968).
- In 1967, Mexican-Americans filled 4.4% of all white-collar jobs reported by industries in Los Angeles, but only 0.9% among the networks (where almost 90% of employees are in white-collar occupations).
- Between 1967 and 1968, the Negro participation rate in white-collar jobs showed a decrease.

The report on the networks pointed out that there is a variation among the networks, "which shows that qualified minorities are available if the effort is made to find them." As evidence, it was reported that one network listed 3.6% of its technicians as Negroes, while another showed 0.9% Negroes in the same work category. Also it was pointed out that one network had no Mexican-American officials, managers, professionals or salesmen and that there were only two Mexican-Americans and one black among the 499 officials at the three networks combined.

Scheduled to appear for the networks at the hearings were Perry Lafferty, CBS-TV vice president, programs, Hollywood; Herbert Schlosser, NBC-TV vice president, programs, West Coast; and James G. Riddell, ABC-TV vice president, western division. Last week's sessions were the second full-scale public hearings into problems faced by minority and women workers seeking white-collar employment, conducted by EEOC, a commission created to administer Title VII of the 1964 Civil Rights Act. Title VII bans job discrimination based on race, color, religion, sex and national origin.

Little more than a year ago, four days of hearings were held on employment practices in New York, including those involving communications industries (Broadcasting, Jan. 22, 1968). Also heard at last week's sessions in the new federal office building in Los Angeles were representatives of the banking, insurance and aerospace industries.
New monument in Washington

NAB's $2.5-million headquarters will be open for inspection by conventioneers next week

With mini-skirted tour guides in charge, delegates to next week's National Association of Broadcasters convention in Washington will be able to take in more than just the hotel hospitality suites or the city's marble-covered monuments and memorials.

Except for those manning the exhibits and hospitality suites at the convention, many of the 5,000-plus delegates are expected to tour the new $2.5-million home of the NAB. To ensure that all who want to make the tour have such an opportunity, the association will provide shuttle-bus service from the convention headquarters at the Shoreham and Sheraton-Park hotels on Tuesday, March 25. That afternoon is an open period in the convention program to allow delegates to take in the equipment exhibits, look at new tape and film shows going into syndication and visit with networks, reps, brokers—and this year, visit NAB.

Confronted with the rigors of putting a convention together while moving its operations into new quarters, the NAB has been faced with the common and uncommon tribulations of occupying and finishing construction of the new building.

Although the building last week still was missing some of the niceties—such as having all the pictures hung, the elevators running a normal pattern, the water flowing properly in the forecourt fountain and having all the furniture delivered and in place—all such problems were promised to be cleared up by convention week.

While platoons of the Chesapeake & Potomac Telephone Co.'s repairmen turned up daily like NAB staff members to get the elaborate and confusing phone system operating and while cars parked in the sub-basement garage were getting unplanned washings from the fountain's waters, the work on the building inside and out has been moving steadily ahead.

Among those who are convinced that the building will be ready for public display next week are NAB President Vincent T. Wasilewski and the association's secretary-treasurer, Everett Revercomb. As manager of the convention and the man who has overseen the erection of the new headquarters from hopes to blueprints to reality, Mr. Revercomb evinces an unflappable calm in the midst of some frenzied hammering, sealing and wiring. He says flippantly that the new headquarters will be substantially finished and ready for visitors by convention time. Last week interior work was continuing on two of the three floors that will be occupied by outside tenants.

Although not outwardly noticeable, one of the more troublesome situations arose when the fountain was first filled. The water began leaking out of the pipes and created an unplanned Niagara Falls on one of the basement garage levels.

The fountain will have a floor of black tile to provide an illusion of increased depth. The tile will be laid if the temperature rises enough this week. A coating of pastel-covered sealer, applied shortly after the unplanned diversity of outlets was discovered, now covers the floor and walls of the fountain.

Of the seven floors above garage level, NAB is occupying the first, fifth, sixth and seventh. The second floor is already occupied by Harold F. Wise & Associates, a land-planning firm. Moving into the third floor will be elements of the Canadian Embassy, and taking over the fourth floor will be A. D. Ring and Associates, broadcast engineering consultants; Warren Zwicky, communications attorney, and James Webb, former administrator of the National Aeronautics and Space Administration, who is now in private practice. The third and fourth floors are expected to be ready for occupancy by early May.

The sixth floor contains NAB's executive suites with the president's and chairman's offices prominent. On that floor the travertine marble and bronze-toned glass exterior of the building is interrupted by a one-person deep setback balcony. Executive offices on the southwest side of the building, which
The new Centrex telephone system, designed so that each NAB staff member can be dialed directly without going through the main switchboard, and which, in theory, allows calls to be transferred without going through the switchboard, has not been without its minor malfunctions. Mary Lee Schiffer, secretary to Mr. Wasilewski, watches as telephone repairman stops by her desk in attempt to get circuits operating properly.

is an inwardly curved ellipse, open onto the shallow balcony overlooking Washington's prestigious Connecticut Avenue.

In addition to the offices of president and chairman, the sixth floor houses government relations, legal, planning and development departments, and the general and law libraries. On the seventh floor are the secretary-treasurer's office, engineering, television and radio services, public relations, auditing, broadcast management and station relations. The fifth floor contains the NAB Code Authority, production facilities and additional space for government-affairs offices.

Off the entrance foyer, on the ground floor, are the NAB board room and a projection-equipped public meeting room. Planned, but not yet built on that floor, is a library to be provided by the Broadcast Pioneers Educational Fund.

Last week, a quick tour of the new facilities found most of the new furniture in place (some still bedecked with shipping tags) and pictures (mostly serigraphs of nautical and waterfront scenes in tans, greens, rusts and gold) more often leaning against the walls than hanging on them.

However, by convention week the pictures should be hung and the furniture in place, sans tags. Among the missing furniture is a sofa in Mr. Wasilewski's office where two older chairs are temporarily filling the void while visually colliding with the new furnishings.

Late arrivals to the office of the president and several other NAB executives are color TV-stereo-radio consoles. Now uncrated and operative, the units are still to be connected to an elaborate master-antenna system that will provide four separate outlets: VHF, UHF, FM and AM. The antennas are now in place on the roof of the building, and, by design, are not visible from the ground. They are located behind the penthouse structure that contains the building's mechanical equipment, including an emergency generator that can handle one of the two elevators and emergency lighting.

In addition to the master-antenna system, the building features a master AM-FM radio with ceiling speakers spotted so that they can also carry public-address messages or locally originated audio material. The master antenna is also designed to provide a closed-circuit video channel for the NAB offices.

The building is all electric and although the heating of the offices has been overly erratic in the first few weeks (ranging from 84 to 68 degrees in adjoining offices), that, too, is expected to be operating properly by next week.

On NAB's four floors are two kitchens: one is adjacent to the board room on the main floor and is replete with ice maker; the other, without ice maker, is next to the chairman's suite on the sixth floor.

Also off the board room is an enclosed patio, designed to provide additional space for social functions and for committee meetings when the weather allows.
CATV finds two important friends

Rostow charges FCC has brought industry to standstill; Spindletop favors wired city

A one-time powerful voice in the councils of the federal government in Washington thinks the FCC is destroying CATV.

Eugene V. Rostow, former undersecretary of state for political affairs and the chairman of President Johnson's Task Force on Telecommunications Policy, said last week that he thinks the FCC has taken action "which seems inconsistent with its professed goal" in instituting its proposed inquiry into CATV rules.

While "expressing a positive interest in the future development of CATV," he told members of the American Management Association in New York, "it [the commission] has ordered what is for all practical purposes a standstill in the industry for an indefinite period" while Congress is considering new copyright legislation.

Mr. Rostow, now professor of law and public affairs at Yale University, also called for the establishment of a Department of Communications to function in the area of telecommunications policy.

This implies no criticism of the FCC, Mr. Rostow added. The commission, he said, is a quasi-judicial agency and will continue to be needed. And, he added, strengthened. But, he said, "the FCC was not designed as an executive catalyst, a planning agency, and a force for action in keeping policy abreast of the processes of change."

He also urged the establishment of a domestic satellite system, initially under the control of the Communications Satellite Corp.

Release of the task-force report, submitted by President Johnson last December (Broadcasting, Dec. 16, Sept. 9, 1968), was reported imminent last week, but White House sources said later in the week that no decision has been made to do so at this time.

Meanwhile, the foundation for the task force's inclination toward CATV as the best answer for TV-program diversity became known last week. It is the research report by Spindletop Research Inc., Lexington, Ky., hired by the task force to study means of achieving greater TV program diversity.

Spindletop found that the wired-city concept was the one method that would make it feasible to increase TV-program choice. CATV, it noted, has the potential for a large number of channels, up to 20 at the present time, and its multiplicity could encourage more program sources, might help bring about a form of pay TV, and could even spur the development of small, low-budget community TV stations.

Spindletop estimated that under current regulatory policies (the report was written before the issuance of the latest FCC's proposals for CATV regulations), there should be 4,250 cable-TV systems in 1980, serving from 15 to 20 million TV homes.

In a special survey, undertaken by the National Cable Television Association for Spindletop, 48 CATV systems said they were originating an average of 21.8 hours weekly, with 22 of the systems reporting they were selling time.

In discussing the wired-city concept, Spindletop referred to the possibility that such CATV systems would be operated like a common carrier, with channels leased, possibly, at $25 an hour. Cable TV systems, it said, might be operated by telephone companies, present CATV entrepreneurs or new entities. But channels would be available, it noted, to all who are willing to pay — networks, stations, program originators, politicians.

Not least of the advantages of CATV, the research firm found, is that a cable-TV base for TV programing would free the radio spectrum for other uses.

If half the U. S. were wired, it noted, the cost would be $170 a year for each TV household.

Spindletop also estimated that at some point, where a TV station's programs were being received mostly by wire, it would become more economical for the station to cease broadcasting and begin furnishing its service completely by cable. But, it added, in the top-50 markets, where CATV would be unable to connect all TV homes in the service area, the local station would have an economic incentive to remain on the air.

A viable, wired pay-TV network, Spindletop calculated, might come where 80% of all TV households were connected and where 35% of such cable-connected households could be induced to pay $1.50 a month.

The report's favorable view of small community stations was based on the experience of WMKO-TV Muskegon, Mich. (ch. 54), which operates in a market receiving three network programs.

Through a limited daily schedule, with all but one program locally produced, with part-time help and simple production techniques, the station has kept monthly expenses down to $10,000 to $12,000 (compared to a $38,000 monthly expense for a station in a comparable market), and has garnered a 22% to 30% share of audience, the report said. After one year of operation, Spindletop reported, the station began operating with a slight profit.

Although educational TV stations bring additional and varied program choices to the public, Spindletop forecast one problem: As government support for public broadcasting grows, so may a demand by taxpayers for programs that have wide, popular appeal. This would negate the principle of a diversity of programs, it noted.

Because of the limitations that the FCC has imposed on pay TV (restricted programs and limited markets), over-the-air pay TV has a marginal chance of success, the report declared. It would require, it said, at least 20,000 subscribers, paying $65 a year for programs and $39 rental for decoders to break even.

And, the report continued, the trend again would be to maximize audience, thus offering popular programs and resulting in no greater diversity.

This theme, that under the present broadcasting structure, the drive for large audiences means fewer and fewer program choices, runs throughout the report's view of other forms of TV: satellite-to-home broadcasting, which would result in the demise of local broadcast stations and programing; the slim possibility of a fourth network; even the continued growth of UHF (it sees 100 new UHF stations coming on the air in the next decade).

The Spindletop study was submitted to the task force last July. It was compiled by John A. Dimling Jr., as manager, with Ronald W. McCabe and Wayne S. Schmidknecht as members of the team. Among other consultants used by Spindletop was Dwight E. Martin, Royal Street broadcast-group executive and a one-time chairman of the Future of Broadcasting Committee of the National Association of Broadcasters.

Media reports:

New consultancy • George Lorenz and Dick Lawrence of WBLK-FM Depew, N. Y., who announced the formation of a consulting service to AM and FM broadcasters last month (Broadcasting, Feb. 24), have filed incorporation papers with the State of New York as L & L: Programmers Inc.

Station agency • Beman & Williams Associates Inc. of Atlanta will handle advertising and public relations for WJR-TV there.
A manager looks at spectrum management

O'Connell tells Senate committee 'adequate future planning' will avert land-mobile chaos

James D. O'Connell, director of telecommunications management, sees his office and the FCC as being able to keep ahead of the rapidly growing needs of government and nongovernment users of the spectrum “for several years to come.”

Furthermore, he told the Senate Commerce Committee, improved management resources and advancing technology “will avert the spectrum chaos that some have been predicting.”

Mr. O'Connell, who expressed his views during a hearing on renomination to another of his present posts, that of assistant director of the Office of Emergency Preparedness, thus provided testimony certain to be used by broadcasters in their efforts to ward off land-mobile users’ efforts to gain access to areas of the spectrum now allocated to broadcasting.

The Senate confirmed his nomination on Thursday (March 13) along with other executive appointments (see page 54).

The commission has proposed sharing by land mobile of UHF channels 14-20 on a geographic basis, as well as the reallocation of upper-band frequencies, including UHF channels 70-83, to land mobile. The commission’s proposal is based on the premise that land-mobile needs cannot be accommodated within the frequency bands now assigned that service.

Mr. O'Connell did not discuss the spectrum-management matter in terms of the controversy between television and land-mobile users.

However, a portion of the higher-band frequencies involved in the commission proposal—26 mc between 890 and 942 mc—were transferred to the commission by Mr. O'Connell's office last year after a re-examination of the needs of the executive branch.

And this additional space, Mr. O'Connell told the Senate committee, could provide “several hundred additional channels for land mobile or other mobile purposes.” (Some broadcast industry representatives estimate that the frequencies would yield more than 500 channels.)

Mr. O'Connell agreed that land-mobile services could not use the space immediately, since equipment that can operate in the higher bands has not yet been developed. But he thought the frequencies were “potentially usable within the next two or three years.”

Mr. O'Connell said his office, which regulates the use of the government portion of the spectrum, and the FCC will be able to stay ahead of the users’ spectrum needs through close collaboration, “adequate future planning and prediction of requirements,” and increased engineering of frequency assignment on a regional basis.

Mr. O'Connell mentioned steps his office has taken to improve frequency management, including advance planning and recognition of requirements, development of national objectives and policies, use of computers in providing

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information rapidly, creation of a frequency-management advisory council of experts, and a spectrum-review program.

These comments—as well as Mr. O’Connell’s assertion that the answer to a strengthened government organization to cope with spectrum management problems is a “core of highly qualified, experienced people, extremely knowledgeable in the communications field”—are certain to be filed by broadcasters for future reference also.

Many have frequently contended that land-mobile’s spectrum problems result more from poor management than from lack of spectrum space.

Mr. O’Connell also cited as beneficial a “modest contractual support and study program,” which includes projects that could have an impact on allocations matters affecting broadcasters. One is a study by the Committee on Telecommunications of the National Academy of Engineering aimed at a “definition in depth of the economic and social values of the frequency spectrum.”

Another study, by the same committee, involves a determination “of the contributions telecommunications can make toward solving the urban crisis,” including a determination of the impact on the radio spectrum that could be caused by advances in communications and electronics technology being applied to solve that problem.

**Deadline delayed on land-mobile comments**

The FCC last week extended to April 30 the deadline for reply comments on its two proposals to reallocate UHF frequencies to land-mobile radio services. The previous deadline was March 31. The two proposals contemplate sharing of the lowest seven UHF channels (14 to 20) with land-mobile users, and reallocation of 115 mc between 806-960 mc for land mobile. UHF channels 70-

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**South America wooed to buy American color**

The Electronic Industries Association will play host to telecommunications executives from Venezuela next week, during the National Association of Broadcasters’ convention in Washington, as part of EIA’s continuing campaign to sell South American countries on the National Television System Committee color standards used by the U.S.

The Venezuelan guests, invited through the U.S. State Department, will be taken to visit television broadcast stations, manufacturing plants and New York network studios. According to Jack Wayman, staff vice president of the association’s consumer products division.

Mr. Wayman also reported at the EIA spring conference in Washington last week that Brazil, which had adopted the PAL color TV system, had tabled its decision and was reconsidering the NTSC system. He also announced that U.S. color-TV manufacturers were seriously considering putting on a color-TV demonstration at the meeting of the Interamerican Association of Broadcasters at Quito, Ecuador, later this year.

And, he said, the association’s consumer-products board has reiterated its opposition to the removal of TV channels from the TV allocation table, or forcing any to be shared with another service.

The EIA board approved a recommended reorganization of the association, placing it on the agenda for member approval at the annual convention in Chicago June 23-26.

The proposed reorganization would retain the present seven divisions and two subdivisions; provide for the grouping of divisions with mutual interests, including a group board; establish a new congressional-legislative service department, and a 52-member board elected by divisions or group board.

James D. Secrest, the association’s executive vice president since 1952, was presented with the EIA medal of honor. Mr. Secrest is retiring the end of June.

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148 (EQUIPMENT & ENGINEERING)
reported that WKT(FM)'s unlighted tower constituted a hazard to air traffic at nearby Clinton County Air Force Base and to Lockbourne Air Force Base near Columbus, Ohio.

WKT(FM) was ordered, on Sept. 27 and Nov. 27, 1968, to turn on its tower lights. However, it made no effort to do so.

Technical topics:

Equipment grant • KTLA(tv) Los Angeles, a Golden West Broadcasters station, has made available to the department of radio-television of California State College at Long Beach three live TV cameras and other electronic equipment needed to operate the school's training studios. Previously, ktlA made available to the University of Southern California, six live TV cameras, a videotape recorder/playback unit as well as other equipment to operate a small commercial station. The commercial station's studios are becoming completely colorized making its black-and-white TV equipment expendable.

Emcee's TV modulator • Emcee Broadcast Products, White Haven, Pa., has announced production of a solid-state television modulator which provides broadcast-quality transmission in both monochrome and color. The model BVM modulator receives video and audio signals and converts them for distribution through an RF system. With a translator system it provides a low-cost television transmitter.

Equipment sales • Ampex Corp., Redwood City, Calif., has signed a $1 million contract to provide wpxo-tv Manchester, Mass., with color TV equipment including a BC-110 handheld camera. Ampex also has a $1.5 million contract to equip a 40-foot semi-trailer with color videotaping equipment for National Teleproductions Corp., Indianapolis.

Sylvania expands tube offerings for '70

Three new types of color-TV tubes will be introduced next year by Sylvania Electric Products, one of the tubes said by Sylvania to be the industry's largest and another, the first 110-degree color tube.

Sylvania is a subsidiary of General Telephone & Electronics Corp. New York. The plans for new tubes were announced last week by Sylvania's Electronic Tube division in Seneca Falls, N. Y.

The new tubes: a large screen, 25-inch viewable, 90-degree square; a 21-inch viewable 90-degree square corner tube, and an 18-inch viewable 110-degree tube. Preliminary drawings will be distributed to color-set manufacturers this month.

CBS's EVR system gets the business

Black-and-white machines are sold to Equitable; color is due in 1971

CBS's new electronic video recording system (EVR) got its first large-scale customer last week at a showing in Washington. It's Equitable Life Assurance Co. of the United States, and the order is for 1,200 black and white EVR machines ("Closed Circuit," March 10).

The machines are being made by Motorola Inc., and are listed at $795 each.

Thomas F. Hatcher, Equitable Life director of experimentation and innovation, said the EVR recorders are to be installed in the company's 160 agencies and at other centers to serve Equitable's 8,000 salesmen. Equitable, Mr. Hatcher noted, has a $250,000 TV studio, with three cameras, video tape recorders and other equipment, at its New York headquarters.

Elmer H. Waivering, president of Motorola, said that color EVR players should be available in mid-1971; they would cost about "25% to 35%" more than the black-and-white machines due to be available by spring next year.

The broadcast version of EVR (known as BEVR) will be demonstrated later this year, according to Robert E. Brockway, president of CBS's EVR division. The BEVR, he observed, will be for color only and will use 16mm film for higher definition. The EVR uses 8.175mm film. The monochrome EVR contains two separate programs on the film, including sound. The color systems will contain the picture portion on one side of the film, with the color coding information on the other side.

Mr. Brockway, who stressed that the forthcoming color EVR will be capable of being viewed on a black-and-white TV set, and vice versa, also announced that programs for EVR systems are going to be produced by CBS's subsidiaries, Bailey Films and Film Associates, both Los Angeles. These are in addition to previously announced program production by the New York Times and the Great Plains National Instructional Television Library, Lincoln, Neb.

At one point, John W. Christensen, vice president-associate director of CBS Laboratories Division, commented that studies are being made to use an EVR system to deliver news to home TV sets, using the unused time portions of regular TV broadcasts. He declined to amplify.

Meanwhile, an estimate of the "video record" industry potential became known last week. Spindletop Research Inc., Lexington, Ky., in its study for the President's Task Force on Telecommunications Policy (see page 146), foresaw annual sales of $435 million by next year—but this was based on a player cost of $280, a 20% penetration of the market, and the purchase of at least two cartridges per year (at $8 to $24 each) by each EVR owner.

GE raises prices on TV transmitters

General Electric Visual Communication Products Department, Syracuse, N. Y., has raised prices averaging 6.4% on its line of VHF and UHF solid-state driver television transmitters. The price hike affects 19 of the 21 transmitters and drivers in the GE line, excluding GE's 30 kw VHF parallel high-channel transmitter and 50 kw UHF transmitter.

The GE line includes VHF low- and high-channel drivers and transmitters from 1 kw to 30 kw, and UHF units from a 100 w driver and transmitter to a 100 kw transmitter.

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Australia: market with big potential

Harry O'Connor takes over programs and brings back enthusiasm about Aussies

Australia is an “outstanding” market for American-produced radio and TV product. So, too, are Singapore and Hong Kong. Broadcasters in Australia want to hear about and see new ideas, want to try new things, are “interested and open-minded.” This market is growing “tremendously.”

These are the general observations brought back by Hollywood radio producer Harry O’Connor after a business tour of Australia and New Zealand. According to Mr. O’Connor, Australian station people are “very aggressive guys, very much in touch what’s happening over here.” What’s more, they’re “the most honest, forthright, direct, nonmisrepresentation-type people I’ve ever encountered in my life.”

To back up this generalization, Mr. O’Connor points out that stations all paid in advance for the radio product he sold. “They’ll accept you at your word,” he explains. “You say you think you’re product is worth $2,000, they’ll say either we want it or don’t want it at $2,000. They don’t think you’re coming there to horse trade.”

Mr. O’Connor has not been victimized by bad credit experiences since dealing with Australian stations, he reports. “They pay better than comparable prices,” he points out. “They pay in Australian dollars, which are worth 12% more than ours. Since our pricing is identical with our rate structure in America (based on market population), we use that 12% to wipe out the additional expense of doing business there and of sometimes putting together shows especially for them.”

It is Mr. O’Connor’s belief that American product is even more acceptable in New Zealand than it is in Australia. But broadcasting in New Zealand is government controlled and the money exchange is not favorable. Mr. O’Connor visited the two Commonwealth countries to sell The Funnybirds, a radio comedy series of 130-fast-paced 90-second or shorter shows. An international version of the series is especially produced for Australia (a version that also sold in such other “foreign” markets as Canada, Jamaica, Trinidad, Puerto Rico). Humor that is thought to have no meaning outside of the continental U. S. is deleted. Instead, Mr. O’Connor recorded comedy lines and dialogue sketches with eight Australian performers, material which will be inserted in the international package of the radio product package.

So sold is Mr. O’Connor on the potential of Australia, indeed, on all of English-speaking Asia, that he has opened banking connections there and this summer plans to open an office in Sydney for radio and TV commercial production and to look after his feature product sales. He already has started on a reverse kind of sales procedure, a new comedy series that will be written and performed by Australians in their home country for marketing in the U. S.

“I recommend to anybody who is successful or thinks he can be at providing things to American stations to investigate Australia,” Mr. O’Connor emphasizes. The market doesn’t amount to an unlimited potential, he explains, but right now the market is “wide open.”

USSR may reveal stance at Intelsat conference

The position of Russia in the establishment of a permanent international consortium to own and operate communications satellites may become known this week, as the 68-nation conference in Washington draws to a close.

The conference, which started a month ago, also attracted a number of nonmember observers, among them Russia and other Eastern-block nations. Although the Russian position has not been made public, that country previously has urged the establishment of a second worldwide satellite communications system, to be called Intersputnik.

Some observers see in the fact of Russian attendance at the Washington conference a possibility that Russia is ready to join the Intelsat group.

A principal subject at the conference is whether the Communications Satellite Corp. should continue to manage the satellite system, as it has since 1964. Other members have proposed an international secretariat to conduct the affairs of the consortium. Another proposal is for the establishment of an assembly where all Intelsat members would have a voice. The U.S. opposes the secretariat idea, but is in favor of the assembly principle.

Leonard H. Marks, former director of the United States Information Agency and a communications attorney, is chief of the U.S. delegation.

CKLW seeks waiver of ownership rule

S. C. Ritchie, president of CKLW Windsor, Ont.-Detroit, has told a public hearing of the Canadian Radio-Television Commission that changing ownership of the station from American to Canadian would make no change in the way it serves the public interest.

In fact, Mr. Ritchie said, the station is better off under American ownership than when it was Canadian-owned.

The station had been Canadian-owned but had been sold to RKO General Broadcasting after some rough financial years.

Mr. Ritchie said the American finances behind the station allowed it to make long-term financial plans.

Mr. Ritchie said the management of CKLW was 100% Canadian and the management had complete autonomy in running the station. But at issue in the
hearing to renew the license of CKLW was the ownership of the station.

Last fall the Canadian government issued an order requiring that 80% of all voting shares and 40% of the equity of any broadcasting station be held by Canadians (Broadcasting, Nov. 25, 1968). CKLW has submitted an application to have the station declared exempt from the order.

Mr. Ritchie said CKLW has served the Windsor area in the public interest under both Canadian and American ownership. He thought that a change back to Canadian ownership would not change the way the station served its local area.

M. M. Goldberg, CRTC counsel, said a comparison had been made over a three-day period last January with CKW, another privately owned station in Windsor, Ont., covering 440 items on the air. CKW compared with CKLW.

Mr. Goldberg said a CRTC study showed that 186 of the items in the CKLW newcasts were U. S.-oriented compared with 31 such items on CKW.

Mr. Ritchie said his station wanted to serve people, and that it did not try to orient its programs toward the U. S.

EMI, ITA reach accord over Thames TV control

Britain's EMI has reached a satisfactory agreement with the Independent Television Authority over the future control of Thames TV, the London weekday programing company. EMI acquired a majority holding (50.1%) in Thames TV when it took over Associated British Picture Corp.

A problem arose over Thames TV when ITA first opposed the idea of EMI's bidding for ABPC and controlling the programing company. Under the terms of the 1964 Television Act ITA could have withdrawn the programing contract whenever a change in ownership occurred, a measure it has now deemed unnecessary.

ABPC, an EMI subsidiary, controls Thames through its own subsidiary, Thames TV Holdings. Under the new agreement, the capital of Thames TV Holdings will be divided into 10% voting shares and 90% nonvoting, bringing the composition more into line with existing arrangements in British commercial TV. All the nonvoting shares will be held by EMI, who will also hold 4% of the voting. The remaining 6% will be held by a group of shareholders "no single one of whom" (according to ITA stipulations) will hold a majority. The ITA will also have to approve the new voting shareholders, and any subsequent transfers.

British color set-up causes advertiser flap

British programers, agencies and advertisers are becoming increasingly concerned about the placement of the 26 main UHF transmitters which the Independent Television Authority will be using for its color service, expected to begin at the end of this year. Since the areas to be covered by color will in several instances be different than those now served by black-and-white transmitters, there are considerable prospects for signal overlapping and "lost" transmissions.

Consequently, headaches are in store for advertising men and the large marketing companies, as well as smaller organizations which base their sales forces in the TV areas that advertise their products. Audits of Great Britain, whose measurements of audience habits provide the basis for the sale of TV advertising, will have to fit meters in many more places to get an accurate estimate of the new viewing patterns.

The whole prospect fills the programers with gloom. They have already decided that color advertising rates should be no higher than black-and-white to attract the maximum number of advertisers, since there are still relatively few color sets in use. While the number of sets is likely to increase, the situation of color-TV advertising can only become more uncertain under the present UHF transmitter set-up.

A media director with one of the larger agencies warns: "It is already a serious problem . . . and it will get a lot worse."

Conservatives would reshape British TV

Britain's Conservative Party has pledged that if returned to governmental power it will set up 100 or more local commercial radio stations.

Paul Bryan, Conservative spokesman on broadcasting in the House of Commons, said that the stations would come under the Independent Television Authority, which, he added, "is already highly skilled in the control of broadcasting and advertising."

The ITA, said Mr. Bryan, would then become the IBA—Independent Broadcasting Authority. It would have control over all commercial radio and TV operations in Britain. In the field of radio, its functions would parallel those in TV—to select program contractors, supervise sound programs, as well as cooperate with local authorities.

According to Mr. Bryan the government's present local radio experiment was "irresponsible."

Promotion

A really big show for Ed Sullivan

Ed Sullivan, whose Ed Sullivan Show has been a CBS-TV feature for almost 21 years, received the 10th annual Gold Medal award of the International Radio and Television Society at a dinner attended by close to 700 IRTS members and guests in New York last Thursday (March 13).

Edward P. Shurick of the H-R radio and television station representation firms made the presentation as president of the society. The award is given for achievement in and contributions to broadcasting; Mr. Sullivan was chosen for showmanship, for behind-the-scenes contributions as a production executive and for assistance to young performers.

Mr. Sullivan was the second performer to win the award. The first was Bob Hope, long-time NBC-TV star. Other winners: Brigadier General David Sarnoff of RCA, Presidents John F. Kennedy and Richard M. Nixon, Dr. Frank Stanton of CBS, Leonard H. Goldenson of ABC, Chairman Rosel Hyde of the FCC, Edwin W. Ebel of General Foods, Robert Sarnoff of RCA and the news departments of the three TV networks.

The awards dinner, marking the society's 29th anniversary, was held at the Waldorf-Astoria hotel and featured a "mini-Sullivan show" with music by Ray Bloch—musical director of the Sullivan Show since its first broadcast on June 20, 1948—and his orchestra and an entertainment program with comic John Byner as MC.

NBC Games will appear during NBC Week

Haestro Industries Inc., leading toy manufacturer, has joined with NBC Domestic Enterprises to produce NBC Games.

Eight games appealing to all age groups will be introduced in the initial series including two sports games de-
Developed in cooperation with NBC Sports. The games have been designed for strong visual appeal with the NBC logo prominently displayed on the packaging.

Advertising plans for NBC Games will begin with a two-page ad in TV Guide next September to coincide with NBC Week, the premiere week for NBC's 1969-70 night-time program schedule. The ad will be coordinated with in-store displays and NBC tie-in promotions.

R.F.K. Journalism award due

The first Robert F. Kennedy Journalism Award for outstanding broadcasting coverage of the nation's disadvantaged will be presented in Washington in mid-June. Plans for the award were announced by a group of journalists headed by Dan Blackburn of Metromedia News, John Hart of CBS News, Hays Gorey of Time Magazine, and Richard Harwood of The Washington Post. Similar awards will be made for newspaper and magazine coverage and still photography.

Promotion tips:

Top Triangle salesman • Triangle Stations, New York, has named Albert LaFrance of WHIC-TV New Haven, Conn., the first recipient of its Television Salesman of the Year award. The competition, for Triangle sales personnel, was established in memory of Clyde R. Spitzner, general sales manager of the station group.

Athletic award • Debbie Meyer of Sacramento, Calif., gold-medal winning swimming star at the 1968 Olympic Games in Mexico City, was presented the James E. Sullivan Memorial Award as America's top amateur athlete for 1968 at an awards dinner in Sacramento March 8. The dinner was sponsored by The Sacramento Bee, KFBK and KVR (TV) Sacramento. Miss Meyer, 16 years old, was presented the award by Jesse A. Pardue (r), president of the Amateur Athletic Union. TV star Gene Barry was master of ceremonies.

Put-on card • Heller Corp., Hollywood producer of material for advertisers, radio and television, film and records, is presenting prospective clients with a new kind of credit card, dubbed the "Helectroncard." The card, it's explained, "not only qualifies the bearer to purchase our creative material on easy, friendly terms, but he will be entitled to special quarter-hour rates in our company parking lot." The Helectroncard, it's also pointed out, "makes a dandy scoop for party dips and when used in a conscientiously applied manner, can reduce dental cavities."

Grey change • Grey & Davis Inc. is the new name of Grey Public Relations Inc., New York, a wholly owned subsidiary of Grey Advertising Inc. The name change reflects the assumption of the presidency of the public relations arm of Grey by Hal Davis last fall.

Media's own funds promote public service

The mass media have an obligation to direct their efforts to social causes, and in New York alone, TV stations there have donated at least $20 million in free time in 1968 to promote public service. According to Norman E. (Peter) Cash, president of the Television Bureau of Advertising. He told a meeting of the New York Rotary Club last Thursday (March 13) that more and more New York business firms are investing their own funds in local media to "speak out on a range of social problems." But he urged "even greater support of public issues through the media." He told the club that both media and business have "already done great work."

FocusOnFinance

ABC chalks up record 1968

10% revenue increase to $634 million sparked by strong fourth quarter

ABC reported last week that 1968 earnings increased 6.4% over 1967, including a 92% jump in fourth-quarter earnings over the level of the previous year.

ABC President Leonard Goldenson said 1968 revenues rose 10% to a new record level of $633,994,000. Operating earnings increased to $12,679,000 or $2.66 a share, compared to $11,759,000 or $2.50 a share, in 1967.

Revenues of the broadcast division increased to $454,704,000 in 1968 from $431,325,000 in 1967. In the fourth quarter, operating earnings were $4,304,000, or 89 cents a share, compared to $2,244,000, or 47 cents a share in 1967.

Of the year's earnings, Mr. Goldenson said, "this increase was all the more impressive since it means more than offset a 10% federal income tax surcharge which reduced earnings by 24 cents a share: abnormally heavy costs in the public service coverage of the political primaries, conventions, elections, and two tragic assassinations, and start-up costs in establishing the new radio network service and motion picture production."

For 1969, he said, "assuming that business conditions will be favorable for the year as a whole, with plans we have initiated we believe that our progress will be reflected in continued growth, both in revenues and earnings."

For the year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th>Earned per share</th>
<th>1968</th>
<th>1967</th>
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<tr>
<td>Broadcast revenues</td>
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<td>Total revenues</td>
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</table>

* Assuming full conversion of convertible debentures issued July 15, 1968, and exercise of all stock options, net earnings, including capital and nonrecurring gains, would be $3.23 per share.

High cost of CBS talent

Top executive salaries with fringe benefits revealed in proxy filing

CBS Chairman William S. Paley personally owns 1,736,148 shares of common stock in the company; CBS President Dr. Frank Stanton holds 316,008 shares, (CBS closed at 46 1/4 on Wednesday, March 12). Both Mr. Paley and Dr. Stanton receive salaries of $200,000 a year.

This, and other financial information on top CBS executives, is revealed in a notice of annual meeting and proxy statement.

In addition to the stock shares owned by Mr. Paley, another 20,855 shares are held by several trusts and 68,857 shares by his wife. Dr. Stanton's wife owns 1,740 shares.

The proxy statement also says that
Dr. Stanton has a contract to serve as senior executive of CBS until Dec. 31, 1971, and for his service as a $100,000-a-year (plus cost of living) consultant beyond that date until Dec. 31, 1987, or his earlier death.

Salaries paid to some major CBS employes are: Mr. Paley, $200,000 salary, $166,500 additional paid out, $13,500 deferred compensation, $59,076 retirement benefits; Dr. Stanton, $200,000 salary, $166,500 additional paid out, $13,500 deferred compensation, $71,347 retirement benefits; John A. Schneider, executive vice president, $116,904 salary, $67,500 additional paid out, $22,500 deferred compensation, $44,760 retirement benefits; Richard Salant, president of CBS News, $75,000 salary, $18,000 additional paid out, $22,000 deferred compensation, $22,680 retirement benefits.

The statement also showed that Merle S. Jones, who resigned as a director and officer last May 1, had been receiving an annual salary of $39,808 and got a lump settlement from his pension plan of $286,825.57. The statement also shows that the CBS law firm of Rosenman, Colin, Kay, Petschek, Freund & Emil, of which CBS Director Ralph R. Colin is a member, received $261,750 in legal fees from CBS last year.

The statement shows stock options held and exercised by key members and details provisions of a proposed new CBS employee investment fund (see this page). The statement shows that if the new fund had been in effect and exercised to its fullest by all directors and key officers last year, it would have cost CBS $32,002 in investment contributions; if participated in fully by all eligible employees, it would have cost CBS $1.1 million.

The proxy statement is for the 1969 annual shareholders meeting, to be held in St. Louis April 16.

Storescope TV, CSC feel urge to merge

Storescope TV Inc., New York producer of television programs and commercials for retail, department and chain stores, and Campbell, Silver, Cosby Corp., Beverly Hills, Calif.-based firm with a wide range of interests in the entertainment industry including radio-TV production, have announced intentions to merge. Terms and conditions of the proposed merger have not been completed, but it has been indicated that CSC stockholders will be issued securities equal to about $12 million, based on the current market value of Storescope's outstanding common stock.

Storescope TV was founded by Jack Noble, who has some 20 years back-ground in retail advertising and promotion at various department stores and advertising agencies. The first major client for Storescope was The May Co. in Los Angeles, which in April 1968 began running its own half-hour TV show, Boutique, produced by Mr. Noble and associates for presentation on KNXT-(TV) Los Angeles. Since then Storescope has been working varied avenues of retailing as a television producer.

CSC was formed in August 1966 by entertainer Bill Cosby, his personal manager Roy Silver and producer Bruce Campbell. The firm is responsible for the five-minute The Bill Cosby Radio Program series and for next season's half-hour Bill Cosby Show for NBC-TV. CSC also owns Tetragrammaton Records and also has interests in animation for television and music publishing.

CBS sweetens payroll package for employes

CBS employes are about to get an expanded package of fringe benefits. A four-page memorandum from CBS President Frank Stanton was received by company employes last week detailing the new benefits and explaining that they had been decided upon after a year's study by a task force made up from the company's personnel and financial staffs and consultants from a firm specializing in employee benefits.

Dr. Stanton said that the task force "examined the plans of 20 other companies, selected because of leadership positions in their industries or because they were comparable to CBS in some major respects...not only to upgrade our existing plan so as to place CBS in a favorable position competitively, but, even more important, to offer our employes a new and unusually attractive plan." Among the benefits:

- Broadening of the stock purchase plan to allow employes to invest from 2%-5% of their base pay through payroll deductions, and doubling CBS's contribution to employe stock purchases. Under the old plan, CBS contributed one-sixth of a share for each five-sixths purchased. Under the new plan, CBS will contribute 40 cents for each $1 invested by an employe during his first five years of participation and 50 cents for each $1 invested after five years.

- Establishment of a CBS employe investment fund for nonunion hourly and executive personnel to permit investment of savings not only in CBS stock, but also other common or fixed income funds (such as corporate bonds), administered by a bank or trust company.

- Institution of a new pension formula increasing normal retirement benefits by about 10% to 15%, and providing eligibility for payment of benefits after 10 years of continuous service rather than 15 years.

- Increasing the amount of noncontributory group life-insurance payment from $100,000 to twice the annual salary for employes earning less than $25,000. That is the same amount for which employes earning more than $25,000 have been eligible.

- On medical insurance, eliminating the $25 deductible applicable to hospital and surgery charges, increasing in full payments for hospital and surgery charges from $325 to $1,000, and increasing maximum benefit limits from $30,000 to $50,000.

Dr. Stanton noted that while the more than one dozen specific changes in benefits have been approved by the CBS board, some are still subject to stockholder approval, and the investment fund and pension fund amendments await Internal Revenue Service approval.

Broadcasters dominate group buying NHL Seals

A group that has purchased the National Hockey League Oakland Seals for $4.5 million and Florida farms for...
$4 million includes several broadcasters as well as a number of sports figures.

Trans-National Communications Inc., which bought 80% of the club, is headed by Ellis E. Erdman, board chairman and president, who controls WTOK in Vicksburg, Miss.

Also in the deal are William C. Creasy, formerly a director-producer for CBS-TV; Whitey Ford, former Yankee pitcher-coach, and Dick Lynch and Pat Summerall, former New York Giant football stars. Mr. Summerall is also a CBS-TV sports commentator.

TNC is a diversified company whose subsidiaries include East West Films Inc., TNC Network Inc., Broadway Recording Studios Inc. and Wireline Radio.

Wireline Radio is licensee of WUDIO Lawrence, Pa., and East West Films is engaged in TV commercial productions and special film projects. TNC Network, formerly SportsCom Inc., operates the New York Giants football network and the Syracuse University football radio network. It also intends to package radio and TV specials for network distribution. Broadway Recording puts soundtracks on most of the radio formats created by the TNC Network.

Last week, TNC announced an agreement to buy all the outstanding stock of Sam Senter Farms Inc. and Sam Senter Sales Inc., operators of 6,000 acres of sugar cane and vegetable farms and a sugar mill in West Palm Beach county, Fla. The purchase price in the transaction was $4 million.

W7, Kinney boards approve merger pact

Warner Brothers-Seven Arts Ltd. and Kinney National Service Inc. boards of directors signed an agreement last Wednesday (March 12) for the acquisition of W7 by Kinney.

The boards met separately several days before (W7 in Toronto and Kinney in New York) on March 7 and recommended that their shareholders approve the agreement at meetings to be held as soon as practicable.

Under the terms of the agreement, for each common share, W7 stockholders will receive a Kinney unit consisting of (1) 0.81 of a share of a new $1.25 convertible preferred stock—each full share of $1.25 preferred stock is to be converted into two shares of Kinney common and to be entitled to one vote, to be noncallable for five years and to be sold therefor, and to pay a quarterly cash dividend at the annual rate of $1.25—and (2), eight-tenths of a share of a new Series C convertible preferred stock.

Each full share of the Series C stock is to be entitled to one-half vote per share and is to be noncallable for 10 years and thereafter at a call price as set forth; to pay an annual cash dividend of five cents and to convert into one share of Kinney common

The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerhard & Co.

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The following table shows the total market capitalization and the approximate shares outstanding for each company:

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<td>W7</td>
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CATV

Ameco  ACB  A  10%  10%  10%  10%  19%  19%  7%  1,200  $ 12,800
Columbia Cable  COX  A  14  14  14  14  14  14  14  880  8,100
Cox Cable Communications  COX  A  17%  17%  17%  17%  25%  25%  25%  2,550  24,000
Cypress Communications  CYP  A  15  15  15  15  15  15  15  800  8,100
Entron  ENT  A  7%  7%  7%  7%  7%  7%  7%  700  7,000
H & B American  HBA  A  15%  15%  15%  15%  15%  15%  15%  700  7,000
Sterling Communications  STG  A  9%  9%  9%  9%  9%  9%  9%  500  5,000
Telepromter  TP  A  8%  8%  8%  8%  8%  8%  8%  500  5,000
Television Communications  TV  A  20%  20%  20%  20%  20%  20%  20%  1,200  12,000
Vikaa  VIK  A  24%  24%  24%  24%  24%  24%  24%  1,200  12,000

Total 16,225  $ 181,700

152B (FOCUS ON FINANCE) BROADCASTING, March 17, 1969
(commencing on a date six months after the closing under the sales agreement) by the surrender thereof, together with either, for a 10-year period, a cash payment of $37 or, at any time, 15 additional shares of Series C stock.

Kinyne, meanwhile, also announced last Wednesday it has agreed to acquire more than 100,000 common shares of W7 held by Frank Sinatra, Daniel Schwartz and Milton A. Rudin, doing business as a partnership known as S.S. & R Investment Co. Kinyne previously had reported agreement with other shareholders to acquire more than 400,000 common shares and warrants of W7.

**Nation Wide parent makes public offering**

Kaufman and Broad Inc., Los Angeles-based home builder and owner of Nation Wide Cablevision Inc., group CATV owner, has filed a registration statement with the Securities and Exchange Commission offering 250,000 common shares and warrants to purchase 500,000 common shares to the public through E. F. Hutton & Co.

The offering price is $65 per unit. A unit consists of one common share and two five-year warrants, each to purchase one share for $32.50. Total proceeds to the company are expected to amount to $15,312,500; net proceeds from the sale of the units will be used to reduce the company's outstanding bank loans and to reduce other debt.

The prospectus sent to K & B stockholders also covers the exchange of 25,000 shares by Eli Broad, board chairman, for a limited partnership in an investment enterprise, and the sale of 45,452 shares by Irving Kay and members of his family.

An application has been made to list the common stock on the New York Stock Exchange and application will be made to list the warrants on the American Stock Exchange. K & B common is listed on the American and Pacific exchanges.

Nation Wide Cablevision, a wholly owned subsidiary of Kaufman and Broad, serves about 23,300 subscribers in 35 communities in the Los Angeles, San Francisco, Portland, Ore., and Seattle metropolitan areas.

**Fox earnings dip on '68 balance sheet**

Twentieth Century-Fox Corp. reported last week that income grew slightly in 1968 over 1967 but net earnings slipped by about $1.7 million.

Darryl F. Zanuck, president, said that 1968 net earnings after taxes were the second highest since the present management assumed responsibility in 1962. He noted that the federal income tax surcharge reduced 1968 earnings by $1.2 million.

Feature film rentals to TV accounted for more than $23 million in income in...
1968, compared with about $7.8 million in 1967. Film series produced spe-
cifically for TV brought in $40.4 million, as against $47.4 million in 1967.

For the year ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967</th>
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<tr>
<td>Earned per share</td>
<td>$1.95</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>196,043,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>28,349,000</td>
</tr>
<tr>
<td>Net income</td>
<td>13,702,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>7,063,580</td>
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* Gross Telecasting Inc., Lansing, Mich., which reported increases in rev-
  enues and net income for 1968 (BROAD-
  casting, Feb. 24), listed gains in op-
  erating, pretax and retained income in
  its annual report for 1968. Operating
  income for the year ended Dec. 31, 1968, was $1,690,878, compared to
  $1,363,991 in 1967. Pretax income
  amounted to $1,935,017 compared to
  $1,302,244 the previous year, and re-
  mained earnings at the end of the year
  were $6,794,604 compared to 1967's
  $6,279,071. Gross Telecasting owns
  WJMI-AM-FM-TV Lansing.

* MGM has voted a quarterly dividend
  of 30 cents per share to be paid on March
  15 to stockholders of record on March
  24.

* Johnny Carson has been named board
  chairman of Johnny's American Inn
  Inc., Omaha, a company that will fran-
  chise restaurants called Here's Johnny's!
  at locations throughout the country.
  Mr. Carson will be associated in this
  enterprise with Jay Fulbright Swanson
  and Gilbert C. Swanson Jr., grandsons
  of the founder of C. A. Swanson and
  Sons, food processors, which has
  merged with Campbell Soup Co.

* Tele-Tape Productions Inc. reports
  that income from the production of
  television commercials during Dece-
  mber 1968 and January and February
  1969 set a record high for any three-
  month period in the company's history,
  amounting to $427,358, an 94% from
  the $220,812 for the corresponding
  three months a year ago.

* Doyle Dane Bernbach Inc., an-
  nounced Thursday (March 13) that it has
  reached agreement in principle to
  purchase the manufacturer and distri-
  butor of Haagen-Dazs ice cream, a pre-
  mium, Danish-recipe ice cream sold in
  the New York metropolitan area. Terms
  of the purchase from Senator Frozen
  Products Inc. and Frose-Mar Corp.
  were not disclosed.

* Shareholders of Wometco Enter-
  prises Inc., Miami, have approved an
  increase in the company's common
  stock from six million to 12 million
  shares. A portion of the increase will
  provide for a previously declared three-
  for-two split. The additional shares will
  be distributed March 26 to shareholders
  of record March 7. Wometco also
  changed the date of its annual stock-
Broadcast advertising


Betty Skelton Frankman, account executive, Campbell-Ewald Co., Detroit, named VP and head of new women's marketing and advertising department.


Warren Stewart, manager of media department, joins Rumrill-Hoyt Inc., New York, as media manager.

John J. Manning, director of media and research, The Allman Co., Detroit, joins Lord, Sullivan & Yoder, Marion, Ohio, as media director.

A. O. Van Hooren, assistant secretary and treasurer, Zimmer, Keller & Calvert Inc., Detroit, elected to newly created position of VP-Finance.

Al Gordon, audience promotion man, WTMJ-TV Milwaukee, appointed sales promotion and merchandising director.


Don Pontius, manager of San Francisco office of J. A. Lucas & Co., joins Savalli/Gates as manager of its San Francisco office.

John Harper, media director, BBDO.

Nowaczek to handle CATV

Frank H. Nowaczek, formerly director of research and assistant to president of National Cable Television Association, assistant to president of Telesystems Corp., and for past two years part owner and manager of systems at Orleans and Newport, Vt., joins media brokerage firm of Blackburn & Co. as associate specializing in CATV activity. Blackburn plans major expansion of its CATV services. Mr. Nowaczek will be in Washington.

AVCO's WWDC-FM, Washington, and TIME/LIFE's WOOD-FM, Grand Rapids, have been the test stations for QMI's taped music service, during the past year. Resultant ratings have been spectacular!

Now, this unique programming service is available in certain other select markets.

Proven programming is expensive. But, unproven programming can be even more expensive! Find out more about the taped music programming service from the people who know this area of broadcasting best.

Audition anytime: Dial 101 mHz, in Washington, and listen to WWDC-FM. Or, visit QMI at the Hilton, from March 21st, through the 24th.

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NEW YORK, N.Y. 10017

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New York, N.Y. 10022 (212) 421-6800

a division of THE MUSIC MAKERS GROUP, INC.
New York, joins Reach, McClinton & Co., Chicago, in same capacity.

Richard N. Risteen, account supervisor, Jack Tinker & Partners Inc., New York, joins Bozell & Jacobs there as VP and account service supervisor.

Jerry Greenberg, assistant to administrative director, CBS/Broadcasting Group, advertising and design department, New York, joins CBS Radio Spot Sales there as director of sales promotion.

Mr. White

Jerry Greenberg

Mr. Greenberg

Ralph De Salle, creative director, KEMO-TV San Francisco, joins Geyer-Oswald Inc. as radio-TV director of San Francisco office.

Francis X. Whelan, executive sales manager, cigarette operation, American Tobacco Co., New York, named executive VP. Alvin Bernstein, marketing director, cigar division, named VP, marketing.

Robert J. Zimmerman, national sales manager and assistant general manager, KRXU Glendale, Ariz., and KTKT Tucson, Ariz., named senior VP.

Anthony F. Murray, assistant national sales manager, WJZ-F Hackensack, N. J., appointed national sales manager.

Charles J. Lipton, local sales manager, WAVG-TV Atlanta, appointed general sales manager.

Thomas J. Josephsen, local sales manager, WOTL-TV Toledo, Ohio, joins WIS-TV Columbia, S. C., as sales manager.

Petre Good, with WWJ-TV Detroit, succeeds Mr. Josephsen. WOLI-TV and WIS-TV are Cosmos stations.

C. Grover Delaney, VP and general manager, WHEC Rochester, was elected president of New York State Broadcasters Association at annual meeting in Albany, last week. Kenneth M. Johnson, VP and general manager, WEN-TV Albany, William T. McKibben, station manager, WBN-AM-FM Buffalo, and John B. Lynch, president, WWSC-AM-FM Glens Falls, re-elected secretary and treasurer respectively.

John F. White, president of National Educational Television since 1958, resigns effective May 1 to become president of Cooper Union for the Advancement of Science and Art, New York (see page 66).

George Lasley, general manager, KRXU Glendale, Ariz., and KTKT Tucson, Ariz., named executive VP.

James Walsh, budget administrator, NBC-TV, West Coast, appointed manager, program budgets and financial administration, West Coast.

Robert Gilmore, operations director, WXYZ Richmond, Va., appointed station manager.


Dean A. Phelps, district manager for Fleet Owner magazine, McGraw-Hill Corp., Detroit office, joins wwwu-FM Detroit, as general manager.


Robert G. Herpe, general sales manager, WFIL-FM Philadelphia, joins WNBC-FM New Haven, Conn., as manager. He succeeds John Ulrich Jr., who moves to educational services division of Triangle Publications, which owns WNHC-FM and WFIL-FM.

Merle Corner, assistant director of operations, WHIO-TV Dayton, Ohio, appointed operations director.

Bruce A. Houston, assistant manager, Chicago office of Robert E. Eastman & Co., becomes new owner and manager of WPFW East Syracuse, N. Y.

Ben Patch, sales manager, KMFX-FM San Francisco, appointed acting station manager. He succeeds Ron Hunt, who resigns.

Dave Wood, program director/sales promotion manager, WPJW Evansville, Ind., appointed operations manager. He succeeds John R. Speciale, who joins WWGO Erie, Pa.

Dennis McGuire, station manager, WKEM-FM Chicago, joins WNUS-AM-FM there as general manager.

Jerome A. Tittle, trial attorney, Federal Trade Commission, Washington, joins National Cable Television Association there as member of legal department. His major areas of responsibility will be antitrust and trade regulations.

Rose E. Hahlen, member of FCC Chairman Rosel H. Hyde's office staff, retires from commission after almost 40 years of government service.

Programing


Christopher Mankiewicz named VP.

E. V. McPherson, VP for news and special projects, Avco Broadcasting Corp., Cincinnati, named VP-television programing.

John L. Koushoris, VP and director of programing and operations, WOR-TV New York, joins Hughes Sports Network there as VP, special projects.

Spyros P. Soukas retires from 20th Century-Fox Film Corp., effective end of March. Mr. Skouras, 76, has been board chairman since 1963 when he relinquished title of president and chief officer to Darryl F. Zanuck.

Willis Grant, director of research, Screen Gems, New York, named VP.
in charge of research and program planning. He will move to SG's Hollywood office, but will continue to supervise company's research department in New York. Fred Stettner, head of own production company, joins Screen Gems as production executive in charge of syndicated program production in New York.

Gerald Danford, director of sales, WCBS-TV New York, joins Paramount Television there in newly created position of director, special projects. Edward K. Milkis, associate producer of Star Trek series, Paramount Television, Hollywood, named VP in charge of all post-production activities.

Robert E. O'Connor, production manager, WTTG-TV Washington, named program director.

Ken Quick assistant program director, WBYT(TV) Charlotte, N. C., joins WLOS-TV Asheville, N. C., as program operations manager.

Michael L. Begnall, assistant secretary, Walt Disney Productions, Burbank, Calif., named director of business affairs.

Jim Silman, director of programming and film buyer, WTOP-TV Washington, resigns to pursue other broadcasting interests. He continues to hold adjunct professorship with communications department, American University, Washington, and freelance association with CBS Sports as producer-director.

Jerry Lee, music director, WNK Cleveland, appointed program director.

Hewitt Griffin, with WLBT(TV) Jackson, Miss., appointed program manager. He succeeds Maurice Thompson, who retires.

Dick Stephens, broadcast operations manager, WEEI Boston, re joins WBOX-AM-FM Framingham, Mass., in same capacity.

B. Mason Dean, with KXUX Glendale, Ariz., appointed program director.

Johnny Fernandez, with KCAC Phoenix, appointed program director.

Larry Caldwell, air personality, KSAL Salina, Kan., joins KSH Liberty, Kan., as program director.

B. Mitchell Reed, with KMET(FM) Los Angeles, appointed operations director.

Sam Wade, with WATT Indianapolis, joins WSIP(FM) Greenfield, Ind., as program director.

News

Jim Anderson, Westinghouse Broadcasting Co. correspondent, assigned to cover Departments of State and Defense, Washington.

George L. Zucker, AP broadcast supervisor for California, Los Angeles, appointed chief of AP Honolulu bureau. He succeeds Harry Moskos, who joins Albuquerque, N. M., Tribune in executive capacity.


Blake R. Kellogg, news director, Wkwom-AM Madison, Wis., joins KWWL-AM-FM-TV Waterloo, Iowa, in same capacity. He succeeds Tom Read, who joins WFM Indiana, Ellis Hutchinson, newsmen, KHV Honolulu, appointed news director.

Ivo Luis Alonso, with KCAC Phoenix, appointed news director.

John Sweeney, reporter, WJAR-AM Providence, R. I., joins WYCT-TV Cleveland as correspondent and chief of newly established Akron-Canton, Ohio, bureau.

Lewis E. Thompson, with General Motors Corp., Anderson, Ind., joins WJSM(FM) Greenfield, Ind., as reporter.

Pat Kelly, with WXYZ Detroit, appointed newscaster.

Everett Jacobs, reporter, CBS News, Los Angeles, joins KNXT(TV) there as reporter-writer.

Ed Hersch, news director, KFRC San Francisco, joins KCBS there as member of news staff.

Vic Parker, with U. S. Air Force, joins WBT Charlotte, N. C., as newswoman-newscaster.

Frank L. Stanley Jr., executive director of Greater Los Angeles Urban League, joins KJL-TV Los Angeles, as specialist in urban affairs.

Bill Veeck, sports personality and president of Suffolk Downs, East Boston, Mass., joins WBBM-TV Boston as sports commentator.

Bob Jamieson, reporter, WBBM-TV Chicago, joins WEEK-TV Peoria, III., as member of news staff.

Jeff Davis, with WGN Chicago, joins WLST-TV there as member of news writing.

Promotion

Daniel L. Lynch, group supervisor, Ketchum, MacLeod & Grove, New York, joins The Rowland Co. there as VP in charge of corporate-financial PR.

Jack M. Williams, VP, advertising and sales promotion, RCA Sales Corp., New York, retires after 43 years of RCA service.


Harvey L. Brown, assistant director of advertising and promotion, WABC-TV New York, joins WKBW-TV Buffalo, N. Y., as promotion manager.

Donald Weeks, assistant promotion director and air personality, WATF(TV) Albany, N. Y., appointed promotion director.

Gene Simmons, promotion manager, Merit Distributors, Los Angeles, joins KPPC-FM Pasadena, Calif., as sales and promotion manager.

Equipment & engineering

Theodore Baum, president of Vikoa Inc., Hoboken, N. J., named chief executive officer. He succeeds his father, Arthur Baum, who retires while remaining director.

Leonard A. Spragg, staff operations engineer, Storer Broadcasting Co., Miami Beach, Fla., named executive director of engineering. He succeeds Glenn Boundy, who retires after more than 37 years of service.

Fred J. Schulz, product manager, Sterling Communications Inc., New York, named VP for engineering.

John S. Baumann, with Electronic Engineering Co. of California, Santa Ana, Calif., named broadcast equipment manager.

Roy W. Pratt, chief engineer, WHO-AM-FM-TV Des Moines, Iowa, also assumes duties of late VP and technical director, Paul A. Loyet (BROADCASTING, Jan. 13).

James Parker, assistant to corporate director of engineering, U. S. Communications Corp., Philadelphia, appointed chief engineer of group's WIXX-TV Newport, Ky.-Cincinnati.
International

Jim Patterson and Robert Garrick, with English network division, Canadian Broadcasting Corp., Toronto, appointed director of television operations and production services, and director of network planning, respectively.

Lord Shawcross, director, EMI, London, appointed chairman, Thames Television, that city. Bernard Delfont named chairman and chief executive, Associated British Picture Corp., London. Both offices were previously held by Sir Philip Wyer, who becomes president, ABPC. Changes follow takeover of Thames' parent company, ABPC, by EMI.

James Coiltart, deputy chairman, Scottish Television, Glasgow, named chairman, succeeding Lord Thomson of Fleet, who resigns. Sir Iain Stewart becomes deputy chairman.

Allied fields

Glenn Littlejohn, eastern regional manager, Entron Inc., Silver Spring, Md., joins Daniels & Associates Inc., Denver, CATV brokerage, consulting and management firm, as VP and manager of new East Coast office. Address: P.O. Box 401, Cape Kennedy, Fla.

Roland L. Renaud, chief engineer, WWJ-TV Detroit, joins Browne Associates, Troy (Detroit) Mich., telecommunications consultant, as VP.

Deaths

Jerome F. Patterson, 70, former advertising executive, died March 3 at Doctors Hospital, New York, after brief illness. Mr. Patterson headed Morse International Advertising Agency for 13 years prior to his retirement in 1962. Previously he had been executive and board member of Vick Chemical Co., predecessor of Richardson-Merrel Inc. Earlier he was copy chief at Erwin Wasey. He is survived by his wife, Florence.

Alan Gordon, 53, head of Alan Gordon Enterprises, Hollywood, leading film equipment firm, died March 6 in Escondido, Calif., of heart attack. He is survived by his wife, Vera, two sons and daughter.

Peter Harris, 59, Chicago newscast bureau manager, UPI, died March 6 in Chicago of cancer. He is survived by his wife, Christine, son and daughter.

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For The Record

As compiled by Broadcasting, March 5 through March 12 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced; ant.—antenna; cur.—current; CATV—community antenna television; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; ERP—effective radiated power; fc—kilocycles; kw—kilowatts; LS—local set; n—night; P—problem; mod.—modification; N—night; FSA—press conference authority; SCA—subsidiary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; tr—transmitter; UHF—ultra high frequency; U—unlimited hours; VHF—very high frequency; v—visual; w—watts; ——educational.

New TV stations

Applications

Boston—Community Broadcasting of Boston Inc., 1300 Commonwealth Ave., ch. 7 (174-180 mc); ERP 130 kw vs. 38 kw aur. Ant. height above average terrain 1165 ft.; ant. height above ground 1215 ft. P.O. address: c/o David G. Munka, 480 Boylston Street, Boston 02116.

Estimated construction cost $1,102,000; first-year operating cost $1,000,000; revenue $3,000,000. Geographic coordinates 42° 13' 10" north lat.; 71° 13' 10" west long. Type trans. GE 2732D. Type ant. GE TV-55-B. Legal counsel Welch & Morgan, consulting engineer Raymond E. Rohrer, both Washington.

Edward Tornberg & Company, Inc.

Hosptiality Suite

WASHINGTON HILTON

ED TORNBERG

ED WETTER

DOUG KAHLE

NAB 1969

EDWIN TORNBERG & COMPANY, INC.

BROADCASTING, March 17, 1969

156
from Salem to Eugene, Ore. Action March 5.

Call letter application

- KMBO(TV), Marboro Broadcasting Co., San Bernardino, Calif. Requests KIHP-TV.

New AM stations

Applications


- Lake City, Fla.—Desert Radio, 2100. Address: 100 North Broadway, Del Rio, Tex. 78840. Estimated first-year operating cost $150,000; revenue $150,000; Principal: Don Reid, sole owner. Application filed Feb. 1, 1969.

- Waco, Tex.—KXW/KF,J, 1000. Address: 2222 Us Highway 190, Waco, Texas 76701. Estimated first-year operating cost $150,000; revenue $150,000; Principal: James Harry Moye, sole owner. Application filed Jan. 29, 1969.

- Hawkins, Ky.—Hancock County Broad- casting Co., 1100. Address: 2100, 1000 Broadway, Portageville, Ky. 42078. Estimated first-year operating cost $150,000; revenue $150,000; Principal: James Harry Moye, sole owner. Application filed Jan. 29, 1969.


- Waco, Tex.—KXW/KF,J, 1000. Address: 2222 Us Highway 190, Waco, Texas 76701. Estimated first-year operating cost $150,000; revenue $150,000; Principal: James Harry Moye, sole owner. Application filed Jan. 29, 1969.

- Hawkins, Ky.—Hancock County Broad- casting Co., 1100. Address: 2100, 1000 Broadway, Portageville, Ky. 42078. Estimated first-year operating cost $150,000; revenue $150,000; Principal: James Harry Moye, sole owner. Application filed Jan. 29, 1969.


- Waco, Tex.—KXW/KF,J, 1000. Address: 2222 Us Highway 190, Waco, Texas 76701. Estimated first-year operating cost $150,000; revenue $150,000; Principal: James Harry Moye, sole owner. Application filed Jan. 29, 1969.

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Corps.), AM proceeding in order following March 10 prehearing conference, set certain procedural dates and rescheduled hearing for June 3 (Docs. 18412-3). Action March 10.


- Hearing Examiner Herbert Sharman in Milton, Fla. (Clyton W. Mapoles). AM proceeding, as there has been no ruling on Mapoles's appeal, rescheduled further hearing in connection in March 1 (Doc. 17613). Action March 4.

Rulemaking action

- FCC granted petition by V.W.B. Inc. for waiver of interim criteria concerning acceptance of AM applications. V.W.B. application for 1390 kw with 5 kw will be considered as new proposal for New Bern, N.C. AM (Docs. 18392). Action March 14.

- proceeding granted for hearing for charges of discrimination of National Public Radio, Inc. to New York, N.Y. and the City of Buffalo, N.Y. (Ozark Television Corp.) seeking approval of amended license to add three AM stations to its existing three AM stations in the city of Buffalo, N.Y. (Docs. 18458). Action March 9.


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AM proceeding; denied petition by WQOK Inc., and examiner's own motion, extended dates for filing proposed and reply findings to March 31, respectively. (Decs. 17555-58), Action March 5.

Fines

WUNUS Chicago—FCC notified of apparent liability forfeiture of $5,000 for violations of terms of license and rules. Action March 5.

WSME Sanford, Me.—Broadcast Bureau notified of apparent forfeiture liability of $200 for violation of rules by failing to provide data concerning equipment performance measurements for the past two years. Action March 4.

WTBO Cumberland, Md.—Broadcast Bureau notified of apparent forfeiture liability of $14,000 for failure to make equipment performance measurements as required. Action March 11.

WSMD-La Plata, Md., and KQOT Yakima, Wash. FCC fined each stations $200 each for failure to make required equipment performance measurements at stated intervals. Action March 5.

KRDG Roswell, N.M.—FCC ordered station to pay $200 for failure to observe rules in neglecting to file renewal application 90 days before license expiration date. Action March 5.

KWOE Clinton, Okla.—FCC ordered station to pay $200 to observe terms of license. Action March 5.

New FM stations

Applications

*Irving, Calif.—Reents of the University of California seek 89.9 mc, ch. 216, 10 w. Ant. height above average terrain 130 ft. P.O. address: c/o John H. Stanford, 485 University.Ec., Santa Clara, Calif. Estimated construction cost $2,000; first-year operating costs $1,175. Principals: Ronald Reents, president; board of regents, et al. Principal own "KSSTFM" Santa Barbara, CA.

*KCSR(FM) Devil's River, Tex., and *KUCE(FM) Dallas, Tex., and *KUCR-FM Riverside, all Calif. March 7.

*Benton, Ill.—Wireless of Benton seeks 98.3 mc, ch. 232, 85.5 w. Ant. height above average terrain 336.8 ft. P.O. address: c/o Harold J. Greerly, 807 Northeast Broadway, Minneapolis, Minn. Estimated construction cost $5,875; first-year operating cost $1,533.77; revenue $1,144.13. Principals: Joel W. Avery, sole owner. Mr. Avery is employee of South Central Bell Telephone & Telegraph Co. Ann. March 10.


*Belton, Tex.—Belton Broadcaster Inc. seeks 106.3 mc, ch. 214A, 2 kw. Ant. height above average terrain 120 ft. P.O. address: c/o Tom E. Turner, 2250 East Commerce Street, San Antonio, Tex. 78205. Estimated construction cost $15,645; first-year operating cost $5,100. Principals: Signor Distributing Services Inc., 100 F. co., T. F. Turner, president, and Mary E. Turner, vice president. (each 50%). Turner family owns KBUC-FM, San Antonio and KBUC-FM, PA and has interest in KRTS Corpus Christi, all Texas. Signor Distributing Services Inc. is wholesale fuel company. Price, $725.

*Parowan, Utah—Iron County School District seeks 90.8 mc, ch. 215, 10 w. Ant. height above average terrain 88.5 ft. P.O. address: c/o Karlle L. Violet, 75 North 300 West, Cedar City, Utah 84720. Estimated construction cost $4,006.30; first-year operating cost not indicated; revenue none. Principals: Joe A. Redmond, superintendent of board of education. Ann. March 5.

*WVOP-FM Victor, Wyo.—Authorized program operation on 97.7 mc, ERP 3 kw, Ant. height above average terrain 250 ft. Action March 4.

*WJWM(FM) Salem, Va.—Authorized program operation on 93.5 mc, ERP 3 kw, Ant. height above average terrain minus 53 ft. Action March 5.

Other actions


- FCC waived rules and accepted for filing application by Brinson Broadcasting Co. for license on ch. 283, 96.3 mc. to Oil City, Pa. Action March 12.

Actions on motions


- Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Deborahon Broadcasters and Crepeco Inc.). FM proceeding, with agreement of counsel for all parties, rescheduled hearing to March 31 (Docs. 18264-5). Action March 4.


Rulemaking petitions


- Parker-Rew Enterprises, Norfolk, Va. requests institution of rulemaking proceeding to assign ch. 225A to Exmore, Va. Call letter actions

- Chico State College Foundation, Chico, Calif. Granted *KCHO(FM).

- Palm Beach County, Florida, Boynton Beach, Fla. Granted *WHRP(FM).

Existing FM stations

- KTXN-FM Victoria, Tex. - Seeks CP to change frequency to 98.7 mc. ch. 254: change type trans. to auxiliary. Action March 9.

Final actions


- Broadcast Bureau granted mod. of CP to extend completion dates for: WOPA-FM Oak Park, Ill., to Sept. 15; WPCC-FM Williamsburg, Va., to Oct. 15; KCCM-FM Moorhead, Minn., to June 1; KSJN-FM New Brighton, Minn., to Sept. 11; WHSL-FM Wilmington, N.C., to Sept. 3; KSOO-FM Stouff Falls, S. D., to Oct. 15. Action March 10.


- WFMF(TFM) Chicago - FCC amended hearing order on grant of license covering installation of WGN Continental FM Co. to acquire license from Gale Broadcasting Co. Action March 5.

- Broadcast Bureau granted CP to install new type trans. and ant.: ERP 3 kw: ant. height to 255 ft. condition. Action March 11.


- WMSK-FM Morganfield, Ky. - Broadcast Bureau granted license covering installation of new type ant.: change ant. height to 170 ft. Action March 6.


- WLELO-FM Tupelo, Miss. - Broadcast Bureau granted mod. of CP to change description of new type trans. Action March 10.


- WELO-FM Tupelo, Miss. - Broadcast Bureau granted mod. of CP to change description of new type trans. Action March 10.

- KWFC(FM) Springfield, Mo. - Broadcast Bureau granted mod. of CP to change description of new type trans. to: location to Summit at Kearney, Springfield; change station location to 730 kHz, Springfield; remote control permitted: change type trans., change type ant. Action March 6.

- KJIB-FM Wayne, Mo. - Broadcast Bureau granted mod. of CP to change description of new type trans. to: change type ant. Action March 10.


- KMBX(FM) Westerville, Ohio - FCC requested license be amended to include broad broadcast service and because of aeronautical hazard caused by station tover. Action March 10.

- WPFL(FM) Franklin, Tenn. - Broadcast Bureau granted CP to change station, studio and control location to: 1.6 miles out of Franklin on Carterers Creek Pike: install new type trans.: make changes in ant. system, ant. height to 19 ft.; remote control permitted. Action March 10.

- WLAC-FM Nashville, Tenn. - Broadcast Bureau granted license covering new station, new type ant. Action March 10.


Other action


Action on motion


Call letter applications


- WBBM(FM), Pacific Broadcasting Co., Cincinnati, Requests WSAI-FM.

Call letter action

Summary of broadcasting
Compiled by dROADCASTING, Mar. 13, 1969

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</table>

Station boxscore
Compiled by FCC, Mar. 3, 1969

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of license of KHOT-FM, Parker, Ariz.


Modification of CP's, all stations


- Broadcast Bureau granted mod. of CP's to extend complete dates for following: WTTW-TV Washington, D.C.; W2G7V(TV) Athens, Ga., to Sept. 6; WCCB-TV Charlotte, N. C., to Sept. 6; WV12-TV Cleveland, Ohio; and WTTC-AM Chattanooga, Tn., to Sept. 6. Actions March 6.

Other actions, all services
- FCC ruled representation of station by sales representative wholly or partially owned by competing broadcast station licensee in same area violates FCC policy proscribing local cross-interests by licensees; instructed staff to prepare notice rulemaking on problem, whether it would prohibit multiple station licensee from representing other owning station's national spot sales and prohibit radio network from representing nonowned affiliates in same area. Actions March 9.


CATV Applications


- Newport Cablevision Inc. - Requests addition of K2277A(TV) Pottsville, Pa.; and KBTM-AM-FM for WPTZ(TV) and WPFD-TV, both Chicago; KPLR-TV St. Louis, and WTTW(TV) Indianapolis, Ind.; in Hillsboro, Ohio; all Ohio (ARB 38; ARB 43). Action March 15.

Final actions
- FCC waived hearing requirements of CATV rules on distant signals to allow Medi- cine Tennessee CATV, Columbia, Tenn., to carry WRTV-Tv, Ala., signals. Action March 5.

Ownership changes
- WUNI Mobile, Ala., Seeks transfer of control of WUNI Inc. (LP3757) for whose station deceased (50% before, none after) to Peggy Stouffer (LP4778) as owner (100% before, 100% after). No consideration involved. Action March 6.

- W4825AF Springdale, Ark., Seeks assigned of licenses of Autus Johnson to Johnson Communications Inc. for $9,800. Action March 6.

BROADCASTING, March 17, 1969 161
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162 BROADCASTING, March 17, 1969

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son, vice-president-secretary (jointly 99.1%), and treasurer. Mr. Johnson owns construction and poultry businesses. Mr. D. Johnson is station manager of KSOP-
AM-FM. Mr. D. Johnson is a director of


KFMX(FM) San Diego—Seeks assignment of licenses from Imperial Broadcasting Enterprises Inc. to KFMX Inc. for $308,750. Sel- lers: S. Gerald Moller, president (66%), and Richard Friedman, vice president (33%). Messrs. Morlner and Friedman have 53% interest in KCQF-FM in Louis. Buyers: Walter N. Neliskog (75%), and Paul E. Dunlea (25%). Mr. Neliskog is vice president and general manager of and vice president of KYXI Oregon City. He also owns 25% of aircraft sales, 25% of land development firm, and 25% of Everett Cablevision Inc. KATX systems. Mr. Watson is advertising radio station representative. Ann. March 15.

KPLM—Seeks assignment of license from Radio Denver Inc. to Action Radio Inc. for $986,750. Sellers: Richard L. Ellman, president (40%), and Richard L. Ellman, sole owner. Mr. Ellman is son of former Senator Burton K. Wheeler (D-Nev.). Owners of Radio Denver Inc. (100%) are: Henry Harrison, 40% and applicable for new AM at Fort Lauderdale, Fla. Mr. Harrison is a former member of the U.S. Senate. Walter Beinecke Jr. votes stock for Oceola Co. Ann. March 6.

WJAI(FM) both Columbus, Ga.—Seeks transfer of control of WBOC Radio to Julian H. Manderson and Mary Lou Manderson, executors of estate of Joseph Hay (each 50% before, 37.5% after). to B. K. Wray Broadcasting Co., Inc. Consideration: $18,750. Principal. Mr. Woodfin is general manager of WBOC and WJAI(FM). Ann. March 11.


KVMC Del Rio, Tex.—Seeks transfer of control of AM-FM Broadcasting Co. from Daniel R. McKee (40% before, none after) to Andrade Portales (40% before, 50% after) and Billy Don Turner (none before, 30% after). Consideration: $150,000.32. Ann. March 9.


Actions

WQQX Ormond Beach, Fla.—Broadcast Bureau granted assignment of license from Vosius County Broadcasting Corp. to Morris Broadcasting Co. for $125,000. Seller: Robert V. Cestina, president, et al. Buyer: William E. Morris, sole owner. Mr. Morris is president of company which manufactures industrial chemicals and cleaning supplies. Action March 10.

KRUS-AM-FM Ruston, La.—FFC granted assignment of licenses from Ruston Broadcasting Co. to Ruston Broadcasting Inc. for $125,000. Seller: Clarence E. Faulk, sole owner. Buyer: Larry C. Williams, president (each 50%) and Dunlea, vice president (50%). Mr. Williams owns control of 50% of Seemore Co. TV-CATV system in Bessemer, Ala. Buyer: Dunlea, vice president (75%) and Jackson, vice president (25%). Mr. Jackson owns control of 25% of Seemore Co. CATV system in Ruston, La. and 50% of Cleartone Co. CATV system in Kosciusko, Miss. Mrs. Hook is 50% owner of Ruston CATV system. Mr. Hollingsworth is salesman and chief engineer for WRBC and WMJ(FM). Both Jacksons. Miss. Mrs. Hook also owns 30% of KRUS-AM-FM Russellville, Ky., 44% of WRAG Carrolton, Ala., 58% of WRLC Franklin, Tenn., 50% of WELZ Belzoni, Miss., 55% of WAMG and WQST(FM), both Forest, Miss., 67% of CP for new FM at Carrolton, Ala., and owns CP for FM in Enidville, Okla. Mrs. Hook owns 5% of WAMG and WQST and 50% of WELS. Action March 5.

WEWS Columbus, Ohio—Broadcast Bu- reau granted assignment of license from WORC Inc. to Slate Broadcasting Co. for $600,000. Seller: Robert F. Bryan, President (20%), A. A. Coblenz, secretary-treasurer and Bernard Kowen, vice president (each 24%). Messrs. Bryan and Coblenz do not have any other business interests indicated. Mr. Kowen owns 20% of WCKT(FM) Miami. Buyers: Roger B. Knowles, chairman-treasurer, Mary F. Knowles, vice president and Sam J. Slate, president (as a group 100%). Mr. Knowles owns plastic products sales company, two real estate firms, and plastics manufacturing company. Mr. Slate is vice president of RKO General Corp., dis- versified company with multiple broadcast- ing ownership. Action March 4.

KRTV(TV) Great Falls, Mont.—FCC granted assignment of license from Snyder & Associates to Carrygo- wocache Cascade T. V. Inc. for $1,070,000 plus assumption of liabilities and annual payment of $25,000 for ten yeas of consulting services. Sellers: Mr. Snyder, president (51%), estate of Paul Crain (36%) et al. Buyers: Joseph S. Sample president (20%), et al. Buyers own KOKK-AM-FM Billings and KRTV(FM)-AM Butte, both Montana. Feb. 28.

WMFD Wilmington, N.C.—Broadcast Bu- reau granted assignment of license from Dunlea Broadcasting Industries Inc. from R. A. Dunlea Jr. (before, 50% after) to R. A. Dunlea Jr. (25% before, 33% after), Louise G. Dunlea (1.92% before, 25% after), Ernest Dunlea and Florence Dunlea (each 11.53% before, 15.38% after) for $150,000. Mr. Dunlea family and in-laws have no other business interests indicated. Action March 4.

Community-antenna activities

The following are activities in community-antenna television reported to Broadcasting, through March 12. Reports include applications for permission to operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

Jefferson county, Ala.—Alabama TV Cable Co. owned by William and Alan McCracken.

(Continued on page 172)
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Wanted—Station manager for east coast, one station growing market. Salary plus commission on net profit. Possibility of future ownership. Send complete information to Box C-155, BROADCASTING.

Small group owner needs manager/salesman, announce for two top-rate radio stations. All replies answered. Box C-236, BROADCASTING.

Immediate opening for man to head up sales department of Baltimore's top-rated radio stations. Salary open. Call Mr. G., at area code 301-542-1021.

Sales

California market has immediate opening for experienced salesman to replace man who moved up. Take over active account list and billing. Guaranteed salary plus commission. Send resume to Box C-112, BROADCASTING INC.

KEZY 5 kw non-directional, Anaheim, California, has immediate opening for two radio Account Executives in small, very promising market. This job entails selling Orange County Businesses, both direct accounts and agencies. A tremendous opportunity for hard working, creative local salesman. The Orange County market is the fastest growing and 22nd market in the country, with only two AM stations serving that market. Immediate start is based strictly on the salesperson's ability. We have had salesmen in the past make in excess of $16,000 in the first year. Job benefits: dress allowance, 3 weeks vacation, 11 paid holidays. Contact Daniel P. Mitchell, Vice President & General Manager requirement. Send resume and photo. Box C-726, BROADCASTING.

Salesman: This man we want is not satisfied with just $10,000, but is hungry! Anywhere California valued experience. Must be a good SMM. Salary is good with excellent comm. immed start. Send your resume and photo. Box C-719, BROADCASTING INC.

Will guarantee you what you are worth. Will consider salaried or experienced salesmen wishing sales, Dale Low, KLSJ/KSMN, Mason City, Iowa 50401.

24-hour modern country—opening for young, aggressive salesman. Guarantee plus commission and expenses. Application—including salary requirements to Sales Manager, WCJW, 118 St. Clair, N. E., Cleveland, Ohio 44114.

Aggressive—Productive radio salesman for a growing organization with openings in two Virginia markets. One, four station market, and one, eleven station market. Young hard hitting organization is on the move, and looking for men who are on the move. Write for your future. Don't let me know what you need, it's a good bet we'll guarantee it, and also pay top commission. WENZ, is the metro market station, broadcasting 24 hours a day, and one of Richmond, Virginia's top three Purely oldies stations, uses a 6990 format. If you're looking for a great future and high income, write or call, Gary L. Green, Sales Manager, WHTZ, 11 North Fourth Street, Richmond, Virginia 23219, phone 703-643-7473.

Six station group has several openings. Complete fringe benefits. Top salary plus commission. Promotion and stock participation almost a certainty to those who qualify. Send resume to Manager, WTLT, Lansing, Michigan 48930.

Two salesmen needed for aggressive swing station—excellent earnings and future in a fine market on Lake Erie—contact W-WOW, Conneaut, Ohio 44030.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5th or over billed at run-of-book rate. Stations—For Sale, Wanted to Buy, Stations, Employment Agencies, and Business Opportunity requiring display advertising, must use a classified ad only on display space. All other classifications 35¢ per word—$4.00 minimum. No charge for blind box number. Address replies to: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C., 20036.

Sales—(continued)

Think you're a good salesman? We've got two jobs—both with immediate possibility of becoming sales managers! One is a brand new, aggressive salesmanship and good radio concepts and settings, and the other is like hard work, but don't have confidence in your ability to make it on a livable base and excellent incentive, and don't want to be a part of a dynamic young broadcasting firm. Call Herb Hodler—909-2695, Newsmatel Broadcasting Company, Princeton, New Jersey.

Wanted—Man experienced in Sales-announcing. Must be dependable. Also active in civic affairs. Must be able to manage existing personnel effectively. Good compensation. Send resume and photo. Box C-167, BROADCASTING.

Salary, mature, experienced, country music personality with major market track record. Tape, picture, resume salary expected to Box B-125, BROADCASTING.

Country and Western leader in Michigan's second market now accepting applications for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready for responsibility in solid market. Box B-157, BROADCASTING.

Midwestern country and music station seeking sharp CGW announcer—excellent working conditions in solid market. Give full details and expected salary in first letter. Also send tape. Box B-324, BROADCASTING.

Top pay offered for bright, experienced announcer by established, full time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from Metropolis pressure yet near big city. Best working conditions, sparkling up beat programming, company fringe benefits. Brand new, modern building equipped. Send resume, tape and photo to Box C-8, BROADCASTING INC.

Modern country personality for top 20 market. Must have top 40 or rock country experience. Top rated 24 hour country airing. We need aggressive man who is ready to carve out a future with a fast growing chain in large, important markets. Send resume, and photo to Box C-14, BROADCASTING INC.

Mature announcer for Ohio station in community of 25,000. Must have at least 3 years experience. Send complete resume including tape, picture and salary requirements. Box C-100, BROADCASTING.

Mid-day personality with homemakers appeal. Contemporary and mid-road music combination. We are interested in various presentations from strong personality to minimum of 1g. Show us what you do best. Prefer substantial experience but will consider unusually capable applicants regardless. Good earnings and fringe for responsible person. Great Lakes area. Tape, photo, resume will be returned. Box C-110, BROADCASTING INC.

Major market station looking for first phone rock jock. If you want to work in S. E. Florida we want you. Send tape and resume to Box C-153, BROADCASTING INC.

First phone experienced announcer, permanent position, mid-western station. Only complete air check and resume considered. Box C-163, BROADCASTING INC.

Best, the very best fulltime 5 kw regional in the Northeast prepares pro daytime personality with keen presentation. Pay—full time urbanites, and engineers at one rate. Best position, promotions, commercials, equipment and a traffic girl that's not crabby. Send resume and photo. Box C-188, BROADCASTING INC.

Announcer—With first phone. Small market station near metropolitan New York. Send tape, resume to Box C-190, BROADCASTING INC.

Announcers—(cont'd)

Experienced announcer. Join an Eastern MOR station with quality sound. Top rated operation needs man with strong personality, image, and ability to write and deliver news, weather, sports and commercials. We'll teach you if you have what we're looking for. We need your picture, audio tape, resume, and salary requirements. Box C-200, BROADCASTING INC.

Minnesota station in fantastic vacationland has just been purchased! Switching to modern country soon. Need young, production-minded PD/announcer to take over, command a $25.00 per minute. Mgr. is 25. Salary—$125.00, with raises if station on proper path. We want to talk to you. Tape, picture, resume to Box C-208, BROADCASTING INC.

So, Cali, CGW expanding. Seeks first class DJ, tape, resume, photo. Box C-248, BROADCASTING INC.

Good news voice with desire to help service and sell. Ability and experience will determine salary. Send resume, tape, photo to Box C-307, BROADCASTING INC.


Soul jack—Number 1 soul station in Texas needs strong, hot soul jock. Send tape and com- dition. Dick Opperman, KYOK, 613 Preston, Houston, Texas 77020.

First phone announcer, no maintenance. WALC, Waycross, Georgia 31501.

Expanding. Need two announcers. Creative personal- nality. Must have experience in separate FM operation. Experience a must, third endorsed required. Send audition tape and back- resume to WAZA, Havana de Suarez, Md. 10178.

Chance of a lifetime? Are you a young personality with maturity leadership ability and at least two years experience in contemporary format radio? We have an immediate opening in New England, and the chance to start with a new, strong, top rate station. Free, and ready to move up to P.0. position with real responsibility. We offer best working conditions and $100.00 to start. Location Hawaii. Can you dig it? More important, can you cut it? Air Freight on your resume personal. Send photo and resume to Kerby Scott, WBAL-TV, Baltimore, Maryland. No phone calls.

Modern country AM-FM operation has immediate opening with good future for right man! Must run bright, show like country music, be permanent! Send resume and salary. Manager, WILLS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.


Join the Tittletown-Team on station WNFL, growing FM format, and staff desired to kick Jack Rodgers, WDEN, Macon, Georgia.

First time announcer for growing member of Na- tional broadcast group. Good benefits program. Send resume, photo to Box C-254, BROADCASTING INC., 4800 E. Raymond Street, Indianapolis, Indiana 46203.

Mid-year, ten man group has moved to top market. If your solid, mature, contemporary man, send tape, photo, resume and salary. Manager, WILLS-AM-FM, 600 W. Cavanaugh, Lansing, Michigan 48910.

BROADCASTING, March 17, 1969

164
**Announcers—(cont’d)**

Announcer with mature voice, at least three years experience, able to do news, sales, and public service. Must be familiar with Dallas, Fort Worth, Waco market. Fulltime position, $9000-$10,000. Contact Harry Curtis, Manager of Technical Operations, Box 386, Dallas, Texas 75208.

**Program, Production, Others**

Wanted: Prog. Director for combination Top 40/Top 80 station. Must be open minded for possible goad production man. Position open immediately. Send background and experience in first letter. Box C-255, BROADCASTING.

**KLZY** is looking for a Copy Writer/Production Chief. The requirements for this particular position are an extreme creative writing talent, and the ability to produce high quality commercials. Must be able to work independently, and be able to work a double shift. Box C-251, BROADCASTING.

**Women’s Department**

Woman’s Director wanted. Challenging opportunity for talented and creative woman. A variety of assignments, Vacancy created by a promotion within the organization. Rush resume, tape, and salary requirements to Manager, KMA Radio, Shenandoah, Iowa 51601.

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good salary, fringe benefits include group life, hospital and disability insurance. Send resume, references, and photo to John J. Bales, General Manager, Radio Station WJAT, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Farm director-manorning man 3rd. Send tape, picture, and references to Manager WKYO, Logan, Utah. Salary commensurate with ability, experience.

**Situations Wanted**

Management

Harvard Business School student (MBAK) seeks summer job in broadcasting. Excellent writing skills and sales experience in small station management. Contact: Box C-291, BROADCASTING.

General Manager 13 years radio and TV experience all phases, 8 years management experience. Excellent reference. Age 31. Married. Box C-216, BROADCASTING.

Los Angeles Sales Manager: 2 stations desires management 15 years producing results all phases, award winning. Degree. 1st phone: C-249, BROADCASTING.

Get a station? Got a headache? Completely experienced man knows answers for functional profitable operation. Moving West soon. Box C-270, BROADCASTING.

Promotion Manager. Eleven successful years in two major TV markets, (Top 15). Professional in all phases of promotion, PR, graphics. Box C-273, BROADCASTING.


**Sales**

Heavy experience sales & management. Seeking position in medium market. Mature. Confidential to Box C-143, BROADCASTING.

Sales and Programming-promotion combination available April 15, 10 years experience at stations. Currently employed as operations manager at #1 station in small market. Excellent references, and resume await your inquiry. Opportunity and future are deciding factors, small market size. Box C-203, BROADCASTING.

Turn up the dollar volume with creative sales management. Top salesmen seeks advancement opportunity. Top potential more important than immediate dollars. Box C-218, BROADCASTING.

Successful 12 year career in radio continuity, sales, available to California station offering advance. Box C-386, BROADCASTING.

**Announcers**

Negro announcer, broadcasting school graduate, fulltime position. Endorsed, beginner. Box B-83, BROADCASTING.

Hottest personality in radio/TV now available. If you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-105, BROADCASTING.

**Technical—(cont’d)**

The ABC Radio Network will have vacation relief positions available starting approximately April 1, 1969. Applicants should be highly skilled with strong interest in network operations. Contact Harry Curtis, Manager of Technical Operations, East Coast Syndicate, Radio 1926, New York, New York 10023.

**NEWS**

**WANTED**

Newscaster, major university town, Northeast. Good pay for go-getter. Box C-97, BROADCASTING.

Position available for experienced on air news rep in top local market. Good opportunity to work for major market CBS affiliate. Will be back up for top director and have own weekend news show. Box C-212, BROADCASTING.

**NEWSPAPER**

Newspaper: with first or third, Southeastern New York. Experience or willingness to learn. Must be eager and hard worker. Box C-219, BROADCASTING.

Wanted: . . . one broadcast journalist who takes pride in professional writing and on-air delivery. If you know news, we'll give you a chance to prove it in one of the west's major markets. Send tape, notebook and resume, in your first reply. Box C-239, BROADCASTING.

Excellent opportunity: Fast-moving Midwest radio news bureau suddenly finds itself with opening on seven man staff. The station has built its own pace, highly respected and professional approach in field of news and features. It's not afraid of work, a man who appreciates a friendly atmosphere and a growing organization. Although 80% of the man's work is on air, there will also be a newsmen board shift. Send tape and complete resume to Box C-251, BROADCASTING.

This station believes in news. Want to be a News Director for a news-minded station? Must have excellent voice, understanding of journalistic training or experience. Vacancy created by a promotion within the organization. Here is an opportunity for a dedicated newswoman to grow in a solid 44 year old company. Send resume, tape and salary requirements to Manager, WPVL, Painesville, Ohio.

Wanted immediately—Newsmen for NBC Radio and TV affiliate in Youngstown, Ohio. Good wages, good benefits, good company to work for. Send resume, tape and picture to Manager, KPNY 5440 Library St., Youngstown, OH 44505.

Wanted immediately—Newscaster with experience for fast growing AM-FM network. Box 107, BROADCASTING.

Immediate opening. Experienced chief engineer. 1000 watts, K272, Detroit, Michigan. New Studios. Equipment personnel only 1-3 years old. State salary requirements first reply. Box C-232, BROADCASTING.

Immediate opening. Technical engineer. Age no barrier, WADM, Aberdeen, Md. 21001.

Chief engineer for longest established 5000 watt directional AM and 3 kW. Excellent permanent position either for man with chief engineering and staff man wanting to move into chief position. Contact general manager WPAC, Ann Arbor, Michigan.

Chief engineer for top rated station in major metropolitan area. Must be experienced in all phases of audio and directional antenna systems. Announcing not necessary. Call Rick Johnson, WTRX Radio, Area 313-793-1500.

A native Texan with first phone license to train for TV engineering at this central Texas color center. Experience with network affiliated VHF station. Call 713-846-7777.

Announcers (cont'd)

Graduate School student seeks part-time employment in Northeast Ohio. 3rd endorsed. Morning-Noon Weekends. Experienced FM. Box C-15, BROADCASTING.

Announcer-DJ. Top 40, first phone, married, draft exempt. Desires major market but all replies considered. Box C-324, BROADCASTING.

Young, handsome chap with distinctive style desires opportunity to make use of ability to interview and communicate in winning down-to-earth manner to AM & FM Sports, play-by-play, news and disc jockey. Love radio, but would like crack at TV. Worked 3nd endorsed. Draft exempt. Medium to Major market. Box C-46, BROADCASTING.

Disgruntled, experienced MOR personality wants understanding, progressive rock. East. Box C-28, BROADCASTING.

Experienced announcer/1 year program experience/medium market. Talent in both will be utilized. Box C-121, BROADCASTING.

Sports announcer, excellent play-by-play, baseball, basketball, and football. College graduate, married, 4 years experience, stable. Seeks sports director position of play-by-play in a major market. Minimum $150 per week. Box C-149, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-151, BROADCASTING.

Available now—jock with 41/2 years medium market experience seeking next move to a bright future at a great MOR station. Age: 23, 3rd draft exempt, married, car. All replies and areas considered. For tape, references and brilliant write references write Box C-169, BROADCASTING.

Versatile DJ-Announcer, tight board seeks position on stations in Midwest. Midway of the Road. 3rd phone. Box C-193, BROADCASTING.

DJ, recently trained, tight board, good news, commercials. Box C-195, BROADCASTING.

Young, energetic announcer/newsmen wants to see what the market has to offer. Has experience, draft free. Prefer Midwest. Box C-198, BROADCASTING.

DJ-newser—tight board. School graduate seeking rock & roll with Draft exempt to 3rd endorsed. Will travel! Box C-209, BROADCASTING.

Experienced announcer and dj, bright happy sound. Authoritative news. Family man, pet a floater or prime dona. Box C-221, BROADCASTING.

Progressive rockers!!! 15 years experience—thorough knowledge of rock, jazz, classical music. Seeking west coast position of challenge and innovation. Intelligent, relaxed air personality—Strong creative writing, news production. Box C-222, BROADCASTING.

Experienced Negro announcer-newsmen with some college. With 3rd phone, looking for right station. Tape and resume on request. Box C-223, BROADCASTING.

Over 20 years experience in news, sports, dj—also has experience in good TV محل. Winning up contract on large eastern NBC station Worked for both CBS and NBC stations. West coast, Colorado or Los Angeles. Box C-234, BROADCASTING.

Beginner with 3rd (not endorsed). Looking for a chance. Box C-243, BROADCASTING.

Tri-state area: mature top-rated bcdst. grad. 3rd endorsed; especially strong on news and sales. Very married, personable, congenial. Box C-246, BROADCASTING.

1st phone, qualified announcer, military fulfilled, California or Nevada area. Box C-247, BROADCASTING.

Third phone announcer, two years experience, draft deferred. Box C-252, BROADCASTING.

Female announcer, smooth, easy listening voice, 5 months radio news, feature writing, reporting, interviewing. Looking for news/talk radio/TV. Box C-254, BROADCASTING.

DJ/Announcer, Beginner, determined and eager. Bachelor of Science, Endorsed. Desire Top 40-50 endorsed. Box C-256, BROADCASTING.

Experience announcer engineer-first ticket maintaine specific format. Box C-262, BROADCASTING.

Disc Jockey—experience, tight board, 3rd endorsed. Broadcast school graduate. married/versatile. Box C-263, BROADCASTING.

Announcers (cont'd)

April Army discharge, College graduate. Limited experience, will locate anywhere. Box C-264, BROADCASTING.

Singing Country—Experienced first phone, PD, married, non-union, experience—$175 minimum. Box C-265, BROADCASTING.

First phone announcer, 3 years experience, seeks location West Coast.近期 experienced college military completed. Box C-268, BROADCASTING.

Available now: Mature family man, 15 months experience at SKV. Prefer C/W or MOR station. South-West preferred. Box C-274, BROADCASTING.

British announcer, 25 years BBC and European experience, mid-Atlantic accent. Arriving U. S. March 28, seeks on-air employment. Specialist in news readings, classical and light music presentation for FM. Excellent character tape. On request. Box C-279, BROADCASTING.

Top 40—College broadcasting experience. Third ticket. Draft deferred if requested. Please state approximate salary—number of hours. Box C-284, BROADCASTING.

Ivy League June graduate with six years Sports experience or three stations seeks play-by-play opportunity in the East or Southeast area. Experience includes play-by-play, writing, announcing and interviewing. Specializing in Basketball. Lay Levine, WHCU Radio Station, Box 69, Ithaca, New York.

Combo man—available late March—1st phone—young, aggressive, looking for college town top 40, not MOR. 404-874-6947, R. Teeters, 17 Avery Dr., N.E. Atlanta, Georgia 30304.

Third phone DJ has two years experience but has been out of radio for a year. Now looking to get back in. Prefer Top 40 format. Tom Mieritz, Box 791, Hyannis, Mass.

Beginner, determined and eager Broadcast school. Third, Desire Top 40 or ROB. Will relocate. Sharpe, Apt. 303, 602 E. 63 St., Cleveland, Ohio 44103.


County dj—third class special endorsement. $1250 to start. 319-372-8548, Joe Reeves.

Technical

Management oriented Chief Engineer, first phone, experienced at AM & FM Stereo construction, maintenance, proofs, etc. Looking for challenge and part ownership. Will be at NAB convention. Box C-197, BROADCASTING.

Chief engineer: experienced all phases; small country town only. Box C-238, BROADCASTING.

First phone. Beginner looking for a start, transmit- ter watch. Second, experience as radio & TV tech. Destination anywhere. Box C-267, BROADCASTING.

First ticket—will travel—experienced MM radio officer—extra hands. 11 years radio manager, age 49—CRI training Beck, 13 Georgetown Road, Farlin, New Jersey 08320.

At once—job wanted, 1st phone engineer experienced all phases. $135.00 week. Phone (215) EV 7–1297.

Newsmen and TV, experienced, well read, able to both radio and TV. Box C-269, BROADCASTING.

Programing, Production, Others

Attention eastern production companies and radio stations! There exists a man possessing a rare blend of valuable abilities, attributable mainly to experience, initiative and genetics, and available to you at a small fraction of the expenditure ordinarily required to remunerate the number of individuals normally needed to provide that combination of sensibilities which, (inventively he writes, (inventively) he interprets (inventively) he edits tape, (masterfully) he directs and produces, (with consummate skill) and he has at his command voices and dialects. He is educated, resourceful, industrious and personable. Modesty prevents him from elaborating. Box B-208, BROADCASTING.

Experienced announcer/year program experience—desires job in small-medium market where talent in both will be utilized. Box C-122, BROADCASTING.

Programing-promotion and sales combination available April 15, 10 years experience. Currently employed in similar position at 21 AM/FM operation in market of 30-plus stations. Prefer to go to a market where a move to a new format and areas exempt, married, $1500 per month. Box C-222, BROADCASTING.

Major market programmer who helped double ratings jock who triples ratings and music director who was recently promoted from an entry level post within a month. He has good news, commercials, 3rd phone. Box C-277, BROADCASTING.

Producer-director, studio production, film, 14 years solid experience. Capable. Seeks a position in association with east coast station. Box C-297, BROADCASTING.

Program/Production/promotion Manager. Ten years successful experience with major college. College graduate plus. Self-employed, allied fields, past seven years. Will accept any role where creativity needed. West preferred. Box C-269, BROADCASTING.

TELEVISION

Help Wanted

MANAGEMENT

CATV Manager—Manager for very large community TV cable co. In reply state experience, biography, and references. Be very qualified. Complete in strict confidence. Box C-230, BROADCASTING.

Sales

Television Salesman wanted—Miami's dynamic Channel 23 seeking hard selling TV professional. Excellent opportunity, high compensation. Sales Manager, WAJA-TV, 695 N.W. 199th Street, Miami, Florida 33169.

Announcers

KOMU-TV, Columbia, Missouri has opening for disc jockey. Would like some experience for big break. Prefer midwest applicants for personal interview. NBC Affiliated, college town, $10500/yr., plus benefits. Contact Program Director with full details.

Sports Director for all color NBC-TV affiliate. Excellent opportunity. 3 yrs. experience. Must be available to travel. Send audition materials to: Program Director. KOMU-TV, 1311 E. 18th Street, Columbia, Missouri 65201.

Wanted: Experienced staff announcer for full color VHF station. Must have good voice, appearance, experience in camera, lights, sound, and knowledge of methods. Write to: Dr. H. E. Levy, 1719-1721 11th Street, Atlantic City, New Jersey 08401.

166

BROADCASTING, March 17, 1969
Situations Wanted
Management
(continued)

General manager-assistant general manager-general sales manager
15 years successful experience sales and sales management with top organizations. Capable
developing and producing profitable financial results. Available at NAB convention in Washington
for interview appointments. Box C-148, BROADCASTING.

Broadcast career-aged young man, 29, College graduate. Currently NBC-TV production facility.
10 years total TV production experience. Desir
es return to TV station-level management position
with change in location. Available NAB convention for interview. Write C-205, BROADCASTING.

Mature professional ready for sales position leading station. (Not yet to proceed with career path. Bldg. includes sales
mgr. with top office equipment corp., TV post
mgr., TV promo-Merch. mgm., Prod-Dir., strong on
organization, planning, target setting and moti
vating a sales force. 32, married, M.S. TV Radio. Earned $20,000 plus, last year. Box C-210, BROADCAS
TING.

General manager—currently VP-marketing, previ
ously engineering manager and sales manager. Harvard M.B.A. in current market. Length
record of previous successes in TV broadcast industry. Well known for leadership and producing results.

Box C-214, BROADCASTING.

TV Mgt.—29 want to break in. Newspaperman, at
torney, investment banker—ivy—Aggressive and
creative outstanding credentials. Prefer
prefer elsewhere considered. Box C-229, BROADCASTING.

Television department coordinator with major Uni
versity TV/University TV identification with
New York college or university television depart
ment; ETV area; national or commercial tele
vision station. Commercial and educational television experience in general management, administration, sales, production and diversified television teaching experience. Available for personal interview at NAB, Box C-238, BROADCASTING.

Technical

National regional sales mgr. 10 years experience.
Outstanding sales record, college grad, aggressive, intelli

Art

Over 20 years experience in network, sports, di—also host on variety shows—good TV commer, anchor. Wundring up contract on large eastern NBC station. Worked both coast stations including Chicago or Los Angeles. Box C-235, BROADCASTING.

Announcement

TELEVISION

HELP WANTED

Technical

Position open for number two man in full color small market station. In addition to handling new RCA equipment. Excellent opportunity for fam
ily man. Fastest growing community in Montana equipment. Applicant will require experience and
Send full resume to KGVO-TV, Box 1503, Missoula, Montana 59801.

New-York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right man. Located in tropical environment. Call Chief Engineer, WBBA-TV, Binghamton, N.Y.

Chief Engineer for TV, AM and FM operation. Full color TV, Pleasant city of lakes and mountains. Excellent educational facilities. Good salary, and fringe benefits including profit sharing. Bill Evans, General Manager, WOEF-TV, Chattanooga, Ten
esssee, 615-267-3190.

Engineer—First Phone needed for one of country’s outstanding educational television stations. Prefer camera experience—will consider others. Presently building largest, most modern studio facility in ETV. Contact Fred Edwards, Director of Engineer ing, VSHC, Suite 5513 Fifth Avenue, Pittsburgh, Pennsyl
vania 15213.

Summer relief positions for technicians available now for full color ETV. Contact Engineer, WTVT, 5800 N. St. Louis Ave., Chicago, Illinois 60625, Tel: 312-530-5000.

Help Wanted: Television maintenance technician for CTC state university operation. Requires strength requirements in all phases of TV main
tenance, experience with 1-inch Ampex slant video type. Must have BS degree from University of Ill. or equivalent with experience. Contact State University College, Oneonta, New York 13820. Phone: 607-431-5570.

Help Wanted: Television engineer to be in charge of all engineering matters in CTC state-of-the-art university operation. Direct activities of engineers and technicians within technical services operation. Contact State University College, Binghamton, New York.

Technical supervisor for state ETV network. Require five (5) years experience with TV systems and color VTR; FCC 1st phone. University benefits. Send experience, references, and salary requirements di
rect to c/o James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan Street, Bowers Building, Indianapolis, Indiana 46202.

NEWS

Producer-editors. News and production experience
wanted. Will consider news assistant ready to move from other cities. Box C-251, BROADCASTING.

On-the-street interviewers. Must edit own film De
sirable. Send background. Len Colby, KCRC-TV, Cedar Rapids, Iowa.

Immediate additional broadcast news reporter for on assignments, capable of anchoring news

Programmers, Production, Others

Professional Meteorologist—Top 10 market TV sta
tion seeks qualified Meteorologist for on-air work. Broadcast experience desired but not essential. AMS seal required. Box C-194, BROADCASTING.

Art Director with creative ability, experience and
enthusiasm needed at major western network tele
vision station. Send portfolio, resume and photo
graph with first letter to Box C-173, BROADCASTING.

Operations Manager. Experienced go-getter for small TV station. Salary and resume to General Manager, KBAB-TV, Box 2929, Bakersfield, California 93305.

Operations desk—Traffic Supervisor wanted. To receive and channel commercial materials, instruc
tions, coordinate with traffic, Resume and salary requirements to White, WCKX-TV, Box 1551, Miami, Florida 33101.

TELEVISION

Situations Wanted
Management

Program executive, 17 years experience, AM-FM-TV, pre
sents new challenge in top 10 market, looking for new challenge as program or station manager. Ma
ture family man. Excellent references. Box C-113, BROADCASTING.

Situations Wanted
News

Young, fast-moving on-air newsmen needs new challenge in film, write and edit. Currently doing prime-time news in 300,000 market five
evenings per week. Seeking position in broadcast and television news. Box C-105, BROADCASTING.

Situations Wanted
News—(cont’d)

Financial writer—wire service. Broadcast news ex
perience MA, available April, N.Y.C. Box C-285, BROADCASTING.

Sports is news! Would you hire a non-investiga
tive, no-nonsense, credible, non-judgmental new
sperson? Of course not. The same importance should be attached to your sportscasts. Let a sports journalist upgrade your news team. Box C-185, BROADCASTING.

Producer/news and special events—top five market. Ten years experience including networks. Available as Executive Producer-current references. Married. Box C-242, BROADCASTING.

Top TV talent—18 years pro—versatile news—weather-gp sports. Currently sales—return to first love. Box C-271, BROADCASTING.

Program, Production, Others

Producer/Director, 10 yrs experience in 5 yrs. Extensive references including present employer. Young, creative. Seeking position with agency/and or pro
duction house. Resume and tape available on request. Box C-196, BROADCASTING.

Can deal talent caught up in network machine. Graduates with engineering, photo, advertising and television production experience plus grade work in TV. Desires station with cost-of-living increases. Box C-210, BROADCASTING.

Program manager TV-Radio. 12 years commercial broadcasting experience all phases. 5 years senior director UHF-TV. 5 years Audio manager. Age 33. married. Box C-219, BROADCASTING.

Television director of award winning series, compet
ent in all phases of remote and studio color pro

Former Los Angeles time salesman with 8 years of radio and TV news experience in major markets plus station guarantees. Full guarantee for in
view show. Also available to host "Today" type program in a small—handsome and original. Box C-237, BROADCASTING.

Producer-Director, 7 years experience, news, public affairs, commercials, and working degree. Seek move from stagnant medium to progressive sta

tions. Box C-253, BROADCASTING.

B.A. in R/TV, single with production experience in major east coast market. Responsible and ag
gressive, seeking position in same market. Box C-278, BROADCASTING.

For sale, lease, rent—One production department. Everyone you need! Currently dissatisfied with run of mill and all of same size market. Includes one production executive—produc
tor—writer, one producer, one color camera man, one photo, one camera floor man, one audio
man. Equipment: interchangeable, talented, experienced multi-faced young man. TV news production, in
dynamic team. Work together—hours long will travel. Versatility unlimited. Box C-233, BROADCASTING.

WANTED TO BUY—Equipment

Coal-tube—Bellax, Styroflex, Spirilone etc. and fitting

Uwe!—large size! Write for price list S-W El. Get 4688 Oakland Calif 94623 phone 415-833-3527.

Best deal—Sponsor—Myluck Magnascope. CBS Audiovision 4 camera kit. One producer, one camera man, one photo, one camera floor man, one audio
man. New in airtight, large area, TV news production team. All top brands. Lease trade. Firestone. Audiovox, Box 7066-55 Miami, Florida 33155.

Gates FMST transmitter in good operating condition with used spare signal tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Kriger, KVET, 113 W. 5th St., Austin, Texas 78701. A. C. 512-478-8521.

BROADCASTING, March 17, 1969 167
FOR SALE—Equipment (continued)

Used AM and FM transmitter. CCA Electronics offers used transmitters obtained in trade. If unhappy with equipment returned, it, as well as daily and weekly Class D, FCC license to be transferred, will apply full credit against purchase of new CCA AM or FM equipment. All AM and FM transmitters are less than 100 days old. 250 WATT CE-632—$845.00; 250 WATT RCA-452F—$455.00; 50 WATT GE-90G 30 GATES Vanguards $3,000.00; 5 KW Western Electric AC Roasted at $1,500.00. FM Transmitters, 1 KW WATTA FM-1000A at $750.00; 1/1 KW FM-408B at $2,500.00; 1 KW AM-308B at $1,000.00. Used equipment 2 3/22-Bay 500C Generator at $6,500.00; 5 KW Collins at $7,500.00; 7.5 KW Collins at $9,500.00. 1 Play 2RP Collins at $650.00; 2 Play—2RP Gates at $700.00; Gates Cartridge II Play at $175.00. Phone (606) 497-3500.

Immediately available. Tektronix 527 and 529 waveform monitors, 526 Vectoroscopes, Conocn monochrome and color monitors, four channel audio board, lighting equipment and many other bargains in high quality broadcast equipment. For details write, wire or phone ED Ries and Associates, 414 North Alfred Street, Los Angeles, Calif. 90004—(213) 651-5800.

Schafer Automation System with time clock. Sacrifice equity. Also sacrifice CCA Remote Control System—1 year old. Box C-199, BROADCASTING.

Collins 300G transmitter, now in service, increasing available middle May. Box C-250, BROADCASTING.

New Mosely SCCAT Sub Carrier Generator. D7X, Transmitterized, never used. Make offer. Box C-250, BROADCASTING.

Translator equipment for sale, only slightly used. F.O.B. Valparaiso, Indiana. I EMC Inc. model HRV-D. I want channel 2 to 13 translator—$650.00. 1 Scalype CD712 2-channel 13 log periodic antenna—$1,300.00. I Scalype 1512—2-channel 21 channel 2 antenna with stacking harness $500.00. L. A. Pierce, W8BAA-TV, 603 N. Montana. Los Angeles, Calif. 90029. 1 CATV Receiver, 105G $500.00. Box C-219, BROADCASTING.

Colats A.T.C. equipment, 3 playbacks... 1 record amplifier. All together... Cash... best offer over $500. Roger Taylor... WULF... 1912 632-8271.

General Radio Tektronix S14AD 916 RF bridge. Call 301-772-0443 or write William Ward, 6108 Otis Street, Cheverly, Maryland.

MISCELLANEOUS

Deejay! 11,000 classified gag lines, $10.00 Unconditionally guaranteed. Comedy catalog free. Edwin Oren, Merlapo, Calif. 95338.

“Jokes for Jocks” over 2,000 one liners, definitions and funny bits. $10.00. Box 7815, Atlanta, Ga. 30309.

A Must! Over 1000 of the past decade’s contemporaries, completely up-dated. Free details. Box C-276, BROADCASTING.


INSTRUCTIONS (continued)


Annoyance, programing, production, newscasting, recording and radio TV broadcasting. All taught by highly qualified professional teachers. The nation’s newest, finest and most complete facilities including our own commercial broadcast station KE4R Fully approved for veterans training. Accredited by the National Association of Technical and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas.

Attention Havens and Gulf coast area residents Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2123 Travis, Houston, Texas 77002.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st Class Radio Telephone License (Famous 5 week course). Total tuition $350 classes begin at all R.E.I. Schools Mar. 17, April 21. Call or write the R.E.I. Schools nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1386 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd, Kansas City, Mo. 64109. Call (1816) 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, DC, Los Angeles. Proven results. Our 17th year teaching this course. Bob Johnson License Training, 10060 Duncan, Manhattan Beach, Calif. 90266.

Broadcasting Institute offers university level. State accredited instruction in our own commercial sta- tion, WORO. By broadcasters, for broadcasters. Not a trade school. Box 5071, New Orleans.

Save time/save money—Get first class license in only four weeks. Proven results. WMUU. Rooms $80.00 weekly. Tennessee Institute of Broadcating, 2103 4th Ave. South, Nashville, Tennessee. 372-8084.

New York City’s 1st phone school for people who cannot afford to make mistakes. Proven results. April 18 graduating class passed FCC 2nd class exams 100%. All classroom and exam materials, new programmed methods and earn while you learn job opportunities. Contact ATS, 23 W. 43rd St. N.Y.C. Phone OS 5-9245. Training for Technicians Combo men, and announcers.

INSTRUCTIONS (cont’d)

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Midwest Broadcasting Inst., P.O. Box 660, Milwaukee, Wisconsin 53216.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans with dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden Radio Operational Engineering Institute 2275 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, Calif.)

What are the needs of the broadcast industry? Engineers who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight boards, able to write & produce good commercial material, helpful develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write: Don Martin School of Radio & TV, ts (1937) 1653 N. Cherokee, Hollywood, Calif. 2-3281.

Help Wanted

Management—(cont’d)

ALMA ENGINEERING

Our fast-growing business—manufacturing video and audio switching and distribution equipment—needs engineers to assist in the design and floor opportunities. Extremely attractive salaries, bonus and other incentives.

NATIONAL SALES MANAGER

Direct sales to Broadcasters as assist distributor/rep organization in CCI/CATV marketing.

MANAGER OF SYSTEMS ENGINEERING

Prepare System proposals, system design, Call (collect) or write (resume) R. G. Frick, President, Aloma Engineering, 7990 Donnag Street, Sun Diego, California 92111, (714) 278-9330, or see us at the NAB Show, booth No. 534, Shoreham Hotel.

Announcers

TOP TALK PERSONALITY

Literate master ad-lib pros. Live and phone performances. Charges—discuss rate based on the session demands. Topical—Knowledgeable—Sale- able. 20 yrs. all phases Broadcasting—including P.D. Emcees—want larger market. Tapes, brochure, etc.

Box C-539, BROADCASTING.

RADIO—Help Wanted—Management

Radio Group V.P.

Expanding group broadcaster has an exceptional opportunity for a radio executive capable of assuming total responsibility for 7 radio stations. Our client wants an individual under 40 years of age with a proven record of achievement, Southeast base and a minimum $35,000.00.

Call Ron Curtis CALL 312 337-5318

Nationwide Management Consultants

645 North Michigan Avenue, Chicago, Illinois 60611

Specialists in Executive Recruitment
Before deciding to write from left to right, the Greeks also experimented with two directional writing. With this method here's how we'd read our Pledge of Allegiance:

```
★

"I PLEDGE ALLEGIANCE
TO THE FLAG OF
THE UNITED STATES
OF AMERICA AND TO
THE REPUBLIC
FOR WHICH IT STANDS,
ONE NATION UNDER GOD,
INDIVISIBLE WITH
LIBERTY AND JUSTICE FOR ALL."
★

COLUMBIA SCHOOL OF BROADCASTING
NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,
OR ANY OTHER INSTITUTION.
Can You Help Solve Our Growing Pains?
Your future may lie with Susquehanna Stations, one of America's fastest growing broadcast groups. We have immediate openings for:

- A top-notch program executive—for a corporate program position, involved in all phases of program development.
- A heavy-hitting salesman—to take over an established account list—billing more than 100,000, both agency and direct.
- Two bright experienced air personalities.

Susquehanna Station personnel will be at the NAB Convention. Or call: Steve Trivers, Personnel Director, Broadcast Division at (717) 764-1826.

Announcers—(cont'd)

ATTENTION!
If you are morning or afternoon drive-time man in an MOR small market station ready to move up, you may be the one we're looking for. Jersey station changing to up-tempo MOR needs two men. Top pay, etc. Send tape and resume to:

Box C-128, Broadcasting.

Technical—(continued)

CUSTOMER CONSULTANT
ATC Division/Gates Radio Co. has opening for energetic young engineer to fill broad responsibilities—including field checkout of broadcast automation systems. Excellent over-all technical background and friendly, out going personality required. Salary commensurate with ability and experience. College graduate preferred. Write or phone: Andy Rector, Manager, Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.

An Equal Opportunity Employer

RADIO—Help Wanted

News—(cont'd)

WE DON'T WANT
PAUL HARVEY

Because he's already making loads of cash. So we'll settle for someone a little younger and not yet as successful. Someone who makes news interesting, undermandable and colorful. For less than we'd pay Paul, but more than you're making now.

KLIF-2120 Commerce-Dallas
A McLendon Station

Program, Production, Others

NEEDED 100 Free-Lance Copywriters to write for new continuity service. Assignments and payments made by mail. Send sample copy with first letter. Commercial Copy Service, 514 Eastbrook Drive, Huntsville, Alabama 35811.

We urgently need a red-hot promotion man who is willing to work hard and smart enough to get rich. Write qualifications and current earnings in confidence to Frank Boyle, President, Robert E. Eastman & Co., Inc., 1 Rockefeller Plaza, New York, N.Y., 10020.

For Best Results
You Can't Top A
CLASSIFIED AD
in

Broadcasting

The Business Weekly of Television and Radio

Nationwide Management Consultants
Will Be At The NAB Convention
To Meet With Station Owners
Concerning Executive Recruitment.

Call 312-337-5318
To Arrange A Confidential Meeting
With Us In Washington
MARKETING AND ENGINEERING OPPORTUNITIES

Broadcast Television Cameras and Recorders

International Video Corporation has steadily growing requirements for experienced sales and marketing service professionals as well as experienced video design engineers. In an effort to fill some of these immediate openings, we will be conducting confidential interviews in Washington, D.C. on March 23-26. Interview appointments may be arranged by calling or writing, prior to March 21.

D. L. Horn
(408) 738-3900

INTERNATIONAL VIDEO CORPORATION
675 Almanor Avenue
Sunnyvale, California 94086

as an equal opportunity employer

NEWS

WHAS, Louisville, long recognized for its news-oriented TV-AM-FM operation, is looking for the exceptional man to head its news department. The qualities required go well beyond usual journalistic administrative abilities. To qualify, this man must have proven ability to direct a broadcast news service recognized for local relevancy, identified with aggressive community involvement; his must have demonstrated a sense of presentation that produces news and documentary productions packaged for audience impact as well as substance, utilizing full dynamic capabilities of the broadcast media.

If you qualify, if we would like to hear from you, Send comprehensive resume to Cleve Rumble, Vice President and Director of Employee Relations, WHAS, Inc., 520 West Chestnut Street, Louisville, Kentucky 40202.

TELEVISION ACCOUNT EXECUTIVE

We are an expanding, well known communications organization in one of the most beautiful areas in California. Due to continued growth of our market we need a top-flight Local Television Account Executive. He should be well versed in statistical selling but should also excel in creative sales with the ability to combine both when the need arises. He Must be capable of selling at client level as well as to agencies. The right man will eventually become involved in some regional and national sales.

There is a bright future here for a bright, fast moving go getter, including the possibility of Local Sales Manager. Successful applicants will be checked out thoroughly so only apply if fully qualified. Send details, in complete confidence, including references, workhistory to

Box C-260, Broadcasting.

TELEVISION News

The top news opportunities from the leading stations across the country.

HELP WANTED: Gas Distributor - San Francisco, California

We are looking for experienced Gas Distributors for the San Francisco area. This is a full-time position with a competitive salary and benefits package. For more information, please contact us at 415-555-1234.

TELEVISION Sales

We are seeking experienced Sales Representatives to join our dynamic team. Responsibilities include developing and maintaining relationships with clients to increase sales and market share. Strong communication and negotiation skills are essential. Experience in the television industry is preferred. For more information, please contact us at 415-555-1234.

TELEVISION Account Manager

We are seeking an experienced Account Manager to manage a team of sales representatives. Responsibilities include managing accounts, developing sales strategies, and coordinating with other departments to ensure customer satisfaction. Experience in the television industry is preferred. For more information, please contact us at 415-555-1234.

HELP WANTED: Account Manager - Los Angeles, California

We are looking for a skilled Account Manager to join our team. Responsibilities include managing accounts, developing sales strategies, and coordinating with other departments to ensure customer satisfaction. Experience in the television industry is preferred. For more information, please contact us at 415-555-1234.
FOR SALE—Station

**Confidential Listings**
**RADIO—TV—CATV**

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd, Suite 701
Hollywood, California 90028-213/469-1171

**BROKERS-CONSULTANTS**

<table>
<thead>
<tr>
<th>Ideal for Black Owners</th>
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<tbody>
<tr>
<td>Fulltime radio station billing over 70,000 with real opportunity in growing market. Don't miss this deal. Have a small FM for sale. Qualified applicants write:</td>
</tr>
<tr>
<td>Box C-275, Broadcasting.</td>
</tr>
</tbody>
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**Microwave Prizes**

**TRAVEL PROMOTION**
**BOX C-261**
**BROADCASTING**

**WANTED TO BUY—Stations**

50% Ownership Wanted for Management Services

Let me show you my success stories. Small, Medium and Major Market! Experience. All my employers have made money but me. There is no substitute for hard work and long hours. I will work for both of you. No cost. No trade. Large or small Stations. Send rate card—coverage map and $5.00.

**TRAVEL PROMOTION**
**BOX C-261**
**BROADCASTING**

**HOSPITALITY SUITE**

**Mayflower Hotel or NAB**

La Rue Media Brokers Inc.
114 CENTRAL PARK SOUTH
NEW YORK, N. Y. 10019

**STATION FOR SALE**

You Can't Top A CLASSIFIED AD in Broadcasting

<table>
<thead>
<tr>
<th>Tenn.</th>
<th>small profitable</th>
<th>$185M</th>
<th>cash</th>
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<tr>
<td>N.E.</td>
<td>small daytime</td>
<td>115M</td>
<td>45M</td>
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<tr>
<td>Midwest</td>
<td>small FM</td>
<td>90M</td>
<td>80%</td>
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<tr>
<td>N.E.</td>
<td>major FM</td>
<td>650M</td>
<td>29%</td>
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**NAB Convention:** Windsor Park Hotel

CHAPMAN ASSOCIATES
media brokerage service

2045 Peachtree Road
Atlanta, Ga. 30309

**TO THOSE WHO THINK FEEL AND CARE ENOUGH**

Support Your Mental Health Association

(Continued from page 163)

has been granted a nonexclusive franchise to begin operations in certain unincorporated areas of the county.

- Syracuse, Kan.—Osborne Electronics of Ashland, Kan., has been granted a franchise.
- Hartford, Md.—Multiview Cable Co. of Havre de Grace, Md., has begun operation in Hartford county and its three incorporated municipalities.
- Columbia, Mo.—International Telemeter of Columbia has been granted a nonexclusive franchise.
- Lewisboro, N.Y.—Sterling Communications, New York, represented by David Smith, vice president, has applied for a franchise.
- Pleasantville, N.Y.—Saw Mill River Cable Inc. has applied for a franchise.
- Mount Gilead, Ohio—Ohio Video Services Inc., Tiffin, Ohio, has applied for a franchise.
- The company would have to pay $10 for installation for one set and $5 for the second set, and $25 for additional set. The company would have to pay a city license tax, city income tax, and a gross fee for installation and free service for police department, the fire department, and schools.
- Riegelsville, Pa.—D&D Cable Co., Easton, Pa., has been given permission to install television cable. The firm replaces Warren Cable TV, Phillipsburg, Pa., which was unable to complete the work.
- Upper Saucon, Pa.—Twin County Television Inc., Northampton, Pa., has applied for a franchise.
- Aiken, S.C.—Construction has begun on the system of Aiken Cablevision Inc.
- East Ridge Tenn.—Three firms have applied for a franchise: Telecable Corp. of Knoxville, Va.; a company headed by Mr. William Flett and Raymond Joseph; and Bainbridge TV Cable Inc. Bainbridge would construct a $1.2 million system bringing in three local channels, an ETV channel, and having teletexts of local sports events and cultural and educational activities.
- Iowa Park, Tex.—Arena Television Corp. of Texas has been granted a franchise.
- Vernon, Tex.—Three firms have applied for a franchise: Vernon CATV Inc., Davis Broadcasting Co. of Beverly Hills, Calif., and Arena Corp. Vernon CATV Inc. proposed a 12-channel service, including FM and a school. The company would have to pay a $12.50 fee for each school and fire station, a $12.50 fee for each school and fire station, a $12.50 fee for each school and fire station, a $12.50 fee for each school and fire station.
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In completely revamping its Saturday prenoon program line-up, ABC-TV said, in an announcement the other week, a series titled \textit{Hot Wheels} would be among five new shows to make their premiere in September. What does \textit{Hot Wheels} have to do with Carson/Roberts and Cy Schneider?

\textit{Hot Wheels}, a half-hour animated show about the adventures of young members of an auto club, is also the name of Mattel Inc.'s hottest new toy product. And because they have combined to forge one of the most dramatic success stories in the children's marketing area, most everyone in advertising knows that Mattel, the world's largest toymaker, and Carson/Roberts, perhaps the leading West Coast-bred and based agency, have gone together for as long and inseparably as leading national advertisers and television.

ABC-TV's \textit{Hot Wheels} series was created and programed expressly for Mattel's "Hot Rods." That's unusual for a youngster's product. But then the Carson/Roberts-Mattel relationship has been filled with innovation: toys promoted on a year-round basis for the first time, own TV characters created to act as spokesmen on own national TV show; Saturday morning programing sponsorship across the board on all three networks for a two-and-a-half-hour block; promoting toys on network TV in prime time; sold some $500-million worth of Barbie Doll products in nine years.

Cy Schneider has been the spearhead of Mattel's spectacular marketing thrust (sales of $210 million currently, up from some $5 million the year that television and Carson/Roberts were first used). He has been associated with Mattel since it came to the agency in 1954 and for more than a decade managed the account. He still supervises the account's international activities, traveling this month to Japan and Australia.

But Carson/Roberts and Cy Schneider are more than just the Mattel account. This is only one of the misconceptions that Cy Schneider has to do battle against as president of C/R. For the agency is a paradox in many ways. It is not considered national, yet it is international. C/R has offices only in Los Angeles and London, yet it handles business in Tacoma, Wash., Denver, San Diego, Minneapolis, Portland, Ore., and seven foreign countries, including the United Kingdom. It is a Los Angeles agency paying salaries comparable to most agencies in New York and yet Los Angeles is supposed to be a market that pays less than New York.

Maybe most importantly, C/R has annual billings of some $30 million, though for many years it was widely assumed that no Los Angeles agency could generate more than a yearly volume of $15 million because there just wasn't enough advertising gold to be mined in the West Coast stakeout.

Yet C/R's key problem, in terms of growth, is being located in Los Angeles. For there really are not that many big accounts in the West. And no agency in the West has expanded into C/R's size category before. Cy Schneider can't look at another agency and say, "what mistakes did they make?"

"In this market maybe five or six accounts over a half-million dollars a year change hands," Cy Schneider explains. "We get called in on most of them. But if your target is only three or four prospects a year, you can't grow very quickly," he says. "In New York the big account comes by like the street every 10 minutes, consequently the turnover is greater. And yet if you're good your growth can be rapid."

\textbf{Cy Schneider: head of a not-so-little agency on the Coast}

Financial responsibility for the agency—the mandate for growth and profit—weighs heavily on him. It is the principal change in his life since being appointed president in 1967. He is charged with—and seems quickly capable of—thinking things out to the immediate as well as the long-range future.

"We will have to expand not only into the West Coast, but the West itself and even into the Midwest," Cy Schneider says. "It makes as much sense, for example, for someone in Minneapolis or Milwaukee or Chicago, now using a New York agency, to come west instead of going east. The plane fare is the same. Why go to New York if you can come to Los Angeles?"

But there is at least one other misconception to overcome. C/R's reputation has been built as a "hot creative shop." "In today's market that gives the image of the boutique agency," Cy Schneider says. "We're no more a boutique agency than that's unusual for a youngster's product."

And in truth, C/R's greatest successes have not been because some of its ads happen to be unusual, arresting or talked about. C/R's strength has been in creative marketing—the depth of its research; the quality of its media analysis; by early use of data processing for media buying in broad cast (where 65% of client money goes) and for cost economy; general media and merchandising savvy; ability to take medium-sized budgets and do something unusual with them. The agency's strength also is its people—a cadre of 15 middle-management executives, in the 35-42 year age range, with from 10 to 15 years media experience each. C/R has a tremendous investment in people and Cy Schneider is a solid gold example of how such investments can pay off.

Leaving dreams of becoming a professional baseball player to rest in sweet remembrance, Cy Schneider, who was also once determined to be an English teacher, joined C/R as its eighth employee in 1953. For $30 a week, he worked in the mailroom, swept the floors, ran errands, filed artwork, set up the agency library and wrote publicity releases. He then quickly went from doing traffic and production and trainee work to publicity, to copy contact, to solely contact, to account supervisor, to management supervisor, to the presidency of the agency.

Ralph Carson, cofounder and currently chairman of the board and chief executive officer of C/R, had a dream of training his young assistant on the promising Mattel account, bringing him along surely, and then passing management on to him. At 39, reddish-haired, pipe-smoking Cy Schneider—quick, restless, a relentless seeker of new ideas and experiences—is the inheritor of that dream.
Good start

In principle, the launching of a study by the surgeon general into causal relationships, if any, between violence on television and violence in real life must be regarded as a progressive step. It is surely the most realistic approach to the dispute over television violence that anyone in the Congress has yet made. As architect, Senator John O. Pastore, the chairman of the Communications Subcommittee, has exhibited a higher order of statesmanship than that displayed by other legislators who have acted or made speeches on the subject.

Still, some reservations must be held until the nature of the surgeon general’s study becomes more apparent. The sketchy outline that he gave Senator Pastore’s committee last week was good as far as it went. He wants the study to be objective and to treat the effects of television in context with other influences that may be at work in the lives of the young. No broadcaster can quarrel with those criteria.

The danger of course in this kind of undertaking is that it will fall into the hands of academic types with built-in prejudices against mass media. The surgeon general was careful to point out that the advisory committee that will plan the study will contain representatives from communications as well as from the behavioral sciences and other disciplines. It is to be hoped that those he chooses from “communications” will not be theorists but men who are actually working in television. We can think of a number of “communications specialists” on a number of university campuses whose presence on the advisory committee would almost guarantee that the objectivity that the surgeon general seeks would never be attained.

As this publication has observed before, an impartial, scientific study ought not to be feared. If such a study finally disproves the notion that television, all by itself, can breed violence in real life, it will put an end to the harassment to which broadcasters have been subjected. If it reveals the opposite, it will provide a guide to the program revisions broadcasters would want to make upon discovering effects that are not now recognized.

Action needed now

Broadcasting can no longer wait for deliberate, long-range consideration of changes in the regulation of communications. The administration, even before it gets its second wind, is confronted with an emergency.

The regulation of communications—particularly broadcasting—has reached a critical point and is threatened with a breakdown. When the FCC takes actions that encourage reckless applications for occupied facilities worth millions, anarchy lies ahead unless remedial measures are invoked.

The immediate need is for swift action. A long-term solution will entail the kind of careful study and advisory work that President Nixon, in his two months in office, already has made his modus operandi.

Since new definitive legislation takes a great deal of time, the administration must look to other possible solutions. It isn’t the law itself, even with its obvious faults, that has precipitated the current troubles but the manner in which that law is being interpreted by a strangely contrived majority of the seven-man FCC.

So it gets down to the commissioners. Mr. Nixon solved whatever his problem happened to be at the Securities and Exchange Commission by “accepting” the resignation of Chairman Manuel F. Cohen, a Democrat, and by moving up a Republican member. He doesn’t have a parallel option at the FCC since Chairman Rosel Hyde is a Republican whose term expires next June.

As far as we are aware not one of the four Democratic members of the FCC has tendered his resignation—to be accepted or rejected by the President.

To remove a commissioner appointed for a specified term without substantial cause or to achieve political balance is sticky business. Perhaps the offer of another position in government or on the bench, paying as well, would do it, and that prospect, it’s hoped, will be pursued.

The case of Nicholas Johnson is all by itself. He has done nothing constructive in his two and one-half years on the FCC. One merchant-marine operator has said Mr. Johnson set back American shipping 30 years during his two-year stint as maritime administrator.

Mr. Johnson, as we reported last week, was less than candid in his responses to questions from members of the Senate and House on his advocacy of competitive applications against established stations seeking renewals. The FCC has revoked station licenses for lack of candor, and Mr. Johnson has been a vociferous advocate of summary action. We commend to the administration a close reading of the hearing records before both the Senate and House Commerce Committees March 4, 5 and 6.

Mr. Nixon said during the campaign that he would not hesitate to appoint a qualified broadcaster to the FCC. We think such action would be well received. There are qualified broadcasters around.

For the long-range task of establishing a new national policy covering telecommunications, we suspect President Nixon will want the benefit of an exhaustive study—akin to what his Council of Economic Advisers is doing in the business field. Suggestion has been made that he appoint a Council of Communications Advisers, made up of both communications experts and engineer-scientists, to shape national and international telecommunications policy. It could review the impounded report of last year’s Task Force on Telecommunications, for whatever salvage value it might have, and then move into the whole broad area of how to use the modern miracles of telecommunications to provide maximum public benefits.
Where in the world have you been the last 14 years, Bob Ryan?

1955...East Berlin
1956...Prague
1957...Scandinavia
1958...Brussels
1959...Havana
1960...Budapest
1961...Caracas
1962...Warsaw
1963...Berlin Wall and Romania
1964...Southeast Asia (including Vietnam)
1965...Moscow
1966...Vietnam
1967...Free China
1968...Middle East and Czechoslovakia
1969...?

When Bob Ryan steps in front of our cameras to deliver news, he brings a lot with him. Like personal insight gained from fact-finding trips made since 1955 to trouble spots just about anywhere in the world you’d care to name.

Bob’s trips aren’t mere pleasure junkets. He’s been spied on, followed and had cameras confiscated. On his last fact-gathering trip, made to Czechoslovakia (after the Russians arrived), he even had phone conversations jammed.

Why do we tell you all this? Because we think it’ll help give you an idea of how seriously we take news programming at KSTP Television, Twin Cities. And why people who know refer to KSTP as one of the finest news operations in the nation.
You’ll be there. We’ll be there. So will our competition.

Beautiful.

See their live color at the NAB Show. See ours. We’ll have a working exhibit so you can evaluate how our cameras handle the tough reds, flesh tones and low light levels. You’ll see the convenience of our film island and the quality of our large-screen video projectors. You’ll be able to appraise GE transmitters, antennas and switching systems. So look us over. We can hardly wait.

Booth 210 in the Sheraton Park Hotel for General Electric Company, Visual Communication Products Department.

Station yourself with the leader