We can give your station something no network ever had.

These are just some of the 133 Post '50 Columbia features never before shown on network TV. They'll be available in your market soon. So call us. Screen Gems.

Picnic
All The Young Men
The Enemy General
The Two-Headed Spy
Gidget
As The Sea Rages
Tank Force
Fast And Sexy
The Man Inside
Once More, With Feeling!
Bitter Victory
Song Without End
Surprise Package
Bonjour Tristesse

The Mouse That Roared
Autumn Leaves
The Mountain Road
Jubal
Beat The Devil
Middle of the Night
Cowboy
They Came to Cordura
Bell, Book and Candle
It Happened to Jane
Our Man in Havana
Strangers When We Meet
Cockleshell Heroes
Man On A String

From Here to Eternity
The Eddy Duchin Story
Pal Joey
Anatomy of a Murder
The Garment Jungle
Let No Man Write My Epitaph
Operation Mad Ball
The Last Angry Man
Who Was That Lady?
Full of Life
The Goddess
The Key

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FOR STRIP OR ONE-A-WEEK PROGRAMMING

the 101

ADVENTURE-SUSPENSE HOURS

all in color

47 BRAND NEW EPISODES NEVER BEFORE SEEN...

BALANCE, FIRST-RUN OFF NETWORKS

the Champions

starring

STUART DAMON
ALEXANDRA BASTEDO
WILLIAM GAUNT

Agents of Nemesis use superhuman powers against world lawlessness

20 BRAND NEW 10 FIRST-RUN OFF NBC-TV NETWORK
Technical know-how plus the most sophisticated television equipment available are incorporated in Channel 4's studio facilities and color tele-production cruiser. To keep ahead of the times, KRLD-TV will soon receive the First computer-controlled HS-200 Teleproduction System in our area, a marvel that will allow us to perform high band color editing faster, easier and more economically than film. Contact PREMIER TELE-PRODUCTIONS for your next video-tape requirement. You'll enjoy the best!

PREMIER TELE-PRODUCTIONS

DIVISION OF KRLD-TV
DALLAS

(214) 742-5711

BROADCASTING, May 5, 1969
Sleeper
Want to speculate on new top man at FCC about six months from now? Jot down Richard A. Moore, now consultant to Health, Education and Welfare Secretary Robert Finch and liaison man on study of violence in programing. Mr. Moore, 55, is attorney, (Yale, with honors, 1939) but best known as broadcaster who ran KTTV Los Angeles as independent for Los Angeles Times in 1950's, after having been ABC's attorney and business manager on West Coast. He worked in Nixon campaign, was active in cable TV, is one of numerous applicants (with Bob Hope) in still pending contest for KRLA's facilities in Pasadena.

If Moore selection eventuates, it's more likely than ever that incumbent Chairman Rosel H. Hyde will be asked to stay on by President Nixon—at least until Mr. Moore completes his current assignment and phases himself out of ownership interests.

Still looking
New wave of subpoenas in Federal Trade Commission's long-running probe into pricing practices of television networks has raised renewed concern in agencies and network headquarters over status of FTC probe and where it might be going. Investigation is still immersed at FTC staff level, and hence details are being held confidential. Those subpoenas are also urged to keep mum. Probe began in 1966, after Senate Antitrust Committee raised questions on volume discounts, which networks later gave up.

At present, FTC investigation is still far from conclusions or recommendations to commissioners for action—but "hopefully at this point closer to the end than the beginning," one source observed. Probe is understood to be proceeding according to plan, with new subpoenas signalling no abrupt changes of direction or focus. Not ruled out, however, is possibility that matter will be widened to include spot-TV pricing.

Before the storm?
Triangle Publications is seeking to sell off entire CATV holdings because of threat of government action on mixed-media holdings. George A. Koehler, general manager of Triangle stations, acknowledged Friday (May 2) that "we're certainly looking into" sale of cable operations and franchises, and that recent Justice Department memo to FCC recommending restriction of cross-media ownership in same community "is unquestionably it in part."

Major Triangle system is Binghamton, N. Y., with 16,000 subscribers. Only other important operating plant is Lebanon, Pa., with 4,000 subscribers of which Triangle owns 60% (two local businessmen hold other 40%). Third functioning system, described as "very small" in Sellersville, Pa., outside Philadelphia, is being closed down. However, Triangle also holds about 20 other CATV franchises, primarily in Pennsylvania.

Scouts out
Newspaper brass involved in station ownerships last fortnight have made Washington its beat. Executives are more concerned than ever about government policy on "concentration of mass media" which might look toward divestiture of broadcast properties or newspapers. They're seeking information and guidance but evidently got no positive assurance that Justice Department would let up or that FCC would radically shift its gears without judicial or congressional mandate.

Reprimand
FCC appears to be nearing final action in WBMM-TV Chicago Pot Party at a University case. As indicated earlier ("Closed Circuit," March 31), there is not sufficient support within commission for really tough sanction, such as designating station's license renewal for hearing. But commission, in order closing out investigation of whether program dealt with authentic happening, as represented, is expected to be sharply critical of WBMM-TV and its parent, CBS. For several hours last week commissioners debated language to be used, then asked staff to redraft order. Item may be up again for consideration this week.

Order, reportedly, focuses not so much on whether party was staged—that was principal original charge—as on whether it would have occurred without encouragement on part of WBMM-TV reporter. Commissioners are said to feel station personnel were lax. They are expected to use statement on case as vehicle for laying down guidelines for broadcasters to follow in similar cases in future.

Backlash
National, massive door-to-door and curbstone petition campaign by National Association of Theaters Owners to arouse public objection to what is termed "threat of pay TV," has reached final organizational state with Philadelphia and Connecticut theaters receiving campaign material last week. Circulation of anti-pay-TV petitions began first in New York on April 10 and has been aggressively carried on in Los Angeles since April 20. Target is 25 million signatures with eventually estimated 10,000 theaters in U.S. participating.

Petitions will be sent to national and state legislatures in hope this will lead to congressional action that will block FCC's decision of last December to authorize pay TV after waiting period that ends June 12. Petitions don't neglect "threat" of community antenna television, saying signers are opposed to "pay television on free airwaves, by cable, wires or in any other form."

Go for broker
Stock and bond brokerage house of E. F. Hutton & Co. this month will sneak preview its first ad campaign for possible use nationwide later this year. Company, through Benton & Bowles, New York, last winter quietly produced two 30-second commercials, one in New York hotel ballroom, other on tennis court. Cast of 60 was used in first, 45 in other. Commercials will be tested in evening slots in various times throughout spring, summer and fall on WAGA-TV and WTAE-TV, both Atlanta; WBBM-TV and KRLD-TV, both Dallas-Ft. Worth; KGO-TV and KFMB-TV, both San Diego; and WMAL-TV, WRC-TV and WTOP-TV, all Washington.

Danger sign
National Commission on Causes and Prevention of Violence, which has been given six months' extension by President Nixon, to Dec. 10, meets Friday (May 9) after long hiatus due to Chairman Milton Eisenhower's illness. One task force report commission will have fits that on mass media, which will be presented in two parts: news and entertainment. Former is understood to be not too critical of any medium; latter, however, is believed to deal heavily, and critically, with TV.
AS SOON AS IT HAPPENS. WASHINGTON HEARS ABOUT IT.

WTOP RADIO NONSTOP NEWS
A Post NEWSweek Station
Economic consulting firm devises basis for calculating, in monetary terms, consumer benefits of TV. Its figure: $101.6 billion annually—making TV perhaps most productive element of American economy, study says. See...

$100 billion in public service ... 23

House Commerce Committee winds up three grueling weeks of testimony on marketing, advertising and labeling of cigarettes—with tobacco interests apparently on top, and congressional confusion rampant. See...

Evidence ends—it's up to Staggers ... 28

Affiliate rejections of network cigarette ads raise tricky problems—even though tobacco companies, traditionally early buyers, have virtually completed their network TV buying for 1969-70 season. See...

Strains in station relations ... 30

Television Bureau of Advertising reports that automotive category showed largest dollar increase, and entertainment-amusement category largest percentage increase, among major classes in network and spot TV. See...

Autos, amusements put more into TV ... 36

Special report looks at those self-appointed representatives of the public who, through complaints and intervention at the FCC, have become a vocal third force in broadcast regulation. See...

A look at those broadcast reformers ... 42

Action possible in near future on anti-strike-application bill introduced last week by Senator John O. Pastore (D-R.I.), and backed by National Association of Broadcasters and individual and group station owners. See...

Pastore submits antistrike bill ... 50

Educational broadcasters tell Congress they need $20 million promised by former President Johnson—and if majority reaction of senators is any indication, they'll get it. See...

ETV bask in warm Senate climate ... 54

FCC's assertion of authority over leaseback arrangements between telephone companies and CATV systems—a move welcomed by cable interests, protected by telephone firms—is upheld by D. C. Court of Appeals See...

Phone cables stay under FCC control ... 65

Justice Department antitrust chief Richard W. McLaren, in letter to FCC, supports Westinghouse proposal to curb network domination of programing, and backs spirit of commission's proposed 50-50 rule. See...

McLaren supports 50-50 approach ... 68

Broadcasters, land-mobile radio users spar again over FCC's proposal to open up UHF channels to land mobile—but FCC-backed Stanford Research Institute study gets relatively little attention in most reply comments. See...

Spectrum battle flares again ... 78
Last year, we made a television program that gave them their chance: "One Nation, Indivisible."

At a time when there really was fighting in the streets, we put seventeen blacks and whites into one room. And got them to talk to each other about their hates and fears and frustrations. They proved there is an alternative to fighting.

And for 3 1/2 hours of prime time, Americans in over 65 cities listened to what they said.

In at least one way that program was a success. It has just won a George Foster Peabody Award as outstanding television public service during 1968.

But you only have to look around you to see a lot remains to be done.

Group W stations are publicly committed to the solution of the problems of urban America as they exist in our individual communities.

We propose to fulfill that commitment.

We'd rather see them fight it out in your living room than in the streets.
MBS plea is denied

FCC has denied Mutual Broadcasting System's request to halt ABC's four-net-
work radio service, underway since January 1968 (BROADCASTING, April 14).
Commission said service "serves the public interest and should be permitted
to continue."

Commission, in order announced Friday (May 2), requested ABC to take some corrective measures, includ-
ing limiting number of its AM affiliates in small markets. But it found no basis in
Mutual's arguments on which to terminate four-network plan.

Commission rejected one of Mutual's main conten tion s—that ABC might force
MBS out of business—on grounds that ABC is losing money, while MBS
is showing profit. ABC, with "poorest financial record of all the radio net-
works," commission said, has lost some $2 million annually between 1956 and
1967, and is showing substantially higher loss in 1968, its first year of ex-
panded operation.

FCC considers MBS's cash-flow in-
come before taxes to have been $153,-
000 profit in 1967 and $631,000 profit in 1968. (MBS had reported $507,000
loss in 1967 and $99,000 profit in 1968. But commission said expenses during
those years included two large items which were "essentially bookkeeping
entries.)

"We find no current threat to MBS's viability," commission said. However, it
added that it would keep watch on affiliation trends, network billings and
income to determine if action is needed to preserve viability of radio networks.
FCC's request that commission limit AM affiliations results from MBS claim
that ABC dominance in markets where it has three or four affiliates is anti-
competitive. Pending further study of question, commission said it was re-
stricting ABC to one affiliate in two-
three- or four-station market, and to two affiliates in five-station markets.

Safe period turned down

FCC has denied request of group of
Boston residents for two-month safe
period in which to file application for
Boston channel 7. Application would be in competition with mutually exclu-
sive applications already filed, by RKO
General Inc. for renewal of WNAC-TV
on channel 7 and by Community
Broadcasting of Boston Inc. for new
station.

Dudley Station Corp., which says it's
representative of Boston black commu-
nity, asked commission last month to
hold channel open for applications until
May 28 (BROADCASTING, April 7). D u d l y argued that any minor delay
that might result would be outweighed
by public benefits resulting from com-
mission having three applications from
which to choose.

Commission said it was not per-
suaded that interference with normal
application processing was justified. But
it noted that it was not establishing any
cutoff date, other than one in effect.
Thus, if Dudley files substantially
complete application prior to day on
which commission acts on two pending
applications, it would be entitled to
comparative consideration with those
applications.

In denying Dudley's request for safe
period, commission noted that RKO
had filed its renewal application three
months ago and that, in effect, Dudley
was seeking five-month period in which
to file competing application.

Commission vote denying safe-period
request was 4-to-2, with Chairman
Rosel H. Hyde and Commissioners
Robert T. Bartley, Robert L. Lee and
H. Rex Lee in majority. Commissioners
Kenneth A. Cox and Nicholas Johnson
dissented.

We said; they said . . .

See-saw battling for ratings supremacy
this season between CBS-TV and NBC-
TV became outsized contention between
two with availability Friday (May
2) of "last" Nielsen report for 1968-
69 season.

Second Nielsen report for April—
covering two-week period ended April
20, 7:30-11 p.m.—is considered by net-
works as marking end of ratings sea-
son.

CBS said season average for period
Sept. 23, 1968, through April 20, 1969,
was CBS—20.3, NBC—20.0 and ABC
—15.6. In second April report CBS
had 19.8, NBC 18.3 and ABC 14.9.

NBC said season rating average was
standoff with inclusion of NBC's pre-
miere week. NBC also claimed its
prime-time TV revenues topped CBS's,
but CBS officials offered analyses to
indicate CBS's prime-time is worth
more in terms of revenue.

NBC said season's rating average was
20.1 for both it and CBS, using Sept.
16, 1968 as starting point. CBS seemed
to be willing to accept this figure. CBS
noted both it and ABC were still in
reruns of old shows during Sept. 16-
23 week when NBC was premiering
new shows.

NBC, stating season was its best ever
in terms of over-all audience and reve-
nue, said "final revenue numbers" were
$277.9 million for it, $223.3 million for
CBS and $176.9 million for ABC. CBS
countered, asserting that NBC's figures
included weeks in September which were
not representative of TV season and
whether or not those weeks were
included CBS still received higher reve-
 nue per minute sold, $48,500 for CBS
compared to $48,200 for NBC.

CBS said this difference in per-min-
ute revenue sold to total dollars was
easily explained in that "we turned
back one-half-hour to the stations every
fourth week" and that CBS had greater
number of hours of sustaining public-
service programming.

If Oct. 1, 1968, start of fourth quar-
ter, were used, said CBS officials, per-
minute revenue would come to $49,200
for CBS and $48,400 for NBC.

Reconsideration denied

FCC refused Friday (May 2) to re-
verse its December decision denying
license renewal of WNjr Newark, N. J.
(BROADCASTING, Dec. 2, 1968). In deny-
ing station's petition for reconsideration
commission noted case "involves gross
misrepresentation and fraud practiced
on the commission. . . ."

WNjr was ordered to cease opera-
tions July 1. Commission vote was 4 to
1 with Chairman Rosel Hyde lone dis-
senter.

ATR sold for $4.3 million

Once-ambitious 1,610-mile microwave
system that would have carried Los
Angeles TV signals to distant CATV points
in Oregon and Texas changed hands
Friday (May 2). Remaining 47 applica-
tions for point-to-point microwave sta-
tions of American Television Relay Inc.
and Microrelay of New Mexico Inc.
(owned by CATV-entrepreneur Bruce
Merrill) were sold for $4.3 million to
Western Microwave Inc., with FCC ap-
proval.

ATR's system, at one time, envisaged
150 stations, but ATR began to dis-
miss large blocks of those applications
17 months ago citing "unexpected de-
lays" on part of commission (BROAD-
CASTING, Dec. 4, 1967 et seq.). Broad-
casters along planned microwave chain
vigorously opposed it on grounds ATR
couldn't finance project. Commission,
in approving sale Friday, noted ATR's
financing was weak.

Western is subsidiary of Tele-Com-
munications Inc., principally owned by
Bob Magness, George C. Hatch (mul-
tiple CATV owner) and KUTV Inc.
(KUTV[tv] Salt Lake City, group own-
er and newspaper publishers).

More "At Deadline" on page 10
Time-Life adds CATV

Acquisition of 1,800-subscriber Rancho Bernardo, Calif., CATV system by Time-Life was announced Friday (May 2). System brings to 14 number of cable TV interests held by Time-Life, and to 67,000 number of customers, Price was not disclosed.

MIS formed by Interpublic

Formation of Media Information Services to perform media buying function for five agencies in Interpublic Group of Co.'s, New York, upon request is being announced today (May 5) by Robert E. Healy, Interpublic's president.

Interpublic's agencies McCann-Erickson, Jack Tinker & Partners, Marschalk, Erwin Wasey and Pritchard-Wood will have available to them "media and marketing services," including on-line computer services with terminals in agencies.

Officials emphasized, however, that media planning and strategy will continue to originate with each agency. Mr. Healy said MIS will develop "guidelines for media buying and provide computerized accountability reports. In working with the agencies it will evaluate and distribute rating services, develop position papers, supply the agencies with basic media management reports concerning industry trends, and serve as our research and development unit for media."

Interpublic spokesman also said, "an agency does not have to use the service at all if it and/or its client decides not to. But after the media decision process, MIS can do the actual buying."

Levin-Townsend gets TV

Approval of sale for KHVB(TV) Henderson-Las Vegas from Nevada Communications Inc. to publicly held Levin-Townsend Enterprises Inc. for $850,000 was announced by FCC Friday (May 2). In granting application commission waived three-year holding rule for channel 5 independent.

Nevada Communications is owned by Charles Vanda, who during late 1950's and early 1960's was CBS-TV producer and manager of CBS's WCAU-TV Philadelphia.

Levin Townsend Enterprises, subsidiary of Levin-Townsend Computer Corp., has Las Vegas real estate and land development interests; controls chain of highway restaurants and gift shops (Cobs) and also has investments in Broadway shows. L-T is listed on American Stock Exchange.

Station will be managed and operated by Nevada Equities Inc., Las Vegas, subsidiary of National Equities Inc. Control of National Equities was acquired by Levin-Townsend Computer Corp. in September 1968. KHVB went on air in September 1967, has 64.6 kw visual and antenna height of 1,190 feet above average terrain.

Bar, media progress

Chairman of American Bar Association's Legal Advisory Committee on Fair Trail and Free Press says "commendable progress" has been made in reconciling views of bar and news media in reporting on trials.

Chief Judge Edward J. Devitt of U.S. District Court in St. Paul, adds most important element in progress is "closing of the communications gap that has existed for so long" and readiness of media and bar to cooperate.

Judge Devitt delivered Law Day address at Massachusetts Press-Bar Symposium, in Boston. Subject of symposium was Reardon Report, whose recommendations for tightening control over kind of information to be made available to news media has been endorsed by ABA house of delegates as means of assuring fair trial. Newsmen, however, have complained they are too restrictive.

Theodore F. Copp, CBS vice president, Washington, and chairman of Joint Media Committee on News Coverage Problems, said he was "optimistic" Reardon Report recommendations "will never be put into widespread effect."
Because you can't get too much of a good thing.

Take our 30 award-winning color-hours with unsurpassed stars and stories certain to glue them to their sets.

**Universal Star Time.**
Add 53 color-hours that won huge audiences, rapturous notices and numerous awards.

**Suspense Theatre.**
Total: 83 color-hours for audiences that know a good thing when they see it.
A calendar of important meetings and events in the field of communications

May 4-9—Advanced advertising management seminar of Association of National Advertisers. Gurney’s Inn, Montauk, N. Y.

May 5—Deadline for reply comments on FCC’s proposed rulemaking concerning establishment of FM translator and FM booster services.

May 5—Annual stockholders meeting, Wometco Enterprises Inc. Byron Theater, Miami Beach, Fla.


May 6—Annual stockholders meeting, RCA. Madison Square Garden Center New York.


May 6—Spring meeting, Pennsylvania Community Antenna Television Association. Whitehall.

May 7—Annual shareholders meeting, Magness Co. Fort Wayne, Ind.


May 7—Annual spring meeting, Pennsylvania Community Antenna Television Association, Allentown, Pa.


May 7—Annual stockholders meeting, Cowles Communications Inc. Waldorf-Astoria hotel, New York.

May 8—Spring meeting, Connecticut Broadcasters Association. Wesleyan University, Middletown.

May 8—Annual stockholders meeting, Reeves Broadcasting Corp. New York.

May 8-10—Annual convention, Kansas Association of Radio Broadcasters, Statler-Hilton Inn, Salina.

May 8-12—Tenth annual American TV & Radio Commercials Festival, New York.

May 9—Eight annual seminar of radio broadcasters and community leaders, Southern California Broadcasters Association, California Institute of Technology, Pasadena.

May 9—Deadline for reply comments on FCC’s proposed rulemaking that would authorize remote-control operation of VHF stations.

May 9-10—Annual meeting, Virginia AP Broadcasters Association. Mariner Motor Inn, Virginia Beach.

May 9—Sigma Delta Chi distinguished service awards banquet, and region 1 conference. Rochester, N. Y.


May 11-13—NBC-TV affiliates convention. Speakers include Walter D. Scott, NBC chairman; Julian Goodman, NBC president, and Don Durgin, NBC-TV president. Century-Plymouth Angeles.

May 11-13—Spring meeting of Pennsylvania Association of Broadcasters. Hershey motel, Hershey.

May 12—Annual stockholders meeting, Capital Cities Broadcasting Corp. Albany, N. Y.

May 12—Date for FCC’s oral arguments on applications by WNDN(FM) Kingston, N. Y., and by 11 UHF TV permits for additional construction time.


May 13—Annual stockholders meeting, John Blair & Co. Dorchester, N. Y.

May 13—Annual stockholders meeting, Metromedia Inc. New York.


May 15—Annual spring manager’s meeting, New Jersey Broadcasters Association. Rutgers University, New Brunswick.

May 15-16—Annual spring convention, Ohio Association of Broadcasters. Imperial House, South, Dayton.


May 16—Deadline for reply comments on FCC’s inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

May 16-17—Annual meeting, UPI Broadcasters Association. Speaker: Peter S. Willett, broadcast services, UPI. Ramada Inn, Tuscaloosa, Ala.

May 16-17—Spring meeting of Iowa Broadcasters Association, Holiday Motor Lodge, Clear Lake.

May 17—Deadline for comments on FCC’s inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

May 19—Deadline for reply comments on FCC’s proposed rulemaking concerning establishment of FM translator and FM booster services.

May 19—Deadline for comments on FCC’s proposal to prohibit networks or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

May 19—Radio Advertising Bureau regional sales clinic. Sheraton-Ritz hotel, Minneapolis.


May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1830 Montreux, Swit- zerland.


May 20—Station Representatives Association annual convention. Speaker: Theodore W. Xhele, labor-management relations lawyer and mediator. Hotel Plaza, New York.

May 20—Annual stockholders meeting, 89th Century-Fox Film Corp. Waldorf-As- toria hotel, New York.


May 21—Meeting of Michigan Association of Broadcasters, Madison hotel, Washington.

May 21—Annual stockholders meeting, Outlet Co. Providence, R. I.


May 23—Deadline for comments on FCC’s proposal that would require uniform tuning methods for UHF and VHF on all television receivers.


May 23—Meeting of Florida AP Broadcasters Association. Sheraton Four Ambassadors, Miami.


May 23-25—Spring meeting of Illinois News
Look what your cameras can do with display units like this

CBS Laboratories’ Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!

**ELECTIONS**—No contest. These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.

**STOCK REPORTS**—Excellent for the long pull. Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.

**WEATHER**—Cool operation. Only 2.7 watts required per unit, with no power between postings. Glare-free even under the strongest lighting conditions.

**SPORTS**—An easy set-up. Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don’t take our word for it. Write or call us collect (203) 327-2000, and let us show you.
Broadcasters Association. Wagon Wheel Lodge, Rockton.

May 24—Meeting of Illinois AP Broadcasters Association, Wagon Wheel Lodge, Rockton.

May 24—Annual meeting, Chesapeake AP Broadcasters Association, Holiday Inn, Baltimore.

May 24-27—Alaska AP Publishers and Broadcasters Joint meeting, Mount McKinley Park hotel, Mount McKinley.


May 26-27—First annual open board meeting, New Mexico Broadcasters Association, Holiday Inn, Clovis.

June

June 2—Deadline for comments on FCC's proposed rulemaking that would permit noncommercial TV stations to present scrambled programming during part of their broadcast day.

June 2—Annual stockholders meeting, Rice Broadcasting Co., Atlanta.

June 3—Annual convention, Armed Forces Communications and Electronics Association, Sheraton Park hotel, Washington.

June 6—Deadline for reply comments on FCC's proposed rule that would require uniform tuning methods for UHF and VHF on all television receivers.


June 6—Fourth annual Belden awards for creative achievement in advertising. Advertising Club of Los Angeles, Beverly Hills hotel, Beverly Hills, Calif.

June 7—Meeting of Iowa AP Broadcasters. Fort Des Moines hotel, Des Moines.

June 8—Television Academy Awards presentation, Carnegie Hall, New York, and Civic Auditorium, Santa Monica, Calif.

June 8-10—Annual convention of Florida Association of Broadcasters, Thunderbird motel, Arlington (Jacksonville).


June 10-14—Nineteenth annual conference of Western States Advertising Agencies Association. Speakers include David Mahoney, president of N. W. Ayer/Torrence/Macdonald; N. W. Ayer/Torrence/Macdonald, Royal Lahaina hotel, Maui, Hawaii.

June 12—Meeting of Montana AP Broadcasters Association, Glacier National Park, Mont.

June 12—Deadline for reply comments on FCC's proposed rule that would permit educational television stations to televise scrambled programming during part of the broadcast day.

June 12-14—Spring meeting of Colorado Broadcasters Association, Manor Vail, Vail.

June 12-14—Annual spring meeting of Missouri Broadcasters Association, Millstone Lodge, Lake of the Ozarks.

Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Both antennas are rugged, broadband, and have excellent electrical properties. They are present in service in all environments with exceptional results. Contact CCA and we'll provide you with technical data and a list of users.

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Gloucester City, N. J. 08030
Telephone: (609) 365-1716

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Lawrence Christian, senior editor. David J. Bailey, Midwest sales manager. Rose Ardran's assistant.


Hits back at 'pressures'

EDITOR: How unfortunate that some of the giants of the broadcast media had to acquire to the pressures of the FCC's dictum of free anticigarette commercials, before our rule-makers on Capitol Hill had a chance to voice their opinion. What product comes next?

Wont the cigarette companies just transfer their millions of budgeted advertising dollars to the print media and the hoped-for effect be watered down?

Consider this: Radio and TV have for many years given untold dollars worth of free spots exhorting drivers to drive carefully. Have fatal accidents been eliminated? Or should we have anti-car buying commercials?

To get crassly commercial, adult-oriented FM radio will, I'm sure, be happy to take up the slack in the cigarette advertising campaigns that AM and TV apparently can't handle.—Allen F. Bonapart, president, WUFM(FM) Utica, N.Y.

The circle in biblical terms

EDITOR: Approximately three years ago I wrote this "quasi biblical parody." It was stimulated by the insurgence of 30-second announcements into the spot field. My prophecy may not altogether materialize, but it seemed to me in view of current happenings, that one shouldn't rule out the possibility.

"Dust to Dust"

In the beginning it was: Let there be 30-second prime-time station breaks.

Then it was: Let there be 20 plus 10 plus 3 prime station breaks but more 20 plus 20 plus 3 prime station breaks because the need was for 20's in prime, not 10's. The 10's didn't tell the story as well as 20's.

Then the need was for 60's in prime instead of 20's because the 60 told the story much better. So we began movies in prime time to carry 60's. Then few bought prime 20's. With 60's available in prime, it was found a 60 could be used as a 30 plus 30 or a 45 plus 15.

Having borne new children, it was desirable to put them to labor and it was desirable to pay less for a 30 than a 60 or 20, and less for a 15 than a 20.

It would appear that where the prime 60 was the best way to tell a story it could also be done with a 30 and with a 15, but not with a 20.

And so with a hue and a cry it was: Let there be room for 30's on prime station breaks!

Let there be room for two 30's on prime station breaks! And so we began 63-second prime-time breaks.

And then it was: Let the 30 be two 15's. And let there not be the same rate. And let there not be two or three neighbors on the same break.

And then it was: Let there be room for only two 15's.

And so we begat: a 30-second prime time station break.

And wasn't that what we begat in the beginning?—Mann Reed, regional sales manager, WTEV(TV) New Bedford, Mass.

Ad writing taught here

EDITOR: Like I. C. Haag, I too was delighted to see Margo Kraene's "Monday Memo" of March 17, about good radio commercials. It occurs to me that Mr. Haag might like to know that here at Southern Illinois University, we are training people to write quality commercials for radio and television, too.

My broadcasting writing class places its major emphasis on this, although other types of writing are also discussed.

The issue of paying people adequately to write copy is another question, one to which I hope Mr. Haag and others in the industry will address themselves quite seriously.—Charles T. Lynch, assistant professor, radio-television, Southern Illinois University, Carbondale, Ill. (In an "Open Mike" I. C. Haag of I. C. Haag Advertising, Northbrook, Ill., had mentioned that "somewhere, sometime, somehow" the advertising industry was going to have to train commercials writers.)

Crest jest request

EDITOR: Would it be possible to secure the original of the April 21 Sid Hix cartoon? Our clients at Procter & Gamble would be delighted to have it—Timothy J. Connor, Benton & Bowles, New York.

(Original is en route)

"My little boy ran in shouting he had no cavities, thanks to Crest. ... Unfortunately, I was doing a Colgate toothpaste commercial at the time!"

Tip of the hat

EDITOR: I very much appreciate the attention you gave to the March 31 "Week's Profile" which turned out splendid indeed. I received glowing comments from everyone. —Gerald Adler, NBC Enterprises, New York.

M&H

DON'T JUST STAND STILL ALL SUMMER

There is a unique opportunity this summer to make sure that the rating performance of your station is better next year.

The major ingredient in a station's success comes from what you do yourself, the programs and people under your control. The network helps—but interestingly enough, you can be number one in your market regardless of network affiliation.

News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows—varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the newscasters, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How effective are your competitors' performers? You can't find the answer in a rating book, but you can through McHugh and Hoffman, Inc.

For over sixteen years we have been developing the techniques of depth analysis that result in practical recommendations. Our company is in its seventh year, and was founded to apply all of the things previously learned to the study of radio and television station images.

We have some interesting success stories to tell which you can verify by talking directly to client station managers throughout this country and Canada. We would like to make a presentation with no obligation on your part. Just give us a call.

McHugh the most of this summer while your competitor is taking it easy—

McHUGH & HOFFMAN, INC.

Television & Advertising Consultants

480 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-6800

BROADCASTING, May 5, 1969
ED NELSON. He’s the popular star who became a household face as Dr. Rossi in “Peyton Place”. A well-established TV personality, Ed now hosts his own variety-talk show ... THE ED NELSON SHOW.

It’s a five-a-week 90-minute strip show that can work almost 24 hours a day. Stations are carrying it in the morning, others are scheduling it for afternoon and prime time viewing.

It’s a perfect entertainment vehicle for any hour of the day.

This isn’t just another show with people sitting around on a couch. In addition to live studio entertainment, Ed Nelson also goes wherever it’s happening ... whether it’s to the Mardi Gras in New Orleans, a Broadway
opening night, or an outdoor showing of the latest fashions from Europe.

   And he listens... listens to some of the most interesting people on television, his guests. People of the moment... who have something to say from the world of entertainment, science, art, fashion, politics.

   In fact, you never know who's going to show up next.

ED NELSON... a delightful host with a fascinating show. Let him go to work for you. Why? He's got seven kids.

The Ed Nelson Show
90 minutes Daily in Color

NEW YORK (212) LT 1-7777 • CHICAGO (312) 263-0800 • LOS ANGELES (213) NO 3-3311 • ATLANTA (404) 255-0777 • DALLAS (214) 521-22
I believe the field of advertising, including broadcasting, goes further in respecting and accepting women as professional colleagues than many others I can think of.

Nevertheless we still hear a lot about discrimination against women. There is some truth to these comments, more than many of us would like to admit.

I am sure most readers can think of some agencies or companies that are reluctant to place qualified women in many positions of responsibility. This is a harsh and unpleasant fact of life.

But I wonder sometimes if we women don’t use this fact of life as an excuse when things don’t go just as we wanted. If we are really serious about our careers, though, we can’t let it stop us.

The times have never been better for women in advertising, radio or television—for women who want to enter these fields as well as for those already in who want to move up to positions of greater challenge.

Today the number of women who have reached responsible positions is both impressive and growing. Some really have made it. I hear that out East there is even a woman who founded and is now president of her own agency which just a few days ago gave her a big raise and a 10-year contract. She has a few decent accounts—a car, some planes and, oh, yes, even Love.

But she’s not the only woman way up at the top. There are a few in Chicago too who also are founders and hold top posts in their agencies.

Further, there is a reservoir of young women training and eager to step up to executive levels. Many will get their chance because this is a business more generous of spirit and more responsive than most.

The time was never better for us to progress according to our worth.

This is an era of dramatic economic and physical change. Important discoveries have resulted in new products in totally new fields, creating additional markets rather than replacing those existing.

New products and new markets mean more jobs and opportunities for the dedicated, the bold and the imaginative to exploit. Who is going to fill these job opportunities? The current male labor force is nearly fully employed. So women have a better chance than ever to work into intellectually challenging positions.

This also is an era when attitudes about women and their role in the world are changing—at least in some groups. Claire Booth Luce told a Chicago audience a few weeks ago that today’s young males and females are beginning to act like equals. This generation, she suggests, could be the first in history to accept the “personhood” as well as the womanhood of females.

This generation will do away with sexual segregation, and women—as well as men—will have the freedom to choose how they will live their lives, the freedom to have a challenging career and the freedom to be judged on merit alone.

I see the very essence of our business. Ideas are what compete in the market place. A better idea, at least sometimes, can come from a woman. There are some areas in which women can make a uniquely feminine contribution.

Understanding what is going on in the mind of the potential customer, more often than not a woman, is basic to successful marketing. Men and women are intellectual equals, but emotionally they react quite differently.

A television commercial, for example, can really turn the woman customer off if her sense of taste and appropriateness is offended. Sometimes this can be done in the most subtle way: too large a serving of meat on a fork can distract a woman from the selling message about good meat; or, polishing a table across the grain instead of with it keeps me from remembering why that brand of furniture polish is so good.

But the unique contribution of women is not limited to subtleties alone. Women can provide their special intuition and insight into the ways of women to help develop stronger selling approaches.

A woman developed Clairiol’s “does she, or doesn’t she” campaign and women responded with purchases. You’ve seen it on TV often these days. Many men, however, are impressed mostly by the sexual overtones they read into it, not its selling appeal.

Men on the other hand respond to the TV ads in Noxzema’s “take it off, take it all off” campaign but I doubt if many women would endorse it. Women don’t understand the virility ritual of shaving and I doubt the same campaign could sell them a deploratory.

So we need both points of view to search out the most compelling sales approach and then to present it most appropriately to the target audience.

We in advertising also face great moral challenges today and we need the best thinking of both sexes to cope with them. None of our activities take place in a vacuum and each affects the other.

A young person today, living an average life span and viewing TV as an average viewer, will spend the equivalent of 17 years of 24-hour days before the tube and will see well over 4.5 million commercials. Add to that other media exposure and one can grasp the impact.

No matter how we look at it, there is justification today for a better balance between the sexes in the executive suite.

---

**Woman's place is in the executive suite**

Rosemary E. Anderson is vice president and account supervisor at McCann-Erickson, Chicago. A few weeks ago she was selected Chicago's 1969 Advertising Woman of the Year by the Woman's Advertising Club. She is well known for her media skills, including creative use of television. Mrs. Anderson joined McCann in 1963. Prior to that she was with Compton Advertising and Lennen & Newell in New York as well as McCall's. She was graduated in 1951 from Douglass College, New Brunswick, N.J.
How convenience created jobs for 100,000 Americans

Some people think Americans attach too much importance to conveniences like dishwashers. Actually, all of us probably attach too little.

What some don’t see is that appliances such as dishwashers, disposers, and self-cleaning ovens do more than make life easier for housewives. In the past ten years, these appliances have created 50,000 new jobs in the appliance industry*, and at least an equal number in related businesses and industries.

We at Republic Steel can see it. Our steels help to meet the soaring demand for convenience appliances. Republic Steel Corporation supplies the flat rolled steels needed for durability and attractiveness; the stainless steels used for beauty and corrosion resistance; the steel wire and tubing, bar steels and high strength alloys, fasteners, and many more.

If you have ever tried to create a job, you know it isn’t easy. It takes a lot of hard work, imaginative thinking, and economic resources. You have to get involved and stay involved. It takes more than good intentions.

The people in American business and industry deserve your support. They’ve been involved for years. They create more jobs, more pay, more tax revenues, and more conveniences for more people than anybody else in the world.

*Based on U.S. Government statistics

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND, OHIO 44101
Unbelievable...
but you better believe it.

Gilligan's Island sold in 124 markets.
**GILLIGAN'S ISLAND, LOS ANGELES, CALIFORNIA**

After 16 months of continuous stripping, GILLIGAN'S ISLAND increased Independent KCOP's share of audience—from a 8.0% share in Nov'67—to an **UNBELIEVABLE** 30.0% share of audience in JAN'69—(275.0% increase)

**Topping All Competition**

<table>
<thead>
<tr>
<th>KCOP</th>
<th>Monday-Friday, 5:30-6:00P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nov '67</strong></td>
<td><strong>GILLIGAN'S ISLAND</strong> 5.0 <strong>8.0%</strong></td>
</tr>
<tr>
<td><strong>Mar '68</strong></td>
<td><strong>GILLIGAN'S ISLAND</strong> 9.0 <strong>17.0%</strong></td>
</tr>
<tr>
<td><strong>Nov '68</strong></td>
<td><strong>GILLIGAN'S ISLAND</strong> 8.5 <strong>22.0%</strong></td>
</tr>
<tr>
<td><strong>Jan '69</strong></td>
<td><strong>GILLIGAN'S ISLAND</strong> 11.5 <strong>30.0%</strong></td>
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<table>
<thead>
<tr>
<th>KCOP (Ind)</th>
<th>Monday-Friday, 5:30-6:00P.M.</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Early Show</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Money Movie</td>
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<tr>
<th>KCOP (Ind)</th>
<th>Monday-Friday, 5:30-6:00P.M.</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>Early Show</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>What's My Line</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Mike Douglas</td>
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<tr>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Early Movie</td>
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</tbody>
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<tr>
<th>KCOP (Ind)</th>
<th>Monday-Friday, 5:30-6:00P.M.</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Truth Or Consequence</td>
</tr>
</tbody>
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**FOUR STATION ST. LOUIS, MISSOURI**

January 1968—M, F, 4:30-5:00P.M.

<table>
<thead>
<tr>
<th>KWNL-TV (Ind)</th>
<th>GILLIGAN'S ISLAND</th>
<th>44.0 %</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>21.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Early Show</td>
<td>14.0 %</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Money Movie</td>
<td>24.0 %</td>
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<table>
<thead>
<tr>
<th>KWNL-TV (Ind)</th>
<th>GILLIGAN'S ISLAND</th>
<th>45.0 %</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>News/Weather/Sports</td>
<td>9.0 %</td>
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<tr>
<td><strong>B</strong></td>
<td>Channel 7 News</td>
<td>32.5 %</td>
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<tr>
<td><strong>C</strong></td>
<td>News</td>
<td>15.5 %</td>
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<table>
<thead>
<tr>
<th>WTHK-TV (Ind)</th>
<th>GILLIGAN'S ISLAND</th>
<th>48.0 %</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>Early Show</td>
<td>13.0 %</td>
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<tr>
<td><strong>B</strong></td>
<td>What's My Line</td>
<td>13.5 %</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Mike Douglas</td>
<td>26.0 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KMBC-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>59.0 %</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>I Spy</td>
<td>14.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Mike Douglas</td>
<td>28.0 %</td>
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<table>
<thead>
<tr>
<th>KSVO-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>52.5 %</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>31.5 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Early Movie</td>
<td>15.5 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KSL-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>54.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>27.3 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Let's Make A Deal/News</td>
<td>20.0 %</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>WGNI-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>56.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>33.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Truth Or Consequence</td>
<td>22.0 %</td>
</tr>
</tbody>
</table>

**FOUR STATION MILWAUKEE, WISCONSIN**

January 1969—M, F, 4:00-4:30P.M.

<table>
<thead>
<tr>
<th>WISN-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>57.0 %</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>18.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Theatre 4/Cash</td>
<td>21.0 %</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Mr. Ed</td>
<td>7.0 %</td>
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<table>
<thead>
<tr>
<th>WSGC-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>50.0 %</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Superman</td>
<td>33.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Dark Shadows</td>
<td>16.0 %</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Lucy Show</td>
<td>2.0 %</td>
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<table>
<thead>
<tr>
<th>KSL-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>51.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>5 O’Clock Report</td>
<td>31.0 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Mike Douglas</td>
<td>19.5 %</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>KSL-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>54.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Mike Douglas</td>
<td>27.3 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Let's Make A Deal/News</td>
<td>20.0 %</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>WBAY-TV</th>
<th>GILLIGAN'S ISLAND</th>
<th>70.5 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Truth Or Consequence</td>
<td>11.5 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>News</td>
<td>19.0 %</td>
</tr>
</tbody>
</table>
"I just couldn't believe that WNBF in Binghamton is the highest-rated TV station in the country... that's the WHOLE country...9 a.m. to midnight, until I saw that it's a Triangle station."

Highest TV homes share of the 106 three-or-more station markets, ARB, November/68, compiled by Television Age. Audience estimates, subject to qualifications, available on request.
$100 billion a year in public service

That’s price tag Robert Nathan puts on benefits consumers get from television broadcast system

What are the consumer benefits, in monetary terms, of television broadcasting? An economic consulting firm created its own basis for answering that question, and came up with an estimate of $101.6 billion annually. This is 13 times the $7.8 billion spent on broadcast activity and equipment for television reception in 1967, and means, the firm said, that television must be regarded as an efficient and productive element of the economy, perhaps the most efficient and productive.

Robert R. Nathan Associates Inc., of Washington, made the estimate and appraisal in a report on the social and economic benefits of television broadcasting, prepared for the Association of Maximum Service Telecasters. AMST filed the report with its comments last week opposing the FCC’s proposals to grant land-mobile radio access to 21 channels of spectrum space now allocated to UHF television (see page 78).

The Nathan report was critical of the proposals. It said they were offered without the studies required for making an informed judgment, and concluded that all of the spectrum space now assigned to television is needed to accommodate an inevitable expansion of the industry.

Robert Nathan, in addition, was harsh in its criticisms of a study by an FCC-sponsored committee of land-mobile radio users—the Land Mobile Advisory Committee—which concluded 16 months ago that land-mobile radio produces greater economic benefits than television per unit of spectrum allocated (Broadcasting, Dec. 4, 1967). The study, the Nathan report said, “is not worthy of serious consideration.”

The Nathan report endorsed a suggestion AMST in its comments in the land-mobile proceeding as a means of meeting land-mobile radio users’ claimed spectrum-shortage problems: an increased use of common-carrier services or communication service companies instead of the present independent systems. The report said this would produce substantial benefits for the economy, and reduce over-all investment costs for land-mobile radio.

The Nathan firm constructed its own framework within which to analyze the consumer benefits of television, it said, since no theoretical framework for such an analysis existed. It employed a concept of “consumer’s surplus,” which it defined as the excess of consumer satisfaction above his cost. And since market-price values are not available for programs viewed on television, the firm resorted to “shadow pricing”; It assigned costs that it estimated the viewer would have to pay to obtain the same information and entertainment from some source other than television.

In applying the “shadow pricing” technique, the report said it doesn’t matter that a viewer would not or could not have recourse to an alternative source in the absence of television. It said “broadcasting is a unique activity” for which nothing can be substituted. It is enough to say, the report added, that the viewer is receiving a benefit which from the next alternative source is valued at a recognizable market price.

The report, with its “shadow prices” for programming adjusted according to the broadcast times and kinds of programming (information and noninforma-

The Nathan credentials

Robert R. Nathan Associates Inc., which prepared the report on the social and economic benefits of television for Association of Maximum Service Telecasters (see this page), is a well-known economic consulting firm that has been a part of the Washington scene since 1946.

Robert R. Nathan, the founder and president, served the government during World War II as chairman of the Planning Committee of the War Production Board and as deputy director of the Office of War Mobilization. Previously, he had been chief of the U.S. Department of Commerce national income division.

The firm has served private clients, as well as agencies of the U.S. government, state and local governments, and foreign countries in doing studies relating to transportation and communication, labor, industry and foreign trade, and urban-regional development.

Project director for the television-benefits study was Ralph L. Trisko, a senior associate, whose experience has been largely in the economic analysis and techniques of international cooperation. He is a graduate of the Georgetown University School of Foreign Service.
How 'shadow prices' were developed

The table below recapitulates the "shadow price" calculations used by Robert R. Nathan Associates Inc. in concluding that commercial television affords the public an estimated $96.6 billion in benefits. The consulting firm assigned to programs values that are based on the nature of the program, the composition of the audience (adult and/or children), the time of day and day of the week it is shown, then adjusted to an hourly rate and multiplied by the number of viewer hours (as indicated by Nielsen ratings). For instance, the alternative to prime-time entertainment is said to be a movie in a neighborhood theater. But where the Nathan firm estimates that a "representative admission price" at such a theater to view a one-and-a-half-to-two-hour movie is $1.75 for an adult and 75 cents for a child, it says the benefit home viewers are receiving from television in prime time is 50 cents per viewer per hour. This "shadow price" is said "to take into account the differences between television and theater, and to be sufficiently conservative." Such extra movie-going costs as transportation and babysitters are not considered.

<table>
<thead>
<tr>
<th>Time sector</th>
<th>Audience (billions of viewer-hours)</th>
<th>Rate ($/hr.)</th>
<th>Total benefit ($ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 a.m.-5 p.m., Mon.-Fri.</td>
<td>36</td>
<td>.40</td>
<td>14.4</td>
</tr>
<tr>
<td>5:30-7 p.m., Mon.-Sun., Information</td>
<td>15</td>
<td>.60</td>
<td>9.0</td>
</tr>
<tr>
<td>5:30-7 p.m., Mon.-Sun., non-information</td>
<td>25</td>
<td>.35</td>
<td>8.8</td>
</tr>
<tr>
<td>7:30-11 p.m., Mon.-Sun.</td>
<td>76</td>
<td>.50</td>
<td>38.0</td>
</tr>
<tr>
<td>11 p.m.-1 a.m., Mon.-Sun.</td>
<td>18</td>
<td>.60</td>
<td>10.8</td>
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<tr>
<td>6 a.m.-3 p.m., Sat.-Sun., sports</td>
<td>8</td>
<td>1.50</td>
<td>12.0</td>
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<tr>
<td>6 a.m.-5 p.m., Sat.-Sun., nonsports</td>
<td>12</td>
<td>.30</td>
<td>3.6</td>
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The report said the commission had initiated its rulemaking in spite of "a relative poverty of information relevant to rational decisions on the issue." It noted that the commission's staff had said it lacked the resources to evaluate the total costs and benefits involved in a reallocation of the spectrum, and that a high-level panel named by the secretary of commerce had said two-and-a-half years ago that a national research program on the social and economic values of competing demands for the use of the spectrum is needed.

The report said that, as a minimum, the commission should seek to project the future requirements for land-mobile radio and television channels, particularly in the 25 largest market areas, determine the opportunities for accommodating present and prospective land-mobile radio users within the spectrum space now assigned to them, and learn the costs and benefits to the public of the proposed transfer of spectrum space.

It said that while the commission bused its proposal in part at least on the assumption that the UHF spectrum is underused, the fact is that most channels assigned to large cities are used. It noted that in only four of the 25 major cities are commercial channels available for new applicants. In the 10 largest market areas, there is only one noncommercial channel unused, in Philadelphia.

The report noted that, while the commission appears to regard UHF growth as unacceptably slow, UHF television is actually overcoming "fundamental disadvantages" (particularly the lack of sets equipped to receive UHF), and is surging ahead. Between 1966 and 1968, a total of 124 UHF stations went on the air compared with a cumulative total of 148 in the entire preceding period.

Moreover, it said, the ever-growing expenditures for television advertising—both in absolute terms and as a percentage of advertising expenditures in all media—indicate that television's growth is not likely to be limited by a lack of financial support. Advertisers doubled their television expenditures over the 10-year period ending in 1967. During the same period, television expenditures as a percent of total advertising rose from 13.2% to 17.4%.

The report, in addition, pointed to "three basic and irreversible forces at work in American society which are going to result in public need for a greater over-all diversity and variety in television broadcast programming in the future":

- Growth of per-capita income in a growing population. The population of the 50 largest market areas alone is expected to rise from 94 million in 1966 to 114 million in 1980, while per-capita income in the U.S. is rising from $2,964 to $4,654 in real terms.

- Increase in leisure-time activities. Expenditures on discretionary items like recreation will increase in real terms from $42.9 billion in 1967 to $82.5 billion in 1980. The greatest growth is expected to be for radio, television, records and musical instruments (from $8 billion to $21.1 billion).

- Higher levels of education among the people. The number of individuals completing four years or more of college will increase from 9.8 million to 16.8 million.

In urging rejection of the conclusions of the Land-Mobile Advisory Committee report on the comparative economic benefits of land-mobile radio and television, the Nathan report asserted that the study was done by persons "without proper professional qualifications or sufficient knowledge of the TV industry." The "exclusion of a pro-LMR and anti-television bias," the Nathan report added, "would have been very difficult." (There were no television-industry representatives on the committee, and the economic studies were prepared by a "task force" of two men, one employed by General Electric and the other by Standard Oil of New Jersey.)
CRITICAL CHEERS FOR NBC SPECIALS

IN APRIL...

The Ship That Wouldn't Die — The USS Franklin
"An extraordinary document... one of the most moving epics of its kind I have ever seen."
— Percy Shain, Boston Globe

Fellini: A Director's Notebook
"To watch a master like Fellini at work was a creative experience."
— Kay Gardella, New York Daily News

The Second Bill Cosby Special
"Rich, warm and funny and lively and human..."
— Cecil Smith, Los Angeles Times

First Tuesday
"Its best effort... a marvelously paced two hours headed by the droll and often caustic Sander Vanocur."
— Mike Shropshire, Fort Worth Press
IF IT'S REALLY “SPECIAL” IT'S ON NBC

THURSDAY/MAY 1

Jack Paar In Africa (10:00-11:00) Tour-guide Paar concentrates on Africa’s fascinating people—from Masai cowboys to pygmies.

FRIDAY/MAY 2

Victoria Regina (8:30-10:00) Julie Harris stars in this “Hallmark Hall of Fame” drama’s encore showing. A winner of three Emmys!

SUNDAY/MAY 4

H. Andrew Williams' Magic Lantern Show Co. (10:00-11:00) Making “now” sounds with Andy are Sergio Mendes and Brasil '66, Aretha Franklin and Roger Miller.

MONDAY/MAY 5

The Best On Record: The Grammy Awards (8:00-9:00) Among those present: the Beatles, Simon & Garfunkel, Dionne Warwick, Jose Feliciano, Mason Williams and O. C. Smith.

TUESDAY/MAY 6

America’s Junior Miss Pageant (7:30-8:30) Mike Douglas hosts the finals of this yearly competition. Live from Mobile, Ala.

SATURDAY/MAY 10

Rod McKuen: The Loner (8:30-9:00) What more appropriate vehicle for a loner than a one-man show? Rod's first special of his own.
ABER OF AMERICA (10:00-11:00) "Project s" story of Washington, D.C. from its found- to now. Burgess Meredith is the narrator.

The Pogo Special Birthday Special (8:30-9:00) Pogo and his fascinating pals in an animated musical version of the comic strip.

FRED GWYNN & ABY DALTON in a comedy about a loving family in turn-of-the-century New York.

Alan And His Buddy (8:00-9:00) "Alan" is A. King and the "Buddy" is B. Hackett. Joining them are Karen Morrow and Linda Lavin.

Barnum & Bailey Circus (8:00-9:00) Acrobat feats! Daredevil feats! Arthur Godfrey hosts.
as against $8.6 million per mc for television.)

It added that the LMAC report, while concluding that television produces fewer economic benefits than land mobile, does not evaluate the benefits of television but, rather, "assumes . . . that all of the social and economic benefits of television would be available if transmitted by wire." The Nathan firm also noted that while the LMAC report estimates the cost of a nationwide wire-transmission system would be $3.6 billion, the Complan Associates, in a report prepared for the Task Force on Telecommunications Policy appointed by former President Johnson, said it would be $20 billion.

The Nathan report dismissed the basis on which the estimates of economic benefits were made—the "wholly undocumented assumptions and a limited number of responses to a questionnaire survey of LMR users." The report said that "the questionnaire itself was biased so as to elicit favorable responses."

Broadcasting

Evidence ends—it's up to Staggers

Cigarette testimony mass of contradictions; now committee must decide on its proposals

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) called it the "longest hearing" he could remember. His panel wound it all up last week, after three grueling weeks of testimony on the marketing, advertising and labeling of cigarettes, most of it contradictory. But the final witness only signaled the end of the beginning.

The committee is expected to turn this week to the monumental task of sorting out the conflicting claims. Then, possibly as early as next week (witnesses were given five days to file additions to the record), the panel may turn to the politically touchy task of maneuvering for votes, trade-offs on specific proposals and amendments in accord with their consciences and constituencies. Out of it all may come a recommendation to the House floor "that the bill do pass."

What will be in that bill, if any specific measure can survive the intracommittee warfare, to be held behind closed doors with the committee on one side and reporters on the other, at this point can be anybody's guess.

Early in the Staggers hearings it was apparent that tobacco-state representatives were well organized, available in force for hearing-room duty, and determined to seek a simple extension to the Cigarette Labeling Act now on the books—which requires the present health notice on cigarette packs, bars any requirement that it appear in advertisements, and pre-empts states and federal regulatory agencies from insisting on stronger measures.

The aim was enactment of an extension before the labeling act expires, on June 30. Cigarette foes, however, have been either seeking to delay or block an extension of the act, or, if one is moving toward enactment, toughen it. Most anticigarette members on the Commerce Committee have indicated an antipathy to letting the regulatory agencies have their way with the matter, and in effect joined with the pro-tobacco forces in agreeing that, win or lose, the matter should be decided by Congress.

Thus the speculation now runs that, in the committee, and later on the floor, the main battle will be on the terms of the extension legislation. That some measure, probably acceptable to the tobacco representatives, will clear the committee, is seen as likely. Its fate on the House floor is more in doubt.

And in the Senate, where the legislation will be sent if House passage can be gained, the chances for a pro-tobacco bill remain extremely murky.

The weeks of conflicting testimony from public-health officials and tobacco-industry representatives took their toll on members of the committee. They frankly admitted they were more than slightly confused and called for an "investigation of the investigators" to find what the "real situation" was.

Over the three-week period the battle lines were clearly drawn. The public-health officials declared that cigarette smoking does cause lung cancer and other diseases, and urged that the warnings on cigarette packages as well as all forms of advertising, including broadcast, read: "Warning: Cigarette smoking is hazardous to your health and may cause lung cancer and other diseases."

The representatives of the tobacco industry, including members of the medical profession serving as consultants to the industry, firmly stated last week that there has been no clinical evidence to prove that cigarette smoking does cause disease, and offered the opinion that the present warning on cigarette packs ("Cigarette smoking may be hazardous to your health") is too strong. In reference to the present issue about whether the label warning should be strengthened, the tobacco representatives emphasized that there has been no new evidence presented since the last congressional action in 1964 that resulted in the present warning, to warrant a change.

A major witness at last week's hearings was Robert B. Meyner, former governor of New Jersey and present administrator of the cigarette advertising code, who emphasized the work that has been accomplished by his organization in the field of self-regulation—a concept which he feels may be in danger now.

Mr. Meyner explained that the code was drafted by the country's major cigarette companies early in 1964 with its primary aims to avoid appeals to youth and to eliminate unsubstantiated health claims. He pointed out various
instances in which the code was successful in realizing these aims.

When asked his recommendations for congressional action, Mr. Meyner replied that he hoped the committee would encourage self-regulation by the tobacco industry. He said that he was sure that if Congress withheld legislation that would be detrimental to the industry, the tobacco companies would adhere to the code. Mr. Meyner emphatically requested that the Federal Trade Commission not be allowed to take any action in the matter, pointing out that "the total performance by the FTC in this field since 1964 raises questions as to the commission's qualifications to assume the broadened role it seeks in cigarette advertising."

Mr. Meyner, who it seems hadn't yet received the word about the National Association of Broadcasters decision on self-regulation of cigarette advertising (see box), also acknowledged "the additional helpful efforts in this area of the television code and the radio code of the [NAB]."

A new angle to the controversy was contributed by Dr. Eugene E. Levitt, professor of psychology, Indiana University school of medicine, who shifted the focus from whether cigarette smoking causes disease to whether television advertising causes cigarette smoking.

Dr. Levitt cited various studies conducted to discover the effect of cigarette commercials on the smoking habits of young people. All the studies, he said, came to the same conclusion that "there is no scientific basis for inferring that television cigarette commercials exercise a significant influence on the smoking behavior of young people."

If this is so, he was asked by Representative J. J. Pickle (D-Tex.), "Why do the tobacco people spend millions of dollars on advertise on television?" Dr. Levitt replied that they advertise for the same reasons that the soap industry does. Like the soap manufacturers who are not trying to encourage people to wash, the tobacco manufacturers are not trying to get people to smoke; they are merely urging them to switch to their particular brand, he explained.

Picking up the comment from Representative Bob Eckhardt (D-Tex.) that "the disease of advertising causes its own antibodies." He suggested that if this is the case, "perhaps the FCC should declare a six-month moratorium on cigarette advertising to see if it really is effective."

In conjunction with the battle between pro and anticigarette forces, the battle of semantics raged on.

Several congressmen offered various warnings of what might be appropriate should they appear on cigarette packs and advertising. Most anticigarette representatives felt the warning should go into great detail about the inherent dangers. The tobacco people, however, felt that no warning was necessary, but if one was used, the present one would suffice. Representative Torbert Macdonald (D-Mass.) facetiously suggested the following: "Caution: this cigarette not dangerous unless lit."

One item the opponents did agree upon, however, was the need for more experimentation to discover definitely the relationship between smoking and disease, and an increased effort to develop a "safe" cigarette. Some work has been done in this latter category, it was brought out during the hearings, by Dr. Perry B. Hudson, a New York research scientist and president of High Tor Foundation, Palisades, N.Y.

"A less hazardous cigarette, acceptable to the smoking public and the cigarette industry, is now possible," Dr. Hudson announced, explaining that a carcinogen (cancer)-fighting tobacco additive called Chemosol had been developed which inhibits the formation of benzo(a)pyrene, the "most potent and most frequently found cancer-inducing agent in cigarette smoke," according to research findings. Dr. Hudson urged, in light of this new discovery, that cigarette advertising not be banned, so that the public could be made aware of these and other new improvements in cigarettes.

In addition, President Norman E. Cash of the Television Bureau of Advertising sent to the House Commerce Committee—on authorization of the TVB board—a message containing that "the public should have the opportunity to be informed through advertising"; that "if a product can be lawfully sold, it should be lawful to advertise it [in] any and all advertising media," and that "we trust that these principles will be preserved in any decisions" by the committee in its current cigarette hearings.

All these recommendations will be taken into consideration when the committee makes its report to Congress. From the tone of the hearings it appears that the views of the pro-cigarette contingent held sway with committee members.

But, Committee Chairman Staggers has promised that Congress will act; it will not let the present law expire, putting the responsibility of a decision in the hands of the regulatory agencies, namely the FCC and the FTC. Chairman Staggers concluded the hearings, noting, "if we don't act, a regulatory agency will act, possibly illegally. I hope we do not abdicate our responsibility."

**Status quo on NAB code stance**

**Review board rejects changes in provisions dealing with smoking ads**

The National Association of Broadcasters' television code board last week voted to consider no changes at present in the code's provisions concerning cigarette advertising. The board, meeting in Washington Wednesday and Thursday (April 30-May 1), acted on the recommendation of NAB President Vincent T. Wasilewski.

The action came in a Washington climate of regulatory and legislative cigarette activity in which any action affecting broadcasting's voluntary standards—including, it was conceded privately, this decision to make no changes—would tend to be misconstrued by one or the other of the warring camps.

After the meeting, at which a motion to pass over action on any of the possible changes in code treatment of cigarette advertising was approved by a 5 to 3 vote (with one abstaining), on a secret ballot, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV and radio code review board, said: "Mr. Wasilewski requested the code review board to take no action now because the Congress and the FCC are in the midst of detailed considerations of numerous proposals relating to cigarette advertising. Code board action at this time might appear to some to be merely a strategic maneuver designed to influence congressional action."

A number of options for changing the code were set for study during the code board meeting in March, held during the NAB annual convention (BROADCASTING, March 31). They included delineation of specific time segments during which cigarette spots could be acceptable (to minimize exposure to youth); banning cigarette spots in or adjacent to programs aimed primarily at children or teen-agers; banning depictions of smoking in commercials; de-emphasis of smoking in programs; requiring disclosure of tar and nicotine content in all cigarette advertising, and to the possibility of restricting cigarette advertising to brand identification only. Under the terms of the board's action last week the code authority is to continue its study of all aspects of cigarette-advertising standards. Meanwhile, the present code provisions and guidelines remain in force unchanged.

The code and guidelines are intended to reduce appeals in cigarette commercials to young members of the audience. Use of athletes and young models in commercials is forbidden. The code also bars health claims.

BROADCASTING, May 5, 1969
Strains in station relations

For TV networks, affiliate rejections of cigarette ads raise tricky problems

The practical effect that stations' dropping of cigarette advertising will have on network cigarette commercials was about as clear last week as a smoke-clogged room.

Where it all might lead was even hazier.

The effects on national-spot and local cigarette advertising on stations that elect to drop such commercials, on the other hand, appeared perfectly clear: These messages can be dropped as current contracts expire.

These stations say they’ll honor current network commitments for cigarette commercials but will drop those, too, as present commitments expire. The rub is in deciding when the commitment: run out. Everybody—networks, affiliates, agencies with cigarette accounts—seems to have his own ideas.

There appeared to be fairly general agreement that cigarette contracts with the networks tend to run either for 52 weeks—but with clients and agencies often leaving themselves an “out,” not always with network concurrence—or for shorter periods but with the advertiser having the option to renew.

The one area of almost total agreement, aside from the point that the entire situation is confused and unpredictable, was that cigarette advertisers, traditionally early buyers, have virtually completed their network TV buying for next season—and had done so even before the Post-Newsweek Stations started the mini-rebellion last month (Broadcasting, April 14).

Thus it would appear that “firm” 52-week contracts would have to be honored by all affiliates, including those renouncing such advertising, until September 1970, when another new season gets under way. And there was considerable belief that even shorter contracts, if they contained continuation clauses, would also be treated as 52-week contracts if the advertisers in fact renewed them.

But the issue was regarded as being far from one of contracts alone. Some sources looked upon the contract question as the smallest part of the problem.

If, for example, an affiliate decided that a cigarette brand’s 26-week contract with the network ended after 26 weeks and the station thereafter started “covering” that brand’s commercials, would the network—any network—an issue of it even if the network lawyers were sure execution of the renewal clause had made it a 52-week rather than a 26-week commitment?

Even network authorities—and in some cases especially network authorities—often tended to agree that any network would be reluctant to call a showdown at a time when both the FCC and the Federal Trade Commission have taken strong anticigarette and anticultigarette-advertising stands and the question is deep in controversy on Capitol Hill.

But network and other authorities also stressed that networks can hardly afford to let affiliates “cover” network commercials indiscriminately. If they did it with cigarettes contrary to contract commitments, and then get away with it, would they not feel encouraged to do it with other products that they dislike or even with products they don’t question but whose commercials they don’t like?

Said one network executive: “If an affiliate takes a program, we must insist that he takes what is in it. If he doesn’t carry the commercials, he shouldn’t have the program. It's a decision I hope we don’t have to face up to.”

Not many affiliates are involved thus far, though some big markets are. Actually, three groups having a total of nine network-affiliated TV stations and three network-affiliated AM stations have said they would discontinue network spot and local cigarette advertising when current contracts expire.

The groups are the Post-Newsweek Stations, the Bonneville International stations and the Westinghouse Broadcasting stations, the last two of which also have unaffiliated radio stations and are cutting off cigarette advertising on them too (Broadcasting, April 14 et seq).

But the consensus last week was that many other stations are reviewing their policies—and that even more stations and all three networks will be paying closer attention in the future to the ratios they maintain between cigarette commercials and antismoking messages. And there were developments to support both of these speculations:

- WZZM-FM-TV Grand Rapids, Mich., headed by William C. Dempsey, announced that effective immediately they would accept no more national-spot, regional or local cigarette advertising and would drop such existing advertising as current contracts expire. The

The network formulas for cigarette fairness

ABC-TV notified its affiliates last week that it will send them weekly reports on all cigarette commercials and of all anticigarette spots scheduled for network telecast and in addition will start an antismoking campaign in Saturday-morning children’s programs in September (also see page 31).

The initial report to affiliates covered the broadcast week beginning May 12 and ending May 18. Henceforth, the report will be furnished to affiliates 10 days in advance of each applicable week.

ABC-TV plans to maintain a time ratio of better than one to five, officials said, supplying one minute of anticigarette announcements to less than five minutes of cigarette commercials. NBC's new policy raised its ratio to about one to five in units (“At Deadline,” April 28). CBS has not announced its ratio but the first of its weekly reports to affiliates 10 days ago indicated a ratio of about one to six in time and one to between four and five in units.

ABC's wire to affiliates said in part: “We plan to schedule anticigarette spots in as many fixed positions as possible for the remainder of the 1968-69 season as follows: 20-second announcements on Sunday at approximately 7:30 p.m. and on Monday, Thursday and Friday and Saturday at approximately 8 p.m., and 30-second announcements on Tuesday and Wednesday at approximately 8 p.m.”

For the period May 12 through May 18 ABC-TV has no cigarette or antismoking announcements scheduled in the period from 8 a.m. to 7:30 p.m. All of its antismoking messages are concentrated in prime time, except for one spot scheduled on the late-night Joey Bishop Show to counterbalance a cigarette commercial on the late-evening Sunday Movie.

The weekly reports will list the pro and con messages by four day parts: 8 a.m. to noon, noon to 7:30 (7 on Sundays), 7:30 to 11 p.m., and 11 p.m. to 1 a.m. Spokesmen said they would try to maintain the “better than one to five ratio” in each of the four day parts, and that this was the average they expected to maintain over three-month periods (the first week’s schedule provides for one minute of antismoking time for slightly less than four minutes of cigarette commercials).

ABC also told affiliates that starting on Sept. 6, the television network plans to schedule 10-second anticigarette spots every Saturday morning at the following times: 8:30, 9, 10, 10:30, 11 and 11:30. It was pointed out that these messages will be directed primarily to the younger viewers.

30 (Broadcasting Advertising) Broadcasting, May 5, 1969
policy does not affect network commercials—both stations are ABC affiliates—but Mr. Dempsey said he would urge ABC to phase out its cigarette advertising as soon as possible.

- ABC-TV meanwhile disclosed that it had finished drafting a new policy, substantially narrowing its ratio between cigarette and anticigarette messages to “better than five to one”—that is, “one minute of antismoking time to something less than five minutes of cigarette commercials”—and also would launch an antismoking campaign in Saturday-morning children’s programs. ABC also sent to affiliates the first of what it said would be weekly schedules of upcoming spots in both categories (see complete story, page 30).

Network officials emphasized that the number of stations dropping cigarette advertising—at least to date—is miniscule in comparison with the more than 600 TV and more than 6,000 radio stations now operating commercially.

In TV, all three networks were hit, but CBS was hit hardest. Westinghouse’s KDKA-TV Pittsburgh and KPIX (TV) San Francisco, Bonneville’s KSL-TV Salt Lake City and KCRO-TV Seattle, and Post-Newsweek’s WTOP-TV Washington and WJXT-TV Jacksonville, Fla., are all CBS-TV affiliates. Westinghouse WBBM-TV Chicago, Bonneville KTVI-TV Kansas City, and KPIX-TV Philadelphia are affiliated with NBC-TV, and its WJZ-TV Baltimore is with ABC-TV.

Most of these are among the top-value markets for advertisers, but agency sources said that, as one put it: “The way network contracts go these days, you have to lose a lot more markets than these before you can get any money back.” There was speculation, however, that at least some cigarette agencies might attempt to renegotiate prices—especially if a trend develops—to reflect the loss of important markets.

Another factor complicating life for the networks is that most cigarette buying is in minutes scattered here and there throughout the schedule—primarily the prime-time schedule. If cigarette advertisers were the sponsors or even majority buyers in a program, some sources noted, it might be a relatively simple decision to put that program on another station in markets where affiliates refuse to clear cigarette commercials.

But in most of the markets currently involved, the networks don’t even have that option—unless they want to move a program to a UHF station. Baltimore, Pittsburgh, Philadelphia, Salt Lake City and Boston all have three VHF stations each, all network-affiliated, and Jacksonville has only two V’s and one U, also all with network ties. The only markets with unaffiliated V’s, then, are San Francisco, where channel 2 KTVU(TV) is an independent; Seattle-Tacoma, where channel 11 KNTV(TV) and channel 13 KTVW(TV) are unaffiliated, and Washington, where channel 5 WTTG(TV) has no network ties.

Most of the markets do have independent U’s, but one network authority summarized doubts expressed by several when he asked: “If you have an hour show with one cigarette advertiser and five other sponsors, is it fair to the other five to move the show to a U?”

He—and others—thought it unlikely that any network would place, or be able to place, one or more of its shows on a station affiliated with another network in the same market.

The networks are not specifying what cigarette brands have bought into which programs for next fall, and in most cases are not saying what advertisers—cigarettes or otherwise—have bought. One format that has proved particularly attractive to cigarette makers in the past has been network movies. But, one source observed last week, “it would take a lot of courage to move a movie onto a UHF station just because it carried a couple of cigarette commercials that were being covered.”

Nevertheless, there were still those who held to that other view: that as a matter of principle they could not allow affiliates to cover commercials of any kind if that action violated contract commitments.

In all the uncertainty and conflicting views there was unanimity, at least among network sources, on this point: Even if affiliates succeed in covering cigarette commercials with public-service announcements, they are not likely to get away with covering them with national-spot or local commercials—at least not without a fight. All sides appeared not to want to have what they usually called “a confrontation,” much less a fight.
'Globe' drops cigarettes, stations not affected

The Boston Globe last week became what appeared to be the first major-market daily newspaper to renounce cigarette advertising. The Globe announced it would accept no more such advertising after present contracts expire because "accumulated medical evidence has indicated that cigarette smoking is hazardous to health."

An advertising representative told Broadcasting that the paper's cigarette-advertising contracts generally were for one-year terms and that some were renewed "just a month or so ago," so that these have "10 to 11 months to go." Other current contracts will also be honored until their respective termination dates, he said.

He declined to estimate the Globe's cigarette billings but other sources put the 1968 total for the morning, afternoon and Sunday editions at about $180,000, based on lineage estimates in "media records."

The Globe owns 10% of WKBG-TV, WCAB and WJIB (FM) Cambridge-Boston. An official of the stations, which are 90% owned by Kaiser Broadcasting, said the Globe's decision would not affect the stations.

Bell's formula to cool critics of advertising

In an effort to help the advertising industry "reverse the anti-advertising and business philosophies existing today," Howard H. Bell, president of the American Advertising Federation, outlined four avenues of action the industry should consider.

Speaking to the newly chartered Tallahassee (Fla.) Advertising Federation last week, Mr. Bell advocated the following steps as the advertising industry's answer to the "crunch of legislative and regulatory proposals that are its continuing shadow":

- A continued and strengthened voluntary program of self-regulation of business practices. Such action, he said, "can eliminate the causes of government pressure in the first place."

- The necessity to work toward a better public and governmental understanding of the role of advertising in the market place. "As advertisers," he said, "we have done a rather poor job of advertising advertising itself."

- A statesmanship approach to government relations. "Today we should not only object to unwarranted legislative attacks but also, when necessary, be prepared to offer positive alternatives," he said.

- A "let's give a damn" attitude. "As experts in motivation," he concluded, advertising must apply itself to the task of creating a little more understanding and good will among our own people."

Search is on for new spot-television dollars

Television Advertising Representatives announced last week that it had intensified its sales-development efforts to make up for the anticipated losses in billings on seven of its stations that are giving up cigarette advertising.

The stations are the five TV outlets of Westinghouse Broadcasting which also owns TVAR, and Post-Newsweek's WTOP-TV Washington and WXT(TV) Jacksonville, Fla. (see page 30).

Marvin L. Shapiro, TVAR president, notified the stations that several personnel changes had been made to strengthen new-business development: Herb Farber, research director, was made a special representative, working with Jerry Schreiner and Ham Andon in special projects and sales development. Michael Leder, administrator of client presentations at NBC, will move to TVAR to replace Mr. Farber, the announcement said.

Other sources meanwhile report that both TVAR and Radio Advertising Representatives, WBC's rep firm for its own and other radio stations, will continue to seek cigarette business for stations on their lists that wish to continue carrying it.

Business briefly:

General Electric Co., through Clyne Maxon, both New York, has renewed full sponsorship next season of the weekly GE College Bowl for 12th season on NBC-TV. Other full-sponsorships bought by NBC-TV last week included these, all specials: Bristol-Myers, through Doyle Dane Bernbach, both New York, for Anderson & Co., a sneak preview comedy pilot; Burlington Industries, through DDB, both New York, for the ballet Little Women on NBC Children's Theater and Timex Watches, through Warwick & Legler, both New York, for Alan and His Buddy.

Levi Strauss & Co., through Honig, Cooper & Harrington, both San Francisco, will again sponsor Triangle Stations' syndicated special, the Miss rodeo America Competition. The November competition will be televised in January on more than 185 stations.

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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 20, 1969 (net time and talent charges in thousands of dollars)

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<td>Saturday-Sunday</td>
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<td>10,329.0</td>
<td>313</td>
<td>2,687.4</td>
<td>4,527</td>
<td>47,525.9</td>
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<td></td>
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<tr>
<td>Sign-on 6 p.m.</td>
<td>782.9</td>
<td>12,073.3</td>
<td>494.9</td>
<td>11,513.5</td>
<td>94</td>
<td>1,543.7</td>
<td>1,445</td>
<td>29,068.7</td>
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<tr>
<td>Monday-Saturday</td>
<td>265.9</td>
<td>5,381.9</td>
<td>782.9</td>
<td>12,073.3</td>
<td>27</td>
<td>695.2</td>
<td>353</td>
<td>10,294.5</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>204.0</td>
<td>3,761.8</td>
<td>204.0</td>
<td>3,761.8</td>
<td>27</td>
<td>695.2</td>
<td>353</td>
<td>10,294.5</td>
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<tr>
<td>Monday-Sunday</td>
<td>5,566.9</td>
<td>86,506.4</td>
<td>7,805.4</td>
<td>113,703.6</td>
<td>442</td>
<td>20,485.5</td>
<td>6,799</td>
<td>313,019.8</td>
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<td>7:30-11 p.m.</td>
<td>7,113.2</td>
<td>112,809.8</td>
<td>7,113.2</td>
<td>112,809.8</td>
<td>85</td>
<td>2,011.5</td>
<td>1,207</td>
<td>15,418.9</td>
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</tr>
<tr>
<td>Monday-Sunday</td>
<td>1,101.8</td>
<td>6,500.2</td>
<td>39.2</td>
<td>999.0</td>
<td>85</td>
<td>2,011.5</td>
<td>1,207</td>
<td>15,418.9</td>
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<td>11 p.m.-Sign-off</td>
<td>$12,637.2</td>
<td>$195,847.7</td>
<td>$12,035.2</td>
<td>$191,268.3</td>
<td>1,992</td>
<td>$34,466.0</td>
<td>29,807</td>
<td>$529,241.5</td>
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32 (BROADCAST ADVERTISING) BROADCASTING, May 5, 1969
We did better than the biggie NBC stations in New York, Chicago and Los Angeles in the recent analysis of the November '68 ARB by Television Age Magazine.

Our NBC station in Fargo, the 'Paris of the Plains,' ran way ahead of the big boys in them metro shares from 9:00 A.M. to midnight!

Even tho' it's nice to rack up them nice percentages against the big market NBC stations, we're more proud of what we doz at home!

Listen: In our own 3-station market, WDAY leaves the others cold with a 42% metro share from 9:00 A.M. to midnight!

And—in our big spot carrier shows... 'Party Line', early and late News Blocks and the 'Tonight Show'... the WDAY-WDAZ combo chills the others in total homes!

Our loyal hayseeds is jist waitin' to see what you've got to sell!

Them PGW Colonels has got all the facts!

Sources: ARB, Fargo Television Audience, November 1968
Neighborly hate in the

School decentralization wasn't the only issue in Philadelphia.
Any more than it was the only issue in New York.
And deep down, every Philadelphian knew it.
But nobody was talking about it much. Race problems are easier to ignore than they are to deal with.
Nice people avoided the subject, while the real problem festered, disguised as a school issue.
For too long, the bigots had a field day.
Most media carefully avoided a potentially explosive situation.
Then, early in February, we made one of the toughest decisions in our broadcasting careers.
Here we were, one of the most important communicators in Philadelphia, with a great financial, emotional, and historical stake in the community.
Shouldn't we be doing something about this?
We had a stormy meeting.
There were a lot of very persuasive reasons for WIP to remain silent.
City of Brotherly Love.

But we chose the harder route. On March 12, we ran a spread in the Philadelphia Bulletin (it looked like this one, and had the same headline).

It called upon the city to speak out on how it felt about the issues. In a town forum co-sponsored by WIP Radio and the Philadelphia Committee on City Policy.

We offered free tickets to the forum.

We are proud to say we were over-subscribed. Philadelphia asked us for three times as many tickets as we had seats.

A whole school called for tickets.

Of course, we broadcast the forum live. So Philadelphia could hear the issues. The racial issues. And the school issues.

Our switchboard lit up, and the letters started coming in.

We were amazed at how involved people got. And we were very proud to be Philadelphians.

No, we didn't de-fuse the issue. But we did make a start.
The Television Bureau of Advertising reported last week that the automotive category showed the largest dollar increase and the entertainment and amusement category the largest percentage increase in network and spot television (among major classifications) for 1968.

Based on figures compiled by Leading National Advertisers Rorbaugh, TVB said that 1968 automotive investments of $198.5 million showed an increase of more than $30 million over 1967, while the entertainment and amusement category of $23 million reflected a 38.9% increase in 1968 over 1967. Among television's smaller product classes, hotel and travel services stepped up spending by 90.9% in 1968 over the previous year.

In addition to the automotive field, the other top dollar gainer in 1968 were: drugs and remedies ($25.6 million over 1967); laundry soaps, cleaners and polishes ($15.8 million over 1967); gasoline, lubricants and fuels (up $14.3 million), and toys and sporting goods (up $9.1 million).

### Estimated expenditures by product classifications—network and spot

<table>
<thead>
<tr>
<th>Category</th>
<th>Spot TV</th>
<th>Network TV</th>
<th>Total TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGRICULTURE &amp; FARMING</strong> (-2)</td>
<td>5,257,000</td>
<td>1,130,700</td>
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<tr>
<td><strong>APPAREL, FOOTWEAR &amp; ACCESSORIES</strong> (+18)</td>
<td>20,759,500</td>
<td>30,252,700</td>
<td>51,012,200</td>
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<tr>
<td><strong>AUTOMOTIVE</strong> (+18)</td>
<td>73,668,900</td>
<td>125,474,500</td>
<td>198,543,400</td>
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<tr>
<td><strong>BUILDING MATERIALS, EQUIPMENT &amp; FIXTURES</strong> (+20)</td>
<td>5,582,600</td>
<td>14,772,000</td>
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<tr>
<td><strong>CONFECTIONERY &amp; SOFT DRINKS</strong> (-3)</td>
<td>103,911,700</td>
<td>34,097,300</td>
<td>138,009,000</td>
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<tr>
<td><strong>CONSUMER SERVICES</strong> (+20)</td>
<td>31,719,600</td>
<td>20,782,000</td>
<td>52,501,600</td>
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<td><strong>DRUGS &amp; REMEDIES</strong> (+11)</td>
<td>76,333,180</td>
<td>182,434,300</td>
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<td><strong>ENTERTAINMENT &amp; AMUSEMENT</strong> (+35)</td>
<td>16,890,500</td>
<td>6,204,900</td>
<td>23,095,400</td>
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### Category | Spot TV | Network TV | Total TV |
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<tr>
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<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD &amp; FOOD PRODUCTS</strong> (-2)</td>
<td>331,485,000</td>
<td>259,213,600</td>
<td>572,698,600</td>
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<td><strong>GASOLINE, LUBRICANTS &amp; FUELS</strong> (+20)</td>
<td>48,958,600</td>
<td>36,437,200</td>
<td>85,395,800</td>
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<td><strong>HOTELS, RESORTS &amp; TRAVEL SERVICES</strong> (+91)</td>
<td>3,377,000</td>
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<td><strong>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</strong> (+9)</td>
<td>46,761,100</td>
<td>51,131,200</td>
<td>97,892,300</td>
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<td><strong>HOUSEHOLD FURNISHINGS &amp; SUPPLIES</strong> (+11)</td>
<td>4,181,400</td>
<td>13,219,500</td>
<td>17,393,900</td>
</tr>
</tbody>
</table>

(Continued on page 38)
Now watch!
KYTV, Springfield, Mo. has appointed Blair Television.

Show me. That's what they say when they're from Missouri. And KYTV is showing them good. With a giant share of Missouri's third largest market. Now Springfield's number one station has appointed the nation's number one broadcast representative firm, John Blair & Company, to handle the station's ever growing national business. So if you want to get seen in Southern Missouri, ask your Blair man to show you the latest ratings on KYTV.
FC&B hatches three subsidiaries

Separate units are planned for domestic and foreign billings, cable TV business

Foote, Cone & Belding Inc., New York, last week announced a major reorganization of the company, subject to stockholder approval.

The agency has separated into a parent company, eventually to be called Foote, Cone & Belding Communications Inc., and three subsidiaries: Foote, Cone & Belding Advertising Inc., responsible for all U.S. advertising; FCB International Inc., responsible for all advertising outside the U.S.; and FCB Cablevision Inc., already established with its own officers and board of directors.

The advertising agency's board chairman, Richard W. Tully, and president, Charles S. Winston, will continue in those offices with the parent company, and the board of directors will also remain the same.

The president of the new U.S. advertising subsidiary will be John E. O'Toole, now senior vice president and creative director of the agency's Chicago office. Chairman of the board will be Arthur W. Schultz, now executive vice president and general manager of the Chicago office. He will continue to manage the Chicago branch.

William R. Wirth Jr., senior vice president and management representative in New York, will become general manager of that office. All three men are on the present board of directors.

Daniel E. Kelly, vice president and associate creative director in Chicago, will succeed Mr. O'Toole as creative director there. Louis E. Scott, senior vice president and a director, becomes executive in charge of the western office (Los Angeles, San Francisco and Houston) of the U.S. advertising subsidiary. Mr. Scott will also continue as president of the FCB Cablevision subsidiary, headquartered in Newport Beach, Calif.

FCB International's chairman of the board will be Brian F. MacCabe, chairman of the board and chairman of the agency's London office. Richard B. Bradshaw, now senior vice president for the agency's office in continental Europe, will become president of the new subsidiary. International operations were previously conducted by an international committee of the U.S. agency.

FC&B announced that gross billings for 1968 totaled $261.2 million, with the U.S. division responsible for over $200 million. The agency had estimated the broadcast share of U.S. billings at $112 million (Broadcasting, Nov. 25, 1968).

The cable TV subsidiary operates systems in Poughkeepsie, N. Y.; Pueblo, Colo.; and Newport Beach, Oceanside, Mission Viejo, Seal Beach-Leisure World and Sunnysvale, all California.

Down, down and away for PKL ad billings

The two-year billings decline of Papert, Koenig, Lois Inc., New York, took a further plunge last week as the ad agency lost about one-third of its remaining billings with the resignation of a single account.

National Airlines pulled out its $8.5 million account in what was described as an "amicable decision to end their association." About 60% of the billings were in broadcasting.

National said it expects to choose a successor within 30 days and will terminate its relationship with PKL 90 days after May 1. The airline said it has discussed its account with officials of Norman, Craig & Kummel; Ogilvy and Mather; F. William Free & Co., Klemtner-Casey, and Case and Krone.
A 2 1/2 MINUTE NEWS SUMMARY
A few weeks ago AP tried a new format for broadcast summaries. It met with such a resounding cheer of approval that now it's a permanent feature of AP news. We call it the complete 5 minute summary that takes 2 1/2 minutes.

Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you have a complete summary of about 2 1/2 minutes. And if particular stories are of special interest to your audience, you can simply expand your coverage by using both paragraphs.

That’s still 5 minutes of summary news.

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

If you’re interested in having the 2 1/2 minute summary make things easier for you, contact your nearest Associated Press representative, or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. Phone:(212) PL7-1111.THE ASSOCIATED PRESS
Nielsen time is no time for humility.
Especially if it turns out that the ratings turn out to be in your favor.
So with all due pomposity, we'd like to point up the fact that this past season—as in the preceding 13 seasons—more families tuned in the CBS Television Network in prime time than anybody else's network.
And also for the 14th straight season, more CBS shows made it into the "top 15" than anybody else's shows. (While we're on the subject, this season we won again in daytime, children's shows and evening news too.)
Now we are well aware that last season's triumphs are one thing and next season's prospects are quite another.
However, as long as we've suspended our humility for the duration of this ad, we'd like to suggest that any network good enough to win for 14 seasons isn't likely to stop at a mere 14.
Finding the cause, prevention and cure of multiple sclerosis, "the great crippler of young adults," deserves the support of every American. Special material has been prepared for your public service use during our National MS Hope Chest Campaign. For television, Julie Andrews and Rock Hudson have filmed color tv appeals. For radio, Glen Campbell, Patti Page, Roger Williams and many others have transcribed both programs and spots. Slides and live copy are also available. The MS Campaign runs from Mother's Day, May 11 through Father's Day, June 15. May we ask your help.

Sincerely,

Victor Borge
National Campaign Chairman

Network contact:
Philip Bershad, Pub. Rel. Dir.
National Multiple Sclerosis Society,
257 Park Avenue South,
New York, New York 10010  212 674-4100

For local use: Contact your local MS Society Chapter
Youth and age must be served

Klein points up teen-age buyers, but Adams notes importance of oldsters

National General Corp., Los Angeles-based movie exhibitor and producer which has recently moved into full scale television production and distribution, believes it is tuned in to "youthful thinking" and is in the process of creating a "youth TV network."

News of this development was revealed last week in New York by National General Vice President Malcolm C. Klein in a speech to the advanced management research seminar meeting at the St. Regis hotel, in New York ("Closed Circuit," April 28).

Mr. Klein, who last week, too, was named head of National General's new NG television distribution subsidiary after a year as head of creative services and marketing for the parent organization, said that a "complete TV programming concept" is being developed based upon extensive research studies. He re-formed from going into detail about the developing programming concept but pointed out that it would begin using a market-by-market approach and eventually would be implemented nationwide. He indicated that the concept would involve youth in the creative functions of programming.

"It will be designed to satisfy a crying social and cultural need," Mr. Klein explained, "a need for the youthful to have an engagement with society at every corner." Pinpointing the motivation for National General's interest in programming for the young-in-mind, Mr. Klein, a former television station manager in both New York and Los Angeles, said, "Today, youth is demanding 'equal time' and with what they have to offer a floundering society, we'd better make sure they get it."

According to Mr. Klein, some of the information that National General is using to develop its programming concept came from a pilot study done for the company by Gilbert Youth Research. That study found that "80-90% of TV is irrelevant" for the 14- to 25-year-old age group.

Mr. Klein's over-all topic was "selling the youth market." His conclusions about this were that youth should be allowed to be involved "in the creative and distributive functions of business and in the political functions of government." He said: "By producing products and services in tempo with the times, we don't have to search for our market. We'll be discovered by the youthful who really are the great discoverers."

At the same seminar, Charles Adams, president of MacManus, John & Adams, issued a warning not to take mature citizens for granted by focusing advertising on youth. "My instincts tell me that the current obsession with the younger side of the American market is working a disservice on many products and services and on many of the companies that promote them," Mr. Adams said.

"It is so easy to overlook the fact that the older American—far less interesting, far more sedate, far less exciting, far more complacent—is still in charge, not only of the levers of power, but of the overwhelming majority of America's purchasing power," he continued.

Mr. Adams backed up his advice with such statistics as the over-45 segment of the U. S. population spends some 50% of all U. S. dollars; nearly one in three in that group earns more than $10,000; a far higher percentage of the greater income in the over-45 bracket is available for discretionary spending, that is those persons travel more, live better and purchase higher quality products, and thanks to medical science, the mature market is increasing at a rate of 300,000 a year to total almost 20 million, with a total purchasing power of more than $40 billion.

The older group wants to think, act and buy young, Mr. Adams remarked, "but they also don't want to be forgotten... they need more recognition and attention from all of us."

G-N changes its name

The Gumbinner-North Co., New York, last week changed its name to Dodge & Delano, a name the agency felt better represented the existing situation in ownership.

Bruce M. Dodge, president, and Lester A. Delano, executive vice president, have been the principal owners and managers since 18 months ago, an agency spokesman said. Founder Lawrence C. Gumbinner will continue as a consultant.

North Advertising, Chicago, will retain the small financial interest it has in the agency, with both continuing to operate autonomously. The New York office of North Advertising merged with Lawrence C. Gumbinner Advertising in 1963.

Also in advertising:

Chicago seminar • Seminar to spotlight the present and future status of audio-visual communications in Chicago will be held for agencies and advertisers on May 26 by Chicago Unlimited, a local media promotion group. Stations, commercial and film producers, recording firms, talent and syndicators will participate.

The latest billionaire • The radio division of Edward Petry & Co. has released a new presentation, "New Billionaire in Town," which describes spot radio's part in raising radio advertising dollars past the $1 billion mark for the first time in 1968. Copies may be obtained by writing William H. Steese, Edward Petry & Co., 3 East 54th Street, New York 10022.

Handy reference • The National Retail Merchants Association has published a $3.50, 42-page booklet describing marketing and production terms used in radio advertising. Copies may be obtained from NRMA, Sales Promotion division, 100 West 31st Street, New York 10001.

Falstaff turns back clock in new campaign

Falstaff Brewing Corp., St. Louis, took the wraps off its new "heritage" marketing and advertising theme last week which involves total corporate image change to match the zest and determination of the late "Papa Joe" Griesedieck, founder, as depicted in new TV commercials for Falstaff.

The commercials hit the air in St. Louis last week and soon will spread to all other TV markets in the 40-state area where Falstaff is sold. Radio will be used in most markets too. The broadcast media, headed by TV, take about 85% of the firm's approximately $10-million budget.

Foote, Cone & Belding, Chicago, is the agency for Falstaff. Blau-Bishop & Associates, Chicago design and market consulting firm, worked on repackaging and general corporate design of everything from matchbooks to beer trucks.

Joseph Griesedieck Jr. (l) picked veteran character actor Walter Arnold to portray his great-grandfather "Papa Joe" Griesedieck, in the firm's new marketing campaign. They are pictured in a half-century-old tavern setting.
Board seeks rating in movie spots

No revisions are made in cigarette guides despite federal moves

The National Association of Broadcasters' Television Code Review Board approved NAB Code Authority requirements regarding motion-picture advertisements and an interpretation that "normal" highway-safety precautions should be made visible in commercials, and, wherever possible, in programs as well.

In addition, the board took action to make no changes in cigarette code provisions and guidelines that are now in force, meanwhile keeping the matter under continuing review as long as legislative and regulatory-agency proposals remain unresolved (see page 28).

The code authority, now with the tacit endorsement of the review board, wants all commercials—"trailers"—for feature films that have been given a rating symbol by the Motion Picture Association of America to carry that rating, with an explanation of what the symbol means. In addition, the board noted, other code standards affecting the trailers would continue to apply.

The board also approved the code authority's new system for advising code members of trailers' suitability under three classifications—those in clear compliance with code standards; those that might raise questions in some localities or for some audiences, and those that should be programmed during hours normally associated with adult audiences ("Closed Circuit," March 31).

Under the safety proposals, persons in commercials shown in moving vehicles should, if the equipment would be ordinarily visible from the chosen camera angle, be using the appropriate safety devices, such as seat belts and shoulder harnesses, or helmets and eye protectors, if on motorcycles.

The board, in meetings at NAB's Washington headquarters held last Wednesday and Thursday (April 30, May 1), heard a report from a subcommittee on stations' experiences with the code's commercial-time standards, set up after the March meeting under Bill Michaels, Storer Broadcasting Co. (Broadcasting, March 31). The subcommittee reported that it sent questionnaires to stations, about a third responded, and that the replies indicated that the problem was of such complexity that further study was warranted.

Stockton Helfrich, code authority director, said monitoring of subscribing stations was up about 6% over last year; that previewing of new network product on NBC and ABC was proceeding on a consultative basis, with no snags yet encountered, and that network monitoring was up about three times since last September.

He also said that 13 of 16 commercials for nine feminine spray deodorant products were found to comply with the code's standards on taste and copy-subsituation. The three that raised some questions, he added, are being reworked to the code's satisfaction.

Mr. Helfrich told board members that complaints of the Tobacco Institute charging unfair and inaccurate anticigarette messages were referred to the responsible public and private health agencies for comment. The voluminous replies from the agencies—the American Cancer Society, the American Heart Association and the Public Health Service—he reported, have been in turn forwarded to the Tobacco Institute for reply consideration.

Historically, the code apparatus has not been concerned with the content of public-service messages. The Tobacco Institute complaints, it was suggested, may set new precedents for the code. But first, it was stressed, there should be no doubt that actual abuses have taken place.

Sources indicated that good cooperation had been forthcoming from the motion picture industry with the code's plan to have trailers indicate film ratings. Under a system adopted by the MPAA, four ratings have been established. "G" means suggested for general audiences. "M" indicates a film is suggested for mature audiences (with parental discretion advised). "R" means restricted, with children to be refused at the box office unless accompanied by parent or adult guardian. "X" means strictly adults only.

TVB moves three up executive ladder

Three new vice presidents were named by the Television Bureau of Advertising last week in moves that TVB President Norman E. Cash said reflect "the continued growth of spot television, the even more tremendous growth of local television and the increased desire to be a better salesmen on the part of television stations."

The men being elevated have been directors of TVB departments in these areas respectively: Dick Noll, director of national sales, becomes vice president and director of national sales, under Harvey Spiegel, vice president and director of sales and marketing; Paul R. Benson, director of local sales, becomes vice president and director of local sales under Howard Abrahams, vice president for local sales; and Frank Browne, director of member training services, becomes vice president, stations, under William B. Colvin, vice president for member services.

The announcement followed a meeting of the TVB board of directors, who also authorized the submission of a statement to the House Commerce Committee, which was conducting hearings on the subject (see page 28), and heard reports on the launching of new field work as part of TVB's long-range research program ("Closed Circuit," April 28).

The field work is aimed at maximizing audiences—"truly to learn what elements of both nonprogramming and programming contribute to valleys in TV audience size. It consisted of three days of interviewing starting March 25 and will be compared to an earlier TVB study.

Ad man diagnoses sick agency-client relations

There is a $500-million misunderstanding between advertising agencies and their clients. That's how much money American advertisers switched from one agency to another last year. To Myron C. McDonald, executive vice president and chairman of the strategy board of LaRoche, McCaffrey and McCall Inc., New York, this means "there may be something basically sick in many agency-client relationships."

Using this contention as his runway, Mr. McDonald, addressing a luncheon meeting of the Advertising Club of Los Angeles last week, took off and strafed away at the 15% agency compensation system. "What we really need between the agency and client is professional partnership," he pointed out. "What our compensation system says about us, basically, is that we are commission agents, working within the narrow limits of a fixed range of income and dependent for our total on how much advertising we can 'sell' the client."

What often develops from such a commission relationship, Mr. McDonald suggested, "is a basic type of war between the agency and client over the amount of service 15% will pay for."

To correct this situation, he offered two pieces of advice. Philosophically, the advertiser and agency should enter into professional partnership, with the advertiser committing himself "eye-to-eye, man-to-man. brain-to-brain" and the agency devoting 24 hours a day to deserve the professional partnership. From a business standpoint, Mr. McDonald advised the infusion of "contemporaneity" in the finished work of the joint agency-client effort. What's contemporaneity? He defined it as "the fine art of being enough ahead of your competitors so the audience who is tired of the dull drag of me-too, will join you just to stay alive."
IN MARYLAND
MOST PEOPLE
WATCH WMAR-TV
NEWS

THE "NEWSWATCH" AIR TEAM — (From left to right) David V. Stickie, Director of Public Affairs; Perry Andrews, Weatherman; Ron Meroney, Weatherman; Lowell James, On-the-scene Reporter; George Rogers, News Director; Jack Bowden, News Reporter; Chuck Richards, News Reporter; Jack Dawson, Sports Director; Bill Burton, Outdoor Editor; Susan White, Feature Reporter. George Collins, Associate Editor, not included in photo.

This leadership represents the sum of average 1/4-hour homes — March 1969 — early plus late evening, Monday through Friday.

This information is based on the March 1969 ARB and NSI ratings.

In Maryland
Most People Watch COLOR-FULL
WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Audience data, if any, used herein are based on standard measurement surveys and are subject to the limitations of the original source. They are estimates only which are not accurate to any precise mathematical degree.

BROADCASTING, May 5, 1969
Special Report

A look at those broadcast reformers

Whatever their motives or their true aims, they're now a third force in TV regulation

The realist assures us that we live in an age of technicians and specialists, a world where government is beyond the feeble grasp of laymen. Meanwhile, the action-minded citizen—who, in his native, has neglected to consult the realist—is out busily "politicizing" some formerly apolitical institution. The words are new, but the theme is old and recurrent: In post-industrial, electronically amplified form, the realist and the citizen epitomize the basic tug-of-war between rulers and ruled in a democratic society.

It is in this general context that a new quasi-political phenomenon has appeared: the invasion of broadcast regulation by self-appointed representatives of the public.

Until this decade, intervention in FCC proceedings was strictly circumscribed. Only those who alleged possible injury in one of two categories—economic or technical—had much hope of injecting their views into commission cases. Citizens could file fairness complaints, but they employed that option rarely and with negligible results. The dialogue was, with rare exceptions, limited to exchanges between industry and government.

In 1964, however, the civil-rights movement provided the backdrop for a court test of citizens’ rights as inter-venors. The Office of Communication of the United Church of Christ went to the FCC with charges of racial discrimination in the programming of five Mississippi stations. The church group asked the commission not to renew the stations’ licenses, and asked that it be allowed to present its case in a hearing.

When the commission granted the renewals without hearing, the church appealed to the U. S. Court of Appeals for the District of Columbia. By that time, its target area had narrowed, and one station—WLBT(TV) Jackson, Miss.—remained under fire. In its appeal, the church group sounded the theme that has since become central to the concept of public intervention: If the FCC's limitations on "standing" are strictly enforced, the church said, they lead to "the anomalous result that only persons with selfish economic interests would be permitted to present evidence bearing on the question of public interest. No one with primarily public motives could be heard" (Broadcasting, Aug. 30, 1965).

The court agreed, and the commission's doors were opened. WLBT subsequently won a full three-year renewal, over a scathing dissent from Commissioners Kenneth A. Cox and Nicholas Johnson, and the case is back in court on appeal. Whatever the outcome in that instance, however, far more than WLBT is affected by the decision to admit the public in FCC proceedings.

The basic result—the actual or potential "politicizing" of audience sentiment—has been greeted with less than absolute delight by broadcast representatives. Much of this attitude stems from their estimate of the particular citizen groups that have so far appeared. A National Association of Broadcasters spokesman says:

"Any responsible station welcomes letters, suggestions, complaints from its audience. Beyond that, the commission itself has always had authority to deal with public complaints. But these people—they want to set themselves up as super-censors...super-program directors. And they want to do it over-night. Change takes time—that's the price we pay for a democracy."

Others accuse "these people" of irresponsibility in their attacks on the industry, carelessness of preparation, and in some cases a streak of publicity hound. Nevertheless, the extent of public influence on regulation, if not profound, has grown in more ways than one.

One development is the extension of the right of intervention to other types of cases, and other kinds of citizen

All by himself, John Banzhaf got the FCC to decree cigarette advertising as a controversial issue, requiring time for antismoking spots. Here he holds his latest interest, an ashtray with model lungs that smoke blackens.

The Rev. Dr. Everett Parker operated at low visibility as the broadcast "expert" of the United Church of Christ for 20-odd years until he figured out how to get an appellate court to give standing to citizens' protests.

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Broadcasting, May 5, 1969
groups. In the United Church case, an established organization, clearly representative of substantial community sentiment, had intervened. Last year, however, a group formed solely to oppose the transfer of WFMF (FM) Chicago won the right to present its case in a hearing. (As in the WLBT case, the Chicago citizens' committee won its ticket of admission from the appellate court, not the FCC.) The decision also marked the first public intervention in a transfer case.

Another effect is an apparently increasing awareness on the part of socially aware citizens that the FCC—and, consequently, the broadcast industry—can be shaken and moved. Public complaints are more frequent and, in some cases, more effective. Within the FCC, Commissioner Nicholas Johnson has been a consistent advocate of greater public participation, through his speeches, national magazine articles, and a steady outpouring of dissents. Another frequent commission dissenter, Kenneth A. Cox, has carried on a quieter campaign, often taking his case to gatherings of interested citizens (see page 64).

Since the Church of Christ decision, new citizens' groups, some oriented to a single case and some with hopes of relative permanence, have materialized. It would perhaps be stretching a point to link public intervention and the recent rash of so-called "strike" applications. The case in which the FCC voted to strip WNDM Inc. of its license to operate on Boston's channel 5, in favor of a competing applicant (BROADCASTING, Jan. 27 et seq.), is riddled with one-of-a-kind considerations; additionally, there is a vast difference between the vantage point of a viewer or listener on the one hand, and the vantage point of a businessman with the funds and inclination to go after an existing facility.

(Then of the permanent citizens' groups profess a desire or the financial capability to prosecute a competing application.) The most realistic connection between the two phenomena is merely that both are factors in a climate of change, and both can constitute threats to some existing licensees.

The WHDH-TV case, in which Boston Broadcasters Inc. won the facility in competition with WHDH Inc. and two other applicants, was governed by the commission's comparative hearing process, involving issues such as diversification of mass-media ownership and integration of ownership and management. In contrast, the overriding concern of viewers and listeners when they come before the commission is the programming they see and hear. (It is noteworthy that, in its 35 years of existence, the commission has yet to deny a renewal for reasons of over-all program performance. Its only use of programming as a basis for nonrenewal has come in a very few cases involving obscene or slanderous broadcasts.)

The history of citizen participation at the FCC bears out this concern with programming. In the past year, citizens or groups formed to meet specific situations have moved against renewal or transfer of WFMF; WGKA-AM-FM Atlanta; WXUR-AM-FM Media, Pa.; KEWO Paradise, Calif.; KITAL-TV Texarkana, Tex.-Shreveport, La.; KSL-AM-FM-TV Salt Lake City; KAYE Puyallup, Wash.; KRON-TV San Francisco and others. The vast majority of these cases have involved matters of program content.

Most attention, however, centers around three more-or-less permanent organizations—also program or commercial-oriented. The original, still very much alive, is the United Church's Office of Communication. The most tangible success has come from Action on Smoking and Health, formed by John Banzhaf, the young lawyer whose complaint led the commission to apply its fairness doctrine to cigarette advertising. The newest, least predictable is the National Citizens' Committee for Broadcasting, with an illustrious board of trustees and a thoroughgoing dissatisfaction with present commercial broadcasting.

It is through the history of these three organizations that the attitudes and events surrounding citizen participation can be traced. The United Church's communications activities predate by many years its intervention at the FCC. Prior to the WLBT case, the most conspicuous center of its activity was religious broadcasting. The idea of intervention gestated for years, however, until the time and situation opened an opportunity to test the vulnerability of the FCC's hearing process to outside forces.

Since its entrance into the WLBT case, the church group has stepped up its watchdog role, with monitoring activities of its own and a grant from the Ford Foundation through which it aids local groups concerned about one or more stations in their areas. The office of communication is headed by the Rev. Dr. Everett Parker, a veteran of more than 25 years in and around broadcasting.

The church group's role, as seen by Dr. Parker is gradual, long range, and—it's limited. "We're not interested in getting anyone's license," he says. "When we brought charges against WLBT and WJTV (Jackson's only two TV stations), we came up with some very mild suggestions before we went ahead at the FCC—things like integration of kids' programs." Subsequently, the church dropped its case against WJTV, after what Dr. Parker calls a "marked improvement."

When Everett Parker talks about
broadcasting, the word “fairness” recurs, often and with emphasis. “We want to see the fairness doctrine enforced in areas where there’s a lot of extremist propaganda on the air.” In pursuing this goal, the church’s experience lends support to the widespread impression that whatever “extremism” may exist in broadcasting is of right-wing character. The church has acted, or aided others, in several cases of allegedly ultraconservative programming emphasis. As for possible leftist extremism—“We’ve looked. There just isn’t any,” Dr. Parker says.

Most of the church’s “fairness” crusading has involved issues of alleged racial discrimination in broadcasting. Here, as elsewhere, the tone is distinctly nonrevolutionary, and the talk is of “important, long-term social change by legal means.” The goals, as Dr. Parker sees them, are twofold: greater broadcast exposure for blacks and other minorities, and “an end to discrimination in employment.”

Much of the church’s recent activity on this front has been in its aiding-and-abetting capacity. In two such cases, the result has been a move, by a local group, to deny license renewal. One, just filed, involves charges of right-wing programming emphasis on the part of KAYE Puyallup, Wash., a suburb of Tacoma (Broadcasting, April 28). The other, pending before the FCC, charges KTAL-TV Texarkana, Tex., with failure to meet the needs of area Negroes (Broadcasting, Jan. 13).

The KTAL-TV case illustrates the primary importance of balanced programming as a United Church objective. According to Dr. Parker, KTAL-TV is “the best station” in its area, judged by such criteria as its quantity of news and public affairs. But it does nothing of consequence for its black viewers, he says—and, as a result, “every Negro group in town has signed the petition against KTAL-TV.”

Fairness does not preclude vigorous debate, Dr. Parker insists. As an example, he cites the controversy surrounding a broadcast by the Pacifica Foundation’s noncommercial WBAI(FM) New York of an admittedly anti-Semitic poem said to have been written by a black teen-age girl. The poem elicited violent protests and calls for license revocation, but the FCC later denied a fairness complaint against the station (Broadcasting, Feb. 3 et seq.). This corresponds to Dr. Parker’s view: “All the Jews in New York went after WBAI, but the station should have done what it did,” he says. “WBAI brought a real problem to public attention—although they should have placed it in context more responsibly; they were irresponsible to that extent.” He adds: “CBS should be doing the same thing.”

As Everett Parker sees it, the commission’s fairness policies are a modern implementation of the First Amendment. Free speech, he says, “has always meant ‘free to speak to the public where the public can be reached.’” By the same token, he argues, freedom of the press involves “freedom of access to the means of reaching the public.”

Fairness, in other words, is seen as the public’s passageway to the media—and if the policy is ignored by broadcasters, Dr. Parker contends, the public will retaliate more and more. When the kind of “monopoly power” now enjoyed by broadcasting has been established in the past, he says, “the general run of citizens has risen up and busted it. This may be what’s happening in broadcasting today.”

The key, according to Dr. Parker, is not the right of reply time under the commission’s fairness rules (“you can be attacked again the next day”), but the “basic fairness” encouraged by its more general fairness doctrine. If a question of fairness is to arise at all, however, the broadcaster must first program material relating to a “controversial issue of public importance.” Dr. Parker regards this as the exception. “The average station owner is not about to have any more controversy than he can help—but that’s the curse of business.”

“We need controversy, satire, the ‘offensive,’ the outrageous side of America. This is where broadcasting falls down. It won’t let the outrageous things be said.”

“It’s actually so little that this big industry needs to do...”

Everett Parker champions the fairness doctrine; another name, in the past two years, has practically become synonymous with the fairness doctrine.

John Francis Banzhaf III has turned broadcast advertising on its collective ear, at a fraction of the cost borne by those who intervene in renewal and transfer cases. It was Mr. Banzhaf—who in 1967—at the age of 26—filed a complaint against WCBS-TV New York, charging that the station had caused him equal time for antismoking messages. He asked the FCC to rule that smoking, as a “controversial issue of public importance,” falls under the jurisdiction of the fairness doctrine.

To everyone’s surprise—including Mr. Banzhaf’s—the FCC agreed with him. Although it declined to specify an equal-time requirement, the commission ruled that broadcasters who carry cigarette advertisements must devote a “significant” amount of free air time to antismoking announcements.

Then, while tobacco and broadcast interests prepared to fight the FCC decision, John Banzhaf stepped in and appealed the ruling himself. Reasoning that the large interests would move quickly in the direction of a court thought to be favorable to their viewpoint—or to one which the young lawyer, with limited time and funds, couldn’t reach—Mr. Banzhaf filed an

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How ‘citizen’ groups have moved on FCC

April 1964: United Church of Christ’s Office of Communication petitions FCC to deny renewal of WLBT(TV) Jackson, Miss., charging discrimination against Negro viewers.

May 1965: FCC denies church group right to intervene against WLBT, grants short-term renewal without hearing after considering church’s allegations.

December 1965: U. S. Court of Appeals for District of Columbia orders FCC hearing on WLBT, with church as party. Landmark decision establishes right of public intervention in FCC proceedings.

December 1966: John Banzhaf files complaint against WCBS-TV New York, arguing that cigarette commercials should be subject to fairness-doctrine requirements.


June 1967: FCC upholds Mr. Banzhaf, rules broadcasters who carry cigarette commercials must devote “significant” air time to antismoking announcement.

June 1968: WNBC-TV New York is target of Banzhaf petition to revoke license—first of many under application of fairness to cigarettes.

June 1968: FCC upholds hearing examiner, grants full renewal to WLBT over strong dissent from Commissioners Nicholas Johnson and Kenneth A. Cox.

July 1968: D. C. appellate court orders commission to hold hearing on objections of ad hoc citizens’ group to sale of WFMT(FM) Chicago to Won Continental, part of Chicago Tribune complex.

November 1968: Appellate court upholds commission’s decision on cigarette-fairness issue.

January 1969: Negro group, aided by United Church, files against renewal of KTAL-TV Texarkana, Tex.

February 1969: FCC Commissioner Johnson, writing in Harper’s magazine, urges citizens to intervene or complain to FCC if dissatisfied with broadcast service—and tells how to go about it.

April 1969: Another local group backed by United Church petitions to deny renewal of KAYE Puyallup, Wash., charging extremist programming.
Something **NEW** is born in **OLD MEXICO**...

a very modern network

Televisión Independiente de México

Mexico City, D. F.  **XHTM-TV**

Channel

Monterrey, N. L.  **XET-TV**

Channel

Veracruz, Ver.  **XHFM-TV**

Channel

Puebla, Pue.  **XHP-TV**

Channel

BROADCASTING, May 5, 1969
appeal in the D. C. Court of Appeals less than 24 hours after the commission's ruling. Three days later, w트f-트v Wheeling, W. Va. and the National Association of Broadcasters filed their appeal in a Richmond, Va., court.

After w트f-트v and NAB unsuccessfully protested the Banzhaf filing on a technicality, the case was heard in the Washington court, which is generally thought to be sympathetic to the FCC's viewpoint. During oral argument, Mr. Banzhaf indirectly revealed his primary concern by devoting his 15 minutes of argument to an oration on behalf of the FCC's ruling, rather than a pitch for equal time—a move which seemed distinctly to irritate the presiding judge. However, the court eventually upheld the commission, and the case has now gone to the Supreme Court.

Since the FCC handed down its decision, John Banzhaf has been its only consistent watchdog. Month after month, as new blocks of broadcast stations come up for renewal, new Banzhaf pleadings appear at the FCC. Virtually all ask license revocation or denial of renewal, on the ground that the station has failed to carry a "significant" number of antismoking ads. All contain results of monitoring conducted under the auspices of Action on Smoking and Health, an organization set up by Mr. Banzhaf early in 1968.

Although Mr. Banzhaf often speaks of "us" when referring to ASH, it would not be too wide of the mark to say that he is ASH. With secretarial assistance and outside support (to the extent of over $100,000 last year, much of it from individuals contacted through a direct-mail fund drive), he runs the operation out of a small, cheerfully cluttered office at Washington's George Washington University Law School, where he has been an associate professor since last fall.

No license has been revoked, no renewal denied, as a result of John Banzhaf's campaign—but several licenses have been nudged, pointedly, by the FCC. In the most recent of these cases, the commission directed three of ASH's targets to make a greater effort to present antismoking announcements during prime time. Typically, the stations were successful major-market operations: wmbc-트v New York and kron-트v and kpix-트v, both San Francisco. (Another station, wnew-트v New York, was cited at the same time, following a complaint by a Bronx resident.)

The center of all this activity is a young, roccer, remarkably normal-looking graduate of the Massachusetts Institute of Technology and Columbia University Law School—and formerly, for a brief period, a New York patent lawyer. His plunge into the role of establishment gadfly (it would be a comic distortion to label this man "anti-establishment"), came only after a period of several months during which the issue of smoking and the possibilities of the fairness doctrine became linked in his mind. Then, as now, neither broadcasting nor smoking was an inevitable focus for his legal activity. To John Banzhaf, "whatever needs doing" and interests him may, at some point, become the testing ground for his gospel: that the little man as well as the big corporation can have "legal leverage," provided he knows where to find it and how to use it. The cigarette issue, while by all indications a genuine concern, is by no means his sole concern.

As his present arena, however, the smoking issue is pursued with zest, though not with an excess of zeal. The door to his office is riddled with anti-smoking buttons ("Stamp out old age—smoke!", etc.) The office itself, with papers and cardboard boxes lording it the air of a converted storage room, bespeaks a man not overly concerned with appearance, either. He locked horns with Time-Life Broadcast over pro-cigarette-advertising editorials on wfbm-am-fm-트v Indianapolis, and the company responded with a massively documented petition, Mr. Banzhaf countered by weighing the Time-Life filing and submitting to the FCC a "Reply to one pound, 10 ounce petition filed by Time-Life Broadcast." There is a distinct sense that the game itself is important to John Banzhaf.

Mr. Banzhaf lends support to this impression as he talks with an air of confident, off-the-cuff practicality about his activities. He rejects the role of fanatic and, like Dr. Parker, disavows any desire to lift licenses. ("Actually, I love broadcasters," he says with an enigmatic grin.) The petitions to deny renewal, the doctrine of antismoking itself serve as legal tools, with more antismoking announcements the goal. "What are the chances that the FCC will deny renewal to these stations? About 1,000-to-1—but broadcasters won't take even that chance with their licenses," he says. A steadily increasing number of antismoking announcements would seem to bear him out.

This openly cavalier attitude toward causes normally pursued with messianic ardor, combined with Mr. Banzhaf's evident lack of aversion to public attention, has won him a fair share of detractors. It has become almost an article of faith in some quarters that the young lawyer is "obviously a publicity seeker," as one Washington attorney puts it.

Some contend that his legal abilities fail to match his ambition—that he won his one major victory while "riding a gravy train," as an NAB spokesman says, because the FCC and the U.S. surgeon general already were moving toward action on smoking, not because of his own shrewdness.

Mr. Banzhaf shrugs off such criticism and looks beyond the cigarette issue to pollution, safety, and other "consumer" concerns that might occupy his time in the future. "ASH" are the acron for what Ralph Nader has called "public-interest legal organizations."

This idea is in the wind elsewhere, though Mr. Banzhaf is presently its only broadcast-related example. Mr. Nader is the archetype; another collective example is the group of Yale University law students, who, under Mr. Nader's direction, produced a violently critical study of the Federal Trade Commission earlier this year—finding, among other things, "widespread incompetence at high staff levels."

Another individual center of controversy, FCC Commissioner Nicholas Johnson, has urged young lawyers to consider the role of public defender in consumer matters.

In the meantime, however, John Banzhaf remains one of a kind. Although his mind turns to other issues ("ASH might eventually stand for Action on Safety and Health"), the anti-smoking campaign and his teaching load are more than enough to occupy his time in the immediate future. He recently established a new organization, LASH (Legislative Action on Smoking and Health) to carry the anti-smoking campaign to Capitol Hill. LASH has set up a smoking-withdrawal clinic for congressmen, and has presented each member of Congress with a LASHtry—a devilishly graphic contraption in which cigarette smoke rises through a model of two human lungs, blackening one of them.

Both his interest in broadcasting and his consumer-lawyer stance are reflected in his teaching activities. At George Washington, he lectures on the utility of the lawsuit. As an example, Mr. Banzhaf once produced as a guest in the classroom, Anthony Martin-Trigona, the owner of wtaf-트v Marion, Ind., who earlier this year filed a $3-million antitrust suit against ABC, CBS and two group owners, charging that they had conspired to deny network affiliation to his small, struggling UHF. (The station subsequently became an NBC affiliate—with Mr. Banzhaf on hand in an apparently informal capacity when the agreement was closed—but the station has since gone off the air indefinitely [Broadcasting, Feb. 3 et seq.].) Mr. Banzhaf offers the wtaf case as a prime example of the little man raising an issue "of universal importance" through the lawsuit.

Convinced of the fairness doctrine's centrality as a legal mechanism, and concerned that "people who should know how to use it don't," Mr. Banzhaf
scrutinize

pull flap

behold

see with your own eyes

lift up

look inside

halloo!

please inspect

NEW FROM MPC
THE GRAND FINALE

Reprise 8

Encore

THE SECOND PORTRAIT

GUEST CELEBRITY

RETURN OF THE VOCALIST

Sing it with a spirit that will stir the world away!

Bring the good old bigle, boys, we'll sing another song!
THE ORIGINAL

Allen
Ludden's
Gallery

FIRST
RUN

a stupendous array of talent
an artistic assemblage
90 Minutes of
Diversified Entertainments

IN GLORIOUS
COLOR

network television star of
"Password" & "GE College Bowl"
puts a show together like
Cecil B. DeMille

NINE-STUPENDOUS SEGMENTS-NINE

1 THE OPENING
Featuring The Great, The Protean Musical Artiste
Music by H. B. Barnum

Mr. Barnum, music arranger for Dean Martin, Sammy Davis Jr., The Supremes, Lou Rawls, Don Ho, Frank Sinatra and other musical greats, will arrange, perform and conduct his orchestra of many talents.

Are You Ready For This? No Proscenium Arch! The Set Will Change Before Your Very Eyes!

And Featuring

Music Hath Charms to Soothe the Savage Breast; To Soften Rocks, or Bend a Knotted Oak.

SONGSTER THE VOCALIST SONGSTRESS
New Star Each Show

With a personal, intimate introduction by Allen Ludden to pluck at the very heartstrings.

1 NINES

stranger than fiction • more revealing than Ripley
headline makers and their stories of movie stars, artists, sports figures, politicians, muckrakers, dictators, gerrymanderers and matinee idols, for example...

Ingrid Bergman by Muriel Adams
Frank Sinatra by James Bacon
John Lennon by Betty Rollin
Fidel Castro by Robert Cohen

Each biographer is a published authority.

NEXT: A LIVELY MUSICAL ENTERTAINMENT!

What pipes and timbrels? What wild ecstasy?

Tickle the Ivories!
Strike the Lyre!
Squeeze the Box!
Grind the Organ!

The Young Wonders of Our Time. Fresh and Clean as A Scrubbed Babe!
Young American Groups: "The Back Porch Majority" and the "New Society" and others presented by Randy Sparks who developed "The New Christy Minstrels."

You'll Get The Giggles!
You'll Split Your Sides!

Mr. Ludden will introduce and will draw out the talents of a notorious fun maker.

2 THE FIRST PORTRAIT

3 THE KIDS

4 COMEDY
Maybe you owe money to banks, stores, companies or people.

We’re in debt to wars, floods, health services, life saving and blood banks.

help us help

The American Red Cross.
has also talked of holding a one-day class in the art of the fairness complaint, with representatives of consumer groups as "students."

In the wake of the FCC's proposal to ban all cigarette advertising from the air, the smoking issue is now likely to take center stage and turns far beyond the question of antismoking announcements. For Mr. Banzhaf, however, that victory remains the cornerstone. "All I can do is help to get the message across," he says. "If people hear it and keep on smoking, there's nothing I can do about that."

Both John Banzhaf and the United Church, in different ways and with different concerns, deal in limited causes. They come to broadcasting primarily as it bears upon and intersects with specific social issues. Their orientation is egalitarian; their aim, to secure a slice of the existing pie for those they seek to represent.

The National Citizens' Committee for Broadcasting falls outside that mold almost by definition. Its fundamental concern, its "social issue," is broadcasting itself.

Having staked out that wide terrain, NCCB has vowed to patrol it with a vengeance. Despite its relative youth and its past financial troubles, NCCB has earned a generous share of attention in recent months. Its membership roll is fairly glowing with eminent names: Leonard Bernstein, Bill cosy, John Kenneth Galbraith, former FCC Chairman E. William Henry, novelists Saul Bellow and Ralph Ellison, social critic Michael Harrington, director Mike Nichols — and on and on, over 150 strong.

Its blasts at commercial broadcasting and its ambitious plans for reform, though not yet translated into much action, have combined to give NCCB the status of an impressive-looking unknown quantity.

The committee's origins are linked to those of "public" television. After publication of the Carnegie Commission's report on the future of noncommercial broadcasting, conversations between Alan Pifer, president of the Carnegie Corp., and Thomas P. F. Hoving, director of New York's Metropolitan Museum of Art, led to the formation of a citizens' group with the avowed intention of developing "support in all walks of American life" for the noncommercial system proposed in the Carnegie report.

Mr. Hoving had already plunged into television on one occasion, with an unfortunate result. He had been host of a series on noncommercial WNDT-TV Newark, N. J.,--New York, Metropolitan Wonderland, which offered a Hoving's-eye-view of life in and around New York. Early in the series, Mr. Hoving got his hands on the plans for the then-upcoming New York World's Fair, analyzed them, found them wanting, and promptly seized the opportunity to boast the event well in advance of its opening. The program in turn elicited criticism and pressure from critics, public officials, and — some say — Mr. Hoving's employer. Whatever the reason, Metropolitan Wonderland suffered a relatively abbreviated lifespan. The episode apparently sharpened Mr. Hoving's perception of both the possibilities and the difficulties of existing television.

In May 1967, what was then the National Citizens' Committee for Public Television came into being; two months thereafter, the committee acquired a permanent executive director — Ben Kubasaki, formerly information services director for CBS News and associate director of the Ford Foundation's Public Broadcast Laboratory. Mr. Kubasaki, who regards his jump from network employment to the citizens' committee as a natural progression based upon a consistent view of the media, swears that during his tenure at CBS he consented to publicize other news and public affairs programs, not "any of that stuff they call 'entertainment.'"

After enactment of the Public Broadcasting Act and creation of the Corp. for Public Broadcasting, the committee changed its name and broadened its orientation, but maintained the same leadership and outlook.

The committee members, collectively and individually, have a broad slate of credentials. At a news conference earlier this year, during which he and several trustees discussed the committee's new plans, Mr. Hoving called for "a stop to the broadcast-government liaison that in the name of free enterprise has exploited audiences"; called the broadcasters' public-service efforts "propaganda," and wondered out loud "why and how it is . . . that licensees of stations around the country appear to receive rubber-stamp renewals when many stations probably should be ineligible for renewal" (Broadcasting, Jan. 13).

On other occasions, some of Mr. Hoving's statements have been counterproductive, incurring repudiation by committee members as well as more predictable blasts from the industry.

After falling in and out of financial crisis earlier this year, the committee has obtained backing for the moment and a professional fund-raiser for the long haul, according to executive director Kubasaki. Hunting money for NCCB is Dr. Harold Oram, who in the past has aided such groups as the Legal Defense Fund of the National Association for the Advancement of Colored People, as well as the United Church and Action on Smoking and Health.

Mr. Kubasaki's description of the committee's projected role in broadcasting...
has two facets. On the one hand, NCCB plans to move on its own in every possible milieu: government, networks and individual stations, influence upon public opinion—with suggestions, criticism, legal action. Additionally, it hopes to become a focal point for individual and group complaints against the industry, translating them into appropriate action.

In short, NCCB wants an all-purpose role, with an articulate, elite corps of public figures at its helm. This has led to the charge that the committee is a self-appointed spokesman for people it does not truly represent. Mr. Kubasik partially agrees with that analysis. "Sure, we're self-appointed," he says. "Who—who, indeed—appointed Bill Paley [CBS Chairman William Paley] as guardian of the public interest?"

He rejects the notion that NCCB is unrepresentative; in many cases, he argues, the broadcast media themselves are out of touch.

Broadcasting too often "talks to an America that doesn't exist, about an America that doesn't exist," Mr. Kubasik says. Young people, a generally more educated public, minorities—all want more than broadcasting now gives them. They belong to NCCB's potential constituency, Mr. Kubasik says. "The elitist argument," he concludes, "doesn't hold up." He continues: "There's nothing inherently 'mass' about television." Broadcasting is analogous to print as an entire medium, he says, arguing that the medium as medium has neither 'mass' nor 'elite' character, but is simply a means of communication. As such, it can harbor quality and genuine diversity—one of which he now regards as rare, the other as nonexistent.

"Everything in broadcasting is 'pop'—pop drama, pop comedy, pop adventure," he complains. This orientation not only abuses the potential of television, he says, it also underestimates much of its audience and simply drives others away. Drawing upon his own observation, he insists that "it's possible for people to experience things in a way they're not given credit for—if television would only let them."

It will be difficult to act upon these ideas, he acknowledges—ideas which, in essence, guide the citizens' committee as a group. More than the denial of license renewal to a station, more than fairness complaints, would be involved. Fairness, in fact, is relatively incidental to NCCB. Although Thomas Hoving has foreseen challenges to individual stations "on a selective basis," the committee's primary role will probably be as an agent of persuasion. Mr. Hoving calls the committee a "public-opinion generator;" it has given Congress a proposal for funding noncommercial broadcasting—a 4% tax on commercial broadcasters' gross receipts; it has also filed comments in several FCC rulemaking proceedings. And, according to Mr. Kubasik, complaints from the public are beginning to find their way to the committee's sympathetic offices.

"We're on our way," he says optimistically.

A few other citizens' groups dot the landscape, with names such as the American Council for Better Broadcasts and the National Association for Better Broadcasting, but their role is limited to praise, criticism and study outside the battleground of government. Where the most conspicuous of these organizations are concerned, many though not all roads must lead to the FCC.

Public intervention and a growing number of complaints are now facts of life there, but the commission—although it has been called a "democratic" regulatory agency because of the complaints-and-compliance factor in its operation—has been slow to admit public intervenors. In the important WWBT and WFMT cases, the D.C. Court of Appeals, not the commission, cleared the path. Only Nicholas Johnson has beat a consistently loud drum on behalf of citizen participation at the FCC.

The commissioner states his basic case flatly: "I don't think it's our duty to represent the industry. We're here to represent the public." He would have government and industry alike recognize that public involvement in broadcasting—both through contact with individual stations and through legal action—is, in reality, "an alternative to regulation." Broadcasters should either respond more readily to the public or submit to stiffer regulation, he says—and "when they say they don't want either, that to me is just irresponsible."

Commissioner Kenneth A. Cox, although not so firmly associated with the idea as Mr. Johnson, has also encouraged members of the public to know their rights and take appropriate action. No one else has carried the ball with anything like Mr. Johnson's ardor. Some who have been associated with the commission seem not to welcome the idea at all.

One of these is former FCC Chairman Paul Porter, who as a Washington lawyer has argued against the United Church on behalf of WWBT. In that capacity, of course, his words bear the stamp of the lawyer's role; nevertheless, they constitute a criticism shared by others.

The commission, Mr. Porter has argued, "is there to maintain certain standards and one of its major tasks is to ensure that all complaints and compliance division where 'they take cognizance of even the most frivolous complaints.' To do more, he says, invites "enormous" administrative burdens and the "utter irresponsibility" of some citizens' charges.

He adds: "In a democracy, obviously, everyone has the right to bellyache, ballyhoo and be heard. But citizens' groups tend to be careless and irresponsible about it."

Ben Kubasik responds: "We need this court, this place where people can be heard."

Whatever the arguments on either side, the fact is that citizens are in the door. They have a forum—a limited one.

Citizens do not restructure the industry. To date, only John Banzhaf's fairness complaint has wrought a hard legal change in broadcasters' obligations. Citizens' groups may yet dislodge licensees, but all cases to date are either still pending or have been resolved in the licensee's favor.

Changes in broadcasting do come with perceived changes in public attitudes, and that perception may come from government as well as from industry.

In pursuit of the "public interest," the government has taken a new kind of cognizance of the public—which raises a Gordian knot of a question: Who, in fact, speaks for anything so vague as the "public"?

Among those who have pondered the question, Walter Lippmann has perhaps returned to it more frequently than any other American in this century. When he published The Phantom Public in 1925, he attacked the "popular" notion that the people rule. In 1969, conversely, his words have the ring of accepted truth:

"I hold that [the] public is a mere phantom. It is an abstraction. The public in respect to a railroad strike may be the farmers whom the railroad serves; the public in respect to an agricultural tariff may include the very railroad men who were on strike. The public is not, as I see it, a fixed body of individuals. It is merely those persons who are interested in an affair and can affect it only by supporting or opposing the actors."

In the framework of broadcasting, "public" might better be rendered as "publicics," with different tastes, different needs. Their quasi-political role is limited; their complaints are not always prosecuted wisely nor too well. The odds against them—as John Banzhaf said in another context—are at least 1,000-to-1. The odds would perhaps be better for all concerned if restless citizens were intercepted, and understood, before their dissatisfaction found its way to the ever more willing ears of government.

(The preceding special report was written by Steve Millard, staff writer, Washington.)
Ben Levesque automated coffee breaks, lunch hours and vacations.

He bought a Gates automatic tape control system.

“Our Gates Automatic Tape Control System does the work of two people. We just tell it what to do and when. It automates programs for 4, 8, 12 hours or more and joins the CBC Network,” says Ben Levesque, President, CHRL-AM, Roberval, Quebec, Canada.

A Gates Automatic Tape Control System does the work of two people because it handles all commercial announcements. Switches from tape reels to live announcers to tape cartridges. Even logs time.

“And because it never takes a break, we get continuous programming, automatically,” adds Ben, “and this saves us time and money.”

Want details and costs for your particular programming? Write Gates, Automatic Tape Control Division, 1107 East Croxton Ave., Bloomington, Illinois 61701, U.S.A. Or call (309) 829-7006. Ben Levesque did!
CPB finds friends in the Senate

In face of Nixon budget halving CPB funds, Democrats push for original $20 million

A stalwart band of noncommercial, educational broadcasters told a sympathetic Senate subcommittee last week that they needed the $20 million for noncommercial broadcasting that former President Johnson had proposed. And if the senators’ reactions were any indication, that’s what the Corp. for Public Broadcasting is going to get.

The only balk at this figure was from Robert H. Finch, secretary of health, education and welfare. In a letter to the subcommittee Mr. Finch presented the Nixon administration’s proposal to halve that sum to $10 million. But the proposal brought forth a plea from Senator Warren G. Magnuson (D-Wash.), chairman of the parent Senate Commerce Committee, that the $20 million must be voted “to give me something to work with.” Senator Magnuson is also chairman of the Senate Appropriations Subcommittee.

The Nixon recommendation drew decisive comments from Democratic members of the subcommittee, principally Senators Magnuson, John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee that held the day-and-a-half hearings, and Vance Hartke (D-Ind.).

At one point, Senator Magnuson referred to the $10-million figure, saying “why the Defense Department spills that much in a week.” To which Senator Pastore added: “Sometimes they can’t even find it after they’ve spilled it.” Senator Hartke noted that the government spends $1 million in the Vietnam War every 15 minutes.

The authorization hearing, which progressed mostly with Senator Pastore in the chair, with Senator Norris Cotton (R-N.H.) as his companion, heard an array of witnesses that with marked unanimity called for both the $20 million for CPB and the $5.6 million funding for federal grants to states for the construction and expansion of educational TV and radio stations. President Nixon had recommended that this also be cut to $4 million.

Threading throughout the hearing, however, were references to the need for a long-range permanent financing plan that would obviate the need for CPB to come to Congress each year. Mr. Finch told the subcommittee that the administration and CPB were working on it.

The subject was also brought up by a newly organized group of educational TV producers who expressed concern that continued appropriations from Congress might jeopardize ETV’s news and public-affairs integrity.

One piece of good news for educational TV did become known at the hearing. FCC Chairman Rosel H. Hyde announced that AT&T had made a proposal to CPB that would provide a full-fledged daily interconnection network to 91 points, seven days a week, 14 hours a day, for between $6 million and $7 million annually. This, AT&T said, would be about 50% of what the commercial rate would be for these facilities.

The proposed network would provide for three transmitting points for national programs and five for regional programing.

Above all, AT&T said, the network facilities would be permanent; they could not be pre-empted, as has been the case with the test interconnection lines that have been in existence the
The proposed AT&T network facilities could not become fully operational until 1971, the company said. In the meantime, it proposed that the present experimental interconnection continue.

The current interconnection provides links to 58 points for two hours daily, five days a week. The charges on a six-month lease totals $500,000.

Perhaps the most interesting of the many words that were aimed at the Senate subcommittee last week came from John W. Macy Jr., former chairman of the U. S. Civil Service Commission, who was chosen CPB president last February.

He told the subcommittee that with $20 million from the federal government, and with an estimated $4 million from private sources, CPB in the next fiscal year plans to spend $15.7 million on television; $3 million on radio; $2.25 million on program distribution (interconnection) and library facilities; $1.85 million on "nonbroadcast activities" (fellowships, promotion and research, and special projects), and $1.2 million on administration.

The television funds would see $5.2 million going to station and regional operations; $2 million for the production of national programs by local stations; $6 million for the production of programs by national production centers, and $2.5 million for children's programs.

This would take 65.4% of the total income.

For radio, CPB plans to spend $1.75 million for station and regional support, including expansion of the National Educational Radio Network; $500,000 for national programs, and $750,000 for talent development, promotion and other nonbroadcast activity. Radio would account for 12.5% of the income.

CPB proposes, Mr. Macy said, to extend national TV program production from the present 14.5 hours to 24 hours weekly; public affairs from the present 4.5 hours to six hours weekly; continuing education from one to two hours weekly, and cultural programming from 2.5 to 3.5 hours weekly.

Mr. Macy noted that CPB has already committed 90% of the $7 million it has received through this present fiscal year.

Frank Pace, chairman of CPB, told the subcommittee that ultimately CPB will need $100 million a year to function. Answering fears that federal financing puts CPB under obligation to congressmen, Mr. Pace unequivocally stated that in his 14 months as chairman, he has never received a letter or call from a member of Congress about programming. And, he added, neither has Mr. Macy.

Chairman Hyde told the subcommittee that the FCC "wholeheartedly"

The trio of "concerned" educational TV producers who appeared before the Senate subcommittee hearings on public broadcasting last week: Jack Willis, NET (l), Alvin Perlmutter, NET (c) and Arthur Alpert, PBL (r).

The trio expressed their fears that the freedom of noncommercial broadcasting might be endangered by the need to ask funds of Congress.

Frank Stanton, president of CBS, favoring the full amount for CPB and for grants, expressed disappointment at the lack of public support for educational broadcasting. But, he added, he sees "increasing interest on the part of the public in public broadcasting."

Mr. Stanton submitted for the record a list of CBS's contributions to ETV, which showed that since 1956, CBS has contributed almost $4 million in cash and equipment to ETV stations.

The total of $3,896,400 included $2.2 million in cash— including the $1 million donation to CPB last March—with the remainder in equipment.

CBS also listed recipients of multiple gifts that add up to over $2 million in cash and equipment. These were made to noncommercial stations, WTTW(TV) Chicago, KETC(TV) St. Louis, WNDT(TV) New York, and WHYY(TV) Philadelphia in addition to the Midwest Council on Airborne Television and the Community Television of Southern California.

Support from commercial broadcasting also was voiced by Vincent T. Wasilewski, president of the National Association of Broadcasters.

"Our general view," Mr. Wasilewski said, "is that public broadcasting is intended for the benefit of all the people, and that an authorization for a congressional appropriation of 'seed' money is essential at this time."

In response to a question from Senator Hartke, Mr. Wasilewski noted that the board of NAB has recommended federal financing as the basic funding for CPB. He assured the committee that
commercial broadcasters will support noncommercial broadcasting with both money and equipment.

Fear that the freedom of noncommercial broadcasting may be compromised because it continues to have to come to Congress for a yearly appropriation, was expressed by A. H. Perlmutter, a public-affairs producer at National Educational Television network, representing the newly formed Association of Public Television Producers.

"... The present method of annual appropriations presents a potential threat to the freedom of inquiry that is the essence of our dedication to the medium," Mr. Perlmutter said, "and indeed a precondition to the functioning of a free press.”

Mr. Perlmutter charged that the 1967

Ned Schnurman, Mr. Perlmutter, Mort Silverstein and Tony Batten of NET and Fred Wardenburg, Don Lenger and Mr. Alpert of PBL.

The producers also expressed the feeling that the people appointed to control noncommercial television under CPB "do not now fully represent the pluralistic society they are charged to serve." They expressed the same concern for the new administrative body to be set up by CPB—the Public Broadcast System. This "panel of men empowered to determine what programs go out over the public network lines: at what times, and for how long" thus has the power of censorship, the producers maintain. They said: "We are concerned that this board will be no more representative than the board of the Corp. for Public Broadcasting and the airwaves, being pillaged by commercial broadcasters.”

Calling for an “activist” FCC, Mr. Montgomery told the committee that the NCCB “will do what it can” to see that citizens participate more vigorously before the FCC. He also charged that commercial broadcasting, although appearing to favor public broadcasting publicly, really was trying to kill it. He referred to Mr. Wasilewski's testimony as "shabby.”

Mr. Montgomery was not alone in being critical of commercial broadcasting. Early in the hearing, Senator Cottom said he was sympathetic to noncommercial broadcasting, because he hoped "it might atone for some of the tripe we have to listen to night after night on commercial TV.” Later, when Dr. Stanton was on the witness stand, Senator Cottom said he wished to withdraw those remarks. “I'm the only senator,” he said, "who sometimes speaks without thought.”

The New Hampshire senator, however, repeated several times that he found that “three-quarters of educational TV programs we get in my state are even duller than what we get over commercial TV.” People in New Hampshire, he iterated, “aren't listening to it.”

The CBS president’s appearance also prompted Senator Pastore to add a comment reflecting his attitude about sex and violence on TV—the subject of hearings before the same committee last March (Broadcasting, March 10 et seq.). Broadcasting, he said, should be like a church; it knows there is sin in the world, but it encourages man to "lift up his eyes toward heaven from the sordid things on earth.”

Time after time, the subcommittee members, when all were there, cautioned that less than full support for public broadcasting could slow down the momentum that has been built up.

Senator Hartke, at one point, said he feared that a reduced budget for CPB could bring it close to “disaster.”

And Senator Pastore repeatedly warned that public broadcasting would be competing for funds with other vital programs—the hungry, the Vietnam War, education, and urban problems.

Record turnout expected at NBC-TV convention

NBC said last week that a record number of executives, more than 535 representing 153 of its affiliated television stations, was expected to attend the annual NBC-TV affiliates convention, which opens Sunday (May 11) in Los Angeles.

In addition to formal speeches during the May 11-13 convention period by Walter D. Scott, board chairman; Julian Goodman, NBC president, and
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by Don Durgin, president of NBC-TV, a major presentation will be given the morning of May 13 on the network's current activities and plans for the 1969-70 season.

The May 12 formal business will be a panel session featuring NBC news correspondents from news centers in the U.S. and abroad. Among the social events on the agenda are receptions and dinners at two production studio centers—at 20th Century-Fox May 12 and at Universal studios May 13. Convention activities will be held at the Century Plaza hotel.

The convention starts with a reception and buffet at the hotel Sunday evening. Mr. Scott and Mr. Goodman are luncheon speakers May 12 and 13 respectively and Mr. Durgin's talk will precede his formal presentation on May 13.

The attendance figure was projected by Donald J. Mercer, vice president, station relations, NBC, who will be joined at the convention by the following station relations officials: Raymond T. O'Connell, director, and station relations regional managers Joseph Berhalter, Thomas Berresford, A. A. (Tony) Cervini, William Kelley, Malcolm (Bud) Laing, Pierson Mapes, Paul Rittenhouse and Thomas White.

**Times-World sells WDBJ-TV for $8 million**

The Times-World Corp., Roanoke, Va., which intends to sell its newspapers to Landmark Communications, last week found a buyer for its WDBJ-TV. The station will be sold to the South Bend (Ind.) Tribune (WSBT-AM-FM-TV South Bend) for approximately $8 million, subject to the usual FCC approval.

Still in negotiations are the sale of WDBJ-AM-FM, both of which will be sold separately. After Times-World and Landmark agreed on the purchase of the Roanoke operation, which includes the Roanoke Times and World-News (BROADCASTING, Nov. 18, 1968), it was decided to spin off the broadcast properties. The spin off is due principally to the overlap between WDBJ-TV and Landmark's WFMY-TV Greensboro, N.C.

The Times-World Corp., headed by M. W. Armistead III, also owns a Roanoke shopping center and a semi-weekly newspaper in Galax, Va. Franklin D. Shurz is president of the buying group, which owns the South Bend Tribune and WSBT-AM-FM-TV. Other South Bend Tribune newspapers include the Hagerstown (Md.) Herald-Mail, California’s Indio Daily News, Brawley News, and El Centro Imperial Valley Press, as well as Indiana’s Bloomington Herald-Telephone and Bedford Times-Mall.

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

**Pastore submits antistrike bill**

**Action on measures to protect licensees may be in offing**

Senator John O. Pastore (D-R.I.) took a substantial prop last week under a "sword of Damocles" threatening broadcasters at renewal time. The Senate Communications Subcommittee chairman, who has been considering legislation sought by broadcasters, introduced a slightly modified version of a bill that would bar competing applications for renewal of licenses unless the FCC first found the incumbent had not been serving the public interest.

The Pastore bill (S.2004) would confine the commission's determination of whether an existing broadcaster had been operating in the public interest to an examination of the "record and representations of the licensee." If the FCC found it should deny a renewal, the bill makes clear, then other applications could be filed and considered.

The Pastore move, which came without advance notice, fed speculation that the measure, approved by the National Association of Broadcasters and supported by individual and group stations, would see its first steps toward enactment taken in the Senate, rather than in the House, where—as of last Thursday (May 1)—a number of similar bills had been introduced.

Although a number of House Commerce Committee members have sponsored or cosponsored renewal bills, such support has yet to come from members in the committee leadership. Also, it is noted, the House committee faces a jammed agenda, caused in part by three solid weeks of hearings on cigarette labeling and advertising (see page 28).

The Senate committee is busy, too, but spokesman wouldn't rule out some sort of action on the Pastore bill within the near future. It was understood, however, that plans for further consideration had not yet been formulated. They may or may not take the form of hearings. The Senate subcommittee has already aired the issues during appearances of the FCC and broadcasting leaders (BROADCASTING, March 10, 24).

At those hearings, and later at the annual convention of the NAB (BROADCASTING, March 31), Senator Pastore made it clear that he regarded the encouragement of competing applications to be unfair and bad policy. At the hearings, the FCC commissioners, with two notable exceptions, took turns agreeing. Later it was indicated that the commission could, by re-estabishing a policy torn asunder by the WDTH-TV Boston decision, repair the damage without resort to a legislative solution, which was then in the formative stage.

Decisions, at the NAB and elsewhere, to continue to push for antistrike legislation—while other approaches were also explored, such as policy or personnel changes at the commission—led to the introduction of the first bills three weeks ago in the House. Meanwhile, Senator Pastore kept his own counsel on the legislative approach, until last week when he submitted S. 504.

As is Senate custom, other senators, although expressing interest privately in the legislation—sparked by vigorous contacts from home-state broadcasters—refrained from expressing that support publicly. Now, it is said, indications of that support from other senators can be expected to be communicated to Senator Pastore.

In introducing the bill, Senator Pastore said he was particularly concerned about the financial burden on stations exposed to competing applications, which almost automatically trigger costly comparative hearings.

He called the threat of competing applications a "sword of Damocles" hanging over the heads of legitimate licensees.

Echoing sentiments expressed in his March 24 speech at the NAB convention in Washington, the senator underlined the fact that "broadcasters must maintain the best and most modern equipment and gather together highly qualified professional personnel in order to best serve the public interest." This outlay, he declared, must be backed by "reasonable assurance that, if [the broadcaster] does his job—and does it well—then his license will be renewed and that his investment will not go down the drain." Senator Pastore emphasized that the burden of proof would remain with the broadcaster under the proposed measures, and that "this legislation does not give the broadcaster a license in perpetuity."

The Pastore bill extends the scope of the three-week-old campaign that had, by May 1, seen bills introduced or cosponsored by 39 congressmen in the House (BROADCASTING, April 28, 21).

The sponsors and cosponsors of these bills, 27 Republicans and 14 Democrats, represent 22 states. Last week's bills were introduced by Commerce Committee member Tim Lee Carter (R-Ky.), H. R. 10583; Edwin W. Edwards (D-La.), H. R. 10587; William Nichols
The General Electric guide to explaining your unfair advantages over competition
Part 1: antennas
Face it. Eventually, at a club or charity meeting, you'll run into a fellow broadcaster and he's going to want to know some things. Like why your market coverage is better. Why you get sharper picture detail. And better color. And a higher profit. All the unfair advantages a General Electric antenna can give you.

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

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

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

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

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

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

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

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

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

General Electric Company,
Visual Communication Products Department, Electronics Park,
Syracuse, New York 13201.
A $50,000, one-year grant from the Corp. for Public Broadcasting will estab-
lish a national center for audio experi-
mentation at the University of Wis-
sconsin's noncommercial WHA Madison.

CPB President John W. Macy Jr. said the project is aimed at developing
"new and exciting techniques in sound production that can be applied by all
public radio stations and thus help pro-
mote a strong and vigorous public radio service nationally."

Karl Schmidt, associate director for
radio at the university, will head the
project, aided by Milburn Carlson, film
producer and teacher of aesthetics and
creative writing at San Francisco State
College, who will join the station for a
year.

Kentucky ETV network plans for expansion
One of the more extensive and ambit-
ious state-operated educational TV net-
works will be formally dedicated this
week (May 7-9) at a regional confer-
ce co-sponsored by the National As-
sociation of Educational Broadcasters
and the Southern Educational Commu-
nications Association in Lexington, Ky.

Culminating nine years of planning
and only one year of implementation
spearheaded by the network's executive
director, O. Leonard Press, the new
Kentucky ETV Network began operating
Sept. 23, 1968, by pumping 19
courses into more than three-quarters
of the state's 195 school districts.

The network, funded with $4.5 mil-
lion biannually, reaches into 1,400
school's from the poverty pockets of
Appalachia to the Mississippi river
border. The system reaches homes via
12 transmitters on channels ranging from 21 to 54. With additional funding,
KETV may eventually become a 26-
station network.

Ambitions do not rest here but in-
clude a plan to interconnect the state's
six universities and colleges and numer-
ous junior colleges—with studios for
originating programs at each—with the
network's $1.2-million production center
in Lexington.

The main center was built on land
donated by the University of Kentucky.

While a 12-station network is now
in operation, KETV will have 13 outlets
in the fall by an agreement made with
noncommercial WPFK-TV Louisville.

The system is designed, Mr. Press
said, "so that it could be the backbone
of an expanded telecommunications
system which could serve many state
agencies, like the police and mental-
health departments, as well as the
schools."

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

- WDBJ-TV Roanoke, Va.: Sold by the
  Times-World Corp. to the South Bend
  Tribune for about $8 million (see page
  58).

- WHIM-FM Providence, R.I.: Sold by
  Harold C. Arcaro and family to
  Matthew J. Culligan and others for
  $450,000. Mr. Culligan is chairman of
  the Westport (Conn.) Town Crier
  and has interest in applicant to purchase
  KNDO-FM Houston and KEIR-FM (FM)
  Dallas. He also has interest in a publish-
  ing company, a movie production
  company and Promenade magazine.

- WHIM is a daytimer on 1110 kc with 1
  kw. WHIM-FM is on 94.1 mc with 50
  kw and an antenna height of 430 feet
  above average terrain.

- WJSW Maplewood, Minn.: Sold by
  Paul Glass to Donald L. Frrichs, Don-
  ald D. Wozniak and Sew Widman for
  $148,000. Mr. Frrichs owns a hard-
work store in Rochester, Minn.; Mr.
  Wozniak is a St. Paul attorney, and
  Mr. Widman is WJSW general manager.

- WJSW is a daytimer on 1010 kc with

- KAGH-FM Crossett, Ark.: Sold by
  Julian F. Haas to W. Barry Medlin, W.
  B. Medlin and Thomas Baker for $130-
  000. W. Barry Medlin is manager of
  WLGM-AM-FM Lancaster, S.C., and Mr.
  Baker is commercial manager of that
  station. W. B. Medlin is a tobacco and
  cotton farmer. KAGH is a daytimer on
  800 kc with 250 w. KAGH-FM is on
  104.9 mc with 3 kw and an antenna
  height of 275 feet above average ter-
  rain. broker: Hamilton-Landis & As-
  sociates.

- WCNL Newport, N. H.: Sold by
  Chester C. Steadman Jr. to Carl S.
  Goodwin and others for $103,500. Mr.
  Goodwin is former owner of KTRC

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BROADCASTING, May 5, 1969
Santa Fe, N. M. WCNL is a daytimer on 1010 kc with 250 w. Broker: Hamilton-Landis & Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 83):

- WBBX Portsmouth, N. H.: Sold by William A. Gildersleeve to Curt Gowdy for $316,000. Mr. Gowdy, an NBC-TV and ABC-TV network sportscaster, owns WCCM-AM-FM Lawrence, Mass., and KOWB Laramie, Wy. He also owns 28% of group owner Frontier Broadcasting. In addition, he owns 49% of Greater Lawrence Cable Television Inc., which has a franchise for Lawrence, Mass. Wax is full time on 1380 kc with 1 kw.

- KCFI Cedar Falls, Iwa: Sold by Donald Blanchard and others to Robert F. Goodwin for $240,000. Mr. Goodwin is manager of business services for WMIAL-AM-FM-TV Washington. KCFI is a daytimer on 1250 kc with 500 w.

Theater owners seek delay on pay television

The nation's theater owners, borrowing time in their fight against the establishment of pay television, last week asked the FCC to stay the effective date of its new pay-TV rules until all avenues of judicial review have been exhausted.

The commission, which authorized a limited, tightly controlled system of nationwide pay TV in an order last December, said at that time that the ruling would not take effect until June 12, 1969—six months after adoption of the order—so as to provide time for congressional action and judicial review. The National Association of Theater Owners and the Joint Committee Against Toll TV have since appealed the pay-TV order, but oral argument in the U.S. Court of Appeals for the District of Columbia will not take place until June.

With that in mind, the two theater owners' groups last week urged the commission either to stay its effective date or, as an alternative of similar import, to grant no pay-TV authorizations until completion of judicial review.

"the most radical change in broadcasting since the adoption of the Radio Act in 1927," the two groups said that orderly procedure in such a situation requires that the commission maintain the status quo on pay TV until the validity of the order has finally been determined.

The theater owners have argued in their court appeal that the commission lacks statutory and constitutional authority to establish pay TV, and that its action would discriminate against the poor "through the deprivation of them of the free use of public frequencies" (Broadcasting, April 14).

TVC expands, buys Akron CATV system

Television Communications Corp., New York-based CATV owner, last week announced purchase of a system franchise for the city of Akron, Ohio, for 50,000 shares of TVC stock. Based on the price of the stock May 1 of $15 a share, the transaction was valued at $750,000. TVC is traded over the counter.

TVC said, however, it plans to invest $12 million in the construction in Akron of a "unique 40-channel system." The franchise was purchased from Akron-Telarama, of which James M. Carney is president. Alfred R. Stern is president and chairman of TVC.

TVC said that when completed the system will serve a 350,000 population by covering Akron and the surrounding communities of Lakemore, Stow, Barberton and Silverlake. TVC will start immediate construction of a system using 1,300 miles of cable. The company expects first homes to be wired for the service by the end of 1969.

According to Mr. Stern, the Akron system will offer up to 40 channels—an "innovation," he said, that would make it possible "to sub-divide a community and provide for neighborhood programming, as well as other new communications and marketing services." The Akron system is expected to originate programming.

Bitter words from bidder on WCAM sale

Gordon McLendon, who lost a bid to acquire WCAM Camden, N. J., two months ago when the FCC frowned on his survey of community needs, apparently still bears a scar and a grudge.

Mr. McLendon, president of McLendon Stations, gave the commission a rousing acid bath last week in a speech to the 26th annual convention of Alpha Epsilon Rho, the national radio-TV fraternity. Representatives of

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EXCLUSIVE LISTINGS:

NORTHWEST

$105,000

Fulltimer, single station market located in rich agricultural area. Studios and transmitter located in same building. Retail sales in station coverage area $117,000,000. Large government projects in area assume a growing economy. Price $105,000—29% down—balance 10 years at 7% interest.

Contact Don C. Reeves in our San Francisco office.

ARKANSAS

$65,000

Daytimer in single station market, good facility, excellent potential, absentee owner, that needs experienced management. Owner wants out quickly and has priced property accordingly. $55,000 all cash or $65,000, 29% down, balance 8% ten years.

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Another lesson in lifting licenses

Cox tells citizens that's last resort if other tactics he recommends fail

FCC Commissioner Kenneth A. Cox, who has already told broadcasters he opposes legislative proposals aimed at giving them a measure of protection at license-renewal time, last week carried that message to a citizens group. And in the process, he asked the citizens to oppose the proposals also.

The group is the American Council for Better Broadcasting, whose stated aim is "to improve by educational means the quality of radio and television." Commissioner Cox addressed its 16th annual convention in Columbus, Ohio, on Wednesday.

The controversial measure, which is backed by the National Association of Broadcasters, would permit the filing of competing applications at renewal time only after the FCC had designated the renewal application for hearing and then concluded that renewal would not be in the public interest. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced his version of the bill last week (see page 58).

Commissioner Cox, who first opposed the concept embodied in the bill in an appearance at the NAB convention in Washington in March (Broadcasting, March 31), said the bill's adoption would be "like saying that no one should be allowed to run for public office unless the incumbent has first been impeached."

He said the bill is "contrary to the fundamental policy of the Communications Act that no licensee acquires any right of ownership in the frequency he has been authorized to use," and, if adopted, would make broadcasters "even less responsive to the tastes and interests of the public they are licensed to serve."

"So," he added, "I hope you will put yourselves on record in opposition to this proposal."

The commissioner discussed the issue in the course of suggesting—as he has in talks before other groups—how members of the public can make broadcasting "truly responsive to the public." These techniques range from getting "to know your local broadcasters better," through filing complaints with the commission, to—"in an extreme case"—opposing the renewal application of a broadcaster whose cooperation "you may despair of getting."

One point he advised his audience to be aware of in measuring a station's responsibility—if it is a network affiliate—is its carriage of network public-affairs programs and the "more serious entertainment programs" that try "to tell us something about ourselves and our world." If such public-affairs and entertainment programs are dropped in favor of old movies and reruns of situation comedies, he said, it is likely that the station has acted "simply to maximize its profits and cannot offer any public-interest justification for its action." He said prompt action on the part of viewers "might serve to counter such developments."

But he said "the ultimate challenge to an existing licensee's operation is, of course, a competing application filed against its renewal." And although he expressed doubt that members of his audience would become involved in such a venture, he said, "You have an interest in the maintenance of this opportunity for a new applicant to question a station's past performance and to offer the public a different, and perhaps better, service."

The commissioner ventured into another controversial area by expressing agreement with Tommy Smothers's view that the furor over the CBS cancellation of the Smothers Brothers Comedy Hour is another manifestation of the generation gap. And he said there is support for Tommy Smothers's claim that the show provided "a needed forum for the views of the young—including a measure of their dissent, irreverence and protest."

The commissioner said the support

L'Heureux fund set by CATV Pioneers

Establishment of the Robert D. L'Heureux Memorial Scholarship Fund at Georgetown Law School, Washington, for a three-year scholarship to a deserving student selected by the law school's scholarship committee, has been announced.

The fund is being initiated by CATV Pioneers in memory of Mr. L'Heureux, who was graduated from Georgetown Law School and who died in February.

Mr. L'Heureux was active in CATV, having served as general counsel of the National Cable TV Association as well as having specialized in cable TV in private practice.

Contributions should be addressed to Martin F. Malarkey Jr., 1225 Connecticut Ave., N.W., Washington, D. C. 20036.
was in the report of an ACBB Look-
Listen Opinion Poll, in which the views
of 4,293 adults and teen-agers were
checked for programs shown during
October and November 1968. The
Smothers Brothers Comedy Hour re-
ceived a score of minus 235 from
adults, but a plus 357 from teen-
agers. The poll, which is open to anyone wish-
ing to participate, scores programs on
a scale of opinion running from excel-
"buying power" coverage, KABC RADIO is Number 1 in Los Angeles
Everyday we talk to more women,
who handle the money . . .
that run the houses . . .
and buy the groceries . . .
for the millions of families who live and play in Southern California.

Phone cables stay under FCC control
Court backs commission's right to regulate cables leased to CATV companies
The FCC's assertion of authority over the leaseback arrangements that tele-
phone companies enter into with CATV systems has been upheld by the U.S.
Court of Appeals for the District of Columbia.

The commission's June 26 ruling, which was welcomed by CATV systems as an action that filled a regulatory void, had been appealed by a group of telephone companies, including Bell, General Telephone and United Telephone affiliates, and the National Association of Regulatory Utility Commissioners.

The commission had held that Section 214 of the Communications Act, which requires common carriers to seek its permission before building or extending lines of service, applies to telephone companies proposing to build channel facilities to serve CATV sys-
tems.

And the three-judge panel of the appeals court, in a decision that left no doubt as to the court's view that the commission has broad powers under the Communications Act in dealing with CATV, agreed. It said the service the companies provide is part of an inter-
state system that is within the authority of the commission to regulate.

The commission's assertion of juris-
diction over leaseback arrangements came in the wake of CATV complaints telephone companies were providing channel facilities to affiliated CATV companies without seeking anyone's permission. The companies had held that the local franchises under which they were operating provided authority
Two clients, a government regulator and a colleague were among the guests attending a farewell luncheon last week for Earl Gammons (seated right), longtime Washington representative of broadcast interests. Mr. Gammons left the capital later for retirement in Naples, Fla. The luncheon, attended by a few of Mr. Gammons's old friends, was held at the National Broadcasters Club, Washington.

Others in the picture are (l-r) Bill Michaels, president of Storer Broadcasting Co., and August C. Meyer, president of WCIA-TV Champaign, III.; WMRD-AM-FM-TV Peoria, Ill., and KFMB-AM-FM-TV San Diego, both represented in Washington by Mr. Gammons; FCC Commissioner Robert T. Bartley and Frank M. (Scoop) Russell, consultant and retiring Washington vice president of NBC. From 1942 to 1955 Mr. Gammons served as CBS's vice president in Washington, at the same time Mr. Russell occupied a similar vice presidential position at NBC.

for the channel-service offering. And CATV systems were worried about telephone companies crowding them out of the business.

The court's opinion last week noted that General Telephone, United and Bell are heavily involved in providing service to CATV operators, and that many of the systems General and United serve are affiliated companies.

The companies, in appealing the commission's action, argued principally that the service they provided was intrastate and, thus, beyond the authority of the federal government. The commission, however, said that regardless of the location of the facilities involved, a company which "participates as a link in the relay of television signals is performing an interstate communications service."

Judge Warren E. Burger, who wrote the opinion for the court, reviewed court decisions in previous cases dealing with CATV, including the Supreme Court's opinion upholding the commission's authority to regulate the cable industry, then said:

"It seems clear that as the outlines of the CATV problem emerged, the commission acted within the scope of the [Communications] Act and consistently with the broad purposes of the commission by treating its responsibilities as both comprehensive and pervasive. Any other determination would tend to fragment the regulation of a communications activity which cannot be regulated on any realistic basis except by a central authority; 50 states and myriad local authorities cannot effectively deal with bits and pieces of what is really a unified system of communications."

Judge Burger said the telephone companies have inserted themselves as links in the "indivisible stream" of communications "and have become an integral part of interstate broadcast transmission. They cannot have the economic benefits of such carriage as they perform and be free of the necessarily pervasive jurisdiction of the commission."

The companies had argued that the provision of Section 214 exempting "a line within a single state unless [it] constitutes part of an interstate line" applies to their CATV channel services. But the commission, the court noted, relied on the Section 214 definition of a "line" coming within its jurisdiction as "any channel of communication established by the use of appropriate equipment."

And, Judge Burger added, the interstate nature of the service being provided, "we cannot conclude that the commission abused its authority to construe these remedial provisions in a way to effectuate the ultimate regulatory scheme of the act."

The court also upheld the commission's decision to reject the carriers' assertion that they were exempt under another Section 214 provision—one that excludes "local, branch or terminal lines not exceeding 10 miles in length." The commission had argued that the lines were neither local, branch nor terminal, but "main" lines which come under its jurisdiction.

In addition to losing the argument on the question of the commission's jurisdiction, the telephone companies lost one on whether the commission is authorized to employ cease and desist orders to stop the continued construction of channel distribution systems being built without authorization. The carriers said the commission was limited to seeking court injunctions to stop such construction.

The cease-and-desist authorization, the telephone companies said, does not apply to common carriers. But, the court said, the language of the law providing for those orders is sufficiently broad to cover them.

Besides Judge Burger, the panel consisted of Judges J. Skelly Wright and Spotswood W. Robinson III.

Colorado moves to put CATV under PUC control

The business affairs committee of the Colorado House of Representatives, by a vote of 7 to 3, has approved a bill to allow regulation of CATV systems by the state's public utilities commission. Under provisions of the bill, cable systems would be required to obtain a "certificate of feasibility" from the PUC before they could operate. An application for such a certificate would be accompanied by a fee of $50 for a system serving up to 50 subscribers, or a $500 fee for a system serving more than 50 subscribers. The law would give the state PUC the power to require systems to pay a fee similar to the application fee annually for the privilege of operating a system.

The bill, introduced by Charles Edmonds, state representative and president of KCMS-AM-FM Manitou Springs, Colo., still allows counties and cities to enter into agreements with cable companies and permits the counties and cities to receive a portion of the cable firm's gross income.

If the bill is passed by the Colorado
legislature, cable systems already in operation would be required to obtain a “certificate of feasibility” from the PUC within 90 days after the effective date of the new law.

The new bill adds Colorado to the list of about a dozen states considering state regulation of CATV companies (Broadcasting, March 24).

Color demographics fit marketing aims

Color penetration growth is strongest among those marketing groups most emphasized by advertisers, NBC-TV's sales planning department has concluded on the basis of new Nielsen data.

NBC estimated 34% of television households were color equipped, but the degree of penetration varied with differences in household income, head-of-house education, head-of-house age, and household size.

The bias toward middle-and-upper income homes continues, said NBC, with upper income conversion broadening its lead each year. The 35-49 age bracket continues to lead color set sales, although the 50-64 group achieved almost the same percentage of penetration, the report notes.

In household size, the average size family (three-four) has held the lead, but larger households (five-plus) are converting at a faster rate and may take the lead soon, NBC predicted. Although historical data for color penetration according to educational background was incomplete, NBC reported from 1969 data that household heads with a college education led the field in color sales.

Color homes: 20.5 million

The number of U.S. color television households has reached 20,560,000 (equivalent to 35.5% of total TV homes) during the first quarter of 1969, according to an estimate as of last week by NBC.

The April 1, 1969, total compares with 15,270,000 color homes on April 1, 1968.

Allen R. Cooper, NBC vice president, planning, said that the number of color sets in use exceeds the number of color homes by a restated 2 million or more. He explained that many of these “extra” sets are located in multi-color-set households, hotels, hospitals, offices, schools and other public places.

Media reports:

SRA moves • Station Representatives Association, now at 366 Madison Avenue, has moved to 230 Park Avenue. New York 10017. The new telephone number will be (212) 689-6084.

New home • Wfmt(FM) Chicago has moved to new studios and offices at 500 North Michigan Ave. Facilities are much enlarged and feature the latest in technical gear. Wfmt is part of the Won Continental Group. New phone: (312) 644-1900.

Looking for help • American University, Washington, plans to expand its broadcasting-film sequences and is looking for one and possibly two full-time faculty members for its department of communications. Chairman of the search committee is Professor Edward L. Bliss Jr., assisted by an advisory committee of professional broadcasters.

Bright Fulbright • Ed Arnow, lecturer in broadcast journalism at the University of California at Berkeley, has been awarded a Fulbright lectureship at the University of Ankara, Turkey. Mr. Arnow is also associated with KPIX(TV) San Francisco. He will be teaching broadcast news in Ankara.

CATV network additions • The Baby Sitting Network, composed of CATV systems subscribing to a special children’s programing service of Telemania Program Services Inc., New York, has added three affiliates: Glassport, Pa.; Aiken, S.C., and El Centro, Calif.

You’re only HALF COVERED in Nebraska...

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☐ Check retail sales.
☐ Check the top station dominance with one of the largest audience shares in the nation.
☐ Check with Avery-Knodel.
Justice urges curbs on networks

Antitrust chief would cut back schedules, bar syndication and rights in other's shows

The broadcasting networks, like other elements in the business community, are finding out that the Justice Department's antitrust division under the Republicans can be even more hard-nosed than it was under the Democrats.

The proof was provided in antitrust chief Richard W. McLaren's two-and-one-half-page letter to the FCC explicitly endorsing two proposals aimed at curbing what he considers network domination of programing ("Closed Circuit," April 28).

Three years ago, Donald F. Turner, who was head of Justice's antitrust division under President Johnson, addressed himself to the question of the networks' role in programing, in a letter filed in the FCC's so-called 50-50 rulemaking proceeding. He noted that network control of more than 90% of their prime-time programing raised serious antitrust problems—but he did not expressly endorse the rule the commission had proposed as a means of dealing with those problems, or an alternative offered by Westinghouse Broadcasting Co. (Broadcasting, July 25, 1966).

Mr. McLaren, on the other hand, has endorsed both the WBC proposal and a portion of the proposed rule which the commission first issued for comment four years ago. Both, he said, "would serve to encourage the development of independent sources of programing."

WBC suggested that television stations in the top 50 markets served by at least three stations be prohibited from taking more than three hours of network programing between 7 and 11 p.m. The commission proposed, as endorsed by Mr. McLaren, would prohibit networks from acquiring "any rights" in independently produced television programs—other than the right to network exhibition—and would bar them from domestic syndication.

Mr. McLaren's endorsement does not cover the best-known aspect of the proposal—one that would prohibit networks from owning or controlling more than 50% of their nonnews programing between 6 and 11 p.m. And it appears to exclude, also, a provision that would bar networks from syndicating abroad any programs except those they themselves produce.

The WBC proposal, Mr. McLaren said in a letter to FCC Chairman Rosel H. Hyde, would encourage the development of independent programing sources by giving independent suppliers "a reasonable chance to have their programs seen by audiences large enough to attract sufficient advertising, without being limited to the networks as customers." And the second, he said, "would increase the incentive for independent programing by enabling suppliers to obtain access to network exhibition, which is likely to remain the principal channel of nationwide distribution, without sharing with the networks their ownership of the programs."

The letter, which said that "the commission's objective of maintaining strong, independent sources of programing is in line with the aims of the antitrust laws, contained a warning. His comments on the proposals, Mr. McLaren said, do not "preclude the Department of Justice from taking any action consistent with its responsibilities for enforcement of the antitrust laws."

Mr. McLaren's letter was filed with the commission about the same time CBS and NBC were submitting a second report by Arthur Little Inc., of Cambridge, Mass., on television program production and distribution.

The first Little report, filed three years ago by all three networks, attacked the proposed rule as unworkable and the views on which it was based as unfounded.

The second report, consisting almost entirely of statistics, indicated that, although the percentage of prime-time network programing owned by the network had increased—from 93% in 1964 to 97%—the market for nonnetwork programing was growing. The number of independent and affiliated stations is on the rise, the report indicated, and so is the number of hours of nonnetwork programing that affiliated stations carry in prime time. (Broadcasting, April 28).

Mr. McLaren, however, said the data developed by the commission's staff makes it "clear" that network control over programing is now stronger than ever, and that independent programing has declined, since 1963, when the commission outlawed network option-time practices as a means of encouraging independent programing.

Moreover, he said the "expeditious development" of nonnetwork program sources is essential both to the success of UHF television and to "the effective implementation of the commission's proposals for CATV program origination."

The deadline for comments in the reopened rulemaking proceeding is May 17. Mr. McLaren said the Justice Department was filing its views ahead of time to make them available for the consideration of those preparing to submit comments.

Missouri to honor McGee

Frank McGee, NBC News correspondent and anchorman of The Frank McGee Sunday Report on TV, was the one broadcast winner among the six recipients of The Missouri Honor Award for Distinguished Service in Journalism, given by the University of Missouri at Columbia. The awards will be presented May 9 during the 60th annual Journalism Week at the university.
When WTAR-TV shifted to local color news, they had a money-back guarantee

"A station has to be full color today," says Phil Trahadias, Supervisor of the Photographic Department of the Norfolk, Va. station. "For us that meant going to Kodak Ektachrome films and the Kodak ME-4 Process for news, documentaries, and sports coverage. It meant an investment on our part, but we knew that once we had our color processor working, we were guaranteed a lot of commercial business. We haven't been disappointed. In fact, we're busier than ever before.

"All our commercial work is local— independent producers, armed forces groups, police, advertising agencies, and industries. They used to send their film out of town to have it processed. Now they just send it over to us. "The Kodak ME-4 Process is very easy to use, especially with the packaged Kodak chemicals. I remember when the Kodak Sales and Engineering Representatives came down to help us set up for our first batch. They left two hours later saying, 'You're right on the money as far as quality is concerned.' We've kept it that way."

If you haven't gone to the Kodak ME-4 Process, what's holding you up? Processors come sized and priced to suit your station's needs. The chemistry comes all packaged and ready to use. A Kodak Regional Chief Engineer is available to answer any questions you might have. Call one right now. In Chicago, Dick Potter; New York, Ray Wulf; Hollywood, John Waner. Do it!

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... including CATV report... radio and television audience report... radio set sales... stations programing foreign language, Negro, country and western, and much, much more.
Wolper returns to TV with Kennedy special

David L. Wolper, who formed his own independent company last fall, has set his first television project in some three years: a 90-minute documentary film based on the life and times of the late Senator Robert F. Kennedy. It will be written by historian Arthur Schlesinger Jr., a Kennedy family friend and one-time special assistant to the late President John F. Kennedy.

Entitled “The Unfinished Journey of Robert F. Kennedy,” the film will be shown on ABC-TV sometime after the early fall of this year. The documentary will be slotted on ABC-TV’s upcoming weekly, 90-minute series, Movie of the Week.

Mr. Wolper will coproduce the film with David Seltzer, who until recently was head of program development for Metromedia Producers Corp., formerly Wolper Productions Inc. Mr. Wolper departed from the Metromedia organization last October. For two years previous to this move, he had concentrated solely on motion-picture production.

Elmer Bernstein, who currently is scoring Mr. Wolper’s feature film, “The Bridge at Remagen,” and who earlier was an Emmy award winner for his score on the Wolper documentary, “The Making of the President: 1960,” has been signed to compose and conduct the score for the Kennedy project. Mel Stuart, long-time Wolper associate who also elected to leave Metromedia but who is still producing “The Making of the President: 1968” for Metromedia Producers, will direct the Kennedy film.

Under terms of his agreement with Metromedia, Mr. Wolper could not release television documentaries for a one-year period. This contractual restriction ends in October.

Diary, records asked in news-managing case

Albert Kihn, formerly a cameraman for KRON-TV San Francisco and now an active opponent of that station’s license renewal, has been ordered by an FCC examiner to produce a diary and mechanically recorded materials bearing upon the complaint he filed against his former employer.

Hearing Examiner Chester F. Naumowicz, who will preside at a hearing ordered by the commission on KRON-TV’s renewal application, issued the order in response to a request by Chronicle Broadcasting Co., licensee of KRON-TV. The examiner said in granting the request that Chronicle had been specific in its requests and had limited them to “foundation documents ostensibly utilized by Kihn” in preparing his materials for the commission.

Mr. Kihn complained to the commission late last year that KRON-TV has been guilty of managing the news. He said station newsmen have been ordered to suppress news that might be awkward to Chronicle Broadcasting or to its parent, Chronicle Publishing Co., and in other cases have been made to cover “pseudo” events in nearby communities so as to further Chronicle’s efforts to acquire CATV franchises. The KRON-TV hearing will deal with that charge as well as with issues of concentration of media control and possible anticompetitive or monopolistic business practices. Mr. Kihn is involved only in the managed-news charges.

The examiner also ordered Mr. Kihn to produce memoranda, letters and writings of present and former Chronicle employees and management, and a complete tape recording of a conversation with a KRON-TV producer. All the material has been referred to by Mr. Kihn in his complaint.

The former KRON-TV employee had asked to be excused from producing certain of these records, arguing that it would be burdensome. Examiner Naumowicz said, however, that since Mr. Kihn was able to assemble the material for his own purposes, he should be able to reassemble it for the hearing.

CBS spotlights age gap

The generation gap will be examined on three one-hour programs to be carried on CBS-TV on successive Tuesdays (May 20, 27 and June 3) under the sponsorship of the Xerox Corp., Rochester, N. Y. The three-part series, which carries the over-all title of “Generations Apart” and will be produced by CBS News, focuses on the dimensions and details of the generation gap in the first segment. It will be followed by the results of a public-opinion research survey conducted on the subject and a concluding episode on the international aspects of the generation gap. The agency for Xerox is Needham, Harper & Steers, New York.

CPB overseas fellowships

Four program producers will spend a year in foreign broadcasting operations starting in September on fellowships provided by the Corp. for Public Broadcasting.

The program, for two radio and two television producers, will pay salary and expenses up to $15,000. Noncommercial stations have been invited to submit nominees who have had at least three years experience in the field.

The radio fellows will be assigned to the British Broadcasting Corp. in London and the Canadian Broadcasting Corp. in Toronto. The television producers will spend the year with national television systems in Japan and Sweden.

Hughes carries Notre Dame

For the third consecutive year Hughes Sports Network will televise Notre Dame’s football games on a delayed basis.

The 1969 season series of 90-minute Sunday telecasts (11:30 a.m. to 1 p.m. NYT) will begin Sept. 21 and end Nov. 23. No definite sponsors or stations have been signed yet. Last season’s series was carried on 139 stations.

Program notes:

Frank Jr.—and pop too! • Metromedia Producers Corp. has sold a one-hour special Frank Sinatra Jr. with Family and Friends, to the Monsanto Co. for showing on CBS-TV this fall. The program will feature Sammy Davis Jr., the U.S. Thunderbirds, Arte Johnson, Nancy Sinatra and Frank Sinatra Sr.

Auto racing: 1908 style • John H. Secondari Productions will produce a 90-minute TV documentary recreating the adventures of a New York-to-Paris automobile race held in 1908. George Schuster, the race winner and now 96 years old, will be a consultant.

Model models • Spangler Television Inc., New York, has acquired the American and International Model Festival Inc. and will turn it into a TV special with Cliff Robertson and Dina Merrill as hosts.

Blacks in syndication • Triangle Program Sales is syndicating “Blackbook,” a one-hour weekly variety entertainment and interview series featuring performers, artists, politicians, athletes and community leaders “whose work has had a current impact significant to both blacks and whites.”

Sales for Barrett • First reports of sales to non-Metromedia stations since gossip commentator Rona Barrett’s two-and-a-half hours three-minute programs were placed in syndication (BROADCASTING, April 14) were released last week by Metromedia Producers Corp. MPC said it has sold the show in 16 markets, including WTVN-TV Columbus, Ohio; WKRF-TV Cleveland; WKRK-TV Cincinnati; KTVB-TV Denver; WHIO-TV Dayton, Ohio; WAST-TV Albany, N. Y.; KCPX-TV Salt Lake City; WSUD-TV Toledo, Ohio and Kaisers’s WKBG-TV Cambridge-Boston; WKBK-TV Detroit; WKBV-TV Burlington, N. J.-Philadelphia; and WKRF-TV Cleveland.
TV coverage set for Apollo moon mission

Networks expect nine color feeds from space, two b&w transmissions

The major broadcast networks once again are mobilizing for a massive coverage splurge when the astronauts of Apollo 10 journey on their eight-day junket around the moon and back.

A near-routine pattern has been anticipated from previous Apollo 8 and 9 flights, with radio and television networks going live for lift-off from Cape Kennedy Sunday, May 18, and splashdown in the Pacific ocean off Pago Pago Monday, May 26, as well as live inserts for all major junctures of the flight and periodic progress reports.

ABC, CBS and NBC television plan to carry all nine live colorcasts and two black-and-white broadcasts from space.

NBC-TV, on basis of tentative plans, can once again be expected to go for greatest saturation coverage. It is to remain live with the flight from noon May 18 (49 minutes before the scheduled firing) to about 4 p.m. (40 minutes after the scheduled translunar injection).

ABC-TV plans to stay with the lift-off from noon until 1:30 p.m. May 18, then cut back from 3:30 to 4:05 p.m. for the translunar injection burn. About the same schedule is expected for CBS-TV.

The networks anticipate that of the 11 live television transmissions from space planned by the National Aeronautics and Space Administration (BROADCASTING, April 28), nine will be in color using the new seven-and-a-half-pound Westinghouse camera and CBS field-sequential color system, and two—both on the homeward journey—will be in black and white using one of the four-and-a-half pound RCA cameras of previous Apollo missions.

As in the two previous pre-lunar flights, all three networks will use scale and full-size mockups of equipment plus animation and guest experts to aid in explaining various phases of the adventure.

ABC-TV coverage will be anchored by Frank Reynolds and science editor Jules Bergman. Walter Cronkite will anchor for CBS-TV, and Chet Huntley, David Brinkley and Frank McGee for NBC-TV.

While Apollo 10 promises new visual splendors with the first live color views from space, radio also is gearing to carry every important event of what additionally will be man's most intricate and dangerous space journey to this time.

ABC, CBS and NBC radio networks, Metromedia Radio News, Mutual and UPI Audio network all will carry live coverage of the lift-off, splashdown and all important events in between as astronauts Thomas P. Stafford, John W. Young and Eugene A. Cernan fly into orbit around the moon, undock a lunar excursion module with two of the astronauts aboard to descend within 50,000 feet of the moon's surface, return to their space craft and fly home.

CBS Radio plans at least 53 special broadcasts during the eight days; Mutual eight five-minute special broadcasts a day outside regular news reports, and UPI Audio 16 live programs varying in length from 10 minutes to two hours, in addition to some 140 special one-minute reports.

George Engle and Alan Christian will anchor for Metromedia; Phil Clark, Dick Rosse and Dick King for Mutual, and Scott Peters and Art Thompson for UPI Audio.

Electronic ID's coming from Graham-Ruttenberg

Graham-Ruttenberg Inc., New York, TV-radio station consultant, has formed a subsidiary to produce and market TV-radio ID jingles.

The jingles are produced electronically on the Moog Synthesizer and the music was composed by Herbert Deutsch, professor of composition and theory at Hofstra University, Hempstead, New York. The initial package consists of 33 ID's from run from two to 55 seconds, and will be augmented by 15 additional cuts supplied over three-year period.

ETV's will play the college game

The Eastern Educational Network this week will experiment with a special edition of EEN Chronicle in setting a simulated university crisis at a fictional metropolitan university.

“Campus Crisis Game” which is scheduled for broadcast Thursday, May 8, 8:30-10 p.m. EDT, will utilize actual student leaders in Boston and university faculty and administration in Philadelphia.

Television audiences will also participate, with Philadelphia's representing university trustees and Boston's representing a student body. Each station will show the deliberations of its particular group, then through interconnection will carry on bilateral negotiations.

Playing the “game” with Philadelphia will be WETA-TV Washington and the Pennsylvania ETV network stations, WVIA-TV Scranton, WLVT-TV Allentown, WITF-TV Hershey, WQED(TV) Pittsburgh, and WPX-TV University Park.

Boston's team includes the New York ETV network—WNET(TV) New York, WBGK(TV) Binghamton, WNED-TV Buffalo, WXXI(TV) Rochester, WMHT(TV) Schenectady and WCNY(TV) Syracuse. In addition WSEE-TV Providence, R. I., WETK(TV) Burlington, Vt., WENH-TV Durham, N. H., WMEB-TV Orono, Me., and WEDH(TV) Hartford, Conn., will participate.

Seven stations tied in to new Pa. ETV network

The Pennsylvania Public Television Network will inaugurate service linking seven member stations today (May 5) with a one-hour program incorporating reports from each station on local operations and services.

The network plans to operate initially from 3 to 11 p.m. seven days a week, with general-appeal and instructional programming. A full-time operation is expected to start by late 1970.

Participants are WVIA-TV Scranton/ Wilkes-Barre, WLVT-TV Allentown-Bethlehem, WQED(TV) Pittsburgh, WQLN(TV) Erie and WITF-TV Hershey. WUHF-TV will feed programs from the Eastern Educational Network to the other affiliates.

The network was created Nov. 20, 1968, with the establishment of the Public Television Network Commission. The initial appropriation for the network is $1.3 million.

The commission has 22 members of which eight, including the chairman, are appointed by the governor and 10 of which are ex-officio members, all in the noncommercial television field.

Hill news reforms sought in proposed bill

A package of legislative reforms has been introduced in the House of Representatives which includes a provision that would open all meetings of standing and select committees to broadcasting and telecasting, at the discretion of the committee or subcommittee.

The “Legislative Reorganization Act” (H.R. 10426) is sponsored by 17 Democrats, including two House Commerce Committee members, and would make possible the “broadcasting, telecasting, and photographing by still and motion pictures of that hearing, or the recording and filming of that hearing for later broadcast.” It does not apply, however, to the House Committee on Rules and the Committee on Standards of Official Conduct. This is already the procedure operating in the Senate.

The present policy in the House prohibits the taking of any pictures after the chairman’s gavel has dropped.
Promotion

A dedication at Valley Forge

Windows commemorating basic freedoms installed by NAB, RAB

Broadcasting leaders participated last week in the dedication of two stained-glass windows, installed in the Faith of our Fathers chapel study room, at Freedoms Foundation, Valley Forge, Pa. The windows, one honoring John Peter Zenger, whose prerevolutionary libel trial set press-freedom precedents, and the other based on "The American Way of Life" credo of the Freedoms Foundation, were contributed by the National Association of Broadcasters, the Radio Advertising Bureau and interested broadcasting executives.

NAB President Vincent T. Wasilewski, speaking at the dedication ceremonies, said he could "think of no more appropriate way to mark Law Day, Loyalty Day and the beginning of National Radio Month than by coming here to the cradle of our independence to honor John Peter Zenger—one of the first Americans to suffer for the freedom of communication."

The Zenger decision, he noted, which first established truth as a defense in libel actions, presaged the protections for the press found in the First Amendment. "Some people, however," he added, "believe broadcasting is a second-class citizen under the First Amendment. Because broadcasting is licensed, they believe that somehow it has less protection than the press."

Broadcasters reject that idea, he said. "The fact that we are licensed does not mean that we have given away anything—not one percent, not one iota, nothing—in the area of free speech.

The companion window, dedicated to the American way of life, presents the American Credo, written by Donald Belding, former chairman of Foote, Cone and Belding, and adopted as the credo of the Freedoms Foundation, a nonprofit, nonsectarian and nonpolitical organization dedicated to preserving the American way of life.

The window with the Belding credo has title lettering "The American Way of Life" over a panel with the sub-titling, "political and economic rights which protect the dignity and freedom of the individual."

Under this four panels spell out these rights:
- Right to worship God in one's own way.
- Right to free speech and press.
- Right to peaceable assembly.
- Right to petition for redress of grievances.
- Right to privacy in our homes.
- Right of habeas corpus—no excessive bail.
- Right to trial by jury—innocent until proved guilty.
- Right to own private property.
- Right to free elections and personal secret ballot.
- Right to work in callings and localities of our choice.
- Right to bargain with our employers and employees.
- Right to go into business, compete, make a profit.
- Right to freedom from arbitrary government regulation and control.

Participating in the dedication ceremonies, along with Mr. Wasilewski, were Miles David and Roger W. Clipp, president and chairman, respectively, RAB; Reverend Donald Connally, moderator, National Catholic Radio and Television; Gino J. Merli, Peckville, Pa., a Congressional Medal of Honor winner; Lionel F. Baxter, vice president, radio, Storer Broadcasting Co.; Arch L. Madsen, president of Bonneville International Corp., Salt Lake City group owner; Roger S. Firestone, president of Firestone Plastics Co.; John M. Couric, NAB vice president, public relations, and Dr. Kenneth D. Wells, president, Freedoms Foundation.

BPA goes to college with seminar series

First draws crowds, but second encounters student demonstration

The Broadcasters Promotion Association last week conducted the second of four university seminars it had scheduled this spring to inform undergraduates about the career opportunities in broadcast promotion.

The seminars, conducted by BPA officers and members with the cooperation of the appropriate college authorities, are intended not only to acquaint students with the opportunities in the field but to attract them into it and also encourage more colleges to offer full-scale broadcast-promotion courses.

Last week's seminar, held Tuesday afternoon (April 29) at the University of Kentucky, Lexington, was said to have coincided with student demonstrations that were blamed for keeping attendance to about 30 students. The first, April 25 at Michigan State University, East Lansing, attracted 150 to 200 students during the day, with as many as 75 attending some sessions.

An evening seminar is scheduled for May 13 at Morehead (Ky.) State University, and a session is being planned for Southern Illinois University, Carbondale, Ill., on a date to be determined.

The Michigan State seminar, supervised by Andy Armony of WHAM-AM-TV Grand Rapids, Mich., was held as part of the university's course in broadcast promotion which is conducted by Dean Bennett, former promotion man at KSL Salt Lake City and WEEI Boston.

The all-day session included presentations on effective audience promotion by Todd Sporei, WJLB-TV Detroit; elements of designs and graphics in local advertising by George Sperry of WWJD-TV Detroit and in national advertising by Bob Williams of WWJ Detroit; ratings and what they mean by Bill Miller, A. C. Nielsen Co., Chicago, and "care and feeding of the station rep" by Ken Mills, The Katz Agency, New York. There were also morning and afternoon showings of a film prepared by the Chicago Ad Club on "how to get a job in broadcasting."

The Kentucky session on Tuesday was directed by Ed Hessel Jr., WHAS-AM-TV Louisville, in cooperation with
LOCAL SALES MANAGER WANTED

MAJOR PHILADELPHIA RADIO STATION

$25,000 plus, and car.

Our salesmen know of this ad.

Send resume to

Box D-335, BROADCASTING

NRMA wants to honor best TV by retailers

An annual television commercials competition for retailers has been established by the Television Bureau of Advertising and the National Retail Merchants Association, New York.

Entries (storyboards and copy or films) from retailers, television stations or networks, advertising, marketing or public relations firms or individuals doing work for retailers must be received by May 15. The commercials should have been telecast during 1968.

Goldmark receives AWRT's silver award

Dr. Peter C. Goldmark, president of CBS Laboratories, has been named by the American Women in Radio and Television as recipient of its international silver satellite award for outstanding contributions in the field of communications. Dr. Goldmark was to accept the award from the organization's president, Mary Dorr, at AWRT's annual convention last Saturday (May 3) in Houston.

Dr. Goldmark, a physicist, holds more than 150 patents for inventions relating to communications technology and is generally credited with such developments as the long-playing record, and, most recently, CBS's Electronic Video Recording (EVR).

W T M R promotes packets for GI's in Vietnam

W T M R Camden, N. J. (Philadelphia) raised over $9,000 April 26 to send packets containing the eight most requested items to men in combat in Vietnam. The 12-hour marathon broadcast was cosponsored by the local Jaycees and the station, and organized by Project Thank You.

Project Thank You is a national volunteer operation that travels across the country collecting items for GI's in Vietnam.
country undertaking similar broadcast appeals at a different station each Saturday. Under the sponsorship of Christian Reformed Laymen's League and nonsalaried Hudsonville, Mich., dentist, the organization solicits radio and TV stations to set aside a 12 to 15 hour period during which visiting celebrities and local and station personalities appeal for funds; viewers and listeners then phone in their pledges over the air.

Other stations which have participated include Wood Grand Rapids, Mich.; KIRO Seattle; KLZ Denver; KCRA Sacramento, Calif.; KFFA-AM-FM Wichita, Kan.; KQRI Arrow, Colo., and WGAN Portland, Me.

Extensive advance promotion, tapes of endorsements and background patriotic music are provided to participating stations, which receive for their cooperation a bronze plaque and a letter of commendation sent to the FCC. Information can be obtained from Dr. Plekker at 3427 Kelly, Hudsonville, Mich.

International

Peters comments on Canadian content
CAB president advocates overhaul of rules on foreign ownership

The president of the Canadian Association of Broadcasters, J. R. Peters, last week told delegates attending the CAB's annual convention in Edmonton, Alberta, that requirements for a high level of "Canadian" programming content were unrealistic.

He said private radio and television stations in Canada have done their best over the last 50 years to meet policy requirements that radio and TV programming "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada."

But, he said, private broadcasters have done their best to meet the requirements despite the fact that Canadians "have shown an unmistakable and marked preference for program material originating from the U.S."

Mr. Peters said that new technical developments are giving Canadians access to more and more foreign programming. "As a result of these technical developments," he said, "the so-called public-policy objectives to safeguard, enrich and strengthen the... fabric of Canada are approaching the position where a far more realistic objective must be sought."

"In fact, the combination of satellite and cable communication makes it likely that this long-standing government policy is even now obsolete. If we fail to realize this, we could find every broadcaster in the country breaking his neck to produce programming that strengthens the Canadian identity and fabric, while our listeners and viewers are tuned to broadcasting stations based in other countries of the world," Mr. Peters said. "It is a known fact that you can legislate the broadcaster, but you cannot legislate the interests and desires of the Canadian public—and thank...
God for that."

Mr. Peters, who in addition to being CAB president is head of CHEK-TV Victoria and CHAN-TV Vancouver, both British Columbia, also criticized a government order-in-council limiting foreign ownership in the Canadian broadcasting industry. He said the order sets out such complex and unusual regulations for determining Canadian ownership that it may work against itself.

"There is a real danger that the current directive falls far short of building Canadian control of broadcasting, and instead seems to tear down the structure of our industry in a way that may weaken and not strengthen our Canadian fabric." Mr. Peters said the government should withdraw its order-in-council and replace it with one which would allow Canadians to invest in the broadcasting industry "under the same ground rules that exist for other Canadian investment."

"My request for Canadian investors in Canadian broadcasting is not for special treatment, it is for equal treatment and the right to be governed by the same commercial rules that are applied to other Canadian industries and investments."

Mr. Peters called for a simplification and streamlining of government legislation affecting the broadcast industry in Canada. He said the weight of this legislation had grown steadily more onerous.

The amount of extra clerical work required to meet the regulations of the numerous government bodies which currently intervene in broadcasting "seriously affects the cost of operation." He said it requires more people and costs more money to operate a Canadian broadcasting station than it does, for example, to operate a comparable station in the U.S. A major reason, Mr. Peters said, is the proliferation of regulations.

He said broadcasters wanted Ottawa to issue broadcasting licenses for periods longer than the present one or two years so stations could plan on a long-range basis. It is not unreasonable, he said, to expect authorities to grant licenses for 10-year periods.

Ecuadorian station going on with RCA gear

RCA has completed shipments of more than $600,000 in broadcast equipment for a new TV station in Guayaquil, Ecuador.

The new station, CETV (TV) (ch. 10), will use a mountain peak broadcast antenna and seven repeater locations to cover a wide area of Ecuador in which about three-fourths of the nation's 100,000 receivers are located, it was said. The station will go on the air later this spring.

Equipment shipped from the U.S. includes a 40-foot mobile TV van, with a 20-foot camera boom, which will be used to cover horse races, soccer matches and other remote events. Though primarily a commercial station, CETV will cooperate with the national government to produce programs for schools and colleges.

Senate begins probe of satellite broadcasts

The impact of satellite broadcasting on international relations will be one of the topics explored when the House Foreign Affairs Subcommittee on National Security Policy and Scientific Developments, under the chairmanship of Representative Clement Zablocki (D-Wis.), begins hearings next week.

The May 13-15 hearings are an effort to investigate the charge by the subcommittee chairman that the present technology of the Soviet Union would allow that country to transmit programs directly to American television sets from synchronous satellites stationed 22,300 miles over the equator. The consequence, he warned, could be a "propaganda war" from the use of space broadcasting in which U.S. might come out "second best."

In announcing the hearings, the Wisconsin representative introduced a "sense of Congress" resolution calling on the President to "resist any effort to give exclusive control of satellite broadcasting to an international agency operating on the basis of unanimous agreement." The resolution also urged the President to promote peaceful satellite broadcasting and to work with other nations to establish a worldwide space broadcasting network.

This provision, according to Representative Zablocki, is aimed at proposals which will come before the United Nations next July when the U.S. Committee on Peaceful Uses of Outer Space takes up the subject of satellite broadcasting.

Next week's subcommittee hearings will also explore such topics as the pur-
passes and uses of a planned French broadcast satellite which would be able to reach Europe, Africa, Latin America and the East Coast of the United States and Canada; the U.S. agreement to allow India to use a National Aeronautics and Space Administration experimental satellite as the basis of a new educational television system, and the role of Intelsat in space broadcasting.

Witnesses scheduled to testify before the subcommittee include Dr. Willard L. Pritchard, director of laboratories for the Communications Satellite Corporation; Leonard Jaffe, director of NASA's space applications programs office; Arnold W. Frutkin, NASA's assistant administrator for international affairs; Professor Richard N. Gardner, Columbia University, former assistant secretary of state for international organization affairs; the Rev. John M. Culkins, S.J., director of the Center for Communications, Fordham University, and Samuel DePalma, assistant secretary of state for international affairs.

Focus on Finance

Spedcor to take over Entron for $20 million

Entron Inc., Silver Spring, Md., group operator of CATV systems and manufacturer of CATV equipment, has agreed to merge with New York-based Spedcor Electronics Inc., through an exchange of stock valued at about $20 million.

Edward P. Whitney, Entron president, said the agreement calls for Entron to issue three common shares for each Spedcor share. Entron will be renamed Spedcor Electronics, he said, and will become either a wholly owned subsidiary or a division of Spedcor. The stock of the surviving corporation is expected to be listed on the American Stock Exchange. Entron stockholders will vote on the merger agreement in late July.

Under another agreement, the Boston Herald-Traveler Corp. (WNHJ-AM-FM-TV Boston), controller of Entron (over 40%) and the company's major creditor, has agreed to convert $1.782,000 of Entron's debt into 237,600 Entron shares.

Entron, operator of seven CATV systems in Pennsylvania, North Carolina and Louisiana, previously reported a net loss of nearly $1.4 million on net sales of about $2 million for the year ended Dec. 31, 1968 (BROADCASTING, April 7).

Spedcor, manufacturer of test, communications and other electronic equipment, had net sales of $6.7 million and net income of $860,000 for the year ended July 31, 1968.

NTC production firm plans public offering

National Teleproductions Corp., Indianapolis, has filed a registration statement with the Securities and Exchange Commission offering 150,000 common shares for public sale through Amos Treat Associates Inc., New York, at $8 per share.

The underwriter will have the option of purchasing, for $15, five-year warrants to purchase 15,000 shares. The warrants are exercisable after one year at prices ranging from $8.55 to $10.20 per share.

National Teleproductions provides facilities and personnel for video tape recording of television programs and commercials.

Of the net proceeds of its stock sale, $140,000 will be used for sales development, $150,000 will be used for pilot television programs, $100,000 will pay salaries of additional engineering and personnel and the balance will be added to working capital.

Purchasers of the shares being registered will acquire a 30% interest in the company for $1.2 million.

The company has 350,000 shares outstanding of which management officials own 75%. Howard J. Zuckerman is president and Steven M. Miller, board chairman.

Commonwealth fails to unite

Commonwealth United Corp., Beverly Hills, Calif., and Perfect Film & Chemical Corp., New York, last week jointly announced that they ended discussions on possible merger. A proposal for the consolidation of the two firms was announced last month but without the disclosure of any details (BROADCASTING, March 24). A Commonwealth spokesman said the talks were broken off "indefinitely" because of inability to reach agreement and because of current market conditions. Commonwealth is heavily engaged in the fields of entertainment and leisure-time products. Perfect Film is involved in book publishing, photo finishing and production of musical instruments.

CCA Electronics to sell 220,000 common shares

CCA Electronics Corp., Gloucester City, N.J., has filed a registration statement with the Securities and Exchange Commission offering 220,000 common shares for public sale through Goldwater, Valente, Fitzpatrick & Schall, New York, at $7.25 per share maximum. Goldwater will be entitled to purchase, for $220, five-year warrants to purchase 22,000 shares.

CCA manufactures AM and FM broadcast transmitters, specialized communications transmitters and related electronic equipment. It also owns QRK Electronic Products Inc., which manufactures broadcast turntables.

Of the net proceeds of the stock sale, $658,500 will liquidate debts; $100,000 will expand and improve the administrative and production equipment and facilities of CCA and QRK; $150,000 will expand CCA's development, engineering and marketing activities, the balance will be added to working capital.

CCA has 562,000 common shares outstanding, of which Bernard Wise, president, owns 56% and management officials as a group, 98%.

Capital Cities buys Pontiac Press daily

Capital Cities Broadcasting Corp., group station owner, which last year entered the daily publishing field with the purchase of the eight Fairchild business newspapers, last week expanded into the consumer daily field.

It has announced agreement to buy the Pontiac Press Co., Pontiac, Mich., publisher of the Pontiac Press, an 80,000-circulation six-day afternoon newspaper. The Press last year ranked 32d in the nation in advertising lineage for six-day newspapers.

Thomas S. Murphy, president of Capital Cities, declined to reveal terms of the purchase. He said the paper "will continue with current management, personnel and policies."

MP0 Videotronics files common-stock offerings

MP0 Videotronics, New York producer of television commercials and sponsored motion pictures, has filed a registration statement with the Securities and Exchange Commission seeking registration of 26,155 shares of common stock.

The shares may be offered for sale.
The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 1</th>
<th>Closing April 4</th>
<th>Closing April 17</th>
<th>High</th>
<th>Low</th>
<th>1969</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 1</th>
<th>Closing April 4</th>
<th>Closing April 17</th>
<th>High</th>
<th>Low</th>
<th>1969</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

CATV

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 1</th>
<th>Closing April 4</th>
<th>Closing April 17</th>
<th>High</th>
<th>Low</th>
<th>1969</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

by MPO stockholders at $20 per share maximum.

William Susman, MPO officer-director, proposes to sell 10,000 of his 32,340 shares and Marshall Stone, director, proposes to sell 10,000 of 33,075 shares held. Three others will sell the balance of the shares being registered.

MPO has 556,026 common shares outstanding, of which management officials as a group own 43%. Judd L. Pollack is board chairman and Arnold Kaiser, president.

Financial notes:

- Storer Broadcasting Co., Miami Beach, has declared a regular quarterly dividend of 25 cents a share, payable June 10 to stockholders of record May 23.
- Creative Management Associates is the new corporate name of the company resulting from a merger between talent agencies Creative Management Associates Ltd. and General Artists Corp. that took place last summer.
- Collins Radio Co., Dallas, and Honeywell Inc., Minneapolis, have called off their merger talks (BROADCASTING, April 21). Reason for terminating discussions was not given, but Collins said it is still opposed to the exchange offer previously made by Electronic Data Systems Corp., Dallas, and is evaluating other offers.
- Transamerica Corp., San Francisco-based parent of United Artists Corp., last week declared a regular quarterly dividend of 1.121/2 a share on its 4½% convertible preferred stock pay June 2 to stockholders of record May 15.
- Rice Broadcasting Co., owner of WJRJ-TV (ch. 17) Atlanta, in its first annual report listed a net loss of $363,107 or $1.56 per share for the year ended Dec. 31, 1968. Gross revenues amounted to $411,669 and broadcasting expenses, a special item, totaled $224,798.
- At a special meeting last week shareholders of Chris-Craft Industries Inc., New York, voted to split the outstanding shares of common stock on a two-for-one basis. They also voted to increase the authorized common stock from 5,742,519 shares of $1 par value each to 15 million shares of 50 cent par value each.

Company reports:

Technicolor Inc., Hollywood, film processor, reported an increase in revenues but a decline in net income amounting to 13 cents a share for the quarter ended March 29, 1969:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (000)</th>
<th>Net Income (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>126,048</td>
<td>26,853</td>
</tr>
<tr>
<td>1968</td>
<td>26,853</td>
<td>26,853</td>
</tr>
</tbody>
</table>

Notes: 1969 revenues are from continuing businesses; 1968 net Income includes net income of $179,288, or 5 cents a share from discontinued businesses.

Cohn Electronics Inc., San Diego, man-
manufacturer of broadcast and closed circuit television systems and precision instrumentation, reported increases in net sales and net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net sales</th>
<th>Net sales</th>
<th>Pretax income</th>
<th>Net income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$2,296,036</td>
<td>$2,21,050,000</td>
<td>$96,707</td>
<td>$65,502,000</td>
<td>1,385,257</td>
</tr>
<tr>
<td>1968</td>
<td>$1,994,000</td>
<td>$1,914,000,000</td>
<td>$89,502</td>
<td>$61,307,000</td>
<td>1,316,700</td>
</tr>
</tbody>
</table>

Zenith Radio Corp., Chicago, last week announced a record first quarter, marking the 24th time in the past 25 quarters the firm has set new records as color sales continue to increase. Radio and related product sales also were up.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income per share</th>
<th>Net sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.63</td>
<td>$185,460,000</td>
<td>$31,868,000</td>
<td>$11,685,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.59</td>
<td>$182,252,000</td>
<td>$31,868,000</td>
<td>$10,202,000</td>
</tr>
</tbody>
</table>

Doremus & Co., New York, reported increases in billings and net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$11,966,000</td>
<td>$25,880,000</td>
<td>$11,140,000</td>
<td>$2,210,000</td>
</tr>
<tr>
<td>1968</td>
<td>$25,102,000</td>
<td>$24,101,000</td>
<td>$13,250,000</td>
<td>$4,401,000</td>
</tr>
</tbody>
</table>

**C-COR Electronics Inc., State College, Pa., manufacturer of CATV equipment, reported increases in sales and net income for 1968:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,632,000</td>
<td>$25,230,000</td>
<td>$12,243,000</td>
<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

**John Blair & Co., New York, reported record revenues and net earnings for the first quarter ended March 31:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
<td>$25,102,000</td>
<td>$12,243,000</td>
<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

---

**Stock Exchange Summary: 1969**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing May 1</th>
<th>Closing April 24</th>
<th>Closing April 17</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>31</td>
<td>32</td>
<td>32</td>
<td>31</td>
<td>93</td>
<td>108,000</td>
<td>11,132</td>
</tr>
<tr>
<td>CUC</td>
<td>A</td>
<td>133</td>
<td>154</td>
<td>154</td>
<td>134</td>
<td>154</td>
<td>297,000</td>
<td>3,345,000</td>
</tr>
<tr>
<td>DIS</td>
<td>D</td>
<td>68</td>
<td>88</td>
<td>88</td>
<td>68</td>
<td>88</td>
<td>3,244,000</td>
<td>33,684,000</td>
</tr>
<tr>
<td>FYY</td>
<td>A</td>
<td>243</td>
<td>334</td>
<td>334</td>
<td>243</td>
<td>334</td>
<td>13,000</td>
<td>143,000</td>
</tr>
<tr>
<td>GMG</td>
<td>M</td>
<td>34</td>
<td>34</td>
<td>34</td>
<td>34</td>
<td>34</td>
<td>5,000</td>
<td>50,000</td>
</tr>
<tr>
<td>TLA</td>
<td>O</td>
<td>133</td>
<td>154</td>
<td>154</td>
<td>134</td>
<td>154</td>
<td>297,000</td>
<td>3,345,000</td>
</tr>
<tr>
<td>TLF</td>
<td>T</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>1,000</td>
<td>10,000</td>
</tr>
<tr>
<td>WBS</td>
<td>A</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>1,000</td>
<td>10,000</td>
</tr>
</tbody>
</table>

---

**Service**

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
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<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

---

**Manufacturing**

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
<td>$25,102,000</td>
<td>$12,243,000</td>
<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

---

**Standard & Poor Industrial Average**

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
<td>$25,102,000</td>
<td>$12,243,000</td>
<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
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</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

---

**Lamb Communications Inc., Toledo, Ohio, CATV group operator and owner of wicu-ry Erie, Pa., reported a 400% increase in net income and a 22% increase in revenues for the first quarter of 1969.**

Lamb also announced it will shift its accounting period from a calendar year to a fiscal year basis which will end May 31. Lamb had net income of $302,200 or 11 cents per share on revenues of $1,556,500 for the nine months ended Feb. 28. For the quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income</th>
<th>Sales</th>
<th>Pretax income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$12,892,000</td>
<td>$25,102,000</td>
<td>$12,243,000</td>
<td>$2,417,000</td>
</tr>
<tr>
<td>1968</td>
<td>$9,892,000</td>
<td>$11,146,000</td>
<td>$8,923,000</td>
<td>$2,692,000</td>
</tr>
</tbody>
</table>

---

**3M Co., St. Paul, reported a record 10.9% increase in net income and a**
record 11.9% increase in sales for the first quarter of 1969:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.72</td>
<td>$0.60</td>
</tr>
<tr>
<td>Sales</td>
<td>367,872,000</td>
<td>328,682,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>36,194,000</td>
<td>35,387,000</td>
</tr>
</tbody>
</table>

Gannett Co., Rochester, N.Y., newspaper chain and group broadcaster, reported a record 19.8% increase in revenues and a record 14.6% increase in net income for the 13 weeks ended March 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.29</td>
<td>$0.28</td>
</tr>
<tr>
<td>Revenues</td>
<td>33,485,265</td>
<td>27,941,500</td>
</tr>
<tr>
<td>Pretax Income</td>
<td>3,358,408</td>
<td>3,076,524</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,566,723</td>
<td>1,330,324</td>
</tr>
</tbody>
</table>

Fuqua Industries Inc., Atlanta-based group broadcaster and diversified company, reported a record 34% increase in net revenues and 26% increase in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.38</td>
<td>$0.30</td>
</tr>
<tr>
<td>Net revenues</td>
<td>68,036,000</td>
<td>49,738,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,043,000</td>
<td>1,658,000</td>
</tr>
</tbody>
</table>

Notes: 1968 figures are restated to include a pooling of interests or part of interests in two groups of businesses acquired in 1968 and 1969. Net income is before extraordinary items of one cent per share for both 1968 and 1969.

Walter Reade Organization Inc., Oakhurst, N.J., group motion picture theater owner and distributor of films for theaters and television, reported increases in gross revenues and net income for 1968. The company has announced it has reached an agreement in principle to acquire Pyramid Publications, publisher of paperback books and magazines, for $5.2 million in cash and stock.

For the year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.47</td>
<td>$0.42</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>27,088,000</td>
<td>23,614,000</td>
</tr>
<tr>
<td>Pretax Income</td>
<td>2,039,000</td>
<td>1,787,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>972,000</td>
<td>984,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,083,000</td>
<td>1,662,000</td>
</tr>
</tbody>
</table>

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**Telesatus**

**TELEVISION**

**UHF penetration**

Five years ago last month, the All-Channel Receiver Act went into effect. The result has been a predictable growth in UHF facilities (274 UHF stations currently on the air) and a high, but unknown level of national UHF set ownership.

Surprisingly, no current national data on UHF penetration is available. The last Advertising Research Foundation-Bureau of Census study, done in June 1967, estimates UHF ownership at 42%. Since 1967, two million TV households have been added, and nine million households have become color TV owners. Based upon these factors, Papert, Koenig, Lois estimates current national UHF penetration at 55% of TV households. A new, soon to be published, ARF-Census study will provide the authoritative count.

The following American Research Bureau data reports UHF ownership in UHF "active" television markets as of March 1969, and the growth trend in the last two years. Because of a response bias, no data is reported for markets without an active UHF station.

In a few markets, the UHF penetration trend shows a decrease across time. These "reversals" are a result of the estimating tolerances implicit in sample-based measurement and do not indicate an actual decrease.

"Telesatus" appears in the first BROADCASTING issue of each month. It is prepared in cooperation with Papert, Koenig, Lois Inc. A "Telesatus" report on market-by-market color penetration will appear on June 2.
<table>
<thead>
<tr>
<th>Area of Dominant Influence</th>
<th>ADI TV Households (9/68)</th>
<th>ADI TV Households (9/69)</th>
<th>ARB % UHF Penetration Trends (UHF-active)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene, Ore.</td>
<td>94,600</td>
<td>73,100</td>
<td>50</td>
</tr>
<tr>
<td>Eureka, Calif.</td>
<td>41,900</td>
<td>34,700</td>
<td>10</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>148,800</td>
<td>129,100</td>
<td>94</td>
</tr>
<tr>
<td>Fargo, N.D.</td>
<td>139,300</td>
<td>115,200</td>
<td>92</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>315,300</td>
<td>301,900</td>
<td>72</td>
</tr>
<tr>
<td>Florence, S.C.</td>
<td>66,200</td>
<td>64,300</td>
<td>72</td>
</tr>
<tr>
<td>Fort Myers, Fla.</td>
<td>23,100</td>
<td>22,300</td>
<td>81</td>
</tr>
<tr>
<td>Fort Smith, Ark.</td>
<td>52,700</td>
<td>49,700</td>
<td>81</td>
</tr>
<tr>
<td>Fort Wayne, Ind.</td>
<td>171,900</td>
<td>166,300</td>
<td>97</td>
</tr>
<tr>
<td>Fresno-Vallis, Calif.</td>
<td>237,700</td>
<td>229,100</td>
<td>99</td>
</tr>
<tr>
<td>Glendale, Mont.</td>
<td>4,400</td>
<td>4,000</td>
<td>95</td>
</tr>
<tr>
<td>Grand Junction, Kan.</td>
<td>39,900</td>
<td>39,200</td>
<td>98</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>380,200</td>
<td>376,600</td>
<td>80</td>
</tr>
<tr>
<td>Great Falls, Mont.</td>
<td>51,500</td>
<td>48,900</td>
<td>95</td>
</tr>
<tr>
<td>Green Bay, Wis.</td>
<td>220,900</td>
<td>217,200</td>
<td>99</td>
</tr>
<tr>
<td>Greensboro-Winston Salem-High Point, N.C.</td>
<td>299,100</td>
<td>261,000</td>
<td>47</td>
</tr>
<tr>
<td>Greenville-New Bern-Washington, N.C.</td>
<td>206,400</td>
<td>197,200</td>
<td>50</td>
</tr>
<tr>
<td>Greenville-Spartanburg, S.C.-Ashville, N.C.</td>
<td>350,200</td>
<td>318,200</td>
<td>52</td>
</tr>
<tr>
<td>Greenwood, Miss.</td>
<td>35,000</td>
<td>31,500</td>
<td>91</td>
</tr>
<tr>
<td>Harrisburg-Lancaster-Lebanon, Pa.</td>
<td>326,100</td>
<td>308,600</td>
<td>88</td>
</tr>
<tr>
<td>Harrisonburg, Va.</td>
<td>26,100</td>
<td>25,300</td>
<td>92</td>
</tr>
<tr>
<td>Hartford-New Haven Conn.</td>
<td>646,000</td>
<td>629,000</td>
<td>82</td>
</tr>
<tr>
<td>Hays, Kan.</td>
<td>19,500</td>
<td>18,700</td>
<td>95</td>
</tr>
<tr>
<td>Helena, Mont.</td>
<td>8,900</td>
<td>8,500</td>
<td>96</td>
</tr>
<tr>
<td>Honolulu</td>
<td>167,100</td>
<td>163,300</td>
<td>97</td>
</tr>
<tr>
<td>Houston</td>
<td>633,300</td>
<td>618,000</td>
<td>71</td>
</tr>
<tr>
<td>Huntsville-Decatur-Florence, Ala.</td>
<td>117,300</td>
<td>114,200</td>
<td>98</td>
</tr>
<tr>
<td>Idaho Falls-Pocatello, Idaho</td>
<td>642,200</td>
<td>554,000</td>
<td>64</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>642,200</td>
<td>554,000</td>
<td>64</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>200,900</td>
<td>194,200</td>
<td>95</td>
</tr>
<tr>
<td>Jackson, Tenn.</td>
<td>4,400</td>
<td>4,100</td>
<td>95</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>256,500</td>
<td>249,700</td>
<td>97</td>
</tr>
<tr>
<td>Johnstown-Albion, Pa.</td>
<td>217,900</td>
<td>211,600</td>
<td>95</td>
</tr>
<tr>
<td>Joplin, Mo.-Pittsburg, Kan.</td>
<td>115,600</td>
<td>110,900</td>
<td>98</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>514,400</td>
<td>507,100</td>
<td>97</td>
</tr>
<tr>
<td>Klamath Falls, Ore.</td>
<td>17,600</td>
<td>17,200</td>
<td>97</td>
</tr>
<tr>
<td>Knoxville, Tenn.</td>
<td>250,300</td>
<td>245,000</td>
<td>96</td>
</tr>
<tr>
<td>La Crosse-Eau Claire, Wis.</td>
<td>100,700</td>
<td>96,400</td>
<td>97</td>
</tr>
<tr>
<td>Lafayette, La.</td>
<td>113,900</td>
<td>110,900</td>
<td>96</td>
</tr>
<tr>
<td>Lake Charles, La.</td>
<td>47,100</td>
<td>45,700</td>
<td>97</td>
</tr>
<tr>
<td>Lansing, Mich.</td>
<td>154,200</td>
<td>151,800</td>
<td>95</td>
</tr>
<tr>
<td>Laredo, Tex.</td>
<td>16,500</td>
<td>16,100</td>
<td>95</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>89,600</td>
<td>87,900</td>
<td>96</td>
</tr>
<tr>
<td>Laurel-Hattiesburg, Miss.</td>
<td>44,100</td>
<td>43,300</td>
<td>97</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>98,800</td>
<td>96,600</td>
<td>97</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>21,900</td>
<td>21,400</td>
<td>97</td>
</tr>
<tr>
<td>Lincoln-Hastings-Kearney, Neb.</td>
<td>184,800</td>
<td>174,600</td>
<td>97</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>278,000</td>
<td>269,700</td>
<td>95</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3,182,200</td>
<td>3,118,800</td>
<td>88</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>359,700</td>
<td>355,400</td>
<td>97</td>
</tr>
<tr>
<td>Lubbock, Tex.</td>
<td>112,300</td>
<td>110,200</td>
<td>96</td>
</tr>
<tr>
<td>Lufkin, Tex.</td>
<td>18,400</td>
<td>18,000</td>
<td>95</td>
</tr>
<tr>
<td>Macon, Ga.</td>
<td>97,600</td>
<td>95,500</td>
<td>95</td>
</tr>
<tr>
<td>Madison, Wis.</td>
<td>119,500</td>
<td>116,300</td>
<td>95</td>
</tr>
<tr>
<td>Manitowoc, Wis.</td>
<td>45,500</td>
<td>44,700</td>
<td>95</td>
</tr>
<tr>
<td>Marquette, Mich.</td>
<td>45,600</td>
<td>45,200</td>
<td>95</td>
</tr>
<tr>
<td>McAllen-Brownsville (Lower Rio Grande), Tex.</td>
<td>88,000</td>
<td>85,300</td>
<td>95</td>
</tr>
<tr>
<td>Medford, Ore.</td>
<td>39,600</td>
<td>38,700</td>
<td>95</td>
</tr>
<tr>
<td>Memphis</td>
<td>481,200</td>
<td>475,000</td>
<td>97</td>
</tr>
<tr>
<td>Meridian, Miss.</td>
<td>62,500</td>
<td>61,900</td>
<td>95</td>
</tr>
<tr>
<td>Miami</td>
<td>567,800</td>
<td>561,300</td>
<td>97</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>545,400</td>
<td>539,200</td>
<td>97</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>702,200</td>
<td>692,400</td>
<td>95</td>
</tr>
<tr>
<td>Minot-Bismarck-Dickinson, N.D.</td>
<td>102,600</td>
<td>100,200</td>
<td>95</td>
</tr>
<tr>
<td>Missoula, Mont.</td>
<td>21,000</td>
<td>20,200</td>
<td>95</td>
</tr>
<tr>
<td>Mobile, Ala.-Pensacola, Fla.</td>
<td>246,200</td>
<td>239,600</td>
<td>94</td>
</tr>
<tr>
<td>Monroe, La.-El Dorado, Ark.</td>
<td>119,100</td>
<td>112,900</td>
<td>95</td>
</tr>
<tr>
<td>Monmouth, N.J.</td>
<td>113,800</td>
<td>109,000</td>
<td>95</td>
</tr>
<tr>
<td>Nashville</td>
<td>441,600</td>
<td>434,700</td>
<td>95</td>
</tr>
<tr>
<td>New Orleans</td>
<td>398,200</td>
<td>393,600</td>
<td>95</td>
</tr>
<tr>
<td>New York</td>
<td>5,682,800</td>
<td>5,428,400</td>
<td>95</td>
</tr>
</tbody>
</table>

**Notes:** (—) No active UHF station in market. * UHF stations went off the air.
Spectrum battle flares again
But issue fails to stir up much interest in
FCC-backed Stanford Research Institute study

The war for spectrum space flared again last week, with broadcasters and land-mobile radio users as primary combatants, words and diagrams as weapons, the FCC as a battleground, and a pair of proposed rules that would allocate UHF channels to land-mobile users as the contested issues. But if the specific clash was new, the arguments presented in reply comments filed with the commission were strongly reminiscent of those presented three months ago in initial comments on the two proposals (Broadcasting, Feb. 10).

One of the proposed rules was offered by the commission as an immediate answer to the problem of congestion on land-mobile frequencies; it would permit sharing of the lowest seven UHF channels (14 to 20) with land mobile. The other, designed as a complementary proposal to be implemented over the long haul, would set aside 115 mc between 806 mc and 960 mc for land-mobile.

Last week’s comments re- enacted the earlier division of opinion between land-mobile users—who insisted that additional spectrum space is essential if their congestion problem is to be relieved, and who in many cases advocated outright reallocation rather than sharing of the lowest seven channels—and broadcasters, who have maintained that mismanagement of existing space, not lack of sufficient frequency space, is the cause of the land-mobile problem. The major spear-carriers for those two views—the Land Mobile Communications Council, representing 21 major land-mobile users, on one side, and the Association of Maximum Service Telecasters on the other—were consistent targets of specific reaction on both sides of the dispute.

Surprisingly, however, the FCC-sponsored study by Stanford Research Institute, an interim version of which was released late in March (Broadcasting, April 17, Feb. 24), received relatively little attention. The report, generally regarded as providing support for broadcasters’ assessment of the spectrum tangle, said that the lack of adequate facilities for management of the land-mobile spectrum is a primary cause of congestion, and recommended a program of intra- and interservice sharing of channels as a way to virtually “eliminate” congestion.

Some broadcast filings drew upon the SRI report in passing with an attitude of “we told you so.” Land-mobile users almost unanimously ignored the study, concentrating their fire on AMST.

The exception to this general rule among broadcast comments was AMST, which again filed the most comprehensive expression of the broadcasters’ position. AMST argued in detail that the SRI report supported its conclusions in four particulars; that “a lack of commission manpower and budgetary resources” is at the heart of the land-mobile problem, rather than inadequate frequency space; that the commission has too little factual basis for its tentative conclusion that land mobile requires additional frequencies; that existing allocations can be used to meet land-mobile needs “for the foreseeable future,” and that congestion in major urban areas is caused by allocation, coordination, management and usage deficiencies which can be corrected by the commission.

As before, AMST argued that projections of land-mobile transmitter growth by the commission and by land-mobile users have been seriously overdrawn. The association also argued that “population growth trends from the huge metropolitan urban cores outward to the suburbs and beyond will change the nature and direction of future land-mobile development and will ease rather than increase land-mobile communications congestion in large cities by facilitating geographic re-use or sharing of presently available frequencies.”

AMST questioned the land-mobile argument that stations can be moved off channels 14 to 20 at a cost of around $125,000 each with no technical difficulty. The association also rebutted the contention that land-mobile radio has greater “economic value” than television broadcasting.

In the former case, AMST, in cooperation with the National Association of Broadcasters and the All-Channel Television Society, conducted a study which, the association said, revealed that channel changes would entail a basic cost of $167,000 and, in the likely event of “additional technical complexities,” an average cost of $498,344. AMST added that a land-mobile proposal to cluster UHF channels between 21 and 69 by modifying the commission’s mileage separation requirements is technically “unsound,” and would lead to a loss of broadcast service because many stations could not be accommodated on channels 21-69.

The economic and social benefits of TV broadcasting were analyzed for AMST in a report prepared by Robert Nathan & Associates (see page 23).

In other broadcast filings, NAB supported the AMST line and wondered why land-mobile radio’s requests for more spectrum space have “paradoxically . . . not been for just any fre-
would benefit only the top 25 markets, despite the universality of the problem. And, ACTS added, if land-mobile and broadcast interests agree on anything, it is that sharing would lead to engineering problems. The All-Channel Television Questioned the idea that mileage separation requirements could be modified in order to move UHF stations off channels 14-20. The "taboos," ACTS said, are not an "academic and hypothetical technological exercise," but an objective and generally recognized necessity.

In land-mobile filings, the Land Mobile Communications Council contended that AMST's "problems" and suggested "reforms" have already been reviewed by the commission's Land Mobile Advisory Committee, and later by the FCC staff—yet the commission, LMCC noted, has nonetheless indicated a belief that more land-mobile spectrum space is necessary. The council supported channel-sharing as a means of providing some immediate relief.

Motorola Inc. said that AMST proposals to prevent proliferation of users, through determination of user needs, cannot work because no approach will "reduce the number of messages which must be transmitted to meet the needs of the public." The firm added that there need be no choice between sacrifice of TV and mobile, since neither commission nor land-mobile reallocation proposals require a reduction of TV service.

The National Association of Manufacturers argued that the commission is already moving to meet the problems described by AMST.

RCA creates new TV recorder for satellites

A TV tape recorder, with more than three times the life in space than present units and capable of recording TV pictures and infrared data 10 times sharper than pictures broadcast on commercial television, is being built by RCA for the National Aeronautics and Space Administration.

The unit, under a $944,000 contract, will employ integrated circuits and is being designed for an operational life of 1,000 hours, compared to 300 hours for present systems.

Using two-inch wide tape, the system will record signals from 5 cps to 6 million cps for a total of 30 minutes. Playback will be at the same rate.

The compact system—using, for example, one one unregulated 24-volt DC source, compared with four or more regulated units—will be packaged in two units, each smaller than an attaché case. The transport will be 20 by 12 by 4.5 inches; the electronics unit will be 16 by 7 by 4.5 inches.

Licensees support VHF remote rule

Broadcasters, NAB back proposal; NABET concerned with job security

VHF licensees responded with a flood of favorable comments last week to an FCC proposal to permit VHF stations to be operated by remote control. The only discordant note was struck by an employees' union concerned about the proposal's impact on the job security of its members.

More than 60 licensees, represented in some 30 comments, urged the commission to adopt the proposal, which the National Association of Broadcasters has been seeking for years. They said that the state of the art is such that remote control of VHF stations—like that now permitted for UHF—is feasible, and that it would alleviate the problem many said is caused by a shortage of qualified technical personnel, especially in smaller markets.

The feasibility argument was based in large part on tests conducted for NAB at VHF stations in New York, Kansas City, and Los Angeles. NAB in its comment last week said the tests demonstrated the reliability of existing VHF equipment, the ability of automatic devices to detect malfunctions, the adequacy of alarm systems to alert operating personnel, and the ability to control transmitters in remote locations.

But the National Association of Broadcast Engineers and Technicians, which represents some 8,000 employees in VHF stations, said the feasibility of remote control operation had not been demonstrated. It quoted from letters from engineers whose experience, it said, indicated that such operation has not been, "and probably never will be," satisfactory.

NABET stressed its concern with the impact of the proposed rule on the job security of its members. It predicted adoption of the proposal would result in from two to 11 employees being cut at each VHF station. Furthermore, it said, the proposal would have an adverse impact on the recruitment of young men into the occupation of operating television broadcast transmitters.

Some of the broadcasters who commented disputed the contention that employees would be dropped. Twenty-five licensees, in a joint filing, and CBS in a separate comment, said the proposed rule, if adopted, would permit the "better utilization" of engineering personnel.

The only fault broadcasters found with the proposed rule was several restrictions it would impose. NBC was one of a number of licensees that objected to a proposed requirement that those proposing remote control operation undergo a six-month "shakedown" operation to assure trouble-free operation before remote-control authorization is given.

NBC said equipment now available is so reliable that the six-month period could safely be either reduced or eliminated.

NAB did not object to the six-month trial, which it said provides "adequate opportunity" to resolve any problems that might develop. But it asked that the commission eliminate a proposed requirement that a transmitter be taken
off the air automatically if there is a failure in the return telemetry circuit from the transmitter to the control point. NAB said the proposed rules permit "off-air" waveform and picture monitoring as an alternative method of monitoring the transmitter's output.

Technical briefs:

School gets processor = WLQ-FL Asheville, N. C., has donated a black-and-white film processor, valued at around $10,000, to East Tennessee State University.

Multimillion backlog = Ampex Corp., Redwood City, Calif., has announced an order backlog of more than $2 million for its new line of two-Plumbicon tube broadcast color cameras. Included in this estimate are orders for the BC-210 broadcast color studio TV camera and BC-100 and BC-110 hand-held color cameras. Deliveries of the first production units of the BC-210 model started in April. BC-100 deliveries to other than networks started last winter. First BC-110 deliveries are scheduled for this coming winter.

General Instrument Expansion = General Instrument Corp., New York, has acquired Vitality Bulbs Ltd., Bury St. Edmund's, England, manufacturer of subminiature incandescent bulbs used in TV, radio, communications, aerospace and optical industries. The purchase was for an undisclosed sum in cash.

Time-delay cartridge = Gates Radio Co., Quincy, Ill., has introduced an AM and FM time-delay cartridge that provides delays of from six seconds to 60 seconds from audio input to output when a time lag is desirable for such live shows as telephone, interview, panel discussion and audience participation shows. The cartridge, with 10 minutes of tape, is used with any standard, direct-drive, record-playback unit. Price is $150.

Fates & Fortunes

Broadcast advertising

Harold V. Rover, senior VP, Sullivan, Stauffer, Colwell & Bayles, New York, elected executive VP. Richard Huebner, creative associate, elected VP.

Gene Fairly, head of own management consultant firm, joins The Marschak Co., New York, as VP and executive assistant to president.

George A. Wilcox, VP and associate media director, Needham, Harper & Steers, Chicago, named director of media for agency's Chicago division. He succeeds Gordon Buck, who resigns effective July 1 to form his own company as consultant in field of human relations and executive development. Bruce Pennington, director of TV specials, BBDO, New York, joins NH&S as program manager.

John Curran, television account group supervisor, Doyle Dane Bernbach, New York, named VP.

Charles Colombo, with Robert E. Eastman & Co., New York, named VP of West Coast division. He will be based in Los Angeles.

Frank Clayton, VP and account supervisor on Pabst Brewing Co. account at Kenyon & Eckhardt, Chicago, named director of marketing and media for all K&E operations in Chicago, San Francisco and Dallas including agency's computerized media planning and reporting services. He will continue to headquarter in Chicago.

Brandon Stoddard, program operations supervisor, Grey Advertising, New York, named VP and associate program director.


Stan Kreiser, account supervisor, Scali, McCabe, Sloves Inc., New York, joins Nadler & Larimer Inc. there as media director.


Reese Barkley, research and sales development manager, WNAV-TV Boston, named to newly created post of assistant research director, Peters, Griffin, Woodward, New York.

Roger C. Bullard, management supervisor, Compton Advertising, New York, elected VP. Charles D. Allen, account executive, also elected VP.

Ronald Martinez, production manager, Fuller & Smith & Ross, New York, named to newly created position of VP and director of production and purchasing services.

Daniel Connolly, secretary-treasurer and office manager, Foote, Cone & Belding, New York, joins Clyne Maxon Inc. there as senior VP and secretary-treasurer.

Nicholas P. Santizos, account group head, BBDO, New York, joins The Cadwell Davis Co. there as senior VP and accounts supervisor, newly created position.

Ovie Trilling, with Haboush Co., Hollywood, joins Honig-Cooper & Harrington, San Francisco, as television producer.


Fredric D. Cuneo, administrator in NBC-TV's special unit of sales administration, New York, appointed manager, special sales administration.

Mr. Wilcox

Mr. Kelly

Mr. Dowling

John D. Kelly and Joseph P. Dowling, with Storer Television Sales, New York, named VP-sales and VP-research, respectively.

Ralph Petti, general sales manager, KFI Los Angeles, named VP.

Jan Costner, with AAA Enterprises, Atlanta, joins Scofield, Brasetton and Williams Inc., Atlanta, as media director.

Ernestine Parker rejoins Tracy-Locke Co., Dallas, as media supervisor.

Norman Pinsky, media director, John F. Murray Advertising Agency Inc., New York, joins Wesson & Warhaftig Inc. there in same capacity.

Ray W. Colie, general sales manager, WWJ-TV Detroit, joins WLWT-TV Cincinnati, in same capacity.

Floyd E. Beasont, VP and general manager, WFGS-AM-FM Bethesda, Md.-Washington, joins WEFM (FM) Chicago, as sales manager. He succeeds Ron

BROADCASTING, May 5, 1969
John H. Kline, local sales manager, WPHL-TV Philadelphia, appointed sales manager.

Jerry Norman, account executive, WFUN South Miami, Fla., joins WDAE Tampa, Fla., as sales manager.

William A. Power, with sales staff, KEFE-TV Fresno, Calif., appointed assistant sales manager.

Alan H. Baker, director of creative services, WKBX-TV Philadelphia, joins WCAU-TV there in newly created position of director of retail commercial production.


Kenneth Milstead resigns as science associate. No future plans announced.

Joseph F. Kelly, business manager, PR advertising and promotion, ABC-TV, New York, appointed business manager for ABC Radio's four network services.

Andrew E. Jacobs Jr., manager, KOIN Portland, Ore., also elected VP.

Alan D. Chunka, audit and tax manager, Cox Broadcasting Corp., Atlanta, named assistant controller.

Ira J. Goldstein, assistant general counsel and assistant secretary, Metromedia Inc., Los Angeles, joins Reeves Broadcasting Corp., New York, as VP and general counsel. Arthur Harvey, formerly with ABC and presently in private law practice, succeeds Mr. Goldstein as assistant general counsel.

Charles R. Tyler, general sales manager, WWTC Minneapolis, appointed general manager. Lee Zanin, account executive, succeeds Mr. Tyler.

James J. Craine, president of Broadcast Consultants Inc. and WERE Erie, Pa., joins WIZE and WCKL-FM Cincinnati, as general manager.

Dick Harris, manager, KHVH-TV Honolulu, resigns. No future plans announced.

John Reddy, assistant business manager, WJAS Pittsburgh, appointed manager, business affairs.


Don Karnes, program director, WTHE Mineola, N. Y., joins WPAC-AM-FM Patchogue, N. Y., and WHRF-AM-FM Riverhead, N. Y. (all Adams-Getchell stations), in same capacity.

Rick Fight, with WPLO Atlanta, joins WZIR Cincinnati, as operations manager.

Ernest P. Anastos, newscaster, WRKO Boston, named operations manager of WROR-FM. Both are RKO General stations.

Robert Atkins, program director, WJXT-TV Jacksonville, Fla., appointed operations manager.

Mollie Durkin, promotion manager, WPHL-TV Philadelphia, appointed creative director.

Larry Shannon, announcer, WNOX Norfolk, Va., joins WPVL Painsville, Ohio, as program director.

Jim Coursen, producer, WNAC-TV Boston, appointed production manager.

Roger A. Skolnik, instructor in speech and theater at University of Illinois, Urbana, joins WIND Chicago, as producer.


Raymond Lockhart, manager, conventions operations, NBC News, New York, appointed operations manager.

Don Oliver, with NBC-owned WKFC-TV Cleveland, joins NBC News, Los Angeles bureau.

Ray Mosely, news editor, Rome bureau of UPI, appointed chief correspondent and manager for Italy.

In new bureau chief reassignments at AP: Thomas F. Pendergast, Philadelphia, takes charge in Southern California with headquarters in Los Angeles. Mr. Pendergast succeeds William J. Waugh, who is being reassigned. David Doug Bailey, formerly correspondent in charge of Pittsburgh bureau, replaces Mr. Pendergast in Philadelphia. Paul H. Finch, Mexico City, takes over in San Francisco, replacing Robert Myers, who is assuming other duties. Charles H. Green, Caracas, succeeds Mr. Finch in Mexico City. Thomas V. Brady, bureau chief at Santiago, Chile, succeeds Mr. Green in Caracas. Isaac Levi, correspondent, Montevideo, Uruguay, becomes chief of Santiago bureau, replacing Mr. Brady.

and program administration, NBC, West Coast, appointed manager, talent and program administration. Dennis L. Riley, in private law practice, succeeds Mr. Pinchuk.


Joseph J. Doyle, sales service and booking manager, Four Star Entertainment Corp., New York, appointed director of operations.

Fred Seiden, program manager, WRFM-FM New York, joins Cine-Vox Productions Inc. there as program director.

Malcolm C. Klein, VP and director of creative services and marketing for National General Corp., Los Angeles, named head of company's recently formed television distribution subsidiary.

Dick Veatch, producer-director, WBAL-TV Baltimore, joins Lewron Television, Hollywood, as director of operations.

Sam Schwartz, sales executive, Pelican Films, New York, joins Libra Productions there as VP in charge of sales.

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Larry Morrone, with CBS News Washington bureau, joins wncn-tv Boston, as news director. He succeeds George Rasmussen, who becomes director of broadcast editorials and chairman of newly formed editorial board.

Jerry Hansen, producer, KNBC(TV) Los Angeles, appointed senior news producer. He is succeeded by Paul Beavers, KNBC news writer.

Herb Michelson, assistant city editor, Oakland (Calif.) Tribune, joins KGO-TV San Francisco, as news assignment editor.

George Reading, anchorman-reporter, WBBQ-TV Boston, and Bill Fahan, newsman, KMSB-Tv Minneapolis-St. Paul, join W CBS New York, as anchorman-reporters.

Sam Simmermaker, wsc1 Columbus, Ind., and John Bittner, wazy Lafayette, Ind., elected president and VP, respectively, of UPI Indiana Broadcasters Association.

Bill Leonard, producer-director, wkyc-tv Cleveland, joins WRC-AM Washington, as executive news producer. Both are NBC-owned stations.

Ken Michaels, news director, WML Milwaukee, joins WXYZ Detroit, as member of news staff.

James M. McGaffin Jr., news director, WOW-AM-FM-TV Omaha, appointed director of public affairs. Tom Murray, WOW newsman, succeeds Mr. McGaffin.

AWRT elects officers


Promotion

Robert F. Blake, director of creative services, West Coast, Group W Productions, appointed to newly created position of PR director of Group W Productions, New York.


Frank C. Smith, with Turner & Feneey Inc., New York, joins Fuller & Smith & Ross Inc. there as sales promotion director.

Alonzo M. Saunders Jr., assistant promotion director, WIP Philadelphia, appointed community relations director for WIP and WMMR (FM) there.

Pamela Clayton, producer for KABC Los Angeles, joins WFLD-TV Chicago as director of press information. She succeeds Kathleen O'Brien, who resigns.

Judy Ann Kaufman, promotion writer, KMBC-TV Kansas City, Mo., joins WDAF there as promotion director.

Carl R. Cunningham, director of information, WTTO(TV) Washington, named promotion manager.

Richard L. Parrish, promotion manager, KWWL Waterloo, Iowa, joins KSPT-AM-TV St. Paul-Minneapolis, in same capacity.

Equipment & engineering

Neal Nagata, with ABC-TV Hollywood, joins Lewron Television there as chief engineer.

John K. Lady, with Illinois Institute of Technical Research, Chicago, joins National Cable Television Association, Washington, as research director in technical matters.

Raymond J. Steiner, national sales manager of direct markets, Sony Corp. of America, Long Island City, N. Y., named general sales manager of consumer products. Richard F. O'Brion, national sales manager, consumer VTR department, named national sales manager, video products. Richard W. Lucius, systems engineering manager, industrial division, appointed senior field engineer for special projects.

David K. Elwell, eastern regional VP, Sylvania Electric Products Co., New York, named to newly created position of VP service. He will also serve as president of Sylvania Service Co. Robert B. Franklin, VP and general manager, lamp division, succeeds Mr. Elwell.
William B. Pitts, regional sales representative, Superior Continental Corp., Hickory, N. C., appointed southwestern regional sales manager, with headquarters in Dallas.

Daniels Hamant, assistant manager, microwave tube operation, Raytheon Co., Lexington, Mass., appointed manager.

Allied fields

Lyle Stitt, news director, WAGW-TV Wausau, Wis., joins staff of Representative David R. Obey (D-Wis.), as administrative assistant.

Professor John Becker, Queens College, Queens, N. Y., and Jack Phillips, State University of New York at Farmingdale, elected chairman and co-chairman, respectively, of newly formed Higher Education Association for Television, New York.

International

Guliford Dudley Jr., president of Life and Casualty Insurance Co. of Tennessee (WLAN-AM-FM-TV Nashville), nominated by President Nixon to be U.S. ambassador to Denmark, succeeding Angler Biddle Duke, who resigns.

Arthur J. Sebesta, manager of commercial sales, CBS Electronic Video Recording Division, New York, appointed director of sales, Canada.

Deaths


Julian Clayman, 51, television producer, author and playwright, died April 24 in Memorial hospital, New York, of heart attack. During the 1950s, Mr. Clayman was producer of Studio One and Playhouse 90 on CBS-TV. He is survived by two daughters.

Harry Olesker, 46, documentary film producer and former TV producer for NBC and CBS, died April 26 when his motorcycle and an automobile collided in Roslyn, N. Y. He is survived by his wife, Elaine, and two daughters.

J. Carl Downing Jr., 50, news secretary to Senator Warren G. Magnuson (D-Wash.), died April 27 at National Hospital, Bethesda, Md., of rare brain disease. Before joining Senator Magnuson's staff 14 years ago, Mr. Downing had been executive secretary of the Washington State Association of Broadcasters for nine years. He had worked for KPNW Wenatchee, Wash., and also served as UPI bureau manager in Olympia, Wash. In early April Mr. Downing was honored by Senate resolution for his contributions to news media. He is survived by his wife, Dora, three daughters and son.

Carroll Kirk Neltner, 47, operations engineer in charge of studio operations, WBRM-TV Chicago, died April 24 in Chicago, of pneumonia complications. He is survived by his wife, Carolyn, and two children.

As compiled by Broadcasting, April 23 through April 30 and based on filings, authorizations and other FCC actions.

Abbreviations: ann—announced, ant—antenna, aur—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DSt—directional antenna, ERP—effective radiated power, re—relays, kHz—kilohertz, km—kilometer, LC—local system, mc—megacycle, mod—modulation, N—night, PSC—premuseum service authority, SSA—subdivisional communications authorization, SH—special hours, SSA—special service authorization, STA—special temporary authorization, transmitter, UHF—ultra high frequency, VHF—very high frequency, vs—visual, w—watts, —education.

New TV stations

Applications

*South Bend, Ind.—Michiana Public Broadcasting Corp., seek UHF ch. 34, ERP 203 kw vis. 41.5 kw aur. Ant. height above average terrain 563 ft.; ant. heights above ground 542 ft.; P.O. address: P.O. Box 140, South Bend, Ind. Estimated construction cost: $175,583; first operating cost: $37,300; revenue none. Geographic coordinates 41° 57' 05" lat. N.; 86° 19' 04" long. W., Type trans. RCA T12-2SL, Type ant. RCA T7-2SL, Legal counsel: Cox & Burt, consulting engineer: A. D. Keim & Associates, both South Bend. Principal: Ralph A. Jackson, president and Robert O. Southard, vice president and general manager, and station to be satellite of WFRV-TV Green Bay, Wis. Mr. Jackson is president and director of WFRV Inc., license of WFRV-TV Evansville, Ind., and executive producer and general manager of WAVE Inc., which owns and controls all stock of applicant and WFRV Inc., and is licensee of WAVEM-TV Louisville, Ky. Principal also owns WMT-AM-FM-TV Cedar Rapids, Iowa. Action April 23.


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BROADCASTING, May 5, 1959
Broadcasting Co.), TV proceeding, designated Hear ing Examiner Arthur A. Gladstone in Blue Ridge and Clarks ville, both Georgia. (Click Broadcasting Co. and R-J Co.). AM proceeding, designated Hearing Examiner Lillian M. French as presiding officer, scheduled further prehearing conference for June 5 and hearing for July 8 (Docs. 18356-37). Action April 25.

Hearing Examiner David I. Kraushaar in Pittsfield, Mass. (Blue Ribbon Broadcasting Inc. v. Taconic Broadcasting Co.), TV proceeding, granted petition by Blue Ribbon Broadcasting Inc. for leave to amend application to establish that all stockholders are financially qualified to meet their commitments and that the proposed corporation is qualified to construct and operate proposed facility (Docs. 18270, 18277). Action April 29.

Hearing Examiner Isadore A. Hong in Mesa, Ariz. (American Broadcasters Inc. v. TV Cable of Mesa, Ariz.), TV proceeding, to dismiss. The applicant has failed to file notice in accordance with Section 7312(b). (Doc. 18405). Action April 25.


Hearing Examiner James A. Tierney in Terre Haute, Ind. (Kings Broadcasting Co. v. Radio-Television Broadcasters, Inc.), TV proceeding, designated Werner Kraushaar as presiding officer. Motion to dismiss. Motion granted by hearing examiner. Application is dismissed as unqualified or otherwise unsuitable for comparison evaluation (Docs. 18331-2). Action April 25.

Hearing Examiner David I. Kraushaar in Kansas City, Mo. (Broadcasting Inc. v. WBNR Broadcasting Inc.), TV proceeding. Motion to dismiss. The 1965 application has been disposed of and the applicant has not availed itself of its right to refile, and is therefore dismissed (Docs. 17971-3). Action April 25.

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- FCC approved KFMM(FM) both Tucson, Ariz.—Broadcast Bureau granted mod. of lic., including changes in trans. location and to new name, KFMM(Tucson). Action April 3.

- WLIS Old Say Brook, N.J.—Broadcast Bureau granted new class AM license covering use of Bells Bridge and remote control location to Ferry Hill Spook Road Old Saybrook. Action April 22.

- WNTY Southington, Conn.—Broadcast Bureau granted CP to change trans. and studio location to 440 Turnpike Rd. Plantsville, Conn. Action April 24.

- WKEN Dover, Del.—Broadcast Bureau granted CP to install auxiliary trans. at new location for auxiliary purposes only. Action April 26.

- WNMP Evanston, Ill.—Broadcast Bureau renounced license in part. Action April 15.

- WBB-R Lee, Conn.—Broadcast Bureau granted remote control. Action April 21.

- WKAR East Lansing, Mich.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 21.

- WOTW Nashua, N.H.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 21.

- WQLI Babylon, N.Y.—Broadcast Bureau granted license covering use of former main trans. location as main-nighttime and auxiliary in daytime. Action April 21.

- WHEN Syracuse, N.Y.—Broadcast Bureau granted license covering use of former main trans. Action April 21.

- WSAI Cincinnati — Broadcast Bureau granted license covering use of former main trans. as alternate main trans. Action April 25.

- Chief, FCC copyright and compliance division pres. of WBAW Wilkes-Barre Pa., that broadcast by station employee who is working for his employer's contract is not in WPX's equal opportunity to all other candidates for licensee. Action April 13.


- WKLC-AM-FM St. Albans, W. Va.—Broadcast Bureau granted license to change auxiliary trans. from downtown location to main trans., location. Action April 25.

- WKLC-AM-FM St. Albans, W. Va.—Broadcast Bureau granted license to change auxiliary trans. from downtown location to main trans. Action April 25.

- WBCL San Juan, P.R.—Broadcast Bureau granted mod. of CP to make changes in nighttime DA system and to add MEOV. Action April 23.

Initial decision

- Hearing Examiner Jay A. Kyle in initial decision proposed grant of application by Main Electronic Corp. for new class AM license covering change name, Boundary Green, Ohio, WMGS operates on 730 kc, 1 kw. DA-D (Doc. 16290). Action April 25.

Other actions


- FCC granted petition for reconsideration by David Ortiz Radio Corp. requesting rev. of renewal order on basis of sever connection with WN1K-AM-FM, Are- cuba, P. R., application for Ortiz for new class III AM at Cabo Rojo, P.R., dated with 500 w. DAD, was granted by FCC with condition that program tapes not authorized until station's past history is acceptable. Office has not yet determined that Ortiz has severed all connection with WN1K. Action April 25.

Actions on motions


- Hearing Examiner Isadore A. Honig in Hearing Exec. No. 140001 (KBMI AM), proceeding, on oral request of 1400 Corp. postponed the opening hearing on May 23 pending exploration of stipulation agreements to permit opening of record (Doc. 16613). Action April 29.

- Hearing Examiner David I. Kraushaar in Medford Broadcasters Inc. (KDOM AM), proceeding (Doc. 16618), filed that hearing open May 6 at Medford that Hansen's testimony be presented first during Medford proceeding. Hansen now present at session to be held Thursday, May 9, 1962. Action April 21.

- Hearing Examiner Chester F. Naumovich Jr. in Alamosa Radio & Ruidoso, both New Mexico (Doc. 16617), seeking to extend the date for filing of new applications for renewal of license to AM at Watertown, Iowa, and has numerous business interests together. Action April 21.

- Actions March 23:

- KOLJ Quanah, Tex., in case seeking renewal of license for renewal, granted by FCC. License granted in case seeking renewal of license for renewal of license to AM at Albuquerque, N. M., and 95% of KVET Tucson. Action April 24.


- New FM stations


Hammondsville, N.Y.—Taylor Aviation Inc. Seeks 88.1 mc. 63 kw. Ant. height above average terrain 165 ft. P.O. address c/o John A. Taylor, President, Taylor Aviation Inc., Hammondsville 15615. Estimated construction cost $38,960; first-year operating cost $37,490; revenue none. Principals: John A. Taylor, president and secretary-treasurer, respectively (each 50%). Mrs. Taylor owns one wine company and both Taylors are employed by another. Ann. April 28.

*Bloomsburg, Pa.—Bloomsburg State College, Seeks 861 mc. 63.7 kw. Ant. height above average terrain 630 ft. P.O. address c/o Bill Hoover, Box 10, Bloomsburg, Pa. Estimated construction cost $37,025; first-year operating cost $36,000; revenue none. Principals: Robert Ribbens, president. Mr. Ribbens is owner. David Ribbens, controller. Hartwick College, Oneonta, N.Y. Ant. height above average terrain 107 ft. P.O. address c/o Mrs. Charles C. Ribbens, 31 East Main Street, Oneonta, 13820. Estimated construction cost $4,725; 42 kw. first-year operating cost $4,150; revenue none. Principals: Charles C. Ribbens (100%) and Robert E. Goris (10%). Mr. Stevenson owns two-way radio sales and service firm. Mr. Ribbens is clergyman. Mr. Goris is fireman and partner in background music system firm. Action April 12.

*Lafayette, Ind.—TIPRAD Broadcasting Co., FCC granted 92.7 mc. 3 kw. Ant. height above average terrain 185 ft. P.O. address 1000 Ortman Lane, Lafayette 47905. Estimated construction cost $6,880; first-year operating cost $6,000; revenue $15,000. Principals: Dave Stotts, manager; and C. Ribbens (105%) and Robert E. Goris (10%). Mr. Stevenson owns two-way radio sales and service firm. Mr. Ribbens is clergyman. Mr. Goris is fireman and partner in background music system firm. Action April 12.


*Lafayette, Ind.—TIPRAD Broadcasting Co., FCC granted 92.7 mc. 3 kw. Ant. height above average terrain 185 ft. P.O. address 1000 Ortman Lane, Lafayette 47905. Estimated construction cost $6,880; first-year operating cost $6,000; revenue $15,000. Principals: Dave Stotts, manager; and C. Ribbens (105%) and Robert E. Goris (10%). Mr. Stevenson owns two-way radio sales and service firm. Mr. Ribbens is clergyman. Mr. Goris is fireman and partner in background music system firm. Action April 12.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Member of AFCCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.  20206  296-6400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D. C.  20004  Telephone District 7-1205</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years’ Experience in Radio Engineering</td>
<td>1710 H St., N.W.  298-6850  WASHINGTON, D. C.  20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING ENGINEERS</td>
<td>930 Warner Bldg. National B-7757  Washington, D. C.  20004</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>COMMERICAL RADIO</td>
<td>EQUIPMENT CO.</td>
<td>Everett L. Dillard, Gen. Mgr. Edward E. Lorents, Chief Engr. PRUDENTIAL BLDG.  3471-1319  WASHINGTON, D. C.  20005</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>KOHN &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000  WASHINGTON, D. C.  20006</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>Radio-Television Communications-Electronics  2029 K St., N.W.  Suite 400  Washington, D. C.  20006  Telephone: (202) 223-4664</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>P.O. Box 4318</td>
<td>304-925-6281  Charleston, West Virginia</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers</td>
<td>1150 Connecticut Ave., N.W.  Washington, D. C.  20036  Phone 202-223-1180</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>19 E. Quincy Stvel  Riverside, Illinois  60546  (A Chicago Suburb)  Phone 312-447-2401</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road  Cleveland, Ohio  44141  Phone: 216-526-4386</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>RAYMOND E. ROHMER</td>
<td>Consulting Radio Engineers</td>
<td>317 Wyatt Bldg.  Washington, D. C.  20005  Phone: 347-9061</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hawkins Street  Lafkin, Texas  75901  (903) 694-1003</td>
<td></td>
</tr>
<tr>
<td>ROSNER TELEVISION</td>
<td>SYSTEMS ENGINEERS—CONTRACTORS</td>
<td>29 South Mall  Plainview, N.Y.  11803  (516) 694-1003</td>
<td></td>
</tr>
<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td>11008 Beech Road  Anchorage, Kentucky  40223  (502) 245-4673</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>RADIO &amp; TELEVISION  521 Murray Bldg.  783-0111  Washington, D. C.  20004</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W.  20005  Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pi. Hilland 4-7010  KANSAS CITY, MISSOURI  64114</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>277 Industrial Road  San Carlos, California 94070  (415) 592-1394</td>
<td></td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220  Coldwater, Michigan  49036  Phone: 517-278-6723</td>
<td></td>
</tr>
<tr>
<td>TERREL W. KIRKSEY</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F  Austin, Texas  78751  (512) 454-7014</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM’S NAME HERE</td>
<td>To Be Seen by 100,000* Readers among them, the decision-making station owners and managers, chief engineers and technicians—are applicants for am, fm, tv and facsimile facilities. ARB Continuing Readership Study</td>
<td></td>
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</tbody>
</table>

### Service Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Member of AFCCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>PRECISION FREQUENCY</td>
<td>MEASUREMENTS  103 S. Market St.  Lee’s Summit  Phone Kansas City, Laclede 4-3777</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY</td>
<td>MEASUREMENTS  415 Concord Ave.  Cambridge, Mass.  02138  Phone (617) 876-2810</td>
<td></td>
</tr>
<tr>
<td>TELCOM, INC.</td>
<td>Offering The Services Of Its Registered Structural Engineers</td>
<td>8027 Lanesburg Pile  McLean Va.  22110  (703) 893-7700</td>
<td></td>
</tr>
</tbody>
</table>

*Telcom, Inc. (T T T MTC)**
Call letter applications
- WWOM-FM, Entertainment Communications, New Orleans, LA.
- KACO (FM), Entertainment Communications, St. Louis, Requests KGRV(FM).
- WMSH-FM, East Penn Broadcasting Corp., Elizabethsboro, PA. Requests WSPN-FM.
- *WVMS-FM, Racine Community Television Foundation, Chattanooga, Tenn., Requests WKES(FM).

Call letter actions

Modification of CP's, all stations
- Broadcast Bureau granted CP's to extend completion dates for following: WEDC (FM) to KXUW (FM) Salinas, Mich., to Oct. 14; *KCMW-FM Warrensburg, Mo., to June 15; WFEA Manhasset, N.Y., to WHOM New York to Oct. 25; WHD New York to Oct. 16; WGRE Columbus, Ohio, to June 4; WKJB Mayaguez, P. R., to July 1; KBXK(FM) Seattle to Oct. 9. Actions April 23.

Other actions, all services
- FCC in notice of proposed rulemaking advanced proposal to permit noncommercial educational station's scrambled programs during part of their broadcast day. Commission proposed following freeze in Nov. of Southern California, licensee of *KCEO Los Angeles, was granted CP's to make changes to allow noncommercial stations in the area to transmit their encoded or scrambled programs for instructing doctors, nurses, and law enforcement personnel. Community has transmitted such programs under experimental authority during past four years. Action April 23.
- FCC adopted Report and Order (Doc. 18390) changing ETV reservation from Ch. 8 to 12 at New Orleans and otherwise taking action to permit *WYES-TV to obtain facilities. Action April 23.

Processing line, all stations
- Following AM applications are ready and available for processing: NEW, Golden, Colo.; Voice of Realistic Inc., Bakersfield 1250 kw, 1 kw-DA-D, NEW, Shenandoah, Iowa, John Bowman db. to 500 kw, 1 kw-LU, Action April 23.

Transmitter actions
- Broadcast Bureau granted CP's to make changes in ant. systems of following UHF translators: K75C, K77B, and K79B all Snyder, Tex. Action April 23.

Ownership changes
- Applications - KAGH-AM-FM Crossett, Ark. - Seeks assignment of KAGH Inc. to Ashley County Broadcasters Inc. for $130,000. Sellers: Julian F. Haas, sole owner. Buyers: W. Berry Medlin, presi- dent-director, W. B. Medlin, secretary. (Ownership interest is 39 3/4%). Messrs. W. Berry Medlin and Baker are general manager and commercial man- age, respectively, of WLRN-FM, (Continued on page 95)
CLASSIFIED ADS

Payable in advance. Check or money order only.

Sales

Aggressive experienced manager salesman for major Chicago radio station. Results oriented. Must be comfortable moving up. If you can produce you can make big money here. Must have sales experience plus commission. Box D-193, BROADCASTING.

Executive capable of administering group of radio stations with variety of formats. Prefer about 10 years experience in radio with thorough knowledge of sales, programming, budget control. Box D-302, BROADCASTING.

Washington D.C.'s hottest young contemporary station seeks young professional salesman, will eventually direct sales. Newly created position requires eager, aggressive and knowledgeable sales approach. Man should earn $15,000 first year. Replies: Box D-905, BROADCASTING.

Young, energetic salesman for 100kw country music station. Chance to move up to sales manager. Candidate must be able to sell to KGMY, Box 1495, Montgomery, Montanna 59601.

Hard hitting salesman, young, on the way up or close to arriving. No tired wonder boys—this is not a job for the weak. Salary and commission. Call collect, I'm ready. Gerry Gilbert, 813-253-0861. WALT, Tampa, Fla.

Immediate opening for experienced Sales Manager and Salesman in growing operation. Salaries, commission, bonus. Great potential. Send complete details today to: Richard F. Palmquist, General Manager, WRAC, Racine, Wisconsin 53405.

Experienced—who wishes to go into management. Medium sized market. Write Norman Thomas, P. O. Box 488, Marathon, Florida 33050.

Top market station needs an aggressive man with a proven sales record. Outstanding opportunity for the right man. Plus income plus excellent commission. Send complete resume and past income history to: T. Danley, P. O. Box 404, Birmingham, Mich.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Attention Bilingual Spanish speaking announcers of all types needed for top market station. Must be able to work a market with strong competition. Send audio and photo and resume to: Box X-120, BROADCASTING.

Announcer qualified for writing and commercial production. Sales possible; active market; non-commercial. Fulltime station. Box D-357, BROADCASTING.

Swinging 100,000 market midwest station looking for good, aggressive sales-announcer-production combination. Must be a pro. Good salary and sales background. Box D-334, BROADCASTING.

Bright, experienced personality for eastern MOR fulltime. Need good picture, resume and tape. Box E-29, BROADCASTING.

Afternoon drive slot. No. 1 station-top 30 market. Salary open. 1st phone helpful. Send tape, resume. Box E-13, BROADCASTING.

Need bright morning personality jock for metro midwest group station. Contemporary format, good mono. Must be the right man. No resume accepted. Send tape to Box E-8, BROADCASTING.

Announcer and/or engineer needed. Southeastern Michigan, Resort college town. Box E-39, BROADCASTING.

Announcer, first phone, with interest in news. Daytime station fastest growing county New York State. Ideal mix. Should be young. Send tape. Box E-57, BROADCASTING.

Need bright morning personality jock for midwest group station. Contemporary format, good mono. Must be the right man. Send tape, resume soonest to KEWI, Topeka, Kansas 66603.

Announcers continued

Experienced Announcer. Omaha-Council Bluffs AM and 100kw FM format is new and exciting. Send tape resume and salary requirements to First Radio. Council Bluffs, Iowa 51501. No calls please.

Experienced Announcer with 3rd Phone—production ability helpful. Regional Farm Station, soon 50,000 watts. Immediate opening. Send tape and resume to KTVY, Lebanon, Nebraska.

Immediate opening. Combination part time announcer with ability to write above average copy. Permanent position. Excellent working conditions. Send resume and tape to KXOW, P. O. Box 579, Hot Springs, Arkansas.

Weekend announcer MOR format. 3rd phone required. WRTK, Knox, Me. 04951. Send tape resume. 16 hours/week.

Immediate opening with AM-FM-TV group for experienced, mature-voiced, MOR announcer with bright sound and personal involvement involved radio morning show plus some television. Starting salary 517-50 per week plus talent. Send tape, photo and resume to WCVQ, Box 2505, Montgomery, Ala. 36105.

Announcer for small market MOR-CW. Short on experience but with potential. Send resume and tape to WDTN, Dayton, Tenn.

Country Western announcer. WETT, Radio, Box 6955, Richmond, Va. 23225. Immediate opening. Send tape and resume to WHUK. Richmond, Va. 23225.

Announcer/newsman for MOR station. No beginners. Resume and tape to WHUC, Hudson, N. Y.

We need you but we won't promise anything we can't deliver. Offering announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write, Arch Harinston, WJMA, Orange, Va. 22960.

Wanted: Modern country announcer. Night shift, WRDE, P. O. Box 512, Altavista, Va.

Wanted: Experienced announcer. Send tape, photo, and resume. WAVE, Ormond Beach, Fl.

Immediate opening—Radio Station WNFL. We need MOR-First phone announcer-DJ. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wis. 54301.

Announcer-engineer, announcer-salesman or sales-man-engineer. $100-$175 and more based on experience. Send resume to Bob Rooney, WOSC-AM-FM, 1 West Bridge Street, Oswego, New York 13126.

First phone, mid-morning man. Must have talk, and news background. Chance to grow with growing area. Call 703-368-3108 or send tape and resume to WPRW, Box 151, Manus, Virginia.


Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales. Position available in the afternoon. Send tape to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

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 display ads must be at least 1000 watts. All advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—$4.00 minimum.

Help Wanted 30¢ per word—$2.00 minimum.

Announcers continued

Rare opportunity in major Florida market. Establishing a $15,000 watt modern C.W. station. Bright, friendly sounding professional for daytime air talent. First phone preferred but not essential. Salary open. Phone Allen Hall, Program Director, at 904-534-4501.


Upbeat MOR in Michigan small market is looking for a young announcer who can handle various duties including air shift. Rush resume and tape to Box 70, Sturges, Michigan, 49280. Reply by April 12.

Immediate opening . . . first phone . . . south Florida . . . MOR . . . no maintenance. Beginner or midlevel experience preferred. Reply to: David Appelbait, P. O. Box 488, Marathon, Florida 33050.

Country Western announcer. KGMY, Box 66603, Sturgis, Michigan, 49280.

Wanted for remote studio: Selling, local news plus afternoon music show. Good location, liberal commission. Calvin "Curley" Miller, Manager, Brookfield, Michigan.

Technical

Engineer-Announcer for S.C. daytimer in resort and mountain area. Write Box D-278, BROADCASTING.

Our chief engineer employed for 20 years with midwest station approaching retirement. Need qualified, competent successor with good audio background and resume and salary requirements to Box E-19, BROADCASTING.

First Class Engineer with maintenance experience for suburban AM-FM station. Rapid promotion to Chief Engineer for right man. Rush resume including names and salary required. Contact Harry L. Long, KWTX, 305 George Street, New Brunswick, N.J. 08901.

First class licensed engineer for complete maintenance and operation of a directional 5 KW AM station. No experience necessary. Permanent position with excellent opportunity for advancement. Car required. Write giving full details of experience and technical background to WPRK, Radio, Alexandria, Virginia.

The ABC Radio Network has immediate openings for technical personnel—first phone, strong in tape editing and fast board operation. Contact Harry Curtiner, Manager of Technical Operations, East Coast, ABC Radio, 1926 Broadway, New York, N. Y. 10023, 212-LT-1377, ext. 8644.


NEWS

News director for ABC affiliate in beautiful cosmopolitan University town in the American Midwest. Morning, afternoon and evening newscast. Direct reports. Excellent for pro. Box D-591, BROADCASTING.

Ohio radio station needs experienced news director. We are a highly rated respected news operation. Personal interview a must. Send tape and resume. Box D-297, BROADCASTING.
TELEVISION—Help Wanted

MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Manager-Sales Manager-experienced, loyal, sober, reliable, UHF TV. Real challenge, top wages and benefits. Position is open, please apply to Box D-311, BROADCASTING.

General manager for new VHF full-color independent in fast growing single station market. Ownership participation available to qualified applicant. Local sales background required. On sb by July for November start. Best resume: Channel Three, P. O. Box 2263, Salem, Oregon.

Sales

Unparalleled opportunity. A young public company in the communications field has immediate need for sales personnel with extensive experience to sell its color video-tape production facilities (studio) to advertising agencies, production companies, networks, etc. Company also offers opportunities to participate in development of production and sales Unlimited commission plan plus stock options and myriad of other fringe benefits. Send resume with complete information to Box D-214, BROADCASTING. All inquiries will be treated confidentially.

TV Account Executive wanted at WXEK-TV, Richmond, Virginia. Good salary and commission arrangement—pension—life insurance—hospitalization and medical care. Opportunity to develop and maintain sales relationships which offers you a future. WXEK-TV is a national network station. Contact: Earl Ruppe, Local Sales Director, P. O. Box 8165.

Announcers

Station expansion in north's largest city. Anchor's better music station needs professional, quality announcer. $250 to start. Send tape, resume, preferences, salary, etc. Box K-42, BROADCASTING.

Technical

Chief Engineer for large CATV system. Reply giving complete qualifications, including salary requirements. Excellent position. Box D-242, BROADCASTING.

Chief engineer, closed-circuit television and low power station experience as assistant engineer, first phone required, $650 per month. Start July 1, University in intermountain west. Equal opportunity employer. Box E-1, BROADCASTING.

Studio and transmitter engineer for full-color midwest station. Top salary and benefits. Box E-53, BROADCASTING.

We have immediate opening for assistant chief engineer at new WJF in sportsman’s paradise. Exciting opportunity for experienced engineer. Growing organization—excellent pay and benefits. Send resume, references, and salary requirements to Box E-1, BROADCASTING.


Assistant Chief, Studio Technician, Transmitter operator; 1st position open; 2nd position open. Growth potential for the right persons in a growing organization. Send resume with references to Mrs. Ilo Lowe, Chief Engineer, WSVA-TV, Rawley Pike, Harrisonburg, Virginia 22801.


Technical continued

Engineer to aid chief engineer in maintenance and operation of full-color production studio nearing completion in major Eastern TV market. New studio will feature Ampex high-band video-tape and General Electric color experience desirable. Salary commensurate with experience. Position open July 1. Send full resume to: Mr. Charles Haas, General Manager, Western Kentucky University, Educational Television Dept., Bowling Green, Kentucky 42101.

Technician with first phone capable of working with Chief Engineer and in production. Send full resume to: Mr. Haas, Coordinator of TV, Western Kentucky University, Bowling Green, Kentucky 42101.

An established Pennsylvania VHF station is now auditioning candidates for news anchor position with a progressive and well-respected local TV department. Individual selected must have solid background in broadcast station management. Preference given to candidates with extensive background in radio news will be given equal consideration. Send complete resume, videotape or audiotape with photograph with first letter. Equal opportunity employer. Box E-33, BROADCASTING.

Our Radio and Television news operation is number one in a highly competitive, three station market. We need a number one man to keep it that way. We’re a Mid-west station in the top 100. Looking for experienced, ambitious, and above all, camera savvy to anchor two key newscasts. Send complete resume and VTR, with first reply. Box E-51, BROADCASTING.

California CBS-TV affiliate seeking experienced News Director. Full color operation. Will anchor early evening and weekend newscasts. Send complete resume, including color video-tape, background, VTR or film, and recent photo and salary requirements to: General Manager, KBAX-TV, Box 2929, Bakersfield, California, 93303.


Programing, Production, Others

Major market station wants creative camera-man/editor for TV commercial unit. Only those with commercial TV experience need apply. Box D-170, BROADCASTING.

TV poolman—director—need some experience on floor, but will train in directing. Good chance for young man to grow, good midwest all color market, station lots of expansion going on. Send full information to Box D-252, BROADCASTING. Of call Env, 319-364-4194.

Triple threat talent. The number one station in a major market opportunity on the week end news team for a meteorologist or experienced weatherman with canoe experience on class public affairs programs. Some staff an nounce, writers, etc., involved, too. This is a network owned station so the opportunities, conditions, ben efits and standards are first class. Put your personality in your resume and immediately send to Box D-305, BROADCASTING.

Florida ETV seeking photographer, creative yet when time limits, can shoot and edit quality footage. Thorough knowledge of equipment. Send resume, photo, salary requirement. Box E-3, BROADCASTING.

Florida ETV seeking Producer-director. Solid background required, limited experience acceptable. Opportunity to try out innovative ideas. Send resume, photo, salary requirements. Box E-48, BROADCASTING.

TV producer. Exp. videotelephone, non-fiction. Broad subject background essential. NYC prod. and dist. co. D.C. area. Resume and sal. req. to Box E-5, BROADCASTING.

TV director. Exp. color, VTR, and editing. Studio remote. News, Doc-a-half, sports, educ. manship, new production and distribution company. NY. Open salary. Send resume and salary requirements to Box E-6, BROADCASTING.

Promotion assistant—to be ‘in charge of broadcast media relations. This position will be a part of the D.C. television station Must have strong experience in copy writing and research. Will also be in charge of full resume, salary requirements and samples or writing to Box E-7, BROADCASTING.

Producer-director—Southeastern NBC affiliate in top 40 market with experience in station management and development within a progressive organization include resumes to Box E-18, BROADCASTING.

Program Director, with creative ability, some syndication and camnography experience for top fifty market station in Southeast. Box E-46, BROADCASTING.

TELEVISION—Situations Wanted Management

Children’s show with successful format looking for new market. Will make your young viewers happy. Guaranteed ratings for your station. Box D-148, BROADCASTING.

Program Executive presently employed desires new opportunity. Excellent background. Box D-265, BROADCASTING.

Fighting a "W"? I know how to identify 17 years all phases radio & TV. Last 6 years combination experience. Excellent references. Local sales manager market. Local sales up 614% this year. Community a current threat talent. Box 91, BROADCASTING.

Our Radio and Television news operation is number one in the highly competitive, television market. Looking for an experienced and aggressive, news director. Reply with first letter. Box E-51, BROADCASTING.

General Manager—National Sales Manager for medium market station seeks experienced, dynamic, sales manager. Must have extensive experience in all phases: station ownership, development, sales, and management. Must have experience in local, programming, film-buying, promotion, personnel, and network announcing-hosting-newswriting. Looking for a challenging position. Reply with resume and salary requirements. Box E-55, BROADCASTING.

“I’m the man who program, sell, mix and sell for show business and local responsibilities are being called now by management as general managers to protect their investments.” If you need a man of local and then national experience who also knows the business side of the ledger and can sell himself to the community and his ideals to local and national sponsors write Box D-291, BROADCASTING.

Sales

T.V. Salesman—Eastern market preferred. 11 years experience. Must be college graduate. Must have secondary education of College degree. Family man. Box D-291, BROADCASTING.

Announcers

Currently announcer/weatherman, with experience in news, sports writing, airing, and commercial writing seeks better opportunity elsewhere. Would like to move to medium market. Will consider all opportunities. Box D-322, BROADCASTING.

Good newscaster and announcer. Want combo TV and/or sales. Now in Oklahoma City. No time open—reply: Ca. D-329, BROADCASTING.

Radio marketing and sales opportunity. Highly motivated, seeks medium market. Reply with resume and salary requirements. Box E-146, BROADCASTING.

Technical

Engineering supervisory position. Position on down; 20 years industry experience, deg. C-42%, BROADCASTING.

First phase MM-TV experience 22 years electronics experience. Seeking a job U.S. or abroad. Box E-23, BROADCASTING.

Programing, Production, Others

Promotion manager with creative imagination. Directs programming and advertising background. Excellent references. Resume will tell all. Box E-45, BROADCASTING.

PROG., PROD., OTHERS cont.

Studio crewmen (announcer, floorman, break-director) for ETV Station. $7000 to $7800 depending on experience. Send resume to Box C-1, BROADCASTING.

Traffic manager, male or female. Television or radio experience necessary. Replies Box H-12, WGN-TV, Hotel Lafayette, Buffalo, New York 14203.

Asst. promotion director—Promotion assistant for WOTV-TV, Des Moines. Must be good leader and writer with potential to grow with promoter. Send resume, salary desires, promotion and public relations. Good salary, numerous benefits. Send resume to Promotion Director, Box 115, 624 Jackson St., Toledo, Ohio 43601.

No phone calls accepted.

BROADCASTING, May 5, 1969, 91
INSTRUCTIONS continued

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.


Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.


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


Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newcasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Radio Engineering Incorporated Schools have the finest and fastest course available for the First Class Radio Telephone License (famous 5 week course). Total tuition and fees, $295.00. Course begins at the R.E.I. School, May 30 and June 30. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 953-6922.

R.E.I. in Fascinating K. C. at 3213 Gilman Rd., Kansas City, Mo. 4619, Call (816) 1901-8344.

R.E.I. in Delightful Clendale at 625 E. Colorado St., Clendale, California 90104. Call (213) 363-3397.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. (703) 373-1411.

First class license, quick, if you're in a hurry. This is the best and fastest course there is. First class license in less than a month. $250.00 guaranteed. Further information write Music City Academy of Broadcasting, 714 E. Trinity, Dallas, Texas 75215.

100% placement of Don Martin Graduates!!! Wonder why they are so successful? Because they are well by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile, proficient individuals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call, write: Don Martin School of Broadcasting, 1653 N. Cherokee, Hollywood, Calif. 90232.

INSTRUCTIONS continued

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved by Veterans Administration, dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 1st, Jan. 7th. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Springfield, Minneapolis, Washington, D.C., Portland and Los Angeles. An outstanding success rate has brought exploitation in Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year training FCC license ex. For phone, write License Training, 1060D, Duncan, Manhattan Beach, Calif. 90268. Telephone 213-379-4461.

Do you have a first phone listens? The Nation's original four week accelerated course with results guaranteed. Tuition $295.00. rooms $20.00 weekly. Next class May 22. Telephone Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tennessee. Call phone 297-5924.

Go First Class Prepare for your first class FCC License Examination (in 4 weeks or less) at TEL, only $295.00. Highly recognized and fully guaranteed. Classes begin the first and third Monday of each month. Reserve your place now. Write or call Tennessee Electronics Institute, 121 Fairfax Avenue, Nashville, Tennessee 37203. Phone—(615) 248-2371.

First Class License in 4 weeks guaranteed! $235.00. Dixie Radio Institute, c/o Diplomat Inn, Huntsville, Ala. Telephone (205) 539-3782.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results. A 28 week's advanced FCC 2nd Class course, 100% passed FCC 1st Class exams. New programed methods and stern while you learn job opportunities. Contact AT 55, W. 43rd St., N.Y.C. Phone 0X-5-9245. Training for Technicians, Combo school.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only sets you up for obtaining your 1st phone but provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in the field and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second rate schools and Q and Q and Q phones? We have the largest and most respected accelerated Class begins June 16, 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90232.

RADIO—HELP WANTED

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We are looking for qualified experienced personnel to join a dynamic, young East Coast teleproduction company in the following capacities:

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If you are highly motivated "PRO" looking for an exceptional opportunity, contact us immediately.

Box E-11, Broadcasting

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Box 1964, Santa Fe, New Mexico 87501

HELP WANTED—MANAGEMENT

WANTED—Broadcast Group Top Manager
Company is in operation to acquire radio/TV
stations top 100 markets, seeks outstanding
executive as one of two key men. Highly
favored stock deal can be negotiated.
Candidate must possess the ability to build
a profitable station group with capability
of going public within five years. Resume
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BRIGHT ARTICULATE DJ
with something to say who can pick-
up the phone and talk, capable of
holding conversation ranging from
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tul but not essential. Reply:
Box D-332, Broadcasting.

Situations Wanted

SALES

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Get a Columbia School of Broadcast-
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TV SALES MANAGER

Our client has a TV station in a 3-station market located within 200 miles of Chicago. We
are seeking a replacement for the present Sales Manager who will retire in June.
Ideal opening for a Salesman with management potential or a Sales Manager with less than
two years management experience.
Base salary of $15-18,000 depending on background plus excellent incentive program.
Total income will exceed $20,000 first year.

Send resume today!
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Major TV station rep seeking young
sales promotion man in New York
with 1-3 years experience in research
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Box E-44, Broadcasting.

NEED HELP?

Read and reply to BROADCASTING Classified's where many
of the finest opportunities are displayed weekly.

BROADCASTING, May 5, 1969
CHIEF ENGINEER
CHANNEL 18
SAN JUAN, PUERTO RICO

Immediate opening available for qualified engineer with an outstanding maintenance record in UHF color broadcasting. A proven record of success in this field is required.

Knowledge of Spanish helpful but not required.

OUTSTANDING FRINGE BENEFITS.

Interviews will be held by our New York representative. Send resume indicating salary requirements to:

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It doesn't announce itself loud and clear until it's often too late. Beat it at its own game. Yearly visits to your doctor can catch cancer's worst enemy before it helps itself with a checkup. And others with a check.

American Cancer Society®

(Continued from page 88)


• WEHW Windsor. Conn.—Seeks assignment of license from WEHW Partnership to Windsor Broadcasing Co. for $50,000. Sellers: Robert I. Kimmel and Bessie W. Grad (each 50%). Sellers have respective interests in WSWR St. Albans and WSNO Barre, both Vermont. Buyers: Thomas Hilda and Kenneth Dawson (50%, 40% respectively). J. Dawson is dentist. K. Dawson is salesman for match company. Ann. April 23.


• WLBV-TV Miami and WCKY Cincinnati—Seek assignment of licenses from L. B. Wilson Inc. to Post-Newsweek Stations, Florida Inc. for $14.4 million. Sellers: Charles H. Toennielsen, president (32.5%). Thomas A. Weisbard, executive vice president of WLBV-TV, Jeannette Heinz, executive vice president of WCKY (each 19.5%). William C. Ittman, Joint Corp. (each 11.5%) and Essie Rupp (6.5%). Mr. Weisbard is general manager of WLBV-TV. Mr. Ittman is president, international division. Procter & Gamble Joint Corp. is 50% owner. Mr. Rupp is president of Broadcasting Publications Inc. Mrs. Rupp was secretary of L. B. Wilson Inc. Buyers: Post-Newsweek Stations. Ann. April 23. Post-Newsweek Stations is wholly owned subsidiary of Washington Post Co. Mr. Wilson is president of Washington Post and Newsweek Magazine and owner of WTOP-AM-FM Washington and WJXT(TV) Jacksonville. Fln. Katherine Graham, president of Washington Post Co. and family (as group 100%). Ann. April 23.

• WYND Sarasota, Fla.—Seeks assignment of license from Radio Trend Inc. to Trend Broadcasting Inc. for purpose of corporate reorganization and tax considerations. Applicants: Lowell W. Paxson, president (100% before, 64% after); John T. Ralston, vice president, president (26% before and after); Burton O. Waterman (none before, 10% after). Principals own WSDK-AM-FM and WYNT(TV) all James-town, N. Y., and applicant to purchase WARS-Warwick-East Greenwich, R. I. Ann. April 25.

• WKRS Waukegan, Ill.—Seeks transfer of control of The News-Sun Broadcasting Co. from F. Ward Just and Mrs. Elizabeth Swift Just (jointly 53.53% before, 59.72% after) to F. Ward Just (45.67% before, 55.85% after) due to distribution of dividend consisting of two shares of common stock for each share of common stock owned. No consideration involved. Principals: Herbert E. Proctor Inc., Printing Service Inc., 100%. Ann. April 23.


• KXLW Clayton, Mo.—Seeks transfer of control of Saint Louis County Broadcasting Co. from Richard J. Miller et al. (as a group 100% before, none after) to Communications Fund Inc. (none before, 100% after) for exchange of stock. Consideration: No consideration involved in exchange. Richard J. Miller president (100%) and 64.11% after readjustment due to new investors; et al. Principals own KADI(FM) St. Louis and 49% of WMAS Springfield.
KSHJ-TV, Las Vegas—Seeks assignment of CP from Talma- con to Channel 13 of Las Vegas Inc., purpose of com- munity's operation. No consideration involved. Principals: Donal C. Lord, president, and Howard E. Shuler, vice-president. Mr. Lord is member of the University of Nevada at Las Vegas Business School. Mr. Shuler is partner in the law firm of Shuler & Shuler. 

KSWJ, Santa Maria, Calif.—Broadcast Bureau granted assignment of license to KJZM from KSWJ, purpose of community's operation. No consideration involved. Principals: John Kehl, vice-president, and Robert F. Rowley, II, secretary. Mr. Kehl owns KRJZ-Am FM, Dallas, and Promenade Communications Inc. Mr. Rowley is owner of KBAC-Am FM, Oklahoma City. 

KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted assignment of license to KXFM from Frank C. Macomber IV, purpose of community's operation. No consideration involved. Principals: Mr. Macomber owns KXFM-Am FM, Santa Maria, and KXFM-FM, Santa Maria. Mr. Macomber is member of the Santa Maria Chamber of Commerce. 

KXFM-Am FM, Tuscaloosa, Ala.—Broadcast Bureau granted assignment of license to KXFM from G. F. R. Co., purpose of community's operation. No consideration involved. Principals: Mr. Co. owns KXFM-Am FM, Tuscaloosa, and KXFM-FM, Tuscaloosa. Mr. Co. is member of the Tuscaloosa Chamber of Commerce. 

WENX, Des Moines, Iowa.—Broadcast Bureau granted assignment of license to WENX from WJDL, purpose of community's operation. No consideration involved. Principals: Mr. D. owns WJDL-Am FM, Des Moines, and WJDL-FM, Des Moines. Mr. D. is member of the Des Moines Chamber of Commerce. 

WJDL-Am FM, Des Moines, Iowa.—Broadcast Bureau granted assignment of license to WJDL from WTIC-AF, purpose of community's operation. No consideration involved. Principals: Mr. C. owns WTIC-AF-Am FM, Des Moines, and WTIC-AF-FM, Des Moines. Mr. C. is member of the Des Moines Chamber of Commerce. 

KWDF-FM, Oklahoma City.—Broadcast Bureau granted assignment of license to KWDF-FM from KWDF-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. F. owns KWDF-Am FM, Oklahoma City, and KWDF-FM, Oklahoma City. Mr. F. is member of the Oklahoma City Chamber of Commerce. 

KDKF,受不了.—Broadcast Bureau granted assignment of license to KDKF from KDKF-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. F. owns KDKF-Am FM, Des Moines, and KDKF-FM, Des Moines. Mr. F. is member of the Des Moines Chamber of Commerce. 

KBTC, Davenport, Iowa.—Broadcast Bureau granted assignment of license to KBTC from KBTC-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. T. owns KBTC-Am FM, Davenport, and KBTC-FM, Davenport. Mr. T. is member of the Davenport Chamber of Commerce. 

KDIL-FM, Denver, Colo.—Broadcast Bureau granted assignment of license to KDIL-FM from KDIL-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. L. owns KDIL-Am FM, Denver, and KDIL-FM, Denver. Mr. L. is member of the Denver Chamber of Commerce. 

KXMO-FM, Kansas City, Mo.—Broadcast Bureau granted assignment of license to KXMO-FM from KXMO-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. O. owns KXMO-Am FM, Kansas City, and KXMO-FM, Kansas City. Mr. O. is member of the Kansas City Chamber of Commerce. 

KXMO-Am FM, Kansas City, Mo.—Broadcast Bureau granted assignment of license to KXMO from KXMO-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. O. owns KXMO-Am FM, Kansas City, and KXMO-FM, Kansas City. Mr. O. is member of the Kansas City Chamber of Commerce. 

KSD-FM, Kansas City, Mo.—Broadcast Bureau granted assignment of license to KSD from KSD-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. D. owns KSD-Am FM, Kansas City, and KSD-FM, Kansas City. Mr. D. is member of the Kansas City Chamber of Commerce. 

KROK, Anchorage, Alaska.—Broadcast Bureau granted assignment of license to KROK from KROK-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. O. owns KROK-Am FM, Anchorage, and KROK-FM, Anchorage. Mr. O. is member of the Anchorage Chamber of Commerce. 

KSD-AM-FM, Kansas City, Mo.—Broadcast Bureau granted assignment of license to KSD-AM-FM from KSD-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. D. owns KSD-Am FM, Kansas City, and KSD-FM, Kansas City. Mr. D. is member of the Kansas City Chamber of Commerce. 

KUUS-FM, Kansas City, Mo.—Broadcast Bureau granted assignment of license to KUUS-FM from KUUS-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. S. owns KUUS-Am FM, Kansas City, and KUUS-FM, Kansas City. Mr. S. is member of the Kansas City Chamber of Commerce. 

KSNB-FM, Rapid City, S.D.—Broadcast Bureau granted assignment of license to KSNB-FM from KSNB-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. N. owns KSNB-Am FM, Rapid City, and KSNB-FM, Rapid City. Mr. N. is member of the Rapid City Chamber of Commerce. 

KSNB-Am FM, Rapid City, S.D.—Broadcast Bureau granted assignment of license to KSNB from KSNB-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. N. owns KSNB-Am FM, Rapid City, and KSNB-FM, Rapid City. Mr. N. is member of the Rapid City Chamber of Commerce. 

KSNB-AM-FM, Rapid City, S.D.—Broadcast Bureau granted assignment of license to KSNB-AM-FM from KSNB-Am FM, purpose of community's operation. No consideration involved. Principals: Mr. N. owns KSNB-Am FM, Rapid City, and KSNB-FM, Rapid City. Mr. N. is member of the Rapid City Chamber of Commerce.
For a man who just "stumbled across" a career in broadcasting, Mike Mallardi has gone pretty far in his 13 years in the industry.

Now vice president and general manager of the Straus Broadcasting Group (WMCA New York; WTLB Utica-Rome, N. Y.; WGOA Geneva, N. Y.; and WALL-AM-FM Middletown, N. Y.), Mr. Mallardi had no driving ambitions for a broadcasting career when he attended Notre Dame University.

"I took the most practical courses I could," he recalled, "because I wasn't sure I could swing it financially and didn't know when I might have to leave."

This meant majoring in accounting, although he indulged in a not-so-practical minor—philosophy. He did well in both, graduating magna cum laude and winning the Indiana CPA Association award for the accounting major with the highest academic average.

"It took me a while to get rid of the 'green eye shade' image," he recalled. Mr. Mallardi's first job in 1956 was with ABC as an assistant internal auditor. "ABC was a young, growing company," he said, "so I got into a lot more areas than you would at CBS or NBC, which were more established." He became involved in cost control, enjoying his liaison with producers in working out production costs.

After serving as assistant controller, Mr. Mallardi left ABC in 1961 to become a location auditor for Metro-Goldwyn-Mayer on the West Coast, keeping his contacts with the creative side of the business through the financial route.

Later that year he joined Radio Press International, a former Strauss Broadcasting Group division, as business manager. In 1965 he was named treasurer of the Strauss Group and in May 1967 became vice president and general manager.

"I don't think the creative and financial aspects are incompatible," Mr. Mallardi remarked. "People in this business tend to go to one extreme or the other; they're too short-sighted in their outlook."

"It's getting better, though," he added. "There are a lot more responsible people in the industry today who really want to make a contribution. I was a little shocked at the caliber of personnel in the years when I started."

Along with better people, Mr. Mallardi credits increasing competition for an improvement in broadcasting service.

"FM is coming along, which is good," he noted. "It forces more creativity, more competition and more thinking."

"The whole business is prone to change," he said, "and the big problem is to motivate and attract people."

Mr. Mallardi is particularly concerned with attracting people through the new format at WMCA. The station switched from all "rock" music to a call-in talk format between 10 p.m. and 10 a.m. April 14.

"The first night went well," Mr. Mallardi reported. "Our callers actually averaged younger than the demographics show on our music audience."

The reason for the switch was twofold, he said. First, the Strauss people felt it was their true responsibility to the audience to give them a vehicle to express themselves. "I know you've heard all that before," he commented, "but it's not a lot of baloney at Strauss. Contemporary music really has a lot to say and tries to get a message across. We felt the listeners probably had something to say too."

Another reason rested on the business side—the station hoped to improve its ratings. According to the January-February American Research Bureau report, WMCA scored a 20.4 share of the New York audience, measured from 6 a.m. to 12 midnight, as compared to 31.3 for a "rock" music rival station.

"I can't say that we might not extend the talk segment," Mr. Mallardi reported, "but we think we have the proper proportion now. It might get tiring all day."

Another public service of WMCA which Mr. Mallardi terms "a perfect combination with the new format" is the Call for Action series, in which listeners call in with complaints and are referred to the city agency that can help them. In some cases, Mr. Mallardi pointed out, the station has followed up on complaints when the city failed to act. One result of such a policy is a New York City housing law sometimes known as "the WMCA law."

Volunteers handle the telephone calls, aided by directories listing the city agencies. "At first I thought the people who came in were just whiners who would leave when they got bored," said Mr. Mallardi. "But they keep coming back, so they must get satisfaction out of it."

The Call for Action format has recently been recommended by the national Urban Coalition to individual stations around the U. S., which pleases the Strauss Group general manager.

Mr. Mallardi drives to work every day from his home in suburban Suffern, N. Y. "That way I can take a sampling of other stations in drive time," he said. He also uses that time to listen to WMCA and check the quality of his own on-the-air personalities.

Despite the long commute, he prefers living in the country, "especially when you've grown up in poorer sections of the city."

Another indication for not living in the city is his preference for "puttering around" in the yard and in the house.

Oil painting is one of Mr. Mallardi's hobbies—"when I get the spare time," he adds, which isn't too often.

A third pastime is sports. "I enjoy watching the professional football games," Mr. Mallardi commented, "and I get involved with Notre Dame football on television. I'm usually placid about office problems, but not about the Notre Dame games."

"This may be getting off the track," he continued, "but I think more people should get involved with sports. It teaches you how to lose and how to take the knocks. If more kids were involved with sports, we might not have some of the problems we do today."

Although Michael Patrick Mallardi (who acquired his middle name by being born on St. Patrick's day) has spent his career in business-oriented positions, the philosophy is never far behind.

Week's Profile

Michael Patrick Mallardi—vice president, general manager, Strauss Broadcasting Group Inc.; b. March 17, 1934, New York; joined ABC as assistant internal auditor, 1956, then became systems specialist, cost control administrator and assistant controller; location auditor, Metro-Goldwyn-Mayer, 1961; business manager, Radio Press International (former division of Strauss Broadcasting Group), 1961; treasurer, Strauss Group, 1965; vice president, general manager, since May 1967; m. Sylvia Mandalios, 1961; children—Karen, 5; Stephanie, 2.
The Pastore amendment
Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, last week put his name to a bill to protect broadcast licenses against so-called "strike" applications filed against them at renewal time. Similar bills had been introduced by a host of members of the House (BROADCASTING, April 28). It now seems more than possible that necessary action will be taken promptly.

All of the bills have a common purpose. Before the FCC could lift an incumbent's license and give it to another applicant, it would first have to find that the incumbent was unqualified to stay on the air. Only then would other applications for the facility be entertained.

As Senator Pastore explained in introducing his bill last week, the measure would give the broadcaster no rights to his license that he had not earned by performance. It would, however, protect his license from being put up for grabs every three years—a condition that could only lead to diminished quality of broadcast service.

Now that the bills are in, broadcasters would be wise to let their congressmen and senators know the importance of legislative passage. The National Association of Broadcasters has done a commendable job of coordinating the congressional-information program so far. It needs to keep it up.

Nathan's hail
For the first time, to our knowledge, a respected economist has put a dollar value on consumer benefits derived from television broadcasting in this country. The value comes to some $100 billion a year—not counting the huge contribution television advertising makes to the Gross National Product by stimulating commerce.

This appraisal, as reported in detail elsewhere in this issue, was prepared by the prestigious Robert S. Nathan Associates of Washington for the Association of Maximum Service Telecasters. The Nathan report was submitted to the FCC for the immediate purpose of countering arguments that have been made by land-mobile radio interests in their attempts to wrest spectrum space from television. But the report can be used in other causes. It is, in total, as persuasive a championship of the present broadcast system as has recently come to hand.

Who's selling whom?
One of the features of the American Association of Advertising Agencies convention two weeks ago was a panel session that produced some provocative, if not dismaying, thoughts for TV stations and spot-TV salesmen. Stations, it was said, ought to pay a 20% agency commission on spot-TV sales; and as for the salesmen, they were warned that they are going to become unnecessary unless they learn a new line of work (BROADCASTING, April 29).

The case for higher commissions was based on the argument that the cost of processing spot-TV buys is so high that the traditional 15% doesn't begin to cover it: indeed, according to Richard A. R. Pinkham of Ted Bates & Co., who proposed the increase, 20% wouldn't cover it either.

The ultimate if not imminent extinction of media salesmen, at least in their present functions, was predicated on the belief—advanced by Lee Rich of Leo Burnett Co. and Lorimar Productions, with strong endorsement by Harold Miller of Grey Advertising and Herbert Manelopev of BBDO—that computers in time will supply all the media information that salesmen now provide. Thus, in their view, media salesmen to survive will have to become, as Mr. Rich put it, primarily "idea men and marketing men."

Superficially—and separately—the two lines of reasoning seem to have some logic. Together, they don't quite add up. Admittedly, nobody contends that spot television is easy or inexpensive to process. But the paper-work problem is being attacked on several levels, and even though the problem is far from solved, if the computer takes over—as the panelists were confident it will—won't it almost by definition reduce the complexity and cost?

As for salesmen, any salesmen, the best of them are always those who can show their clients new and better ways to use the media they represent. If the computer evolution makes this their primary function, both their media and their clients—and the salesmen themselves—stand to gain.

Old pro
It was a normally tumultuous Washington week with Congress in its usual state of perturbation as the Nixon administration contemplated its first 100 days in office. But for old-time broadcasters it was a week with a heart-throb.

Earl H. Gammons, senior statesman for a quarter of a century and a broadcaster since 1924, last week slipped out of town and into retirement in Naples, Fla. CBS had transferred him from WCCO Minneapolis, which it then owned, to Washington in 1942. He left his CBS vice presidency in 1955 but promptly became Washington consultant to the network and to Storer Broadcasting Co., as initial clients. No broadcaster ever enjoyed greater popularity in Washington. He was a raconteur, an avid golfer and a great host. It used to be said that Mr. Gammons won more points with his stories than Washington lawyers did with their briefs.

Mr. Gammons's health had become impaired of late. At 75 he decided he would be better off in Florida's sunshine. There was no big farewell party; just a dozen or so old friends at lunch at the Broadcasters Club last Wednesday. They could have filled Constitution Hall if he had wanted it that way.
Next time you're on the road, all keyed-up from “turnpike tension,” stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

Keyed-up executives unwind with KPRC-TV

NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.
Though it's a maze of urgent problems, the American city is—and will remain—home for millions. Some of its problems, like pollution, transit or housing, can be eased by money and planning. But the larger social and psychic enigmas can't be blueprinted or budgeted away.

This distinctly human area is examined in an unusual television program called *Five Cities*, a joint venture by the NBC Owned Television Stations in New York, Washington, Cleveland, Chicago and Los Angeles.

By focusing on a single street in each city, this special hour-long colorcast reflects the entire range of human problems that affect the quality of urban living. And it indicates the potential for a new and better life style for the millions who call a city "home."

But *Five Cities* is only one facet of television's most intensive study of urban life. During the month of May, the NBC owned stations are presenting a total of more than 120 programs in—and about—their respective communities.

For us, too, there's no place like home. And we do more than just live there.