New middleman emerges to cut commercial costs. p23
Automotives paced radio's banner advertising year in '68. p26
Four TV stations go on sales block for $20 million. p48
TV's may get $53-million break in ASCAP contracts. p60

Nighttime Dominance
Nineteen out of the Top Twenty-six Programs in Green Bay Television — Feb./Mar. 69 ... NSI*

Weather/News
Sports Dominance
The Resultstation
WBAY GREEN BAY TV2
You’ve decided to buy a program. O.K., so now you have the product. But do you also have a problem?

What do you really have once the salesman has your signature? What about service by the distributor from whom you’ve bought the product? And what about promotional support? MGM-TV is concerned about such questions. We don’t believe our customers should be. We want to be sure our post-sale service is the best possible. To find out we asked the operations and promotion people at stations... the ones who rely on our services.

Results were great. Not that improvements can’t be made, but our customers overwhelmingly like MGM-TV services and reliability and rate us superior to the average in the industry.

We’ll give you some specifics in future ads. But enough now to answer the headline: The value of any product is company pride in maintaining customer satisfaction.

MGM TELEVISION

LION POWER

LION PRIDE
the other kids

They're the kind of teenagers you don't hear as much about. That's one of the reasons we produced "Driver's Seat To Judgment Seat," the story of Houston's Teen-age Jury.

Pioneered here, juvenile driving offenders appear and are "sentenced" by the teen-age court. Many found guilty are asked to serve on the jury themselves for a stipulated number of sessions. Not a single defendant juror has reappeared in the role of defendant.

If your town doesn't have a teen-age jury, and you think it should, write us. We'll be happy to loan you a print of our show.

ktrk-tv HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION
WGAL-TV reaches more people who spend the food dollars!

Channel 8 delivers the lion's share of audience in this important market, assures more viewers than all the other stations in the market combined*. The facts are impressive. WGAL-TV reaches more of the 978,700† TV homes, hence reaches more of the people who spend $1,163,371,000† for food, captures more of the $9,312,610,000† effective buying income.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.
†Sales Management Survey of Buying Power 6/10/68.

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster—Harrisburg—York—Lebanon, Pa. • WTEV Providence, R.I./New Bedford—Fall River, Mass. • KOAT-TV Albuquerque, N.M.
Trouble twins

FCC Commissioners Nicholas Johnson and Kenneth Cox are believed to be in throes of another deep study of license renewals—these in New York. Members of Johnson staff augmented by college-student intern have been checking renewals that are due for FCC action by June 1. Both commissioners have quizzed commission staffers on renewal practices.

They’re saying this project is unlike one they did last year on Oklahoma stations that were up for renewal, but neither will say what is up now. Johnson-Cox report in Oklahoma criticized broadcasters’ programming and FCC’s renewal policies (Broadcasting, June 3, 1968).

Voting behavior

Further insights on effect, if any, that viewing of TV election coverage has on actual voting are due to be revealed this week by Julian Goodman, NBC president, in address to NBC-TV affiliates convention. NBC engaged research firm to conduct study—primarily, it’s understood, on West Coast where polls are still open after returns from eastern balloting begin to come in—during last November’s elections. NBC isn’t tipping Mr. Goodman’s hand on findings, but despite critics’ claims to contrary, most such research in past has shown voters are not influenced by coverage showing trends in other parts of country.

Heavy eaters

Among broadcasters seen at last Wednesday’s $1,000-per-plate dinner at Washington Hilton honoring President Nixon: Vincent T. Wasilewski and Grover C. Cobb, National Association of Broadcasters; James J. Hagerty, ABC; Theodore F. Koop, CBS; Peter Kenney, NBC; Willard Walbridge, KTRK-TV (Capital Cities), Houston; Lawrence H. Rogers II, Taft Broadcasting; J. S. Sinclair, Outlet Co., Providence, R.I.; George Gray, Avco, Washington.

Six-V portfolio

Sale of WIBF-TV (ch. 29) Philadelphia to Taft Broadcasting Co., approved by FCC on Wednesday (see page 48), appeared to have hit snag on Friday. Commission was informed by Taft counsel that Cleveland bank holding 3% interest in Taft might also be trustee for beneficial owner of more than 1% in KNTV-TV (ch. 11) Tacoma.

Seattle. If so, purchase of WIBF-TV would put Taft over multiple-ownership limit of seven television stations.

But potentially even more embarrassing is fact that bank’s interest in KNTV-TV would put Taft over rule’s limit of five VHF’s. Taft is now licensee of five VHF’s and one U. When it received information about Cleveland bank, commission decided to withhold prepared announcement of approval of WIBF-TV sale until matter could be straightened out.

Wheel in the hand

CBS Laboratories reportedly is working on new miniature color camera—based on CBS field-sequential, color-wheel system and said to weigh six to eight pounds—for use in broadcast news coverage in low-light-level situations, in which field-sequential capabilities are rated extremely high. It is believed to be essentially same camera built by Westinghouse, based on CBS methodology, for use on upcoming Apollo moonshot (“Closed Circuit,” April 7).

CBS Labs’ Rennie McMann has developed magnetic disc scan converter that will be used to translate moonshot transmissions from field-sequential to standard NTSC color signals, and this is believed to be one key feature of news camera, too. Another vital element in Apollo TV project and presumably central to news camera as well is secondary emission conduction (SEC) tube developed by Westinghouse’s G. W. Goetz. Third element that would be common to both is new image enhancer developed by CBS Labs to sharpen moonshot pictures. Official NASA approval of camera’s use on Apollo came Friday.

Tempted

Majority stockholders in WTWO(TV) Terre Haute, Ind., are beginning to nibble at bids, said to be in order of $6 million, to purchase channel 2 NBC affiliate (which has secondary ABC deal). Majority is held by businessmen unassociated with other broadcast enterprises. J. R. Livesay, 20% owner and president, owns WLBH Mattoon and WWHO Clinton, both Illinois, and has been leading figure in Daytime Broadcasters Association.

Facing it

FCC, stalled for weeks in effort to issue revised—some say “tightened”—version of CATV rulemaking, will hold special meeting Tuesday (May 13). Purpose of proposed new rulemaking is to “clarify” Dec. 13 ruling. But because commissioners were unable to fathom many of intricacies of document, prepared by general counsel’s office, action has been put off several times since April 9, when item first showed up on agenda. Commission’s CATV task force, which was reportedly critical of general counsel’s effort, prepared its own memorandum. But, according to some officials, that wasn’t too helpful, either.

Front runner

Indications last week were that Willard Walbridge, KTRK-TV (Capital Cities) Houston, will win joint board chairmanship of National Association of Broadcasters at board meeting in Washington, June 16. Only other declared candidate is Charles H. Tower, Corin- thian, New York. Three fourths majority of 44-member board (33 votes) is required for election.

From group to group

J. R. (Tad) Reeves, staff VP with creative responsibilities for Westinghouse Broadcasting Co. and 13-year veteran with company, reportedly is resigning to join Taft Broadcasting. Mr. Reeves has served WBC in several capacities, including general manager of KDKA-TV Pittsburgh and president of Group W Productions, where he was responsible for Mike Douglas Show, Merv Griffin Show and other WBC productions.

Fast start

National General Television Productions Inc. is bent on becoming major supplier of filmed, live-taped, network series, specials, and syndicated programming. Company now has two hour-long film series in development with CBS-TV, has sold two major specials, one committed for next January, other uncommitted as to schedule but bought by advertiser and involving top personality. It further has three projects in development for syndication market and hour series and two half-hour situation comedies for networks. Executives involved have long CBS-TV backgrounds. Seymour Berns, who spent most of his career as producer-director for network, is directly responsible for National General’s TV output. He reports to Sal Iannoucci, until last year CBS-TV VP, business affairs.

Broadcasting, May 12, 1969: Vol. 76, No. 19
Postmaster: Send Form 3579 to Broadcasting, 1735 DeSales Street, N.W., Washington, D.C. 20036.
TARGET:
YOUNG ADULTS
Over 55% of the US population is 34 or younger.

The Dennis Wholey Show is NOW!
In color, 60/90 minutes, five days a week,
250 first run shows a year.

Be the first in your market
to call or wire
for your audition tape.
Taft Broadcasting Company
1906 Highland Avenue
Cincinnati Ohio 45219
Telephone 513 421-1750
New breed of middleman in broadcast advertising is the commercial producer-specialist, currently most conspicuous in serving agencies, but also in employ of at least one major advertiser, Bristol-Myers. See ...

A middleman to cut commercial costs ... 23

Radio Advertising Bureau figures show General Motors on top of all radio advertisers in 1968, with other major auto manufacturers also heavy spenders in radio’s first billion-dollar year. See ...

Automotives paced radio’s banner year ... 26

FCC approves sales, totaling $20 million, of KFDM-TV Beaumont, Tex.; KOAT-TV Albuquerque, N. M.; WDCA-TV Washington; and WIFB-TV Philadelphia. Also filed: application by United Artists to sell KUAB(TV) Houston. See ...

$20 million in TV sales approved ... 48

AT&T moves to clear up any notion that it blocked presentation of noncommercial TV program dealing with antitrust controversy. Company’s statement is in response to issue raised by FCC Commissioner Nicholas Johnson. See ...

AT&T sets record straight ... 51

Milwaukee’s mayor, Henry W. Maier, takes dim view of media power held by that city’s Journal Co. He plans to take complaint to Justice Department—and, possibly, to file an antitrust suit. See ...

'Muted' voice cries out in Milwaukee ... 54

Proposed new contract for TV stations’ use of ASCAP music is to be mailed to stations this week—and is said to mean possible $53 million in savings to stations over 10-year period. See ...

TV stations may get music break ... 58

NBC-TV leads way with 106 nominations for 1968-69 Emmy awards, as ‘Rowan and Martin’s Laugh-In’ draws 11 all by itself. ABC, CBS each grab 69 nominations; NET gets 25, syndicated programs draw 14. See ...

NBC draws 106 Emmy nominations ... 64

Is FCC’s Johnson opting for government intervention in network programming? There’s disagreement on answer to that question as commissioner shares platform with Tom Smothers at closed congressional session. See ...

Nick rides Tom’s train to Hill ... 66

Proposals for domestic-satellite communications system heat up: NASA will meet with broadcasters in June; CBS group has its plan; Leonard Marks, chief of U. S. Intelsat delegation, issues call for action ‘now.’ See ...

Domestic satellites come to a head ... 73

April was a good—if mixed—month for broadcasting stocks, as they showed 2.4% gain, compared to Standard & Poor’s 2% rise. CATV, manufacturing stocks lead way, with Admiral, ABC, Fuqua among individual leaders. See ...

Manufacturing stocks lead parade ... 76
Three quarters of their city had gone to pieces. But not the people of Berlin.

They kept the zoo open until there were no more animals to see. Walked to and from work through corpse-lined streets when the subways broke down. Listened to Beethoven concerts while a million Russian troops were breathing down their necks.

And when the man who led them into a war they didn't want took the easy way out, three million of them chose to live and rebuild.

Through rare German and Russian film, "The Doomed City: Berlin" tells their story. It's one of the 52 prime-time specials Group W is presenting on its five television stations this year. Each week, we're trying something different. A special on culture and the arts. A special on the news. A special to make you laugh. Or one to make you think.

This is the kind of innovative programming a broadcaster owes his audience. Even if they haven't asked for it.

And once they've seen it, we think they will start asking.
NBC Radio top changes

Stephen B. Labunski resigned as president of NBC Radio division in surprise move announced Friday (May 9) by NBC, and Arthur A. Watson, vice president and general manager of NBC-owned WNYC-TV, Cleveland, was named to succeed him.

Announcement of these moves was followed few hours later by disclosure that Stephen C. Riddleberger, vice president and general manager, NBC-owned Radio Stations, had resigned in wake of top-level changes. In addition, Raymond Eichmann, director of research and planning, NBC Radio division, gave notice he plans to leave but said he would remain until fall of this year.

NBC officials stressed that Mr. Labunski's departure—to become broadcasting consultant—was "entirely voluntary." Both publicly and privately they paid tribute to his "excellent job" as head of radio division, which comprises NBC Radio Network and NBC Owned Radio Stations.

Mr. Watson joined network as operations analyst in 1956 in New York, later serving in various executive capacities with NBC's owned stations in Philadelphia and then Cleveland when NBC and Westinghouse exchanged station ownership in June 1965.

Mr. Labunski had been general manager of WMCA New York and VP and director of parent Straus Group before joining NBC in 1965 to head its radio network. He became president of radio division in 1966.

Riddleberger was VP-general manager, ABC News, when he joined NBC as VP, talent and program administration, NBC-TV network, and subsequently moved in 1967 into radio post.

Burnett-LPE merger due

Plans for merger of Leo Burnett Co. and London Press Exchange Ltd. with U.S. agency to be surviving entity are to be announced by principals of both firms today (May 12). Burnett, Chicago, would pay undisclosed sum of cash in addition to exchange of stock for major British agency.

LPE which bills $85 million, has network of 24 offices in 19 foreign countries. Burnett billed $265 million in 1968. After merger Burnett would have estimated billing of about $375 million worldwide this year and would rank fourth among international advertising organizations. In U.S. Burnett puts about 75% of its billings into broadcast media.

Once agreements have been made final, it is explained, Leo Burnett-LPE International would headquarter in London as international division of Burnett. U.S. agency expects to continue its existing London office for present. It was founded in 1962 through acquisition of smaller English agency, Leggett Nicholson and Partners Ltd.

David Dutton, chairman of LPE Ltd., is to become chief executive officer of Burnett international division. To work with him in new key posts will be T. J. Fielding, presently managing director of LPE International Ltd., and Eldon M. Sinclair, chairman and managing director of Leo Burnett Co. Ltd.

Philip H. Schaff Jr., Burnett board chairman, said U.S. agency over past seven years has had "meaningful discussions" with more than 30 agencies worldwide. Burnett in 1967 acquired D. P. Brother and Co., Detroit, through merger.

Network TV sales up

Network television billings in April 1969 rose 16% over same period in 1968 to $122,791,900, Leading National Advertisers reported Friday (May 9). Billings in 1968 were unusually low. LNA noted, because of revenue loss during coverage of political primaries and of death of Martin Luther King.

January-April period showed 7.2% increase to $578,830,500.

CBS-TV showed greatest increase (18.4%) for April. NBC-TV rose 16.9% and ABC-TV 11.2%. For January-April period, NBC rose 11.8%, CBS 5.6% and ABC 3.5%.

Avis, DDB part

Avis Rent-A-Car and Doyle Dane Bernbach announced late Friday (May 9) that by "mutual agreement" they will break six-year relationship which produced one of most successful advertising campaigns in recent years. Firms said they decided to part because of "differing points of view on direction of the 1970 campaign."

Domestic billings of Avis are just under $5 million, with large, although unspecified amount, in broadcasting. DDB will continue to handle account until Aug. 31. Avis indicated it will begin shopping for new agency immediately. Since DDB joined Avis in 1962 to produce "We Try Harder" pitch, car rental agency has experienced 400% growth.

Sees ad dollars up

Rise in advertising expenditures in television by 6.5% to $3.365 billion and in radio by 4.5% to $1.1 billion is forecast for 1969 by John Blair and Co. in its fifth "Statistical Trends in Broadcasting," out Friday (May 9).

In TV, Blair forecast is for 6.3% rise in national/regional spot to $1.18 billion, 3.3% increase in network to $1.55 billion and 15.5% boost in local to $635 million.

In radio, projections are for 8.7% increase in national/regional spot to $350 million, 4.5% gain in network to $70 million and 1.3% rise in local to $680 million.

In foreword to 28-page report Blair President Francis Martin notes that projections are subject—as always—to wide variety of influences on national economy.

Other features include market-by-market listings of radio and TV revenues, expenses and income as reported by FCC for years 1963 through 1967, latest available. Other trends are traced in some cases as far back as 1951. Free copies are available on written request to: 1969 Blair Statistical Trends, John Blair and Co., 717 Fifth Avenue, New York 10022.

More total viewing

Television viewing and set sales hit new highs again in 1968, Television Bureau of Advertising reported Friday (May 9). TVB set average household viewing time at 5 hours 46 minutes, up four minutes from 1967.

Retail value of sets sold in U.S. during 1968 was $3,817,377,500, in increase of $103,583,500 over previous year. Set expenditures have increased 156% since 1962, TVB said, and with 95% of all households now television homes, sales increases were laid primarily to purchase of color and additional sets.

Distant imports okayed

Multiple CATV owner Telerama Inc. has received limited authority from FCC to import distant signals into Cleveland suburb of Euclid, Ohio.

In decision announced Friday (May 9), commission approved importation of signals which have been carried on Telerama's systems in Shaker Heights, Warrensville Heights and Warrensville Township, all Ohio, since before Feb. 15, 1966, date of commission's second report and order. These signals may be
Arthur A. Watson, VP and general manager, WKYC-TV Cleveland, becomes president of NBC Radio division, succeeding Stephen B. Labunski who resigns. Also resigning: Stephen C. Riddieberger, VP and general manager, NBC Owned Radio Stations; Raymond Eichmann, director of research and planning, NBC Radio division (for full story, see page 9).

Thomas J. McDermott, former president of Four Star Television Inc., named corporate television consultant to Interpublic Group of Co.'s., New York. Mr. McDermott has been engaged in independent film production for past year and half. At Interpublic, his first duties in newly-created job will be to undertake industry study of factors affecting cost of television commercial production.

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

carried only on feeder and distribution cable constructed before that date. Subscribers served on other cable may receive only local signals, pending further commission order.

Inside sale to insiders
Sonderling Broadcasting Co. Friday (May 9) announced sale of 30,000 shares of company stock—worth about $1.4 million—by former Sonderling executive to three other Sonderling officials. Shares sold by Richard Goodman, former vice president and one of firm's original major stockholders, to Egmont Sonderling, president; Alan Henry, executive vice president, and Roy J. Sonderling, administrative assistant for corporate affairs.

Mr. Goodman, now board chairman of General Stores Corp., said reason for sale was desire to transfer assets into areas where he has personal interest. Although no price was announced for private transaction, sources reported shares sold "close to market value." Sonderling stock, which has been going up for past month, closed at year's high of 45 1/2 Friday on American Stock Exchange. Mr. Goodman's block represents about 3.4% of total Sonderling capitalization.

TV pays well
Largest fee reported by Senate Minority Leader Everett McK. Dirksen (R-Ill.) as required by new rule covering last six months of 1968, was for TV performance. Senator, who opposed disclosure during Senate consideration of rule, collected biggest fee of half year. $5,000, after taping Red Skelton Christmas-season program on Nov. 9, 1968, it was revealed Friday (May 9).

Rule requires honoraria over $300 be reported. Most senators showed bulk of such income coming from speaking fees. Senator Dirksen rang up grand total of $18,158.50 for half year, probably set Senate record. Other senators with larger totals, such as Senator Edward W. Brooke (R-Mass.) (who listed $21,000), filed for full year, although they weren't required to.

Deadline Club awards
Deadline Club, New York chapter of Sigma Delta Chi, professional journalistic society, has presented WNEW and WABC-TV both New York, with annual cash awards for public service. Awards of $250 each were sponsored by Broadcasting magazine.

WNEW was selected for its coverage of assassination of Robert F. Kennedy and for "The Sound Barrier: Did We Break It or Will It Break Us?") WABC-TV's entry was "LSD: The Trip To Where?"

Receiving honorable mention were WABC for three-part series on "New Directions in Housing" and National Educational Television for "No Hiding Place," documentary on integration. Awards were made at dinner May 8.

Wants larger radio role
Commissioner H. Rex Lee Friday (May 9) challenged radio broadcasters to play "larger and larger" role in making community better place in which to live. He emphasized that station managers "must accept" this challenge in speech before eighth annual Southern California Broadcasters' Association "Radio and the Community" seminar held at California Institute of Technology, Pasadena.

Commissioner Lee stressed that "radio must seek to play a major role in creating a dialogue between all members of the community."

In his talk, too, commissioner also chided radio broadcasters for such things as "putting public affairs on in the middle of the night or early on Sunday morning," for programming talk shows "where people call in to be yelled at and insulted," and for harmless editorials on such subjects as traffic congestion, water pollution and smoke that are disguised as being controversial.

Johnson dissent caustic
FCC Commissioner Nicholas Johnson says commission's approval of KDFM-TV Beaumont, Tex., sale shows that commission's "imprimatur of 'public interest' can be purchased with cheap and tarnished intellectual coin."

Commissioner, who with Commissioner Robert T. Bartley, dissented to sale of station by Beaumont Broadcasting Corp. to A. H. Belo Corp. (see page 48), expressed views in statement released with commission order on Friday (May 9).

Commissioner Johnson said applicants had not sustained their burden demonstrating why transfer would serve public interest. He also expressed concern over broadcast and newspaper, as nonbroadcast holdings of Belo firm.

Commissioner found no concentration of control problem.

And Commissioner Kenneth A. Cox, in concurring statement, said purchaser is not conglomerate "in any significant sense."

Brighter color
Five RCA 23-inch color TV receivers will be placed on market second half of 1969 which provide "dramatic improvement" in reception by doubling brightness of picture, RCA said Friday (May 9). Receivers will be priced "slightly higher" than current top-line models, now selling at prices up to $1,550.

Ken Church dies
Funeral services for Kenneth W. Church, 66, retired senior vice president, Taft Broadcasting Co., were held Friday (May 9) in Cincinnati. Interment took place at Spring Grove Cemetery, Cincinnati, Mr. Church, who died May 6 of heart attack, served as chief national sales executive for Taft stations until 1963 when he retired. His wife, Dorothy; daughter, Mrs. Jerri Williams, and four grandchildren survive.

No cause for concern
Corp. for Public Broadcasting President John W. Macy Jr. assured public broadcasting executives Friday (May 9) that they had no grounds for anxiety about CPB reducing independence and curbing diversity of local stations. Addressing Southern Educational Communications Association in Lexington, Ky., Mr. Macy also warned broadcasters to avoid trying to calculate CPB's interests and then shaping their own to correspond to CPB's ideas.

Another EVR program
CBS Electronic Video Recording Division and Field Enterprises Educational Corp., publisher of reference publications, will produce jointly pilot group of educational films for EVR medium. Initial films will be on job training and early childhood training.
Have you been buying air time or ear time?

Do you get optimum reach and frequency when you buy Providence? Get all the facts before you decide. When you call your Blair man he'll show you the most comprehensive reach and frequency* study of the Providence market fresh out of the computer.

*Based on October 1968 ARB.

A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIO.
A calendar of important meetings and events in the field of communications

Datebook

May 11-13—NBC-TV affiliates convention. Speakers include Walter D. Scott, NBC chairman; John Goodman, NBC president, and Don Durgle, NBC-TV president. Century-Plaza hotel, Los Angeles.

May 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 permittees for additional construction time.


May 13—Southeastern convention, National Religious Broadcasters, American Motor hotel, Atlanta, Ga.


May 13—Annual stockholders meeting, Metropolitan Broadcasting Co. New York.


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


May 16—Deadline for reply comments on FCC's proposed rulemaking on applications for channel service by telephone companies to affiliated CATV systems.

May 16-17—Annual meeting, UPI Broadcasters Association of Mississippi. 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 proposal to prohibit networks from owning more than 25% of newspapers. Non-news prime-time programming, and to limit their participation in syndication activities.

May 19—Deadline for reply comments on FCC's proposal that would provide for type approval of monitor; require that a type-approved monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

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

May 19—Annual idea Bank convention (promotions). Holiday Inn, Potl tstown, Pa.

May 19-23—Annual international television symposium and technical exhibition. Information: Case Box 97, 1920 Montreux, Switzerland.


May 20—Station Representatives Association Silver Nail and Gold Key awards luncheon meeting. Speaker: Theodore W. Kheel, labor-management relations lawyer and mediator. Hotel Plaza, New York.


May 21—Annual stockholders meetings, 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 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 25-29 ABC-TV affiliates convention. Fairmont hotel, San Francisco.


May 30—First Annual open board meeting, New Mexico Broadcasters Association. Holiday Inn, Clovis.

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

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

June 3—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

June 3-5—Annual convention, Armed Forces Communications and Electronics Association, Sheraton Park hotel, Washington.

June 3—Deadline for reply comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all television receivers.


June 6-7—Wyoming AP Broadcasters Association meeting. Convention Center, Cody, Wyo.

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

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

June 14—Annual meeting, Massachusetts Broadcasters Association. Millstone Lodge, Lake of the Ozarks.

Broadcasters—Feeling the Freeze?

Defrost with Audimax and Volumax! We guarantee to increase your effective radiated power.

Are your plans for increasing power on ice? Well, here's a quick way to beat the cold: call us collect: (203) 327-2000! We'll send you Audimax and Volumax FREE for 30 days. No obligation.

Audimax is an automatic level control years ahead of the ordinary AGC. It automatically maintains appropriate volume levels and eliminates distortion, thumping and pumping.

Volumax outmodes conventional peak limiters by controlling peaks automatically without side effects. It's unconditionally guaranteed to prevent overmodulation. Volumax alone has typically provided a 4 to 1 increase of average program power.

With this winning combination, we guarantee increasing your maximum program power as much as 8 to 1. You reach a bigger audience with a more pleasant sounding program.

Why wait? Defrost with Audimax and Volumax . . . the powerful pair from CBS Laboratories.
ABC FILMS announces the release of one of television's most successful series—

Ben Casey

Now, available for the first time, 153 hours of dramatic programming. An all-time audience favorite...look at the show's own case history:

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Audience Composition—84% Adults—57% Women
76% of Women (18-49)

ARB Local Highlights—5-Year Average Shares

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Starring Vince Edwards as Ben Casey and featuring such stars as:

Lee Marvin  Cliff Robertson  Sammy Davis Jr.
George C. Scott  Patricia Neal  Richard Kiley
Shelly Winters  Kim Stanley  Roddy McDowall
Jack Klugman  Burgess Meredith  Robert Culp
George Hamilton  Rod Steiger  and many more...

Call for Dr. Ben Casey today. The appointment book is filling up fast.
Regardless of fit, your next “suit” could cost a small fortune:

If you’re part of the communications industry, sooner or later someone’s going to try to hang one of these suits on you: A libel suit, slander suit, piracy suit, invasion of privacy suit or a copyright violation suit... and they don’t tailor lawsuits to your budget. So, decide what you can afford in case of a judgment against you, and we’ll cover any excess with an Employers Special Excess Insurance Policy. For details and rates, write to: Dept. F, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

July

• July 2—New deadline for reply comments on all portions of FOC’s proposed CATV rules, except those dealing with questions of program origination and diversification for which new deadline is May 2. Previous deadline was April 3.


• July 7—New deadline for comments on FOC’s proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

• July 21—New date for oral argument before FOC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous date was May 12.

August

• Aug. 3-5—Summer convention, Idaho State Broadcasters Association. Edgewater Gulf hotel, Biloxi.


• June 14-17—Annual convention of Georgia Association of Broadcasters. DeSoto-Hilton hotel, Savannah.


• June 16-20—Summer meeting of National Association of Broadcasters board of directors. NAB headquarters, Washington.

• June 16-21—Sixteenth annual International Advertising Film Festival. Cannes, France.

• June 17—New deadline for reply comments on FOC’s proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous deadline was April 14.

• June 18-20—Spring meeting of Montana Broadcasters Association. Prince of Wales hotel, East Glacier.

• June 18-20—Annual meeting of Virginia Association of Broadcasters. Holiday Inn, Afton Mountain.


• June 22-25—Spring meeting of Alabama Association of Broadcasters. Tutwiler hotel, Birmingham.

• June 22-25—Institute on operation and maintenance of helical scan video recorders-reproducers, National Association of Educational Broadcasters. Philadelphia Marriott, Philadelphia.


• June 24—Annual stockholders meeting, Rust Craft Greeting Cards Inc. Dedham, Mass.


• June 26-28—Instructional media research conference, Indiana University, Bloomington, Ind.

“INSTANT START”

“RELIABLE”

Who can ask for anything more?

Outstanding for 25 yrs.

ELECTRONIC PRODUCTS

FRESNO, CALIF.

A SUBSIDIARY OF

CCA ELECTRONICS CORPORATION

TVB meetings

Television Bureau of Advertising regional sales clinics:

May 12—Wilshire Hyatt House, Los Angeles.

May 14—Jack Tar hotel, San Francisco.

May 16—Sheraton motor Inn, Portland, Ore.

May 19—Sheraton-Pebble hotel, Memphis.

May 20—Fleet Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor Inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

Broadcasters Association, Cœur d’Alène.

Aug. 7—New deadline for reply comments on FOC’s proposed rule that would ban cigarette advertising on radio and television. Previous deadline was July 7.


Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, National Association of Educational Broadcasters. Sheraton-Chicago, Chicago.


September


November

• Nov. 9-12—Fourteenth annual seminar of Broadcasters Promotion Association. Marriott motor hotel, Philadelphia.


December

• Dec. 7-10—Sixtieth annual meeting of Association of National Advertisers. Camelback and Mountain Shadows Inn, Scottsdale, Ariz.

• Dec. 8-12—Fifth annual National Association of Broadcasters engineering/management seminar. Purdue University, West Lafayette, Ind.

• Dec. 15—Presentation of first national awards in communications media by American Civil Liberties Union. New York.

January 1970


WHEN ONLY ONE TV STATION IN TOWN WINS 10 OUT OF 14 BOSTON PRESS PHOTOGRAPHERS AWARDS,

THAT'S NEWS!

How could it be otherwise? When you've got pros handling the TV news cameras the way ours do, you're bound to win prizes. Quite a few, in fact! As evidenced by honors recently handed out by the Boston Press Photographers Association. It gave five Channel 5 cameramen almost all the top prizes, besides naming WHDH-TV cameraman Larry Crowley for "Photographer of the Year" and "Best of Show" awards! Here's a rundown of all the awards:

Photographer of the Year (Larry Crowley)
Best of Show: Arlington St. Church sanctuary riot (Larry Crowley)
1st Prize: Spot News — Arlington St. Church (Larry Crowley)
1st Prize: Features — Autumn (Larry Crowley)
1st Prize: Fire Stories — Roosevelt Hotel (Jack Cryan)
1st Prize: Sports — Celts-76ers final game (Jack Crowley)
2nd Prize: General News — Vietnam Thanksgiving (Jack Crowley)
2nd Prize: Features — Brandeis art exhibit (Sumner Shain)
2nd Prize: Sports — Celtics game (John Davin)
3rd Prize: Spot News — Roosevelt Hotel fire (Jack Cryan)

Of course, Bostonians take for granted such prize-winning color camera work on Channel 5. So can you.

WHDH-TV BOSTON

WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02125 — (617) 288-5000
Represented nationally by John Blair & Company
All ‘daring’ is not in TV

EDITOR: I have long questioned the singling out of television on the topic of “sex and violence.” If one cares to analyze the bill of fare offered by mass media entertainment, he must also consider what people are paying to see in today’s movie theaters…

The movie labeling code is an admission that this type of entertainment is getting spicier by the month. Frankly there is nothing in TV that begins to approach the degree of what is politely called “daring” on the movie screen…

—John F. Hurlbut, president, WVMC Mount Carmel, Ill.

Run, spot, run!

EDITOR: The attached poem [excerpted] was written by WEJL staff announcer, Paul McNamara, a veteran broadcaster.

Public Service Blues
GIVE, JOIN, BUY, DO.
All day long they’re after you.
Constant pleas, deluge, flood;
Give your eyes, give your blood.
Join the Army, join the corps.
Pledge allegiance to a choir.
Do your duty, give to CARE.
Join the Coast Guard or Navy air.
Go to church, live and learn.
All these things are your concern.

Run, spot, run!

PUBLIC SERVICE BLUES
GIVE, JOIN, BUY, DO.
ALL DAY LONG THEY’RE AFTER YOU.
CONSTANT PLEAS, DELUGE, FLOOD;
GIVE YOUR EYES, GIVE YOUR BLOOD.
JOIN THE ARMY, JOIN THE CORPS.
PLEDGE ALLEGIANCE TO A CHOIR.
DO YOUR DUTY, GIVE TO CARE.
JOIN THE COAST GUARD OR NAVY AIR.
GO TO CHURCH, LIVE AND LEARN.
ALL THESE THINGS ARE YOUR CONCERN.

BookNotes


This second edition of the guide is a revised 1969 version with new material regarding broadcast journalism. John Hohenberg of Columbia University describes radio news wire operations, radio news programing techniques, and TV news techniques with sample scripts. In addition Mr. Hohenberg deals with the scope of journalistic practice: the ground rules for reporters, the news media and public relations, public-affairs reporting, the press and the law and the news media and the courts.

Mr. Hohenberg further notes the changes television has wrought in the print media. “The American press has overreacted to the challenge of television,” he says. “Some papers have gone overboard on comics, features, advice to the lovelorn and similar contemporary attention-getters. These nostrums on the whole do not seem to have proved anything. Rather, they have tended to debase the end product.” Mr. Hohenberg continues: “The successful newspaper, more than any other news medium, must specialize in news. That is its principal offering. It cannot compete with television in entertainment.”


This reference book, published every year by the BBC, is a handy guide to every facet of its broadcast activity. The first part of the book includes articles by Lord Hill of Lutton, BBC chairman; Sir Hugh Greene, the corporation’s director-general, and other executives. Subsequent sections deal with BBC income and expenditures; television, radio and international broadcasting services; engineering; the organization and senior staff of the corporation, and BBC publications. For those in need, there is even a section on what SOS messages the BBC will accept for broadcast.
“Our staff is made up of professionals. And they all know that their main obligation to stations is to sell.”

Martin Nierman and Ben Holmes.

t takes a lot of great people to service great stations.
Edward Petry & Co.
Arthur Murray Inc. develops its video perspective

A curious thing happened on the way to 1960. Social dancing underwent a metamorphosis, in part attributable to the youth explosion—and, in some measure, accruing from the restlessness of a post-war generation that welcomed a break from traditional forms of entertainment and self-betterment. The discotheque era came upon us swiftly. The twist, jerk, frug, temporarily displaced the fox trot, waltz and cha-cha. I say "temporarily" because most things are cyclical in life.

For close to 10 years now, the dance industry has found itself in a somewhat ambiguous state. Young people come by these new dances instinctively—while the senior citizens of 30 and over rationalized: "The Monkey looks great when gyrated by the kids—but for me to go out on a dance floor and jerk like a teenager—perish the thought!" Now consider this: Our more than 250 dance studios in the United States, Canada, Europe and Asia offer expert instruction in discotheque... yet this comprises approximately 8% of our total instruction hours. Our patrons, in the main, enroll to learn the finer points of ballroom dancing.

In early 1967 we noted the beginnings of a resurgence of interest in social dancing. It began, oddly enough, at the high school and college levels. For one thing—slow rock and folk rock contrived to get people to move together, to hold another. The wild, uninhibited rock beat decelerated. Additionally, big-band demand accelerated at the college and secondary-school levels, reaching a point today where people of all ages are concerned about how they carry themselves and how they hold their partners on the dance floor. The tumult and the pyrotechnics of "go go" are starting to give way to softer, more communicative and personal dancing.

Concurrent with this trend, we assessed the importance of re-dramatizing our image and establishing new rapport with millions of dance prospects who were not part of the 1940 and '50 dance scene. The basic "I wants" of learning to dance have remained the same over the past 50 years; the acquiring of more confidence and poise, the residual benefits of physical fitness and slimness, the facility of making new friends, "getting out of one's self" and living a little.

At this juncture we retained the services of Kane, Light, Gladney Inc. to develop a new and more gregarious Arthur Murray Studio personality. Since dance instruction appeal tended to be somewhat neuter in the '60s, we concurred with our agency's recommendation to utilize broadcast media, not alone to attract consumer interest, but also to re-excite and re-enthuse our own studio personnel.

Last fall we went network TV for the first time in 10 years with one-minute commercials in the Tonight Show. Local studio cut-ins were effected to give the licensees a direct feeling of participation. Rather than selling lessons or specific dances in the commercials, we sold fun and personal involvement. One particular commercial, making no offer, said in effect: "Life is what you make it... make it fun. Get out of yourself... live a little... dance... join the fun people at Arthur Murray's... here's to life!" It was set against a background of "on location" landmark shots around New York depicting an "everyman" type, Mickey Freeman, identifying and daydreaming his way into the arms of "everywoman"... live in all.

The low-key, likeable mood of the commercial resulted in astonishing consumer response. It even helped to make local newspaper ads appreciably more effective. At the same time, to reinforce the TV effort, full-page ads in the Saturday Evening Post, as well as dance trade magazines, were placed. Additionally, over 100 local studio franchisees bought complementing TV and/or radio time in support of the national advertising. The result exceeded everyone's expectations, so much so that we now have in negotiation for fall an ambitious television and print effort utilizing prestige vehicles such as the Today Show, the new CBS-TV Merv Griffin program; full-page ads in Reader's Digest, Holiday, Esquire, Newsweek... and yes, even some executive-suite advertising in the Wall Street Journal. Theme? "Not communicating? Try dancing. Nothing else comes close!"

The philosophy of advertising for our organization has veered markedly in the direction of television and radio. Ours is a product/service that must be demonstrated; it requires a look as well as a sound. It requires a graphic medium like television to demonstrate the proficiency of the Arthur Murray teaching methods and the friendly fun environment in which said instruction is given. Accordingly, we have advised all Arthur Murray Dance Studios to allocate more of their advertising expenditures to a combination of TV and radio. Broadcast media will be used to feature conceptual approaches for "reaching out" to the consumer. Newspaper advertising will be used to stress the value inherent in our instruction curriculum and for year-round continuity. Perhaps the most striking indication that social dancing is in the ascendency is found in the rise of our gross studio revenue of better than $3 million dollars in the period 1966-69. Thanks in no small measure to broadcast media we are indeed putting our best foot forward.

George B. Theiss, president of Arthur Murray Inc., New York, has spent all his career years preparing himself to administer the 250-studio complex—both U.S.A. and worldwide. He is one of the original group of franchisees formulated by Arthur Murray himself. At 44 years of age, Mr. Theiss has tried to revitalize the dance-franchise image and has increased gross revenues over $3 million in just three-years time. He is about to spearhead a major franchise growth program.
NATIONAL GENERAL TELEVISION MOVES TARZAN TO CBS NETWORK PRIME TIME!

Starts Wednesday, June 4, 7:30 P.M., EDT, on CBS Network for the summer!

Now available for fall syndication, the full 57 Color Hour series—first run off network!

National General Television Distribution, Inc.
600 Madison Ave.
New York, New York
Ken Israel PL 2-0300
Pour on the sales power in Indiana with CG. If you want to clean up with your soap and detergent sales, call the service men at BLAIR.

The Communicana Group Includes:

WSJV-TV  
SOUTH BEND  
SOUTH SHORE  
ABC

WKJG-TV  
FOOT WAYNE  
ABC

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BROADCASTING, May 12, 1969
A middleman to cut commercial costs

Bristol-Myers hires production expert; thriving colony
of producers works for price-conscious agencies

Rising production costs and growing profit-consciousness are combining to foster another new breed of middleman in broadcast advertising—one who could in time have a far-reaching effect on advertising-agency functions.

He is the commercial producer-specialist, and although he is currently most conspicuous in serving agencies, his counterpart has been installed by at least one major advertiser to handle the production of all of its TV commercials, an assignment formerly shared by multiple agencies.

The new breed has emerged quietly and grown rapidly on a simple premise—to lower substantially the cost of producing commercials without lowering their quality or creativity.

Like the other middleman, the independent media buyer who catapulted on the advertising scene last year and sparked a controversy within the industry (BROADCASTING, July 15, 1968 et seq.), the new commercial producer-specialists justify their existence in terms of superior creative and technical skills; sharp knowledge of sources of required manpower, materials and facilities; and their availability on a flexible basis, either for a short-term or a long-term assignment.

With virtually no fanfare, at least seven business organizations or individuals have cropped up in the past few months to serve in this new role of the commercial production arm primarily of an agency, but in one case as the extension of a production house, and, in another, as the commercial production department of a leading TV advertiser, the Bristol-Myers Co.

Their claim to expertise appears justified. In recent months, these executives have left top-level commercial production posts at such leading agencies as the J. Walter Thompson Co., Grey Advertising, Benton & Bowles and Jack Tinker & Partners and at such top film-tape production companies as MPO Videometrics and TV Graphics to do what was described by one entrepreneur as "my very own thing."

Their "own thing" varies somewhat from company to company. And within each enterprise, many will tailor their services to the requirements of a specific assignment. They may arrange to handle all the functions of an agency's commercial production department (concept, script, casting, production, release materials), or of an outside production house, or they may limit themselves to parts of the production process such as the direction of a TV spot or the supervision of a production.

And like the outside media buyers, their compelling selling proposition is that they can deliver a commercial production—television or radio, for that matter—at prices that can range from 15% to 35% lower than can be achieved through traditional methods. They claim they can attain these savings—with no diminution of quality—because they are experts in production; they can scout around and find the various required elements at the lowest price, and they can add a modest markup because they have a comparatively modest overhead compared to that of the commercial production department of an agency or of an established production house.

Veteran film and tape production executives recall there were attempts as long as a dozen years ago to establish such specialized companies. These enterprises were all short-lived.

They acknowledge that the current developments are more substantial: These new producer specialty shops are led by highly experienced production executives; advertisers and agencies are working assiduously toward reducing costs in producing commercials, and numerous medium-sized and small-sized agencies, largely print-oriented, are eager to spread their wings into television if they can be shown an economically feasible way.

In addition to these essentially bread-and-butter factors, some producer-specialists are inclined to think that the function of the agency commercial producer is becoming obsolete or, at any rate, is becoming vitiated. They point to the ascendancy of the art director-producer, who, at some agencies, is the pivotal functionary in the production of a TV commercial.

"I was let go from my agency last year," one producer-specialist acknowledged. "I was offered a spot at another top agency, but I decided to stop and think. There's a change going on, with art directors, who are highly creative guys, in the driver's seat. They conceive excellent commercials, many that sell, but, frankly, they have little conception of cost. I felt that a nuts-and-bolts guy like myself could find a place in this industry to work for smaller agencies primarily but also help larger agencies in keeping costs in line."

Other industry executives echoed this view and one former agency production executive observed: "I don't think...
we're going to recognize the agency of 1975. This is an era of increasing specialization. I think more and more agencies are going to turn over more and more of their work to outside specialists. Perhaps the very largest and the most successful will contain essential control, but I see even them using outside specialists on occasion."

Perhaps the most momentous and noteworthy development uncovered during the BROADCASTING sampling was the news that Bristol-Myers, the third largest TV advertiser (estimated $80 million), set up its own TV commercial production department about two months ago. B-M has engaged Sid Greenhaus, who was a top-echelon official with TV Graphics Inc., New York, for 13 years, to direct the new unit, which will arrange for the production of all Bristol-Myers TV commercials. This relieves its agencies of this assignment and, not incidentally, the 16.65% commission (said to be standard on production costs) on all the elements in which it is not directly involved.

Mr. Greenhaus would only confirm that he is the director of commercial production for Bristol-Myers but would not provide any details of his operation. Efforts to reach Mr. Greenhaus's superiors at Bristol-Myers proved unsuccessful.

From some advertising agencies and from other producer-specialists close to Bristol-Myers' production commitments comes an estimate that B-M spends from $2.5 million to $3 million annually in this sector. They expressed the view that Mr. Greenhaus's operation could save at least 30% of the production budget by eliminating agencies' commission and by arranging for the various elements in a commercial directly without engaging the services of an outside production house, whose markup is said to be about 40% of actual cost.

Several agency executives noted that Bristol-Myers' effort undoubtedly is being scrutinized by Colgate-Palmolive and Lever Brothers, whose TV-radio commercial expenditures approximate those of B-M, and by the kingpin television advertiser, Procter & Gamble, which spends $5 million to $6 million annually on TV commercial production.

Advertising agencies involved in various B-M brands, including Doyle Dane Bernbach, Ogilvy & Mather, Grey Advertising and Young & Rubicam, were either reluctant to discuss the development or could not be reached for comment after several telephone calls. One high-level executive at a Bristol-Myers agency made this observation:

"Frankly, we don't think this is something we should discuss with the press. Our client has decided to try this to see if it can save money. It remains to be seen if this is practicable. We are now in the process of reviewing this practice with our client to see how it's working."

An executive of another B-M agency equally was nettled when asked to comment on the Bristol-Myers action and to describe the method of operation. He replied:

"This is an experiment that Bristol-Myers is undertaking. I don't feel we should discuss it. After all, clients have a right to experiment. The agency business is in a period of transition. We have some companies that are providing only creative services. I don't think we have the right to comment on an experiment."

Neither of the Bristol-Myers agencies reached would reveal whether it had lost commissions on the production assignments that B-M has handled independently. One volunteered that its agency producers still supervised the productions, but the spokesman avoided the question of compensation.

Without referring to Bristol-Myers by name, a spokesman for the Broadcast Advertising Producers Association, consisting of executives employed by leading agencies, last week issued a warning that if agency creative departments do not find a solution to rising production costs, "the client will find itself outside the agency."

He added that "the danger remains that outside agreement may be developed that ultimately will interfere seriously with future creativity."

In addition to Mr. Greenhaus, who is

Rich out on his own

Dick Rich, one of the founders of Wells, Rich, Greene, New York, and until only recently senior vice president and chairman of the creative strategy board of that agency, announced late last week that he would become a very specialized specialist. Working out of his Manhattan home, he will provide a creative consulting service that will advise agencies and advertisers on television and radio advertising only.

Mr. Rich said he plans a pay-as-you-go arrangement whereby his client will pay a creative fee for storyboards and strategy without committing himself to production. If the client likes what he sees, Mr. Rich will supervise productions for a production fee. If the results go on the air, Mr. Rich receives residuals.

Mr. Rich will work openly with clients, or in the case of ad agencies, make his services available on a confidential basis. He said he has one client thus far—an agency that prefers to remain anonymous. Mr. Rich added that he has already turned down one client—his former agency, Wells, Rich, Greene.

on staff at Bristol-Myers, the producer-specialists are John Capis and Costa (Gus) Leodas of Telpac Management Inc., New York; Linc Diamant and Don Cerulli of Spots Alive Inc., New York; Matt Harlib of Adfilm Producers Inc., New York; Gene Bassin of Gene Bassin Productions, New York; Mark Druck of AVC-TV Productions Inc., New York, and A. Carl Rigrod of Carl Rigrod's Carlton Productions, New York (see page 23). The most ambitious undertaking is Telpac, which according to Messrs. Capsis and Leodas, opened its office two weeks ago with a staff of 20. Mr. Capsis was formerly an associate partner and director of the TV department at Jack Tinker & Partners, New York, and Mr. Leodas was manager of the TV department at Tinker.

Mr. Capsis told BROADCASTING last week that Telpac has seven advertising agencies as clients and said he would reveal their identity within the next two weeks. He said that Telpac would perform every service now handled by "high-overhead, internal agency departments," including consultation on script development, production analysis, continuity clearances, bidding, contracts, casting, styling, production supervision, completion and quality control, broadcast traffic and residual payments. Telpac also will function in radio commercial production.

Mr. Leodas added that the Telpac staff will give smaller and new agencies "complete television production capability and will allow larger agencies to reduce or discontinue their own TV production departments." He indicated that some of their clients are agencies that are dropping their own production departments.

"Our new company," Mr. Capsis said, "is the natural outgrowth of a business climate in which costs are down, and at the same time, the need for specialization is up. Real specialization is something most agencies—no matter how large—cannot afford as a continuing overhead expense."

Linc Diamant and Dom Cerulli were associates at Grey Advertising before they left several months ago to launch Spots Alive Inc. Mr. Diamant was a senior producer at Grey with wide experience in the TV-radio commercial production area and Mr. Cerulli was a writer and creative director with background in both television and radio commercial production.

They stressed they had not yet formally announced the opening of their company but already have completed assignments for several agencies. Mr. Diamant said they recently handled a production assignment for one client and the total cost for a one-minute color commercial was $999.

"This included all costs," Mr. Diamant said. "It was a simple but, we
feel, an effective commercial. We were able to do this because we knew where we could obtain all the elements of a commercial at the best price and still maintain quality."

Mr. Cerulli emphasized that Spots Alive's forte is the know-how of Mr. Diamant and himself, but added:

"Like anybody else, talent and facilities are available to us. Perhaps we have an edge because we know where to go. We are not tied down to a production house. We can put together all the facets of a production from various places, depending on the budget."

Mr. Diamant said the company can function as a complete broadcast production department for small and medium-sized agencies, and can provide services, as required, for large agencies.

Adfilm Producers Inc., New York, was formed by Matt Harlib last December. At that time, he was vice president and creative supervisor of TV production for the J. Walter Thompson Co., New York. He will undertake television and radio commercial production assignments and said he has fulfilled projects for a number of agencies.

Mr. Harlib said he works on a yearly retainer from some clients and on a per-project basis for others. He echoed others in saying his overhead is low and he can tap a pool of skilled cameramen, directors, performers, and editors when they are required.

"There aren't many agencies that need a highly experienced and talented producer all the time," he said. "This development is really a groundswell. The emphasis today is toward a more efficient use of the means of commercial production. We can save money for clients. It all depends on the nature of the assignment and the budget with which we can operate."

A. Carl Rigrod's experience spans more than 30 years as a writer, producer and director in television and radio. He was a senior vice president at West, Weir & Bartel and recently a vice president at MacManus, John & Adams, New York, when he decided to form Carl Rigrod's Carlton Productions, New York.

"I've only been out on my own for less than six years and I still don't have a permanent office," Mr. Rigrod reported last week. "But in that short period of time, I've been gratified with what I've been able to do. I have written, produced and directed some radio spots for one client. I've made a special film presentation for another. And I've completed a documentary script for a third client, and others are knocking on my door."

Mr. Rigrod hopes to become involved with multimedia presentations, covering radio, television, sales films and slides. He feels a small independent company such as his can provide economic advantages to clients, but he stresses that his "won't be a bargain-basement operation."

"I have at my disposal my many years of accomplishment plus my know-how in putting together a production team and getting the right facility for a particular assignment," Mr. Rigrod stated.

Gene Bassin took 18 years of production experience to Gene Bassin Productions, New York. He has been a TV-radio production executive with Kudner Advertising, Grey Advertising, Doherty, Clifford, Steers & Shenfield, Lennen & Newell, and, most recently, Benton & Bowles, all New York.

"I'm a one-man operation," Mr. Bassin said, "and I handle one assignment at a time although I may have several projects in the works. When I obtain an assignment, I assemble the people and the elements I will need."

Mr. Bassin began his company quietly about 10 months ago and has completed radio and television production projects for such agencies as Galbraith, Hoffman & Rogers; Street & Finney, and Helfgott & Partners, all New York.

He said he also has served as a director and production supervisor on short-term stints for several major agencies.

"I'll say I work harder than I did when I was with major agencies," Mr. Bassin remarked. "But somehow it doesn't seem so grinding or tiresome."

Mark Druck formed AVC-TV Productions Inc. eight weeks ago after 20 years as a writer, director, producer and production manager including stints with MGM Telestudios, EUE division of Screen Gems, and MPO. He considers his service "an extension of the TV commercial production house" and he works in association with the agency commercial producer.

"Instead of going to a production company and engaging them to produce a commercial, an agency producer may come to me and tell me what he requires," Mr. Druck explained.

Mr. Druck said that on a typical one-minute TV commercial assignment, he will deliver the spot at cost, plus his fee ranging from $1,000 to $2,000, depending on the length of time spent and on services used. He estimated that
Automotives paced radio’s banner year

RAB figures show GM top advertiser in ‘68; Sears, Colgate-Palmolive other big spenders

Advertising last year put 13% more money in spot radio, 3% less in network radio, compared with their spending levels in 1967, and total radio advertising reached $1.074 billion to make 1968 the medium’s first billion-dollar year.

This appraisal is reported today (May 12) by the Radio Advertising Bureau in releasing estimated spending of the top-100 radio advertisers by parent company and brand in spot and network.

RAB placed the total spot-radio spending at $331.1 million, of which $268.2 million was invested by the top-100 spot advertisers. For network radio, the total was put at $70.8 million, of which $64 million was placed by the top-100 network advertisers.

General Motors, which boosted its spot-radio spending 29% to $24.9 million, was the leading advertiser in combined network and spot—over $30.4 million in 1968, a gain of 21%. Other automotives contributing to the high spending levels were Ford Motor and Chrysler, both investing substantially in spot.

Other standout radio advertisers—on the basis of combined network and spot—were Sears Roebuck & Co. ($11.1 million in spot) and Colgate-Palmolive (over $11.2 million, a gain of 98%).

RAB’s radio estimates and listings, released quarterly for network and spot, are prepared by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports from networks, stations and station representative firms.

Top 100 network radio advertisers, 1968

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<tr>
<th>1. General Motors Corp.</th>
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<td>Buick Div.</td>
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<td>Chevrolet cars</td>
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<td>Chevrolet trucks</td>
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<td>Delco-Remy Div: United Motors Service</td>
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<td>Pontiac Div.</td>
<td>268,000</td>
</tr>
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<td>2. Colgate-Palmolive</td>
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<tr>
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<tr>
<td>Wash ‘n Dry</td>
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<td>3. R. J. Reynolds</td>
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<td>Salem cigarettes</td>
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<td>4. Lorillard Corp.</td>
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<td>Newport cigarettes</td>
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<tr>
<td>True cigarettes</td>
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<td>5. State Farm Mutual</td>
<td>Insurance</td>
</tr>
<tr>
<td>2,658,000</td>
<td></td>
</tr>
<tr>
<td>6. Sterling Drug</td>
<td>Bayer aspirin</td>
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<tr>
<td>2,481,000</td>
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<tr>
<td>Cope</td>
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<tr>
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<tr>
<td>Phillips Milk of Magnesia</td>
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<tr>
<td>Lenn &amp; Fink Div: Lysol spray</td>
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<td>Autolite Div.</td>
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<tr>
<td>Ford cars</td>
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<tr>
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<td>Ford tractors</td>
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<td>Copperfone</td>
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<td>Di-Gel</td>
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<td>Mustardole</td>
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<td>Solaraine</td>
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<td>10. Du Pont</td>
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<td>*Carpet fabrics</td>
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<tr>
<td>*Clothing fabrics</td>
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<td>*Dacron</td>
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<td>Golden 7</td>
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<td>Lucite paint</td>
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<td>Rally car wax</td>
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<td>Sten fishing line</td>
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<tr>
<td>Zeren</td>
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<tr>
<td>11. AT&amp;T</td>
<td>1,377,000</td>
</tr>
<tr>
<td>Long distance service</td>
<td>1,377,000</td>
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</tbody>
</table>

Commission to evaluate FTC

A 16-member special commission to appraise the work of the Federal Trade Commission and make recommendations for changes to President Nixon at his request was announced last week by William T. Gossett, president, American Bar Association. The study will concentrate on consumer protection and antitrust law enforcement and is to be completed by Sept 15.

The study group will be headed by Miles W. Kirkpatrick, Philadelphia attorney, and among its members is Stanford University Professor Richard A. Posner who in 1967-68 was general counsel of the President’s Task Force on Communications Policy. Mr. Posner and several others in the group were once with the FTC.
PITTSBURGH'S TV11 WINS NATIONAL HONORS

IN NEWS
NATIONAL HEADLINERS CLUB AWARD
One of the most coveted awards given to any news media, WIIC-TV was the unanimous choice for “Consistently Outstanding Newscasting... for generally excellent coverage of local events and in-depth reporting.”

NATIONAL PRESS PHOTOGRAPHERS’ ASSOCIATION AWARD
WIIC-TV placed second only to NBC-TV News in team filming for its coverage of the West Virginia mine disaster.

IN PUBLIC AFFAIRS
NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES
Regional winner of the 1968 Special Citation for 10-part series, “The Urban Battleground.”

FREEDOMS FOUNDATION HONOR MEDAL
For WIIC-TV’s half-hour colorcast, “On My Honor.”

MORE REASONS TO SWITCH TO WIIC-TV

NBC IN PITTSBURGH
Represented by your Blair TV man.

Cos Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOQ AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

BROADCASTING, May 12, 1969
<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Tot-tiptasticettes base of two-year radio drive</th>
</tr>
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<tbody>
<tr>
<td>26,000</td>
<td>Johnson &amp; Johnson, New Brunswick, N.J., has started a campaign to run 10 times weekly for two years in 300 markets. The 30-second vignettes, <em>Tot on Tots</em>, are produced by Woroner Productions Inc., Miami. The child-care programs are combined with 30-second commercials for the baby-products manufacturer. Young &amp; Rubicam, New York, is the agency with station clearances handled by Woroner. The Miami firm is also offering nine other 30-second programs with advice on such household problems as car care and gardening, to stations participating in the Johnson &amp; Johnson schedule. These are designed for use in conjunction with local advertisers.</td>
</tr>
</tbody>
</table>
Annual Clio awards go to radio stations

Three radio campaigns honored with Clio statues at the American TV & Radio Commercials Festival in New York last week were double winners, and airlines captured four more of the total of 18 awards.

McCann-Erickson's campaign for the International Coffee Organization won the top prize, the best national campaign, and also won in the beverages category. Double winner in the best local large market and best media promotion categories was WNEW New York's campaign for the New York Giants football team. Young & Rubicam's "give a damn" spots for the New York Urban Coalition won twice as the best public-service campaign and as the best institutional single entry.

Allegheny Airlines won in the travel and recreation category with a "phone number" campaign by Van Sant, Dugdale, Baltimore; and Northeast Airlines had the best use of sound in "sounds of a steak" by Carl Aly, New York.

Other winners were: best regional campaign, Pacific Telephone, BBDO San Francisco; best station conceived, Vogue tires, WEXT New York; best copy, Morton's gefilte fish, Solow/Wexton, New York; and best vocal arrangement, Coca-Cola, McCann-Erickson, New York.

No awards were given in the automotive, cosmetics, toiletries and pharmaceuticals and retail dealers categories. The television awards will be presented today (May 12).

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures (in $000)</th>
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<tbody>
<tr>
<td>Royal Crown Cola Co.</td>
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<tr>
<td>Bottlers</td>
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<td>Diet Rite</td>
<td>1,226,000</td>
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<tr>
<td>Gatorade</td>
<td>100,000</td>
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<tr>
<td>Quench</td>
<td>8,000</td>
</tr>
<tr>
<td>Royal Crown Cola</td>
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<tr>
<td>Upper 10</td>
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<td>American Oil Co.</td>
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<td>Amoco gas &amp; oil</td>
<td>2,252,000</td>
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<td>Amoco heating fuel</td>
<td>31,000</td>
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<tr>
<td>Amoco tires, batteries &amp;</td>
<td>256,000</td>
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<tr>
<td>accessories</td>
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<td>Enco tires, batteries &amp;</td>
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<tr>
<td>accessories</td>
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<td>Esso tires, batteries &amp;</td>
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<tr>
<td>accessories</td>
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<tr>
<td>Beechnut chewing</td>
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<tr>
<td>tobacco</td>
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<tr>
<td>EriC cigars</td>
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<td>Newport cigarettes</td>
<td>409,000</td>
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<td>Old Gold cigarettes</td>
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<tr>
<td>Spring cigarettes</td>
<td>3,000</td>
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<tr>
<td>True cigarettes</td>
<td>1,622,000</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures (in $000)</th>
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<tr>
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<td>Pan American Airlines</td>
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<tr>
<td>Like</td>
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<tr>
<td>Seven-Up</td>
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<td>S.T.P. Div.</td>
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<td>L &amp; M cigarettes</td>
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<td>Lark cigarettes</td>
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<tr>
<td>(National Oats Div.)</td>
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<td>Eastern Air Lines</td>
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<td>Bounty products</td>
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<td>Campbell beans</td>
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<td>O-Con</td>
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<td>(Lehn &amp; Fink Div.)</td>
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<td>Retail stores &amp; catalogs</td>
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<td>Texaco gas &amp; oil</td>
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<td>Pearl Brewing</td>
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<td>Country Club malt liquor</td>
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<td>Pearl beer</td>
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<tr>
<td>Falstaff beer</td>
<td>1,987,000</td>
</tr>
</tbody>
</table>

BROADCASTING, May 12, 1969
Your product will be
When will your
here in three weeks. network radio be there?

At the same time.
If it's the Blair Represented Network.

You're introducing a new product. It'll be in Chicago in April. Denver in May. California in July. You'd like to use network radio advertising. But you want to make sure your product hits the shelf and your selling message hits your customer's ear simultaneously. In Chicago in April. Denver in May. California in July. What radio network can do that? The Blair Represented Network. There's never been anything like it. So flexible it'll fit any and every distribution pattern. Let's you roll out your advertising market by market, state by state, season by season. Ask your Blair man about the Blair Represented Network. It's what every new-product introduction's been waiting for.

BLAIR 6 RADIO
The only media/marketing network.
39. Delta Air Lines 1,937,000
40. American Express 1,956,000
41. Mids Inc. 1,897,000
42. Equitable Life Assurance Society 1,882,000
43. Northwest Orient Airlines 1,845,000
44. Nestlé Co. 1,835,000
45. Heublein Inc. 1,772,000
46. Standard Oil of Calif. 1,711,000
47. United Airlines 1,672,000
48. Smith, Kline & French Animal health products (Menley & James Labs. Div.) Contac 1,605,000
49. Canada Dry Corp./bottlers 1,556,000
50. Firestone 1,549,000
51. Lever Bros. 1,519,000
52. Chas. Pfizer & Co. 1,487,000
53. Standard Brands 1,358,000
54. Stroh Brewing 1,353,000
55. Plough Inc. 1,330,000
56. General Foods Co. 1,185,000
57. Monarch Wine Co. 1,184,000
58. American Tobacco 1,222,000
59. Blue Cross/Blue Shield 1,154,000
60. Squibb, Beech-Nut 1,152,000
61. Carter-Wallace 1,109,000
62. Florida Citrus Commission 1,057,000
63. Cities Service Co. 1,057,000
64. Union Oil 1,006,000
65. Atlantic-Richfield 1,005,000
66. Northeast Airlines 999,000
67. Miller Brewing 970,000
68. P. R. Mallory & Co. 949,000
69. Southland Corp. 919,000
70. Associates Investment Co. 911,000
71. Pabst Brewing 901,000
72. General Electric 900,000
73. Beatrice Foods 899,000
74. Johnson & Johnson 897,000
75. National Airlines 885,000
76. Du Pont 881,000
77. National Brewing 880,000

Expenditures

<table>
<thead>
<tr>
<th>Company</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delta Air Lines</td>
<td>1,937,000</td>
</tr>
<tr>
<td>American Express</td>
<td>1,956,000</td>
</tr>
<tr>
<td>Mids Inc.</td>
<td>1,897,000</td>
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<tr>
<td>Equitable Life Assurance Society</td>
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</tr>
<tr>
<td>Northwest Orient Airlines</td>
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<tr>
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<tr>
<td>Smith, Kline &amp; French Animal health products</td>
<td>1,605,000</td>
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<tr>
<td>Canada Dry Corp./bottlers</td>
<td>1,556,000</td>
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<tr>
<td>Firestone</td>
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</tr>
<tr>
<td>Lever Bros.</td>
<td>1,519,000</td>
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<tr>
<td>Chas. Pfizer &amp; Co.</td>
<td>1,487,000</td>
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<tr>
<td>Standard Brands</td>
<td>1,358,000</td>
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<tr>
<td>Stroh Brewing</td>
<td>1,353,000</td>
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<td>Plough Inc.</td>
<td>1,330,000</td>
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<td>General Foods Co.</td>
<td>1,185,000</td>
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<td>Monarch Wine Co.</td>
<td>1,184,000</td>
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<tr>
<td>American Tobacco</td>
<td>1,222,000</td>
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<td>Blue Cross/Blue Shield</td>
<td>1,154,000</td>
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<td>Squibb, Beech-Nut</td>
<td>1,152,000</td>
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<td>Carter-Wallace</td>
<td>1,109,000</td>
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<td>Florida Citrus Commission</td>
<td>1,057,000</td>
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<td>Cities Service Co.</td>
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<td>Union Oil</td>
<td>1,006,000</td>
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<td>Atlantic-Richfield</td>
<td>1,005,000</td>
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<tr>
<td>Northeast Airlines</td>
<td>999,000</td>
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<tr>
<td>Miller Brewing</td>
<td>970,000</td>
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<td>P. R. Mallory &amp; Co.</td>
<td>949,000</td>
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<td>Southland Corp.</td>
<td>919,000</td>
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<td>Associates Investment Co.</td>
<td>911,000</td>
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<td>Pabst Brewing</td>
<td>901,000</td>
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<td>General Electric</td>
<td>900,000</td>
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<td>Beatrice Foods</td>
<td>899,000</td>
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<tr>
<td>Johnson &amp; Johnson</td>
<td>897,000</td>
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<tr>
<td>National Airlines</td>
<td>885,000</td>
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<td>Du Pont</td>
<td>881,000</td>
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<tr>
<td>National Brewing</td>
<td>880,000</td>
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Source: Radio Advertising Bureau from Radio Expenditure Reports. All figures shown are gross before deduction of any discounts or agency commission. *The estimated expenditures by Sears, Roebuck & Co., and Montgomery Ward & Co., in this report are based on a special survey by Radio Expenditure Reports during 1968. Heretofore Radio Expenditure Reports had not specified Sears, Roebuck, Montgomery Ward and other major retail chains that operate nationally or regionally in their expenditure questionnaires. This has been corrected and future imports will enable RAB to provide estimates of total expenditures by advertisers in this category.
An argument for fee system

Comte tells Pinkham agencies should be paid by clients, not media

An agency man's proposal that TV stations increase the agency commission on spot-television sales to 20% (Broadcasting, April 28) was countered last week by a broadcaster's proposal that media stop paying agency commissions altogether.

George Comte, general manager of WTMJ-AM-FM-TV Milwaukee, suggested that instead of paying the traditional 15% agency commission, media reduce their rates by the same factor and let agencies thereafter derive their incomes from their clients.

Mr. Comte made the suggestion in a letter to Richard A. R. Pinkham of Ted Bates & Co., who had proposed the increase to 20% as a means of improving agencies' profit picture and who justified it on the ground that processing buys in spot-TV, in particular, is "enormously expensive"—so much so that even 20%, he said, would not cover the costs.

In his letter, a copy of which became available last week, Mr. Comte wrote: "We certainly have come a long way since agencies were hired by media to seek business for it at the 15% level. Agencies represented media then. Of course, that day is long gone. We now hire representatives to whom we pay a commission and, although we still pay you a commission, you work for the advertiser. Why, puzzles me; but I guess we have a habit of holding to tradition. "That agencies [and] agency people have reached a pinnacle of expertise and stature is without doubt. They have contributed greatly to the advertising excellence of today's market place and should be recognized accordingly."

Mr. Comte agreed that "you are undoubtedly right that the 15% commission is outmoded and cannot take care of your operational needs and bring you the necessary profit for your services. We have seen many indications of this in recent months."

Having agencies paid by clients rather than media, he continued, "would be of benefit to all. It could bring the client-service relationship into better focus and place it as it exists; it could measurably simplify bookkeeping and accounting; it would resolve our question as to who might not be entitled to a commission and platform in a realistic manner the compensation which you need and deserve."

Mr. Comte suggested next Jan. 1 as a good time to switch to the new system, which, he noted, would put agency compensation on the same basis as that of "any consulting, engineering, legal or like organization." Mr. Pinkham said last week that he did not think it appropriate to make public his reply to Mr. Comte's letter but that "what he is suggesting is the fee system, and the idea is not new." It is used by a number of agencies and clients to supplement commissions.

Mr. Pinkham noted that opinions about the fee system are mixed and said that "for some clients it would be great and for some clients it would be terrible." But, he continued, "most intelligent agency people feel that the fee system, as a basic compensation method, would "tend to reduce incentive" for the agency. "If you set a fee and have a fixed profit," he said "there's not as much incentive to do a great job—and I'm a great believer in incentive."

Three sponsors on Hughes

Hughes Sports Network Inc. has signed three major advertisers for its weekly series, This Week in Pro Football, produced with AFL/NFL Films; R. J. Reynolds, through Dancer-Fitzgerald-Sample, Chrysler, through Young & Rubicam, and Haggard Slacks, through Tracy-Locke. HSN expects to broadcast the football highlights programs on more than 150 stations.

$55 million from cigarettes

Cigarette advertising on NBC-TV last year could have accounted for some $55 million in revenues. That's a quick estimate, based on a statement last week by Robert W. Sarnoff, president and chief executive officer of RCA, and applied to approximate 1968 revenues of the television network. NBC-TV's revenues were around the $550-million level last year. Mr. Sarnoff, in replying to a question, told a stockholders meeting (see page 76B) that cigarette advertising possibly represented 10% of NBC revenues.

BROADCASTING, May 12, 1969 33
Okay, it's not just what we always wanted.

But there it is, in black and white and living color: the '68-'69 television season has ended with NBC in a flat-footed tie in the prime-time ratings with one of the other networks. (We figure on the basis of the whole season, by the way, not just a selected part of it.)

And in this case it's easy to grin and bear it. Because although the over-all ratings are even, NBC is clearly the most popular network among the most sought-after segments of the national audience. As follows:

<table>
<thead>
<tr>
<th></th>
<th>OVER-ALL SEASON'S RATING</th>
<th>VIEWERS AGES 18 TO 49</th>
<th>FAMILIES WITH ANNUAL INCOME OVER $10,000</th>
<th>FAMILIES WITH COLLEGE-EDUCATED HEADS OF HOUSEHOLD</th>
<th>NUMBER OF LEADING STATIONS IN THE TOP 10 MARKETS</th>
</tr>
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<tbody>
<tr>
<td>NBC</td>
<td>20.1</td>
<td>10,390,000</td>
<td>22.0</td>
<td>19.8</td>
<td>9</td>
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<td>(up 5% over '67-'68)</td>
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<tr>
<td>NETWORK #2</td>
<td>20.1</td>
<td>9,350,000</td>
<td>20.9</td>
<td>18.3</td>
<td>1</td>
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<tr>
<td>(off 2% from '67-'68)</td>
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Now, can anyone tie that? Not really.
A call for a curb on clutter

Zeltner says way to deliver message is through 'concentration' and 'isolation'

Advertisers were advised last week to use two seemingly opposite approaches—"concentration" of their advertising and "isolation" of it—to make their messages stand out from the growing volume of clutter in all media.

The advice came from Herbert Zeltner, director of marketing services for Needham, Harper & Steers, New York, during the Association of National Advertisers' seventh advanced advertising management seminar, held May 4-9 at Gurney's Inn, Montauk, N. Y.

Mr. Zeltner was one of two dozen speakers who dealt with a wide range of advertising interests at the five-day meeting, attended by some 70 executives from ANA member companies.

Accelerated commercial pressure, he said, has led to clutter in all forms of media advertising, with widespread adoption of the 30-second announcement as one of the key contributors in intensifying clutter in television.

He reported that in November 1963 the three TV networks carried slightly more than 1,500 commercial messages in prime time, totaling about 1,770 separate product appeals, but that by 1967 the number of commercials had increased slightly to 1,780 while the number of individual product messages soared to 3,000.

Mr. Zeltner referred to radio as "still another medium in which clutter and distraction is intensifying." In major urban centers where there are 30 to 40 stations, "the cacophony of sound available to the dial-twister is almost horrifying," he complained.

"Off-air monitoring has shown us incidents in which 25 to 30 separate messages are broadcast in only one hour, an average of almost one commercial message every two minutes," he reported. "Magazines also were blamed for contributions to the clutter load. The trend toward regional editions, Mr. Zeltner said, has created "intense makeup headaches."

Against this background he reported that new tools and new formulas are needed to meet what are essentially new situations, and added: "There are two key words which hold a clue to more effective media planning and placement in the years ahead—'concentration' and 'isolation.'"

He explained that concentration could be accomplished on a geographic basis with advertising concentrated in, say, the half of the country that holds the promise of "a greater response to [the] advertising than the balance." In this way the advertiser can double the intensity of his effort in that area and "take a $1 million budget and make it look like $2 million," Mr. Zeltner said.

Concentration, he noted, can also be achieved on a seasonal basis with advertising scheduled heavily during the most responsive period of the year, or through use of a single medium.

He said the classic advantage of media concentration concerned discount opportunities, in which it was possible to generate savings from 30%, 40% and even 50% from the open rate for major volume placement.

"Even in this time of increasing government concern with discounts," Mr. Zeltner said, "the big customer is still favored—albeit somewhat more subtly—with improved positioning and visibility. We also have the presumed advantage of repetition, in which the second and third and fourth appearance of a given selling message is judged to be more effective."

He conceded that concentration is not new in media planning but said a new factor is "the urgency with which we should strive to achieve it and maximize its importance in our thinking."

Turning to isolation as the second key to more effective media planning, Mr. Zeltner made this suggestion:

"We should give attention to the island-buying possibilities inherent in any medium—finding a place in the TV schedule less congested (than other places); requesting magazine positioning other than in front of the book but adjacent to important editorial matter."

He acknowledged that landing island positions in negotiations with media representatives is not easy, but he urged advertisers and agencies to threaten loss of business if minimum positioning standards are not met or to consider premium pay for guaranteed visibility.

He recommended that buyers pay attention to the environment of their messages so that it will not detract from commercial effectiveness but hopefully will enhance their value and effectiveness. He cited an example of the latter result: a Japanese commercial prepared for Fuki Xerox in the context of a TV special on present-day Japan sponsored by Xerox.

Mr. Zeltner reported on testing con-
TODAY...TOMORROW
Building A Better Community

NEWARK—NEW YORK
A Division of Rollins, Inc.
ducted by an unidentified research service on a large number of commercials. He said the respondents viewed the commercials on closed-circuit TV, either isolated in program material or in a format mirroring current scheduling practice.

"For those commercials islanded in programing the average awareness score—all product and message types—is 85% to 88%—quite good for a reasonably focused but unaided test situation," Mr. Zeltner said. "On the other hand, when the commercials are tested in normal scheduling format the average is only 52%. And the range is considerable. Some have scored as low as 20%—and even less! This begins to tell us how easy it is to get lost in the turmoil surrounding us."

Mr. Zeltner expressed the view that the media would be "reasonably cooperative" if the advertising industry evidenced a "broad-based concern for what the resulting schedule looks like." He indicated this concern could take the form of either "a threat of a loss of business or—much more constructively—the payment of a reasonable premium for truly first-class treatment."

He emphasized that coverage figures and audience estimates are "dimensions of opportunity, not of delivery," and concluded:

"What I'm suggesting to you this morning is this: that all of us—in agencies, in advertising organizations, in media-selling positions and in the data services—work together to develop a new math for media—a math which measures not just the mass, but the actual delivery of a message."

The seminar was closed to all except participants, but ANA released texts of speeches when texts were available.

These included a review of TV commercial trends by William D. Tyler, advertising consultant, who also warned that, "high as these [commercial costs] are getting to be, the cost of mediocre advertising is even higher."

"With so much riding on each commercial," he continued, "the success or failure of a national launch or the leadership of an established brand, production costs are secondary. Nevertheless, it is little wonder that as our quality sights go higher, we are willing to settle for fewer commercials."

He said one "Shell commercial came in last year at the dizzy figure of $247,000, setting what I hope is an all-time, all-American record."

Agency views on improving client-agency relationships were presented by Carl W. Nichols Jr., board chairman of Cunningham & Walsh, and George J. Abrams, president of Cole, Fischer, Rogow, both of New York.

In a session on the advertising council, which included council President Robert Keim and Vice President Gordon Kinney, Henry Schachte of J. Walter Thompson Co. called for an activist campaign against pornography, with "obscenity parades all over America," displaying "what the smut peddlers want our children to see."

"And," he added, "let the national media, who seem to report ideas only when they are translated into action, be challenged to cover these actions in full detail—full camera." He had seen one poster that, he said, "if seen just once by the 53 million people who watch evening television news programs each night, would do more to bring sense to confused Americans about pornography than 10,000 speeches."

Research in evaluating advertising effectiveness was examined by Paul Gerhold, president of the Advertising Research Foundation, and Richard Baxter, director of research services at Benton & Bowles, New York. Other sessions dealt with subjects as diverse as advanced management techniques, legal and legislative considerations in advertising, and social change and American business.

**RAB expansion ups budget to $1.45 million**

A record Radio Advertising Bureau budget for this year of $1,450,000, representing a 10% increase over 1968's, was approved by RAB's board of directors at a meeting in New York last week.

RAB President Miles David told the board that the bureau was continuing this year to "show about 10% growth in size of our operations." Mr. David said radio's growth can be faster if advertisers are taught to use the medium properly.

Roger Clipp, Broadcast Management Inc., Ardmore, Pa., board chairman of RAB, reported that the board was "delighted with progress made by RAB in sales development for radio and in the strengthening of RAB's operations as well as its growth reflected in our expanding budget." The board also directed the bureau to form a committee of broadcasters with the objective of contributing to the improvement of radio audience measurement.

RAB's staff also presented the board with reports on activities: Robert H. Alter, executive vice president, spoke of new sales education techniques; RAB is incorporating in its clinics and management seminars and the policy of bringing top sales consultants to such meetings; Carleton F. Loucks, director of regional sales, described continuing RAB sales efforts with regional advertisers; Jonne Murphy, director of large-market services, presented the bureau's proposal to simplify radio paper work by evolving a standard invoice and affidavit form to be followed by a standard confirmation contract form, and William Peterson, promotion director, reported on economies made in the bureau's production department with the use of automated techniques.

At the meeting, Lester M. Smith, KJR Seattle, was presented with a silver gavel for his two-year service as RAB chairman (1967 and 1968).
Learn What Happens When...

One Company Closes the Gap Between Video Switching and Audio Control

Long the unquestioned leader in video switching techniques, Visual now applies this same proficiency to the audio requirement... and ties them together as a complete system exactly customized to your requirement.

In today's complex color broadcasting operation, there is no such thing as a packaged system. Audio control and capabilities must be more directly related to television studio requirements... video switching must reflect the latest features, operations and options.

Complete integration of video switching and audio control enhances flexibility and reliability.

Only the latest and most reliable components and circuitry are used, remote dc control by solid-state components replace light-dependent devices in remote control functions. Maintenance can be easily effected, without upsetting operations. Inclusion of audio-follow-video capability allows for late evening operation with a minimum of personnel in the master control area.

For more information on the evolution in video switching/audio control, contact Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018. Or call (212) 736-5840.

VISUAL ELECTRONICS CORPORATION
Visual—for value through evolution
New make-good plan unveiled

Triangle test claims increased speed, guaranteed weight to spots ordered

Triangle Stations last week announced completion of a two-month test among agencies in the Chicago market in which the group owner implemented a new national audience make-good announcement plan for television. Triangle also said that it would now extend the plan to agencies in New York and other major advertising centers.

The plan, providing for "equal or better" spots to be substituted when ordered spots are pre-empted, was revealed by George A. Koehler, chief executive of the show group, during the annual Triangle management conference in Hamilton, Bermuda. According to Mr. Koehler, its chief features are increased speed and an ability to give the advertiser the guaranteed weight he desires as originally purchased. The plan is applicable to one-time-only pre-emptions.

Kenneth W. Stowman, director of sales development for Triangle, developed the plan in consultation with advertising executives. He explained the operational procedure in processing the guaranteed audience make-good spots to company executives at the conference. He said all agencies and clients have the right to start using the plan by letter of notification to stations carrying their schedules and may discontinue by sending a similar letter. Each announcement that is subject to this extra service is given the code, "GMGA," on the daily log.

In determining the demographics of the TV spot missed, the station will use the latest American Research Bureau figures available in the market. The selection of the spot to be used as make-good will be made in the same day part with similar agencies. The make-good spot or spots will equal or better such demographics as TV homes delivered and men, women and teen-agers delivered, according to Triangle.

Mr. Stowman explained that in no event will a make-good spot be set after the expiration of the current schedule, adding that this means that clients with alternate-week commitments with specific products will have their make-goods within the week of the telecast.

Mr. Kohler said that for agencies planning the plan will result in a reduction in mail, teletype and manpower time and protect their commissions. For the representative firm (for Triangle, it is Blair), it will mean a reduction in paperwork, he stated. For the broadcasters, he added, it means a reduction in detail work and in the loss of make-goods that are not accepted.

The Triangle announcement said the plan was endorsed by numerous agencies in Chicago including Foote, Cone & Belding; Tatham-Laird & Kudner; Edward Weiss Agency; Leo Burnett Co.; Compton Advertising; J. Walter Thompson; Young & Rubicam; D'Arcy Advertising, Clinton E. Frank and Kenyon & Eckhardt. Triangle quoted executives of some of these agencies as saying that it provides clients with his "market weight as ordered"; "cuts paperwork to a minimum" and "assures the airing of commercials during the contract period."

Several agency executives in New York were not aware of the Triangle development last week, but when it was explained, they said it is a step in the right direction if it is workable.

Court turns down 'Sister George' suit

A Hollywood movie producer-director, who last February filed a complaint with the FCC against two California stations for refusing to accept commercials for his X-rated motion picture, "The Killing of Sister George," last week lost his suit against the Los Angeles Times over virtually the same issue.

Robert Aldrich, whose Associates and Aldrich Co. produced the sexually explicit movie with ABC-Palomar Pictures, filed the action against the newspaper in U.S. District Court in Los Angeles for what was termed "carmicious and arbitrary censorship of motion-picture advertising" (BROADCASTING, Feb. 17). The suit was thought to have considerable bearing on the entire field of theatrical advertising at a time when media is faced with decisions of editing movie ads and commercials that reflect increasing sexual license.

In dismissing Mr. Aldrich's suit against The Times, U.S. District Judge Warren J. Ferguson ruled that freedom of the press guaranteed by the First Amendment to the Constitution permits a newspaper to regulate its own content. The implication of the court's ruling was that a newspaper has a right to edit advertising as it sees fit.

Mr. Aldrich filed a similar complaint with the FCC against KTLA(TV) and KMPC, both Los Angeles, charging the stations had set themselves up as "moral guardians of the community."

The complaint was reportedly dismissed at staff level on grounds that the stations' refusal to carry commercials did not violate existing commission regulations.

3 radio networks meet associations in D.C.

Three radio networks—ABC, CBS, and NBC—made a combined presentation on the effectiveness of network advertising before a group of 40 industry and professional association officials in Washington last week.

The presentation particularly stressed the advantages of network advertising to the 18 different national associations represented at the meeting. The group heard three top network executives—Walter Schwartz, president of ABC Radio; Maurie Webster, vice president for CBS Radio, and George Gallup, NBC Radio vice president.

The presentation was arranged by Henry J. Kaufman & Associates, Washington advertising-public relations agency.

Henry J. Kaufman, managing director of HJK&A, said the presentation was a "natural extension" of a series of seminars his agency has conducted for associations.

Cigarette ad ban value analyzed by economist

A University of Michigan business economist says a ban on cigarette advertising on radio and TV probably would not change the nation's smoking habits much and might actually improve the financial position of cigarette manufacturers. Professor Ross J. Wilhelm explained on a University Broadcasting Service program (WUOM(FM) Ann Arbor and WGR(FM) Grand Rapids, both Michigan) that the potential savings in advertising expenses plus the major tobacco companies' diversification programs might make their common stocks an "interesting speculation." Added advertising impressions elsewhere, ("a blessing for newspapers, magazines and other print media") coupled with a reduction in anticigarette spots, should a ban be invoked, he noted, would probably counterbalance any downward

40 (BROADCAST ADVERTISING)
we’re
"at home"
in Nashville

And, in our new "home" at 1513 Hawkins Street, we look forward to even further expansion of our worldwide activities in the national and international exposure of country music on behalf of all our publisher-affiliates.

The doors of the new SESAC Building are open and our welcome mat awaits you!
The NEW RCA 70B is the first VTR to safeguard quality automatically!

In many ways, the 70B can make the VTR operator feel he has more command of tape quality than ever before. Because he can get the highest color fidelity ever achieved—with the most reliable automatic instrumentation ever devised for a VTR.

Automatically, the 70B eliminates costly replays. Sensing circuits just won’t let you play tape on the wrong FM standard. Instead, the proper playback standard is selected for any tape—highband, lowband monochrome or lowband color—automatically.

Automatically, the 70B pinpoints problems through its visual-audible central alarm system and alerts the operator immediately.

Automatically, the 70B can save your operator time by eliminating the need for manual cueing. Now he can pre-cue several tapes so they are ready to roll automatically—eliminating tension during the critical station break period.

Automatically, the 70B can eliminate saturation and hue errors. Use the RCA exclusive Chroma Amplitude and Velocity Error Corrector (CAVEC), and the 70B will not only correct chroma errors between bands—but between each line of a band as well!

Automatically, you get better color. The 70B has broadcasting’s highest specs—K factor of 1% with 2T and 20-T pulse; differential phase and gain 3° and 3%; moire down 43 db and S/N of 46 db.

The RCA 70B is the dream VTR come to life. For all the reasons why, call your RCA Broadcast Representative. Or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

IMPORTANT NEWS: The TR-70B can also be used as a master VTR with the world’s first automated video cartridge tape recorder/player—the show-stopper of the 1969 NAB! Write for details.
SOL brightens spot-TV buying

Integrated Data Concepts unveils computer service to unravel paperwork for reps, stations

A computer service to process and expedite the selling of spot television by TV station representatives is being offered by Integrated Data Concepts Inc., New York, a new firm headed by Jerry Klasman, former broadcast salesman.

The service, called SOL for “Spot: On-Line,” is designed to cover the full range of spot-buying paperwork for reps and their stations, from the supplying of spot availabilities to contracts and invoices, plus a variety of daily, weekly and monthly management reports. It does not attempt to deal with spot-buying problems on the agency side.

Mr. Klasman, announcing the service last week, said the logs, availabilities, rates and other pertinent data for the stations of subscribing reps would be stored in the computer in a system that “recognizes the nuances of the rep-station relationship and is designed to further that relationship rather than change the structure of the timebuying and selling industry.”

Participating reps and their stations would have access to their own data in the computer but not to that of other reps and stations—through on-premise computer terminals. The system, he said, operates “on-line in a real-time environment” to provide information in minutes “in much the same manner as an airlines reservation system.”

Thus a rep, given an agency request for availabilities, could almost instantaneously get a printed list of avail requests from the agency’s specifications, select the ones he wanted to order and have the computer print them on a standard avail form for submission to the agency.

After receiving an order, the salesman would mark the ordered spots on his submission form. The terminal operator would enter the order and the computer would check the availabilities, block them from further sale, print the order at the station and, upon station confirmation, print the confirmation at the rep office. Contracts also would be printed automatically. Once a month, invoices showing order, broadcast times (including make-goods), rates and costs would go to the stations for distribution.

SOL would also print the following reports for both the rep and his stations: monthly billings, monthly projected billings, weekly sales recap, daily logs, daily list of new avail requests and avail requests but not ordered, daily report of new contracts and multi-product reports.

Mr. Klasman said the system has built-in safeguards to make sure that data for one rep or station is not available to anyone else, and that it will be operated by an independent computer-service bureau—not yet selected—having no broadcast interests of its own.

He estimated SOL could be in operation within 20 months from the signing of a rep with a long list of stations and that about six months less start-up time would be needed for a company with a short list. Rates, he said, will be on a sliding scale based on the number of stations hooked up for each rep.

Mr. Klasman, a former sales representative of TELEVISION Magazine and before that with Avery-Knodel, television advertising representatives, and stations in Washington and Baltimore, said SOL had been under development for more than two years. His principal associate is Fred Kayden, a businessman and investor who is also secretary of Integrated Data Concepts.

The firm is at 342 Madison Avenue, New York 10017, telephone (212) 867-9154.

Interpublic's mystery unit

Question troubling reps: Is it to specialize in negotiated TV buys?

Station representatives and rival advertising executives are keeping a wary eye on activities of Interpublic's new Media Information Services (BROADCASTING, May 5).

Although Interpublic has described the new unit as a support division to provide agencies within the company with advanced media research techniques and marketing services, many industry experts regard it as simply an extension of Interpublic's 13-year-old Communications Counselors Network. There are widespread suspicions that it has been set up as an answer to independent media-buying services and could be used to undercut standard rate cards.

Interpublic itself stands on the original announcement and is closed-mouthed about past operations of CCN. Many advertising veterans trace CCN's primary function to putting together radio packages for Coca-Cola in which it approaches stations with hard-to-dispose-of availabilities and offers to take them in lumps, but at prices up to one-third below that of the local rate card.

Veterans who are nervous about possible activities of MIS acknowledge that CCN-Coke ploys are routinely accepted. Says one rep: "While it obviously does not exactly make us happy that they are dealing with stations, those Coke buys have been the bread and butter of many radio stations for 10 years. We stopped crying about it long ago."

Most seem to consider the Coca-Cola buys a special case. "Because of their tremendous buying power and the fact that they take end rates on stations, they are probably in a better position to get prices below those obtainable by any buying service for a small client," said one rep.

Concern seems to be that there has been agitation within Interpublic to also try the system for food companies, and perhaps others. Also, one rep claims to have seen a memo circulated within Interpublic at the time MIS was being planned. It reportedly indicated that agency personnel were impressed with both the success of CCN and with an Interpublic experiment with an independent media buyer that had been to obtain spots at least 15% below normal rates.

According to the informant, the feeling in the memo was that perhaps the company should try setting up its own arm to attempt this sort of buying on a wider scale for all Interpublic agencies.

While it is conceded, as one rep said, that "none of us can accuse them [Interpublic] of trying to break rates," most critics agree with the feeling of the rep who said: "Our concern is that we don't know where they're planning to go from here."

Apparently almost all CCN activity has been in radio, and some observers held an impression that similar plans would now be tried in television. "It would be an attractive deal for some hungry stations, ones that are third or fourth in their market," said one observer.

Those fearful that MIS may attempt to seek special cut-rate buys raise objections that: MIS would be undercutting the media departments of the agencies it is supposed to be helping; stations that granted special rates would be vulnerable to similar demands from all other advertisers; large advertisers, cast into a situation of near-totally negotiable rates, would have difficulty in finding what they were buying in television.

At this time it remains conjecture, but the fears are summed up by a rep who says: "After all these years of struggling to establish a stable market, no one wants it turned over to under-the-table dealing, and we're afraid they can create
a chaotic situation in the industry.”

Interpublic says this is not its aim. So the would-be critics apparently can only continue worrying while they wait to see what is done in practice.

NBC-TV 80% sold out on new-season nights

NBC-TV officials will announce this week the signing of $276,893,000 worth of orders from 83 different advertisers for the 1969-70 night-time television schedule, a figure said to be a new record at the network.

The announcement will be made at a meeting of affiliates in Los Angeles (BROADCASTING, May 5).

The $276.8 million in orders for next season’s operation embrace the entertainment schedule, specials, and the early-evening Huntley-Brinkley Report, according to NBC. Specials alone next season will go well over the $40-million level, the network expects. An NBC spokesman said $29,789,000 already has been invested in specials for the 1969-70 season by 16 different advertisers.

Affiliates will be told that the TV network is slightly better than 80% sold in its new-season night-time schedule, with 13 program series sold out. In sales on the books the network claims at present to be about one month ahead of 1968 and two-and-a-half months ahead of 1967.

Still a big ticket in the TV network’s schedule, officials will inform affiliates, is the auto industry. Automakers have placed orders representing $39.5 million-plus. The network also will point up program sponsorships—“11 different advertisers, more than three times as many as our nearest network competitor,” according to a spokesman. In this category, NBC includes advertisers who sponsor a half-hour or one-hour show on alternate weeks or weekly.

B&B VP’s given new management duties

Bern Kanner, senior vice president and director of media management, Benton & Bowles, was one of two executives named by President Victor G. Bloede last week in a re structuring of management responsibilities. Mr. Kanner will now also serve as chairman of the administrative committee of the agency’s board of directors.

Similarly, Frank Stanton, senior vice president and management supervisor, was named by Mr. Bloede to also be on the executive committee.

Both Mr. Kanner and Mr. Stanton serve on the agency’s board of directors. Mr. Kanner joined B&B in the media department in 1952.

Thank you again, SDX.

It is gratifying to be honored by one’s peers the second time in three years for doing conscientiously what we do by choice.

The Sigma Delta Chi Distinguished Service medal, presented to WIBW-TV for 1968 public service reporting, hangs alongside the same award received by WIBW Radio for its life-saving coverage of history’s most destructive tornado which plowed thru Topeka in 1966.

Good reporting earned both.

Early in 1968, WIBW’s Al Austin and Dick Palmer of sister station KGNC, Amarillo, went to Vietnam for one reason: To mirror expressions, thoughts, hopes, dreams and problems of Kansans and Texans fighting there. Daily broadcasts brought the war home.

Back from Vietnam, Al Austin wrote and narrated “Phong’s New Boots and Other War Stories” as a 30-minute, prime time special to tell Kansans the story of Kansans in that heartbroken land. It was beautiful. This broadcast SDX chose to honor.

Al and Dick were doing their job, just as the entire WIBW Radio crew did for 24 unending, disastrous hours during the 1966 tornado.

This is why WIBW is the signal that gets attention in Kansas, whether you’re a Kansan who wants to know, or an advertiser who wants to sell. We strive to serve well. Avery-Knodel can show you how well.
THE PHILIPS PC-70 ... the prime time king of color cameras ... serves on more live and taped studio color shows, by far, than any other camera.

And it's a fantastic switch-hitter. If the PC-70 is a winner in studio work, in the field it's no contest. For major outdoor news and sports events, the PC-70 consistently takes the most valuable player award.

Why? Its unsurpassed color picture, faithful and sharp.

There are over 700 Philips 3-Plumbicon® cameras in use worldwide. A videoman's dream. The cameraman's camera. Management's assurance of the best, most reliable, and most economical performance.

When a better camera is built, Philips will build it.*

In the meantime, the PC-70 is the ticket.

*The Philips PC-100, announced at NAB '69, will be available early in 1970.
THE PHILIPS PCP-90 digitally controlled "Minicam" takes the field alongside the PC-70 as the most mobile and versatile of portables. Operating wireless or on small, cost-reducing triax, the 3-Plumbicon Minicam brings total flexibility to broadcast-quality telecasting.

The PCP-90 is designed basically as a field camera. Controls may be beamed from as far away as 30 miles. Signal processing is done in the backpack. The Minicam produces a real-time color-composite signal for direct broadcast. Or it can go into the field with a portable recorder to tape interviews or other action—totally unencumbered.

And here again, you have a star switch-hitter. Three new one-inch Philips Plumbicon tubes perform to broadcast standards, bringing the Minicam right into the studio.

Training camps for Minicam prototypes included crowded conventions, major sports, the inauguration and other events. Now it's ready to sign with you.
$20 million in TV sales approved

KFDM-TV, KOAT-TV, WDCA-TV, WIBF-TV

green light; KUAB(TV) sale announced

Sales of four television outlets aggregating about $20 million were approved by the FCC last week and United Artists Corp. filed an application to sell the construction permit of its KUAB(TV) Houston to facilitate the still pending merger of its parent, Transamerica Corp. with Metromedia.

Approved were the sales of KFDM-TV Beaumont, Tex.; KOAT-TV Albuquerque, N. M.; WDCA-TV Washington, and WIBF-TV Philadelphia.

KFDM-TV (ch. 5) was sold by D. F. Cannan and family to ABC, Inc. for $5.5 million. Mr. Cannan and family own KFDX-TV Wichita Falls, Tex., and the buying group, headed by Joe M. Dealey, owns the Dallas Morning News as well as WFAA-AM-FM-TV Dallas.

In December 1967 Beaumont Broadcasting Corp., licensee of KFDM-TV, sought to sell the CBS-TV affiliate to the publisher of the Beaumont Enterprise and Journal (the only daily newspapers in the city), but the deal fell through when the Justice Department's antitrust division contended the proposed sale would violate the Clayton Act, prohibiting acquisitions that tend to lessen competition, or create a monopoly (Broadcasting, Aug. 12, 1968).

The FCC approved the KFDM-TV sale to the Dallas interests by a 5-to-2 vote, Commissioners Robert T. Bartley and Nichols Johnson dissenting. The sale went on the air in April 1955 and has 100 kw visual and an antenna height of 960 feet above average terrain.

The Steinman station group sold KOAT-TV Albuquerque, N. M., to the Pulitzer Publishing Co. which paid $5 million for the channels 7 ABC-TV affiliate.

Pulitzer, which publishes the St. Louis Post-Dispatch, also owns KSD-AM-TV St. Louis and KVOA-TV Tucson, Ariz. Pulitzer purchased KVOA-TV from Steinman last July for $3 million. The Steinman group bought KVOA-TV and KOAT-TV in January 1963 for a combined price of $3,250,000.

KOAT-TV, established in September 1953, has 73.5 kw visual and an antenna height of 4,240 feet above average terrain. The vote was 5-to-1 with Commissioner Johnson dissenting and Commissioner Kenneth A. Cox abstaining.

A Washington independent, WDCA-TV (ch. 20), was sold by Capital Broadcasting Co. to the Superior Tube Co. for $1.5 million for stock and debentures and $700,000 for an agreement not to compete. The buyers must also assume $2,664,527 in liabilities, jacking the total price up to about $4.9 million.

Superior Tube Co., Wynnewood, Pa., manufactures specialty metal tubing. C. A. Warden Jr., is chairman and chief executive officer and Paul E. Kelly is president.

WDCA-TV was built in 1966 by Washington broadcast personality Milton Grant and associates. Mr. Grant, president and general manager, will remain in charge of the station.

Superior Tube said it plans improvement of facilities and new program acquisitions.

In granting the transfer of control, the FCC noted that the licensee, Channel 20 Inc., had lost substantial sums in operating WDCA-TV, and that, since no more funds were reasonably available, the three-year holding rule could be waived. Superior Tube told the commission it was willing to take substantial financial risks to make WDCA-TV profitable in the long run, but realizes this may take a long time. Commissioner Bartley abstained from voting.

WDCA-TV has 1,120 kw visual and an antenna height of 770 feet above average terrain.

WIBF-TV (ch. 29) is being sold by WIBF Broadcasting Corp., owned by William L. Fox and family, to group owner. Taft Broadcasting Co. for $4.5 million which includes assumption of $2.8 million in long-term obligations and short-term debt of $300,000.

WIBF Broadcasting is also the licensee of WIBF-FM Jenkintown, Pa., which is being retained by the Fox family.

WIBF-TV, an independent established in May 1965, has 1,060 kw visual and an antenna height of 1,110 feet above average terrain.

The vote was 3-to-2 with Commissioners Johnson and Bartley dissenting and Commissioners Cox and H. Rex Lee abstaining.

The construction permit for KUAB (ch. 20) is being sold by United Artists Broadcasting Inc. to Houston Broadcasting Co. for $61,728.46 pending FCC approval.

United Artists Broadcasting is a wholly owned subsidiary of United Artists Corp. which in turn is owned by Transamerica Corp. Under terms of the merger agreement between Transamerica and Metromedia, if Metromedia sought to acquire a UHF TV station in a market larger than Houston, Transamerica would dispose of KUAB's CP to keep the combined number of TV stations owned by Metromedia and Transamerica within the FCC's seven-station limit. Metromedia two months ago filed an application to buy WFLD-TV (ch. 32) Chicago.

The KUAB sale is contingent on FCC approval of both the WFLD-TV purchase and the Metromedia-Transamerica merger.

Houston Broadcasting is owned in equal amounts by Glendon E. Johnson, Orsen C. Clay, Robert K. Franklin and Franklin D. Johnson. G. E. Johnson is president of Old South Southern Life Insurance Co.; Mr. Franklin is president of RKF Industries Inc., a Houston firm. Mr. Clay is executive assistant for Pennzoil United Inc., Houston, and F. D. Johnson is partner in a law firm.

The KUAB construction permit is for 255 kw visual and an antenna height of 501 feet above average terrain.

Race-track group buying two D.C. radio stations

Four brothers are selling two of their radio stations to a publicly held race track owner in a stock exchange aggregating about $1.2 million.

WUST and WJMD(FM) Bethesda, Md.-Washington have been sold by Daniel, Walter, Milton and Jack Diener to San Juan Racing Association Inc. subject to the usual FCC approval. Messrs. Diener will retain WFPF-AM-FM Atlantic City.

Milton and Walter Diener operate Diener's Inc., a carpet company, and Jack Diener is a dentist.

San Juan Racing Association, which is listed on the American Stock Exchange, will swap 35,000 of its shares...
The World's No. 1 Production Aid

Especially Designed for the Broadcast Industry


MEDIA MUSIC IS – Top programming music for daily features.

MEDIA MUSIC IS – The new sound for 60 and 30 second commercials.

MEDIA MUSIC IS – Programming music specifically requested by broadcasters for background and filler needs.

MEDIA MUSIC IS – Your key to a successful 69/70 season.

Written and recorded for the specialized world of radio and television, this Capitol prestige package is the ultimate source for complete programming.

Four volumes, each consisting of 10 LPs, are available in this unsurpassed Media Music series – $95.00 per volume – monaural – $105.00 per volume – stereo.

Capitol Production Music
1750 N. Vine St., Hollywood, Calif. 90028

Please send me Media Music
(Surface freight prepaid)

- MONOURAL
- STEREO

(Release #1) $95.00*
(Release #2) $95.00* $105.00*
(Release #3) $95.00* 105.00*
(Release #4) $95.00* 105.00*

Please enclose a check *U.S. Currency □ Please bill me

NAME ____________________________
COMPANY _________________________
ADDRESS __________________________
CITY ___________________ STATE ______ ZIP _________

Signature __________________________

BROADCASTING, May 12, 1969
for all the outstanding stock of Atlantic Broadcasting Co., licensee of WUST and WJMD(FM). In addition to owning El Commandante Race Track in San Juan, P.R., the buying group also owns 19% of Roosevelt Raceway on Long Island, N.Y., and has real estate interests in Puerto Rico. H. N. Glickstein is board chairman and president of San Juan Racing Association and chairman of the executive committee of Roosevelt Raceway. Edward Cosman is president of SJR Communications Inc., its wholly owned subsidiary which will be licensee of the stations.

WUST is a daytimer on 1120 kc with 250 w; WJMD(FM) is on 94.7 mc with 20 kw and has an antenna height of 250 feet above average terrain.

New radio-TV home
KLZ-AM-FM-TV Denver formally opened the doors to its new multimillion dollar five-story structure last Thursday (May 8). The “KLZ communications center” at 123 Speer Boulevard contains 85,000 square feet of administrative and technical space shared with an adjoining two-story TV studio area.

Features of the center include three TV studios, a floor devoted solely to news preparation and four screening rooms.

KRON accuser seeks protection
The former KRON-TV San Francisco cameraman whose charges figured prominently in the FCC decision to set the renewal applications of KRON-FM-TV for hearing says he is being “harassed” by private investigators. He has asked the commission for help in ending what he says is a probing of his private life.

Albert Kihn presented his complaint and request for help in a letter to the FCC two weeks ago. The commission has not made it public, but Mr. Kihn related its substance in a telephone interview from his home in Mill City, near San Francisco.

Mr. Kihn, in letters to the commission last year, had charged that the KRON-TV news department had been used to further the private interests of the parent Chronicle Publishing Co. He said that newsmen had been instructed to ignore news that might be embarrassing to the Chronicle and to cover “pseudo” events in nearby communities to aid the Chronicle’s efforts to acquire CATV franchises. The Chronicle denied the charges.

Mr. Kihn last week said that, shortly after the KRON hearing order had been announced, on March 20 (BROADCASTING, March 24), he had been followed by two cars while on a drive in the country. He said that he obtained the license numbers of the cars, and that the Mill City police said he was being followed by private investigators.

Mr. Kihn also said that his former wife and his present wife’s former husband had been questioned by a man identifying himself as a bonding agent. The alleged bonding agent said he represented a company that might want to hire Mr. Kihn, who has been freelancing as a motion-picture cameraman since taking a leave of absence from KRON-TV in January.

But, Mr. Kihn said, he asked such questions as “whether I belonged to any group that advocated the overthrow of the establishment, or whether I might be part of a group or organization conspiring to get KRON’s license.”

He also said neighbors of his reported having seen a car with one or two men in it parked in front of their house for a two-week period.

“I asked the commission if it could do anything about this,” he said. “I considered it a form of harassment.”

Mr. Kihn had not received a reply from the commission as of Thursday. However, commission officials said they had discussed the matter with the San Francisco attorney who is representing Mr. Kihn in the KRON proceeding, in which Mr. Kihn has been made a party. They would not elaborate on the nature of the discussion.

The KRON renewal hearing is scheduled to get underway in July. Besides an issue of news slanting, the hearing will involve questions of whether the Chronicle company has engaged in anti-competitive practices and has an undue concentration of control of mass media.

Changing Hands
Announced:
The following station sales were reported last week, subject to FCC approval:
• WUST and WJMD(FM), both Bethesda, Md. (Washington): Sold by Daniel, Walter, Milton and Jack Diener to San Juan Racing Association Inc. for about $1.2 million (see page 48).
• KUAB(TV) Houston: Construction permit sold by United Artists Corp. to Glendon E. and Franklin E. Johnson, Orsen C. Clay and Robert K. Franklin for $61,728.46 (see page 48).
• KLVD Bakersfield, Calif.: Sold by
AT&T sets the record straight

Issue of corporate censorship over ABM show raised by FCC's Johnson is being misled

AT&T has submitted a statement to the House Banking and Currency Committee in an effort to clear up any notion the company blocked presentation of a non-commercial television program on the antiballistic missile system controversy to serve private ends. The letter was prompted by testimony given the committee by FCC Commissioner Nicholas Johnson.

"Far from attempting to block the ABM program," AT&T said, its "extraordinary efforts" resulted in the program being seen by all the stations on the Corp. for Public Broadcasting-arranged network on March 14. (The network normally serves about 140 stations.)

Commissioner Johnson had raised the issue in testimony before the committee last month (BROADCASTING, April 28).

The hearing was on proposed legislation to amend the Bank Holding Act, but at one point he discussed his frequently expressed concern about the possibility of "censorship" of media on the part of major corporations.

He noted that AT&T, "one of the largest defense contractors," is a prime contractor for ABM and also "controls the television circuits that interconnect our national network of educational television stations."

Then he said that a Public Broadcast Laboratory program on the ABM "was not seen when scheduled. . . . It was withheld from the American people because AT&T concluded it needed the lines for another purpose." The commissioner said he was "not charging AT&T did this because it is a prime contractor." He said he had no such evidence; he merely wanted to point up "a potential conflict . . . that raises a necessary doubt in the minds of the American people. . . ."

AT&T, however, apparently regarded the disclaimer as inadequate. Last week, Edward B. Croslands, an AT&T vice president stationed in Washington, filed a statement with Representative Wright Patman (D-Tex.), chairman of the committee, "to clarify the situation."

AT&T noted that, like all common carriers regulated by the FCC, its service is not related to the content of pro-

**EXCLUSIVE LISTINGS!**

NEW ENGLAND—Fulltime AM, number one rated in area. Capable owner-operator could improve billings substantially of this property, now absentee owned.

Price $130,000—liberal terms.

Contact C. L. Richards in our Washington office.

MIDDLE WEST—Profitable station located in growing college town 40 miles from major market. City retail sales are $31,300,000. Gross billings for 1969 $69,446. Station has excellent community acceptance. Partially absentee owned. Price $145,000—$35,000 down—balance 8 years.

Contact Richard A. Sheahen in our Chicago office.
grams, only to the provision of transmission facilities. And although the commissioner was correct in pointing out that the program was not seen when scheduled, AT&T said, he apparently "was not aware of the fact that the program in question was shown on the CPB network in its entirety on the day following"—the same day that President Eisenhower named Mr. Ford to become assistant deputy attorney general.

When scheduled, AT&T said it would not have been able to feed 30 of the CPB-network stations during the time period requested (8:11:30 p.m.) because of orders from commercial broadcasters for the National Invitation Basketball Tournament.

As a result, AT&T said, it and CPB worked out an arrangement under which all CPB-affiliated stations were fed the 90-minute program on March 12 and the two-hour ABM program on the following evening. "This required special arrangements to be made by AT&T with the FCC," the company added, "including an air trip to hand deliver a special tariff filing in order that the service could be provided."

Commissioner Johnson, in his statement, had also seemed to raise a question regarding the facilities that the Communications Satellite Corp. provided for television coverage of the Democratic national convention.

After observing that AT&T decided it needed the lines that were to have been used for the PBL program "for another purpose," he said, "in the same way," during the Democratic convention, "Comsat suddenly discovered it had another need for the lines that were carrying the news out of Chicago to the people of the world.

Comsat records show that a total of more than 18 hours of television coverage, exclusive of news programs, was beamed abroad by Comsat over the four-day period from Aug. 27 to Aug. 30. The public disorders that accompanied the convention—"if that's what the commissioner was talking about," one Comsat official noted—were seen in Europe.

There's no Ford in NCTA's future

Association's president won't stay past Dec. 31; will successor be national figure or industry pro?

When the board of directors of the National Cable TV Association holds its regular meeting in Washington May 28 and 29, there'll be a new top item on the agenda: the announcement by NCTA President Frederick W. Ford that he is not a candidate for another two-year term.

Mr. Ford, president of the cable TV trade association since Jan. 1, 1965, told board members in a letter dated April 30 of his decision. He said he does not intend to serve beyond the end of his present contract, Dec. 31. Mr. Ford, a former FCC commissioner and chairman, said he was anxious to return to his first love, the practice of law.

The 59-year-old Mr. Ford, a West Virginia Republican, said last week that he has made no specific commitments regarding private law practice. He said he may open his own law office, or join an existing firm.

Mr. Ford has spent over 25 years with the federal government, with almost 15 at the FCC which he joined in 1947. He served in various legal posts with that agency, leaving in 1953 to become assistant deputy attorney general in the Department of Justice. President Eisenhower named Mr. Ford to the FCC in 1957. From March 15, 1960, to March 1, 1961, he was chairman of the commission.

Under his present two-year contract (his second as chief of the cable TV association), Mr. Ford receives $60,000 annually, including deferred payments. He also receives a pension from the federal government and is the owner of a CATV system in Vidalia, La., which serves over 1,000 subscribers.

"When I assumed this office four years ago," Mr. Ford said, "CATV could have been abolished in 20 minutes. Now cable TV is on a sound basis."

In his letter to the NCTA board, sent eight months before the end of his present contract, Mr. Ford expressed the belief that "the members of the industry are secure in their property rights, and the machinery is well established for the solution of presently remaining issues."

Should the NCTA board decide to hire a new president before the end of the year, Mr. Ford said, he was sure that termination of his contract could be reached on "a mutually satisfactory basis."

NCTA officials were high in their praise of Mr. Ford's contributions to CATV, although several acknowledged that his decision caught them by surprise. Robert H. Beisswenger, president of Jerrold Corp., who is national chairman of NCTA, lauded Mr. Ford for his dedication and said that he had had "great influence in pulling the industry together when it was most needed." Mr. William Adler, Weston, W. Va., group CATV owner, and official nominee for the chairmanship next year (Broadcasting, May 5), said Mr. Ford had provided CATV with "excellent" leadership. W. Randolph Tucker, a board member who has been nominated to be NCTA treasurer next year, declared
the EMCEE space shrinkers.

Not really. It only seems that way.
And that means the Emcee Translator is doing its job of making things seem to move closer. By extending Grade A-type coverage to areas that have previously been beyond the fringe of top-notch television reception.

Maybe they were too far from the originating station. Or in too rugged a terrain.

Either way, the net result's the same: darned poor reception. Particularly in color.

There's an effective, low-cost way to turn that around. An Emcee Translator-Repeater station. Where your incoming signal is shifted to an intermediate frequency and fed to the transmitter section. In turn, the intermediate frequency signal is converted to a second, non-adjacent channel and re-broadcast. With the kind of strength and crispness that makes viewers — not to mention sponsors and agencies — happy.

In a way it's a paradox: your coverage world seems to draw in closer — but there just can't be any better way to expand your market.

With designs ranging from 1W to 1kW, Emcee translators meet coverage requirements for virtually any area. For all the details on the space-shrinking, market-expanding Emcee translator line, contact Electronics, Missiles & Communications, White Haven, Pa. 18661.
that Mr. Ford had brought respect for CATV in important places. Board member F. Gordon Fuqua, Television Communications Corp., praised Mr. Ford for having "done everything the NCTA board wanted him to."

Monroe M. Rifkin, American Television and Communications, currently treasurer of the association and the nominee for treasury, said Mr. Ford has done "a splendid job."

Although several CATV sources conceded that, like any other trade association executive, Mr. Ford has had differences with some members from time to time, all agreed that his withdrawal was not forced by any differences of opinion or significant policy controversy. On the other hand, several cable TV operators implied that not all CATV members have been fully satisfied with Mr. Ford's leadership.

Generally, board members and others felt that there should be no difficulty in finding a successor to Mr. Ford. There were indications, however, that there may be a division between those who favor a nationally-known figure and those who would like to have some one more familiar with the industry who could "tidy up" present CATV problems—FCC regulation and copyright licensing.

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"Muted" voice cries out in Milwaukee

An offended mayor accuses Journal Co. of running a monopoly, asks Justice to step in

The next round in the growing battle over the antitrust implications some see in multimedia holdings within a community may involve the Journal Co.'s communications complex in Milwaukee.

The city's mayor, Henry W. Maier, who is engaged in a long-standing dispute with the Journal Co., plans to ask the Department of Justice whether the company, as he contends, occupies a monopoly position in Milwaukee—and, if so, to file an antitrust suit.

Over the years, the Democratic mayor, who was selected to this third four-year term in April, has accused the company's Journal and Sentinel of speaking with a single voice in their coverage of city affairs. His current complaint is their handling of a controversy involving control of the Model Cities Program.

He has accused the papers of suppressing the voice of the citizens in the Model Cities area who, he says, support his position on the issue. He also says the papers give undue attention to a rival group that labels itself grass-roots but most of whose officers, he says, live outside the affected area.

The complaint to the Justice Department is being prepared at a time when the department is showing an increasing interest in the subject of concentration of control of media. Besides intervening in several FCC renewal and transfer cases in which it felt that issue was involved, it has suggested that the commission break up multimedia holdings within a community. It has also forced the Gannett Co. to sell WREX-TV Rockford, Ill., where it owns the two leading daily newspapers.

The FCC, also, is taking a hard line on concentration-of-control matters. This was the principal issue on which the commission denied newspaper-owned WMTA Boston a renewal of its license and awarded the contested channel 5 to a competing applicant. And still pending before the commission is a proposal to prohibit the licensee of a full-time station from acquiring another full-time outlet in the same market.

Mayor Maier's office claims that the Journal and Sentinel ignored virtually every statement the mayor has sent

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A burr under ABC's saddle

Former UHF operator wages wide-ranging war against corporation

Anthony R. Martin-Trigona, chief owner of now-dark WTAF(TV) Marion, Ind., and holder of a single share in ABC Inc., has petitioned the U.S. District Court for the Northern District of Illinois for delay of ABC's May 20 annual meeting so he can wage a proxy fight.

He asked the court in Chicago to postpone the ABC meeting for 30 days or until he can obtain the ABC stockholder list and pursue his campaign for election as a director at the meeting.

He also asked the court to order ABC to suspend its current corporate promotional campaign, "We're Not Quite as Simple as ABC," on both radio and TV until he can obtain action on complaints he filed in early April with the FCC, the Federal Trade Commission and the Securities and Exchange Commission.

Among other things he said he wants time on ABC's air under the FCC fairness doctrine to argue his views on the "entertainment-conglomerate" issue which he contends ABC has raised in its promotional announcements. He also charged ABC may be using the campaign to secretly promote its chances for merger or acquisition.

So far, Mr. Martin-Trigona said, ABC has turned down his requests for air time and stockholder lists.

Mr. Martin-Trigona told the court he became an ABC shareholder in February and has "been disillusioned by the management of the company... and their self-serving ways which had inhibited the growth of the company and made it a poor and weak competitor to the other two national television networks."

However, the UHF owner's interest in ABC predates, and extends well beyond, his acquisition of one ABC share. In late January, he filed suit against ABC, CBS, Corinthian Broadcasting, and Avco Broadcasting, charging discrimination against WTAF's efforts to obtain network affiliation. He later raised similar charges in connection with a matter pending before the FCC.

In March, he filed a fairness complaint charging that ABC-owned WLS Chicago, had refused him time to comment upon a recording by comedian Red Skelton, "The Pledge of Allegiance." He argued that Skelton's spoken commentary constituted a one-sided view of a "controversial issue of public importance"—patriotism. The complaint is pending.

Subsequently, WTAF became an NBC affiliate, but has since gone dark (.Broadcasting, Feb. 3 et seq). The licensee corporation, Genesco Broadcasting Co., has filed for involuntary assignment of license to a trustee in bankruptcy. Mr. Martin-Trigona acquired control of WTAF in 1968.

The complaint filed with the federal court in Chicago contains no mention of WTAF and its problems. An exhibit in the case from the SEC filings stated that Mr. Martin-Trigona is a real estate broker and investment adviser in Champaign-Urbana, Ill. It also explained he was a staff employee of the U.S. Senate in 1966 and for 10 years mostly a full-time student at the University of Illinois. He has attended the University's college of law from 1966-69.

The congestion and case loads at the federal administrative agencies were cited by Mr. Martin-Trigona as reason why the court should intervene. To await Washington action, he claimed, would make his battle with ABC moot since the stockholder meeting would have passed.

As for the promotional announcements, Mr. Martin-Trigona held that

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them over the years “correcting or challenging” stories they publish dealing with city affairs. One tactic he uses to deal with this is to put his statements on tape, which city radio stations record for their use. He refers to the service as “Radio Free Milwaukee.”

In addition, the city’s television stations—including WTMJ-TV which with WTMJ-AM-FM is owned by the Journal Co.—have given the mayor time on a public-service basis to air his views. On March 30, WISN-TV broadcast—and WTMJ-TV, WVTW(TV) and noncommercial WMVS(TV) rebroadcast—a program in which he called for the breaking up of the Journal Co.’s “monopoly.”

Last week, in prime time on Thursday, WITI-TV broadcast—and WTMJ-TV, WMVS and WVTW rebroadcast—a program in which the mayor expressed his views on the Model Cities program controversy.

Erwin Maier (no relation to the mayor), chairman of the board of the Journal Co., and Donald Abert, president and publisher, have issued a statement calling the mayor’s proposed complaint to the Justice Department the “latest ploy in a series of motivated attacks” on the Journal.

The statement said the mayor, “like the mayors of many large American cities, is a very frustrated man” and has chosen the Journal to blame for since they discuss ABC’s conglomerate interests in the entertainment field they are dealing with a subject of public controversy today. He noted conglomerate policy questions are pending before the FCC as well as Congress.

And, since they are “in-house commercials,” he said in his petition to the commission, they “do not fall into the category of public service announcements,” and are subject to the requirements of the fairness doctrine.

In his complaint to the SEC, he charged that the announcements violate SEC requirements “as to protection of investor interests, manipulation of stock prices through control of misuse of information, and the dissemination of data which will tend to induce investors to purchase or hold ABC stock for better prospects. . . .”

And ABC’s use of its owned stations to promote the general interests “of the corporate conglomerate,” he told the FTC, “represents an unfair trade practice as to competitors who are not, and cannot be, similarly situated.” He also said the FTC should investigate the question of whether ABC’s role as a movie producer and exhibitor, combined with its activities in television production and distribution, “constitutes a combination contrary to the best interests of free and open competition.”

**Can Western Airlines fly with the Jefferson Airplane?**

If they’re hard-nosed business men they’d better.

Because people who listen to that kind of music have grown up to be the young marrieds and business executives of today. People who fly and buy. Insurance. Mutual Funds. Homes, Mortgages. Cadillacs and cigars. Here are facts.

KHJ plays quite a bit of the Jefferson Airplane. Yet, look at our audience profile. We’re Number 1 with the 18 to 49 group.* And have been for the past three years.

What’s more, each year our share of this big spending, acquisitive group grows.

So, get back on course, Western Airlines.

In L.A. it’s KHJ that delivers the bread.

Cut yourself a slice.

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**BROADCASTING,** May 12, 1969

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5515 Melrose, Hollywood, Calif. 90038 (213) 462-2133 • TWX 910-321-2345

Represented by: RKO Radio Reps. [Radio Pulse, Nov.-Dec. 1968. Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.]
his "hangups." It also said that the Journal supported editorially, "most" of the mayor's efforts and has provided thorough and fair coverage of the mayor's office. But, it added, the Journal "is not going to let Mayor Henry Maier determine what goes into its news columns, dictate its editorial policies, intimidate it or silence it."

The mayor's difficulties with the Journal Co. have not hurt him with the public. Both newspapers opposed his re-election last April. But he won with 86% of the vote.

NY renewals delayed by payola charges

The supplemental license-renewal applications of WHOM and WBNX, both New York, have been deferred pending the outcome of criminal proceedings against four disk jockeys charged with perjury and payola.

In letters to the two Spanish-language stations, the commission noted that a federal grand jury in New York last year indicted the four announcers as a result of closed FCC hearings held in 1966 and 1967, during which the disk jockeys denied accepting payola. Both the payola and the perjury charges grew out of those hearings.

The indictments were brought against four disk jockeys: Pablo Raul Alarcon and Hipolito Vega, both of WBNX, and Rafael Diaz Gutierrez and Freddy Baez, both of WHOM. The WBNX disk jockeys were charged with two counts of perjury; the WHOM announcers, with one each. Each perjury conviction carries a sentence of up to five years in jail with a $2,000 fine.

In addition each man was charged with a single violation of the payola prohibition. That carries a sentence of up to one year in jail with a $10,000 fine.

The stations have been in deferred status since 1966. They filed supplemental applications on March 3 of this year.

Robb passes Senate hurdle to D.C. court

The Senate last week approved nominations to fill two judgeships on the federal circuit court of appeals for the District of Columbia. Approved on the same day (Monday, May 5) by the Senate Judiciary Committee and the full Senate were Roger Robb and George E. MacKinnon. The court has jurisdiction over most cases concerning litigation over federal regulation including FCC cases.

Mr. Robb was chief counsel for WABC Radio, Lion, Pa., in its attack on the legality of the FCC's fairness doctrine (Broadcasting, April 7).

FCC slaps show cause on GT&E

Illinois phone company ordered into hearing in dispute over CATV channel facilities

The FCC, continuing to cast a wary eye on CATV activity by telephone companies, last week ordered General Telephone Co. of Illinois and its wholly owned subsidiary, GT&E Communications Inc., to show cause why they should not be ordered to cease construction, operation and offering of cable facilities in the Illinois cities of Bloomington and Normal. The commission also designated the case for hearing.

The action was in response to a petition by Telecable Corp., charging that the two telephone companies have engaged in illegal and anti-competitive practices, and that GT&E has started, or is about to start, construction of CATV channel facilities without having obtained the required authorization from the commission.

Under a ruling issued last year, telephone companies' lease-back arrangements are governed by Section 214 of the Communications Act, which requires common carriers to get commission approval before building or extending their lines of service.

Specifically, it was charged that General Telephone refused to lease space to Telecable and to Bloomington- Normal Perfect Picture, which along with GT&E were competing for CATV franchises in Bloomington and Normal. According to Telecable, General offered only to provide CATV facilities under its established tariff provisions, and said that if Telecable and Perfect Picture were to accept their offer, it would withdraw its subsidiary, GT&E, from the franchise competition. The offer was rejected, and the franchise was subsequently granted to GT&E.

After GT&E won the franchise, General filed its Section 214 application for permission to construct and operate the cable facilities. The commission has yet to act upon the application, which has been opposed by Telecable and Perfect Picture. The two firms now allege that GT&E has begun or is about to begin construction of its "own" facilities, using pole-attachment rights to poles controlled by the Illinois Power Co.

Last month, General sought to withdraw its Section 214 petition, since GT&E, its proposed customer and its subsidiary, had canceled the order for telephone company service.

The commission noted, in designating the case for hearing, that it is concerned with actions which, "under the allegations here, tend to undermine our Section 214 decision. . . ." Also, the commission said, "a substantial question is raised whether the primary thrust of the local telephone company's actions is to retain to itself complete ownership and control of CATV distribution facilities within the community and to reject, directly or indirectly, attempts by independent CATV operators to own, construct or operate their own distribution facilities through appropriate pole-attachment arrangements."

The action comes at a time when the commission has opened an inquiry and rulemaking proceeding dealing with the implications of telephone company ownership of CATV, covering such matters as concentration of control, possible anticompetitive practices, and possible effect of CATV on a telephone company's regular service (Broadcasting, April 7).

NAB drive gains four more strike bills

The National Association of Broadcasters congressional campaign for strike application regulation produced four House bills last week. Legislation introduced by Representatives Thomas J. Meskill (R-N.Y.), H. R. 10890; Thomas S. Kleppe (R-N.D.) H. R. 10965; Don Fuqua (D-Fla.), H. R. 11020, and Thaddeus J. Dulski (D-N.Y.), H. R. 11073, brought the combined House and Senate bill total to 44 for the four-week-old drive.

Although Senator John O. Pastore (D-R.I.) has introduced the only Senate bill to date (Broadcasting, May 5), companion bills were not, as in the House, expected or needed to further consideration of the measures.

If enacted into law, the legislation would require the FCC to find a broadcast licensee ineligible for renewal before any competing applications could be accepted.

Cox acquires two Florida newspapers

Cox Industries Inc., 57% owner of Cox Broadcasting Corp., has announced an agreement in principle to acquire the Palm Beach (Fla.) Daily News and West Palm Beach (Fla.) Post and Times from John H. Perry Jr. Price was undisclosed.

The acquisition includes a 47.5% interest in The News-Journal Corp., publisher of the Daytona Beach Journal and News and licensee of WNB-D-FM that city. Cox Industries, which is headed by James Cox Jr., owns the Atlanta Constitution and Journal, Miami News, Dayton (Ohio) Journal-Herald.
A new kind of strip that goes around the corners of the mind.

Half hour/in color/on tape...

Yesterday is gone. Only now is marketable. Right now, thinking young people are making tomorrow happen...and the young adults in your market know who these people are. "The Happening People" is created for your 18-35 viewers. It is the first strip starring the opinion makers who set trends and influence decisions—hosted by one of the people now making it happen.

J Mose lives in the best of both worlds: establishment and underground. With a Ph.D. at 20, J has been active in broadcasting and the arts, excelling in careers as author, composer, musician, choreographer, dancer and poet. J not only knows what's happening—he is one of the people who make it happen.

Produced by Novus Productions, Inc.
Distributed by Teledynamics Corporation.
call or write Richard R. Perin 105 West 46 Street,
New York, N.Y. 10036 (212) 986-6052

BROADCASTING, May 12, 1969

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Senate Commerce okay $20 million for CPB

The Senate Commerce Committee last week approved an authorization that would permit a full $20 million appropriation for the Corp. for Public Broadcasting for the next fiscal year, which starts July 1.

The amount is twice that approved by the Nixon administration, which cut back a Johnson-administration budget to $10 million last month. The CPB had been authorized $9 million, in the original Public Broadcasting Act, but only $5 million was actually appropriated.

The Senate Commerce Committee held hearings two weeks ago on the $20 million authorization, which is intended to provide interim financing for CPB. A long-term financing proposal, to be insulated from the annual appropriations process, has been long promised but not forthcoming (Broadcasting, May 5).

The measure was reported to the Senate floor, but action awaits the filing of a committee report on the bill. The House has not yet taken up the proposal. If the authorization is approved, it is expected that Commerce Committee Chairman Warren G. Magnuson (D-Wash.), who also serves as chairman of the appropriations subcommittee that will actually vote the money, will push for all or the major part of the re-established $20 million.

11 research grants handed out by NAB

The National Association of Broadcasters has awarded grants totaling $10,000 to 11 projects under the NAB’s program of grants for research in broadcasting.

The NAB program, initiated in 1966, is intended to stimulate interest in broadcast research among college students and faculty members. This year’s grant-winning projects and their authors include:

Dr. Robert W. Clyde, director, Social Science Research Center, Augsburg College, Minneapolis, “The Potentials of Ethnic-Appeal Radio for Negro Communities;”
Jeffrey C. Hubbard, PhD candidate, sociology, Washington State University, Pullman, “The Influence of Mass Media Coverage of Social Problems upon Public Perceptions of This Nature and Magnitude;”
Hope L. Klapman, associate professor, sociology, New York University, New York; “A Research Instrument to Study Relationship Between Children’s Reactions to TV Programming and Their Pre-Existing Role Definitions and Values;”
Dr. Lawrence W. Lichty, associate professor, speech, University of Wisconsin, Madison, “Broadcast Coverage of the War in Viet Nam;”
Dr. Enrico L. Quarantelli, professor, sociology, Ohio State University, Columbus, “An Investigation of What Changes Have Occurred in Radio Station Coverage of Local Civil Disorders;”
Brent D. Ruben, PhD candidate, mass communication, and Dr. Albert D. Talbott, associate director, mass communication research bureau, University of Iowa, Iowa City, “Critical Facets of TV Program Content in Determining the Viewing Preferences of Various Population Segments;”
and Roger A. Skolnik, PhD candidate, communication, University of Illinois, Chicago, “Attitudes Toward Radio Among the ‘Psychologically Alienated.’”

Satellite-to-home on agenda of House group

 Communications attorney Leonard Marks, former U.S. Information Agency head, has been added to the witness roster for three days of hearings by a House Foreign Affairs subcommittee on space broadcasting. The hearings begin Tuesday (May 13) with Comsat and National Aeronautics and Space Administration witnesses.

The House Subcommittee on National Security Policy and Scientific Developments, under the chairmanship of Representative Clement J. Zablocki (D-Wis.), said the “foreign policy implications of space broadcasting are staggering.”

As satellite-to-home satellite broadcasting becomes operational, he noted, for the first time in history a nation (will be able to) present its case directly to the people of an enemy country on television and in color.”

The subcommittee will also explore the role of Intelsat in space broadcasting, the possible uses of a planned French satellite that will have the east coast of the U.S. within its range and a planned educational-television satellite for use in India.

Mr. Marks is to appear on Thursday (May 15).

Nixon sets meetings with regulatory agencies

President Nixon has begun a series of getting-to-know you meetings with members of the independent regulatory agencies, including the FCC and the Federal Trade Commission.

The four Securities and Exchange Commission members were the first agency members to be invited to the White House. They conferred with the President on Wednesday (May 7).

No schedule has been set up for the President’s meetings with the other agencies. A White House spokesman indicated they would be announced as
they are arranged.

Announcement of the President’s plan to meet with the agencies, which are considered an arm of Congress and independent of White House direction, came as something of a surprise. There is believed to be no precedent for such a series of meetings.

However, the White House spokesman said the purpose is simply to give the President an opportunity to meet the agency members face to face. "There will be no attempt at discussing substantive matters," he added.

The spokesman also noted that the President had held a series of meetings with personnel in executive-branch departments since he assumed office in January.

**CATV probe on tap by House subcommittee**

A long-planned, full-scale hearing into cable television, the FCC and its CATV rules, both in force and proposed, is set to begin next Monday (May 19) before the House Communications Subcommittee under the chairmanship of Representative Torbert H. Macdonald (D-Mass.). The opening phase of the hearings, which are to begin with congressional and FCC witnesses, has been penciled in for the full week. It is expected that subsequent sessions will also be necessary.

The main focus of the probe is to be cable regulation, but other communications issues, such as domestic-satellite distribution and subscription television, which are interwoven with aspects of the CATV questions, can be expected to work their way into the proceedings. Subcommittee Chairman Macdonald has been long known to have had an interest in a top-to-bottom review by the Commerce Committee of all aspects of communications policies.

The CATV investigation has been urged by a number of congressmen who have expressed displeasure with the commission’s proposed rules for cable systems.

**Eight news fellows named by CBS Foundation**

The CBS Foundation Inc. is to announce today (May 12) the selection of eight news fellows for a year of study at Columbia University in New York during 1969-70.

The recipients are John H. Jones Jr., CBS News, researcher; Stephen J. Lawrence, KNX Los Angeles, desk editor; Marjorie S. Margolies, WCAU-TV Philadelphia, reporter; James M. Ritter, WCAU-TV, reporter-writer; Robert C. Simmons, KNXT(TV) Los Angeles, capital correspondent; Norbert John Tatro Jr., WBBM-TV Chicago, news producer; Gene Tollefson, KIMA-TY Yakima, Wash., news director, and Lloyd Weaver, WCBS-TV New York, associate producer.

**Chernoff set for Japan**

Howard L. Chernoff, a former broadcaster and deputy director of the U.S. Information Agency, was named last week by President Nixon as commissioner general for the U.S. exhibit at the Japanese world exposition, set for 1970. In making the appointment, the President conferred the personal rank of ambassador on Mr. Chernoff.

**The WJEF Countrypolitans**

They’ve got a lot to look forward to

Actually, the typical WJEF Countrypolitan already has a lot. With a house on it. And two cars. And three children.

But because he’s under thirty, and has a good job, he’s busy acquiring things and looking forward to a promising future.

He may be a banker, businessman or farmer. But more likely, he has a well paying job in one of the 50 Kent and Ottawa County plants which have 400-plus employees each.

The WJEF Countrypolitan may surprise you in a lot of ways, but not in his listening habits. WJEF is his station, his way of life. We keep him tuned to his favorite music, sports, and both local and CBS news.

Ask Avery-Knodel how you can tune in the WJEF Countrypolitan.

**Reeves gets new name,**

Reeves Broadcasting Corp. became Reeves Telecom Corp. last week after stockholders voted on the new name at the annual meeting Thursday (May 8). The stockholders also re-elected six directors and voted for a qualified stock option plan.

President Richard L. Geismar told the stockholders that the company would show a loss in the first-quarter report, to be issued this week, and also predicted a deficit for the first half of fiscal 1969. He remained optimistic about the second half of the year, however.
Copies of the proposed new contract for TV stations' use of American Society of Composers, Authors and Publishers music, hammered out in nearly eight years of litigation and negotiation, are to be mailed to stations this week.

The last snag, a dispute between ASCAP and the All-Industry TV Stations Music License Committee over how the new contract should apply to stations that owe ASCAP money ("Closed Circuit," April 21), was reported last week to have been cleared away by a compromise.

Charles H. Tower of Corinthian Broadcasting, chairman of the all-industry committee, estimates in a letter transmitting the 33-page contract to stations that over its full 10-year term the new deal will save stations approximately $53 million, assuming a 6% growth in TV-station revenues each year.

This estimate coincides with earlier projections that over the 10-year span TV stations would pay ASCAP $48 million less than they would under the old contract, and in addition will get back $5 million in overpayments made under the old contract while the new one was being negotiated (Broadcasting, Aug. 26, 1968).

The saving will be more than that if the annual industry growth rate exceeds 6%—and will be less than that if it drops below 6%—because the new contract employs a stair-step formula in which the rate declines as industry revenues increase.

Looking at it another way, Mr. Tower and his committee associates have estimated that with a 6% annual revenue increase, stations would pay ASCAP a 10-year total of $172 million in commercial fees under the old rate, as against $133 million under the new. In addition to this projected $39-million saving on commercial fees, a reduction in the sustaining fee—which has been yielding about $2.4 million a year from TV stations—is expected to produce a $9-million saving over the 10-year period.

These figures do not include ASCAP payments by network-owned TV stations, which negotiated a separate agreement in 1964, or by the TV networks, which are in the process of negotiating contracts based not on a percentage of revenues but on fixed-dollar amounts (see page 61).

TV network o&os reportedly paid ASCAP $2.8 million in commercial and $300,000 in sustaining fees in 1966, latest year for which authoritative estimates are available, while the TV networks themselves are said to have paid between $10 million and $11 million.

Radio networks and stations are covered in separate agreements with the music-licensing organization. Radio stations are believed to be paying ASCAP about $12 million a year, and radio networks are currently paying $480,000 a year under an interim court order pending settlement on a new contract.

In his letter to TV stations, Mr. Tower says the all-industry committee regards the new agreement as "a good contract" and "we strongly and unanimously recommend its approval by all television stations." He concedes that "it is rare in a negotiation to get considerable progress toward our goal of getting a fair rate for music. Moreover, we are convinced that it is the best agreement that could be negotiated under the circumstances, and the result was preferable to going to court at this time."

Mr. Tower is sending copies of the proposed contract to all TV stations, starting today or tomorrow (May 12 or 13). The "great bulk" of the approximately 375 stations that supported the committee—and therefore are listed as petitioners in the law suit that the committee initiated when it was first unable to negotiate an agreement with ASCAP—must signify their approval before the next step can be taken.

That involves going to Judge Sylvester Ryan, who presides over the case in U.S. Southern District Court in New York and who, when most of the petitioning stations have approved the contract, will issue a show-cause order that will go to all TV stations, telling them that he intends to approve the contract unless there is significant opposition on a specified date. If there is no opposition, or if there is opposition but he does not consider it significant, Judge Ryan will then sign the order officially approving the contract.

Traditionally, stations have tended to accept the recommendations of their negotiating committees in cases like this. The alternative is to risk spending the same kind of time and money that the committee has spent, with no assurance that they will get a better deal than the committee has negotiated.

Once Judge Ryan has signed the order, copies of the new contract will be sent out by ASCAP for signature.

Mr. Tower said last week he hoped stations that supported the committee—the petitioners in the lawsuit—would get their approvals back to him within two or three weeks. If they do, the case might finally be wound up next month or early in July.

The new contract cuts the commercial fee for the use of ASCAP music from 2.05% of station revenues (after specified deductions) to a stair-step arrangement consisting of (a) 2% of revenues up to the industry average for 1964-65, and (b) 1% of revenues exceeding the 1964-65 industry average.

The sustaining fee is cut 30%.

Each station will have an option to itemize deductions or to use a standard deduction based on percentages of revenues. The optional standard deduction for independent stations provides higher percentages than the one for network affiliates, reflecting the higher program costs of independents, but the committee feels that most affiliates will choose the standard deduction because "it is simpler than itemizing and will probably save money."

The base on which all stations must
pay is essentially all broadcast revenue (including local and national time and program sales, after specified commissions), except revenues from the regular networks, political broadcast revenues, and revenues relating to certain types of trade deals.

For network affiliates, itemized deductions are 80% of film or video-tape costs; salary and talent fees of on-air talent for particular programs and talent fees to staff announcers and others within specified limits; rights costs for specific local programs; other special event revenue; prizes to participants on a program and 80% of payments made for news service.

For independents, the itemized deductions are the same as for affiliates except that independents may deduct an additional amount equal to 5% of revenues attributable to locally produced remote programs. Those that itemize may also deduct 10% instead of 15% for sales commissions, in addition to the allowable agency commission of up to 15%.

The optional standard deduction for affiliates is 15% of revenue attributable to locally produced remote programs and live programs, plus 10% of all other local revenues. For independents it is 37½% of revenues from locally produced remote programs, 32% of revenues from other live programs, 10% of revenue from announcements before or within the programs, from "an occasional television network" not licensed by ASCAP, and 25% of all other revenues.

The 30% reduction in sustaining fee is accompanied by a somewhat different formula for computing it. Some trade deals do not have to be counted as revenues; others do. Among those exempt: announcements broadcast by the station in exchange for films and for certain types of in-store promotions, and announcements broadcast as part of a cross promotion with a radio station or another TV station.

All other trade deals must be reported to ASCAP, including those involving announcements broadcast for a company affiliated with the station. In the case of cross-promotions with newspapers, a special arrangement has been made: If the newspaper is affiliated in ownership with the station, such announcements are to be reported at 50% of the run-of-schedule card rate, if the newspaper is not affiliated, they are counted at 100% of the run-of-schedule rate.

Alternatively, however, stations may elect to broadcast promotional announcements for ASCAP—on a ratio said to be between one and two ASCAP announcements for every 100 newspaper announcements—in place of treating newspaper trade deals as revenues ("Closed Circuit," March 31).

The contract forms being distributed this week are for blanket licenses, which let stations use as much or as little ASCAP music as they wish and which are the type used by virtually all stations. There is also a per-program license, in which stations pay according to how much ASCAP music they use, but committee officials said this remains "essentially unchanged" from its old form.

In the years since the old contract expired at the end of 1961, stations have been paying ASCAP at the old rates but with the understanding that the new ones, when finally agreed upon, would be subject to retroactivity provisions.

The 30% reduction in sustaining fee and the commercial rate of 2% instead of 2.05% are effective as of Jan. 1, 1964; The 2%/1% stair-step formula applies as of Jan. 1, 1966, and other terms of the contract are effective as of Jan. 1, 1966.

Under the agreement, ASCAP is to pay at least 60% of the retroactivity by Dec. 1 this year, at least 20% by Dec. 1, 1970, and the rest by Dec. 1, 1971. Stations must calculate their refunds shortly after the new license goes into effect and may credit them against their next payment or payments to ASCAP. Retroactivity—specifically, how it applies to stations that owe ASCAP money under their old contracts—has been the hanging node hanging up distribution of the forms to stations for the past several weeks. ASCAP had wanted to withhold retroactivity payments from— and not even offer new contracts to—stations that owe it money. The TV committee, however, maintained it had no authority over ASCAP disputes with individual stations.

In a compromise, it was agreed that ASCAP is not obligated to offer new contracts to stations that have refused to pay or file reports, but cannot withhold contracts from those that have been paying and filing.

If a station has been making payments but still has money "indisputably owing" to ASCAP, the society may withhold 50% of that station's retroactivity payments until the dispute is settled (but may not refuse to offer the station a new contract, as it is permitted to do when a radio station "indisputably" owes it money). If the TV station and ASCAP cannot agree on whether money is indisputably owed, the court will decide—to the extent of saying whether 50% of the dispute itself.

The new contract is for 10 years from Jan. 1, 1968, but either side will have the right to terminate after six years. The old contract was for five years.

Mr. Tower noted that the all-industry committee represents "all segments of the industry"—big markets and small markets, independents and affiliated stations.

He paid special tribute to Andrew Murtha, who recently resigned from Time-Life Stations, and Elisha Goldfarb of RKO General, who have shared with him the load of negotiations over the past few years, and to Hamilton Shea of the Gilmore stations and Bob Smith of wcyb-TV Bristol, Va., for "close support roles."

But he also noted that "the entire music committee was involved in all key decisions on both strategy and substance," and singled out Donald Schapiro and Michael O. Finkelstein of the New York law firm of Barrett Knapp Smith and Schapiro, committee counsel, as having made "a major contribution throughout the negotiations."

The high costs of ASCAP music

CBS-TV, NBC-TV agreed to $5-million payment affirmed in '69 contracts

A rare look at the steepening prices that TV networks pay for ASCAP music was provided in court papers last week.

They show that two networks alone—CBS and NBC—are prepared to pay more than the best available estimates had indicated all three TV networks paid in 1966.

In separate negotiations with the American Society of Composers, Authors and Publishers, CBS and NBC each has agreed to pay ASCAP $5.68 million for the use of its music on their TV networks in 1969. ABC is still negotiating.

The CBS-NBC total of $11.36 million compares with earlier, unofficial estimates that the three-network total for 1966 came to between $10 million and $11 million. The new figures come from the transcript of a court hearing held a month ago—a hearing that also produced records showing that for the seven years from 1963 through 1969, CBS paid or agreed to pay ASCAP $33,625,000 while NBC has paid or agreed to pay $31,633,000.

This money is in addition to ASCAP fees paid by the two networks' owned stations, which have a separate ASCAP contract. The ASCAP bill for the TV oko's of all three networks is believed to have come to about $3.1 million in 1966.

The court hearing, held April 9, dealt with agreements reached between ASCAP and the two networks in settlement of an earlier "agreement" reached in 1964. The court—the U. S. South-
ern District Court in New York—"is involved because ASCAP operates under a Justice Department consent decree. In the 1964 agreement, reached almost three years after the old contract between ASCAP and the TV networks expired, the networks agreed to pay at a rate of 2.5% on revenues up to the 1963 revenue level and 2% on revenues beyond that mark (Broadcasting, Nov. 2, 1964).

But apparently the agreement could not be implemented to the satisfaction of the new parties because the advertiser trend in abandoning program sponsorships in favor of buying minutes—which are now sold at prices that incorporate both program costs and time costs—made it increasingly difficult for ASCAP and the networks to agree on what revenues were subject to fees.

Richard G. Green, New York attorney representing CBS, mentioned the trend toward minute buys in explaining to preciding Judge Sylvester L. Ryan how and why the new dollar figures were reached. He said they reflected estimates made by "the CBS people who buy programs" and who know what programs cost and have an idea of what they are likely to earn. The switch from percentages of revenues to fixed-dollar payments, Mr. Green said, also offers a number of other advantages. These include elimination of auditing by ASCAP, reductions in record-keeping and permitting better budgeting in advance.

ASCAP representatives, who included Arthur H. Dean and General Counsel Herman Finklestein, said that from ASCAP's standpoint, the 1969 figure represented a projection based on past knowledge of CBS sales. Mr. Green, however, said that CBS did not regard them as reflecting a projection of sales. He said that "the business people felt that they were paying more"—at one point he said "considerably more"—than they would have under the old system, but that they agreed because of the advantages involved.

Judge Ryan said he was "thoroughly convinced of the desirability of . . . having a fixed sum, because it will avoid occasions for disputes and it will permit both ASCAP and [the network] to program their work and to budget their work and their operations." He said he recognized, however, that the situation for stations "is not comparable in many respects" to the network situation, indicating doubt that station contracts could be switched from the percentage-fee to a fixed-sum basis. By coincidence, negotiations for new ASCAP contracts for TV stations—other than those owned by the networks—were nearing completion when the network hearing was held (see page 60).

Judge Ryan said he would approve the CBS-ASCAP agreement, but then a hitch developed. NBC submitted details of its new ASCAP agreement, and it differed in form from the CBS-ASCAP pact. The latter included termination provisions that the former did not.

CBS said it wanted one without termination provisions and would challenge the NBC deal as "discriminatory" if ASCAP refused. CBS officials indicated late last week that they had not yet received a response from ASCAP.

CBS made clear that it was not trying to change the dollar figures it had agreed upon. NBC license meanwhile has been signed by both NBC and ASCAP and has been formally approved by Judge Ryan. The CBS-ASCAP agreement remains unsigned. Both the NBC contract and the proposed CBS contract would extend only to Dec. 31 of this year—termination date in the agreement originally reached in 1964. Judge Ryan urged the parties to get busy on a contract to run "four or five years" after 1969.

John F. Sonnett, of the New York law firm of Cahill, Gordon, Sonnett, Reindel & Ohl, counsel for NBC, indicated that NBC's reasons for reaching the agreed-upon fixed-dollar payments were essentially the same as those given by Mr. Green for CBS.

Clarence Fried of Hawkins, Delafield & Wood, New York counsel for ABC, said he understood that negotiations between ABC and ASCAP were under way but incomplete. He did not want the CBS and NBC agreements to be regarded as a precedent for an ABC deal, saying ABC has always felt that it "has to be dealt with on a little separate basis" from the other networks.

The CBS-ASCAP agreement said that CBS paid ASCAP $3,922,576 for music in 1963 and has agreed to pay $92,424 more; paid $4,038,968 and agreed to pay $226,032 more for 1964; and paid $3,958,210 and agree to pay $546,790 more for 1965. The amounts already paid for those three years total $11,919,754 and the additional amounts total $865,246, adding up to $12,785,000.

In addition, CBS has paid or agreed to pay $4,760,000 for 1966, $5,050,000 for 1967 and $5,350,000 for 1968. Of that $15,160,000 total, $3,333,500 remains to be paid.

The $5,680,000 agreed for 1969 brings the CBS total since 1963 to $33,625,000. In addition, it was reported that CBS had agreed to pay an extra $180,000 for 1962 and $450,000 for the period before Dec. 31, 1961, aside from unspecified amounts already paid for those periods.

The NBC agreement said that NBC had paid $3,443,000 for 1963, $3,722,000 for 1964, $3,969,000 for 1965, $4,072,000 for 1966, $4,005,000 for 1967 and $3,742,000 for 1968—a six-year total of $22,953,000—and had agreed to pay "$3 million on top of that, representing an additional payment by way of compromise and settlement of the disputes that were existing between the parties."

NBC's 1963-68 total thus comes to $25,953,000 and the figure rises to $31,633,000 with the addition of the $5.68 million set for 1969. In addition, NBC said it paid ASCAP $3,351,000 for 1962.

The termination provisions that are in the CBS agreement—and that CBS now wants removed—include four for ASCAP and one for CBS.

ASCAP can terminate on three months notice if the average number of CBS-TV's regularly scheduled program hours exceeds a specified level; if the average amount of station-break time available to CBS affiliates drops below certain levels; if the number of CBS affiliates exceeds 22 in any six-month period, and if at any time the number of CBS affiliates having blanket licenses with ASCAP represent less than 90% of the aggregate rates of all CBS affiliates.

The termination right belonging to CBS reflects a fear of governmental restrictions. This provision gives CBS the right to "terminate on three months notice if FCC or other governmental action prohibits it from offering a network schedule in which entertainment programs occupy more than 50% of the time between 6 p.m. and 11 p.m. or 14 hours per week, whichever is greater."

Lasker medical award goes to NBC News

NBC News and Len Giovannitit, writer, producer and director of the documentary, The American Alcoholic, received an Albert Lasker Medical Journalism Award in the television category last week.

Mr. Giovannitit was awarded a $2,500 honorarium and NBC News received an engraved citation and a statuette of the winged victory of Samothrace, symbolizing victory over death and disease. NBC-TV broadcast the one-hour documentary April 12, 1968.

New York City's municipal broadcasting system (wnyc) was given a special citation "for its pioneer work in bringing a broad range of medical and scientific information to the daily attention of the public."

Other winners were Barbara Yuncker, medicine and science writer of the New York Post, for her series on the human body; and D. Gilmore, a freelance writer, for the article "Instead of a Heart, a Man-Made Pump," in the New York Times Magazine.
SAG tells Hill it supports pay TV

Pay-TV proponents last week received reaffirmation from an old ally. The Screen Actors Guild made its advocacy of pay TV known to the U.S. Congress in the form of a resolution. The national board of directors of SAG urged Congress "to permit the orderly development of subscription television as a new business in the field of free enterprise." The board, representing some 17,000 guild members, condemned the motion-picture theater owners of the nation who are seeking "to pressure the Congress to outlaw their potential competition, home pay television, known as subscription TV" ("Closed Circuit," May 5).

In a resolution, voted unanimously at a meeting of the SAG board in Hollywood, the guild told the Congress that the theater owners and operators, "with the clearly opposing subscription television, readily adopt, advertise and promote a form of pay television solely for theaters for events such as the Indianapolis 500 mile speedway race and other major sporting events." The resolution contends that a nationwide system of pay TV in the home will provide cultural and entertainment programs without adversely affecting the current form of television in the home. Indeed, the resolution, pay TV, "through competition will cause free television to extend and improve programming."

Pro basketball shows increased TV ratings

The National Basketball Association climaxed its best television ratings season so far with two playoff games presented in network prime time for the first time.

ABC-TV, which carries regular-season NBA games on Sunday afternoon, devoted about two-and-one-half hours to the final playoff between the Boston Celtics and the Los Angeles Lakers last Monday (May 5), starting at 10 p.m. EDT. A crucial eastern-division game between Boston and the New York Knickerbockers was also broadcast in prime time (7:30-9:30 p.m.) April 18.


The ratings are higher than the regular-season average (8.4 rating, 27 share) but lower than the All-Star games, which are also broadcast in prime time. The 1969 All-Star game Jan. 14 achieved a 12.5 rating and a 22 share.

Professional basketball ratings have advanced steadily during the past five years. Nielsen figures showed a 6.0 average rating in 1965, 7.4 in 1966, 7.6 in 1967, 8.2 in 1968 and an 8.4 through April 20, 1969.

'Ludden Gallery' finds home on 21 TV stations

A sales push for the newly announced Metromedia Producers Corp. 90-minute TV series, "Allen Ludden's Gallery," has initially netted 21 stations.

The new series, which starts next month, is a five-times-weekly showcase of programs containing "segments," but MPAC spokesmen said the segments would not be of the talk-type variety, such as the shows conducted on the three networks by Johnny Carson, Merv Griffin or Joey Bishop.

There are nine segments which feature

NFL team protected on CATV carriage

The FCC has authorized Storer Cable TV Inc. to import the distant signal of KHSL-TV Chico, Calif., into the San Francisco market—minus the football games of the San Francisco 49ers.

The 49ers, under contract to CBS, are blacked out in the home territory, but are carried by KHSL-TV, 140 miles from San Francisco. Storer has a franchise for Rohnert Park, Calif.

The petition for complete waiver of the distant-signal rules had been opposed by the National Football League, the 49ers, and KGO(TV) and KPIX(TV), both San Francisco.

The commission said it recognizes the desirability of giving protection to professional football teams, but is concerned with preventing unwarranted restrictions on the choices available to viewers. Concluding that Storer had failed to make a showing sufficient to warrant waiver of a hearing on the matter, the commission invited the firm to explore the question in a hearing.

Except for the "blackout" question, the commission found that importation of KHSL-TV would comply with the interim CATV procedures and would allow Storer to meet its franchise obligations, under which certain special signals, including KHSL-TV, are to be carried.

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'S truth' triumphs again

Ralph Edward's "Truth or Consequences" program package, with a track record of 29 years on television and radio, and in TV syndication for the last three years, has been picked up for an additional two years by Metromedia Television. The audience participation show, which features various stunts, had been on radio and television networks for 26 years. It started in syndication, via Metromedia, as a nightly strip three seasons ago. The new contract extends the syndication deal for two more seasons. "Truth or Consequences," which originates in Hollywood at KTTV(TV), now is playing on 111 stations in the U.S. and Canada.

CPB gives financial aid to two news shows

Twenty-two week grants from the Corp. for Public Broadcasting will keep news shows at WETA-TV Washington and KQED(TV) San Francisco in operation through September.

CPB announced last week that KQED's "World Press," a weekly hour review and analysis of world press opinion, will receive $77,000, and WETA-TV's "Washington Week in Review," a weekly half-hour news summary, will be supported with $47,000.

Washington Week in Review is carried on the interconnected national ETV network. World Press, now broadcast on the Western and Eastern Educational Networks, will be in the interconnected system starting in June.

The future of both programs had been uncertain because of lack of adequate financing, according to CPB.
NBC draws 106 Emmy nominations

ABC, CBS have 69 each, NET gets 25; ‘Laugh-In’ is top nominated show with 11

NBC-TV, led by its top-ranked Rowan and Martin’s Laugh-In series, dominated the nominations for the 1968-69 Emmys announced last week in New York and Hollywood by The National Academy of Television Arts and Sciences. Network programs, personalities and craftsmen representing NBC-TV accounted for 106 of the 283 nominations voted by the more than 7,000 members of 10 NATAS chapters.

Laugh-In, which according to ratings was the nation’s most popular prime-time series for most of the season, received 11 nominations, the greatest number of nominations for a program in the entertainment area.

A total of 69 Emmy nominations to each network were awarded to ABC and CBS television network and news programs and personnel. The National Educational Television network received 25 nominations, while 14 nominations were voted in the syndicated programming field.

Of the 283 nominations, 156 were for news and documentary programs as compared with 127 for entertainment achievements. Excellence in news, documentary and special events — and achievements by individuals in these areas — are covered by nominations in five categories in which there may be more than one winner each year. This year, for the first time, the winners of the news and documentary achievement awards will be made known May 26, two weeks prior to the announcement of the entertainment achievement awards on national television. All the 1968-69 Emmy awards, however, will be presented during a special 90-minute telecast of the June 11 show on CBS-TV from 10-11:30 p.m. EDT.

The score for nominations among networks in the entertainment field were 61 for NBC-TV, 35 for CBS-TV and 25 for ABC-TV. In news and documentary, NBC-TV again led with 45 nominations to 44 for ABC-TV and 34 for CBS-TV. NET picked up 20 nominations in the news and documentary area and added another five in entertainment programs. The syndication field scored with 13 nominations in news and documentary achievements to go along with a single nomination in entertainment. ABC-TV’s 69 Emmy nominations amounted to 13 more than it received the previous season.

Next to Laugh-In, CBS-TV’s Mission: Impossible received the most nominations among network entertainment programs with eight.

A special dramatic series, NBC-TV’s Hallmark Hall of Fame, however, received nine nominations, seven for the program “Teacher, Teacher,” and two for the production of “The Admira.le Crichton.” A drama about a retarded child, “Teacher, Teacher,” presented on Feb. 5, was the single most nominated program for the season. “The People Next Door,” a drama about narcotics addiction presented by the CBS Playhouse, received four nominations.

Six first-year entertainment series, Julia, The Name of the Game, The Ghost and Mrs. Muir, That’s Life, Hawaii-Five-O and Ironside all received nominations. Julia, generally rated as the most popular new show of the season, led the way with four mentions. Also honored were six series that were canceled by their originating networks, Get Smart, The Ghost and Mrs. Muir, Jud, 60,000 B.C., Delivery, The Smothers Brothers Comedy Hour, Trek and That’s Life (the first two mentioned were dropped by NBC but subsequently revived by CBS and ABC). Each received multiple nominations with the controversy Smothers Brothers series, dropped by CBS-TV, nominated for Emmys in two categories. Judd and Star Trek each received four nominations.

The 21st annual Emmy awards will be presented in dual ceremonies in Santa Monica Municipal Auditorium on the West Coast and in Carnegie Hall in New York. Bill Cosby will host for the West Coast portion, while Merv Griffin serves as his East Coast counterpart. Emmy award winners will be selected from the nominations made by so-called blue-ribbon panels, composed of an undisclosed number of individuals from television, motion pictures, the theater and the academic world who vote by secret ballot. This year, in an another first, the nominating ballots were in the form of computer punch cards that were tabulated through the Computer Center and Communication Arts Department, Cinema and Television, Loyola University, Los Angeles.

Outstanding achievement within regularly scheduled news

Frank Bochrohlzer, reporter, for coverage of Russian naval emergence in Mediterranean, Frank McGee Report (5/31/68), NBC.

Fred Briggs, reporter, for coverage of the campaign to obtain black lung compensation, Huntley-Brinkley Report (6/14, 6/21, 2/26, 3/10, 6/18, NBC.

Heywood Broun, special correspondent, for special sports reporting, CBS Evening News with Roger Mudd (various dates of Saturday broadcast). CBS.

John Chancellor, reporter, for coverage of 1968 political conventions, Huntley-Brinkley Report (9/15, 6/26, 7/10, 7/15, 10/22, 2/23/68). NBC.

The American Alcoholic, Len Giovannitii, producer, (4/12/68), NBC.

The Big Little World of Roman Vishniac, Craig Fisher, producer, (5/24/68), NBC.

The Confrontation, Emile de Antonio, producer, (4/5/68), ABC.

The Endless Thread, Caroline Raskaystraw, executive producer, One Reach One (2/16/68), The Episcopal Radio-TV Foundation (syndicated).

The Great American Vowel, Arthur Bar- ron, producer, (4/9/68), CBS.

The New Voice of Watts, Stuart Schul- berg, executive producer, NBC Experiment in Tele- vision (3/17/68), NBC.

The Road to Gettysburg, John H. Sec- ondari and Helen Jean Rogers, producers, The Saga of Western Man (1/18/68), John H. Secondari Productions, (ABC).

The Savage Heart: A Conversation with Eric Hoffer, Perry Wolff, producer, (12/ 28/68), CBS.


The Sense of Wonder, Jules Power, executive producer, (11/13/68), ABC.


What Color Is the Wind?,” Allan Grant, producer, NBC Experiment in Televisi- on (4/14/68). Allan Grant, (NBC).

What Mourns of Man, Shelby Storck, pro- ducer, (10/3/68), Shelby Storck and Co. (syndicated).

Outstanding achievement by individuals in coverage of special events

Jules Bergman, science editor, for com- mentary, Space ’68 (12/21/68), ABC.


Vern Diamond, director, coverage of the

Along scenic southern Iowa country roads you can still find a dozen or so covered bridges—weathered reminders of early day refuge for man and horse. Before and during the Civil War they were welcome havens from those famous Iowa winters. Tolls were reasonable: five cents a person on foot; ten cents for horse and rider. Times have changed in The Hawkeye State but our pioneer heritage lingers on. WHO cares about Iowa’s history, its present, and its future. That’s one reason 3,000,000 Iowans care about, and believe in, WHO Radio.
Tommy Smothers back in Washington

This time he's joined by Nicholas Johnson in decrying 'censorship' before House group.

Television entertainer Tommy Smothers, currently between paid engagements, finally found a congressional forum in which to air his views on network editorial control last week. FCC Commissioner Nicholas Johnson, sharing the platform with Mr. Smothers, helped precipitate a controversy as to just what had been said or not said during a part of the meeting that was closed to outsiders.

Messrs. Smothers and Johnson spoke and answered questions before a meeting of the House Democratic Study Group, an extra-curricular information-oriented organization of about 150 congressmen, who support its activities with $2,000 a year. At the point of peak attendance, between 30 and 35 were present in a hearing room borrowed for the Smothers-Johnson performance. Among them were at least four members of the House Commerce Committee, including Communications Subcommittee Chairman Tom Hartigan (D-Mass.).

The man who said he caused it all to happen, DSC staff director Richard Conlon, later said he was astonished at the Smothers' anger and intensity, in granting broadcasting interest, in what had gradually become a large part of the flap, it was cited at the DSG and elsewhere, revolved around what Commissioner Johnson said or didn't say about the commission's possible role in matters of corporate control of television programming.

After introductions, Commissioner Johnson opened the program with a 15 or 20-minute off-the-cuff talk stressing arguments, also made previously by Mr. Smothers, that unless promulgated, broadcasters tended to avoid sticky controversy, giving little or no exposure to a range of viewpoints more liberal than the establishment positions. Cited in particular was national exposure to black-long problems of coal miners, which, the commissioner said, were late coming to national attention through the electronic media.

At the end of his presentation, Commissioner Johnson reportedly made a strong disclaimer of any personal opinion on the merits of the Smothers' dispute with CBS and on any role the commission might have to play in that particular case or in the larger problem of suppression of controversial material by corporate interests. His caution, expressed, stemmed from the possibility that such matters might conceivably come before the commission, it was reported.

Part of the subsequent interest in his remarks resulted from contrary reports from several of the congressmen present. One said it was his understanding that Commissioner Johnson expressed a likelihood (or a "hope," and then an expectation) that there would be FCC action on the problems he outlined, postponing the situation during a quorum call that interrupted the session, wondered whether, in fact, the commissioner had already disqualified himself.

But Mr. Conlon, after reviewing a tape recording made by a DSG staff member at Commissioner Johnson's behest to guard against misinterpretations, told Broadcasting he found nothing in the record to substantiate any understanding that Commissioner Johnson had either put himself in favor of, or in opposition to, the legislation. He added that the disclaimer of any particular interest came through loud and clear. Mr. Conlon said late in the week that a transcript of the recording was being made.

Later in the program, during a question-and-answer session, Representative Robert C. Eckhardt (D-Tex.), a Commerce Committee member, asked Commissioner Johnson why the FCC didn't "take an interest" in the lack of programming for minority viewpoints.

"So far, there's not even a commission..."
interest in license renewals,” Commissioner Johnon replied. Also, during the question period, the discussion turned to the problem of other corporate interests that may, as Commissioner Johnson has charged, affect programming decisions. As he did during House Banking and Currency Committee hearings (BROADCASTING, April 28), Commissioner Johnon cited AT&T’s pre-emption of National Educational Television interconnections, blocking a debate on the anti-ballistic missile system. AT&T’s subsidiary, Western Electric, he noted, is prime contractor for the ABM. (AT&T corrected the record last week [see page 51].)

Communications Subcommittee Chairman Macdonald said Mr. Johnson had taken his complaints to the wrong forum. His subcommittee, he said, would provide “ready ears” for complaints, but he also took the commissioner to task for “giving innuendos” about AT&T’s pre-emption of the NET lines because of an implied interest in the Western Electric ABM contract. The allegation, he noted, was “a serious charge” that should not be made unless backed up by facts.

Throughout the discussion the prevalent impression was that a general problem had been presented for which no one, not the congressmen, the commissioner or the entertainer had a simple solution. At one point Congressman Eckhardt suggested that the commission might devise a rule that, if a program were cancelled while it still had good ratings, that fact would be prima facie evidence that controversial content was being suppressed, automatically triggering a hearing or some other remedial procedure.

Lawsuits were ruled out as too expensive for protecting rights in a “perishable product.” Commissioner Johnon suggested that the public, aided perhaps by the press, should be the final arbiter of programming decisions in general. At any rate, he observed, “decisions should not be made by a committee of frightened financiers.”

Mr. Smothers made points with most congressmen present by showing a film of program sequences that he said had been removed from the Smothers Brothers Comedy Hour by orders of CBS.Opinions varied as to the humor of the material. Some believed that none of the material seemed so objectionable that it should not have been aired. A congressman from a Southern state commented that an interracial sequence would have been acceptable in his district.

The genesis of the study-group session with Messrs. Smothers and Johnson, Mr. Conlon reported, came during an earlier meeting with Mr. Smothers when the latter was in Washington to show a film of the program that the network didn’t run during the week that the dispute with the brothers ended with the announcement that CBS was canceling the program (BROADCASTING, April 21).

One aim of that screening was to attract legislators, but few came. Mr. Conlon attended, however, and broached the idea of a study-group presentation. Later, he said, he decided to invite Commissioner Johnson to the session, because of the commissioner’s known interest in broadcast reform and to add weight to the program.

At last week’s meeting, Commissioner Johnson stressed that his appearance was independent of that of Mr. Smothers.

Mr. Smothers told the group that his future plans since the cancellation were still tentative, but that one possibility being worked on was production of three or four specials for airing independently of the networks. No agreement was either NBC or ABC was in sight, he indicated. “We had some nibbles right after the CBS cancellation,” he reported, but shortly thereafter the other two networks backed off, Mr. Smothers added.

The specials, if developed, are to be simulcast via special interconnection in, say, the top 30 markets. Also a possibility, “starting maybe in January,” he said, was a limited series of perhaps 10 programs, if a large enough interconnection can be lined up. The programs would be bicycled to smaller markets, he said.
"We leave the romancing out of our SRDS ads."

WABC's top sales and promotion men, and their agency man, discuss the strategy of their SRDS ads; identify tangible results.

Erish: "SRDS is an entirely different kind of book. A buyer's book. When we advertise here our approach is different from what we do with an ad to run in a magazine or copy to be used in a photo-display piece.

"When we decided WABC should be in SRDS we realized that it was important to put in the right kind of copy. Since people use it to get information it lends itself beautifully to advertising that presents detailed facts and figures. It lends itself to detailed analysis of rating structure or descriptions of unusual and interesting events and happenings that surround our station's activity.

"You can count on the SRDS user doing more detailed reading than would be true in, say, a weekly magazine. What we would do there would be to register an impression using exciting graphics. But in Standard Rate the facts you present are more important than graphics."

Williams: "Our ads present the same facts our rep's salesmen present. We reprint our Standard Rate & Data ads and send supplies to all offices of the Blair people who are my strong right arm."

Erish: "Since we view our ads in Standard Rate as being supplemental to the listing, we use the ad space to update information such as Pulse and other research reports."

Eidel: "Since I am both buyer and seller as far as this discussion is concerned, I want to point out that, from personal use, I view Standard Rate as a reference source. So when I prepare ads for WABC I cut through all the romance and lead off with facts that are germane to the buyer's interest."

Williams: "I get calls from our reps and they say 'so-and-so called me because he saw your ad in SRDS and we're going to get a shot at the business.' This is what's gratifying to me. The facts that interest them are there. There are many facts and figures but they're presented in simple fashion. They're easy to get and they are always documented."
"And they help us get a shot at the business."

When they turn to our listing and they see that ad, they've got to read it. They'll look at the information in the listing they opened the book to get and they'll read the additional facts and explanations in our ad and we've simply got to get a shot at the business.

Erish: "Look at all the points we cover in this ad. Look at all this information. Look at the figures in here."

Williams: "And this is the same kind of information the reps are presenting."

Eidel: "The Standard Rate users are a captive audience. If they're trying to make a good buy they've got to listen to you. They come for facts and if we give them facts what else can they do but read our ad?"

"It's not just media people. It's account people. And ad managers. Whoever it is, they're looking for information. So we give them information.

"Like everyone else in our business I'm always working under pressure. I never have all the time I'd like to have and often I have to make decisions on the basis of what I have right in my office.

"From my point of view Standard Rate & Data is a blessing. If it weren't for Standard Rate I would have to spend a minimum of 48 hours on every preliminary media plan. I would have to get all my information from other people in the agency or from the representatives of all the media I have under consideration. And if I had to do all of this before I could boil my list down to the ones most likely to be viable candidates for the schedule, I'd be slowed down no end. But I can spend two solid hours with Standard Rate & Data and glean what information I need; maybe not all the information I'm going to wind up wanting, but enough to make an intelligent, initial proposal."

Erish: "We, of course, want to present our strengths. But we are also mindful of the buyer's need to have facts always available to suit his convenience."

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Radio news used as teaching aid

Bringing the day's current events into his three-room schoolhouse, Eli Mercer, teacher-principal at Wells Memorial School, Chesham, N.H., tunes in WNEW Keene, N.H., to turn his students onto social studies.

His fourth, fifth and sixth grade students listen to CBS Radio News on-the-Hour, a 10-minute broadcast by Stuart Novick, with questions.

Using the current Israeli-Arab flare-up as an example, Mr. Mercer said, "By taking such a subject from CBS News and then going to the map to show where it happened within hours after it happened, I involve them and spark their interest appreciably.

"By using these daily broadcasts," he continued, "I feel that my pupils benefit enormously by learning to think and evaluate. When news items recur, which often they do, they have the opportunity to reinforce the concepts they have already learned."

Outstanding achievement in daytime programming

Dick Cavett Show, Don Silverman, producer, (series), ABC; The Donna Reed Show, Donn Johannson, producer, (series), CBS. Outstanding achievement in special program

The Dick Cavett Show, Don Silverman, producer, (series), ABC; The Donna Reed Show, Donn Johannson, producer, (series), CBS.

Outstanding achievement in children's programming

Wonder Woman, William Dozier, producer, (series), ABC; The Donna Reed Show, Donn Johannson, producer, (series), CBS.

Outstanding achievement in dramatic programming

The Great Adventure, Norman Lear, executive producer, (series). Outstanding achievement in dramatic programming

The Great Adventure, Norman Lear, executive producer, (series). Outstanding achievement in social studies

Playhouse of the Mind, Al Hewes, producer, (series), NBC.

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WCBS critic cool to CBS-TV drama


In a preview broadcast twice last Wednesday morning (May 7), the station's theater and film critic, David Goldman, gave the 90-minute teleplay good marks for production and acting, but a failing grade on the script. His two-minute preview was broadcast about 8 a.m. and 11:15 a.m. The telecast was on CBS-TV that night at 9:30 (EDT).

Under CBS's new policy adopted this spring, critics are given the opportunity to screen various offers in advance of the air date.

"Shadow Game" is an office drama of which Mr. Goldman said: "The idea of a group of supposedly civilized people breaking down into animals when they are caught in an unexpected primitive situation [power blackout] is so old that even Tarzan got tired of it." Noting that he found Paul Bogart's direction "fluid and understated in a nice way," Mr. Goldman said: "However, there is only a certain amount you can do with a script that doesn't make it—and there is no way in the world to hide what is dull and druggy." His summation: while the production was "good," the play was "not at all worth it."

CBS-TV spokesmen said the network had checked about 40 key markets across the country and found 34 critics had previewed the play (on a national basis they projected this to about 160 critics previewing) and that previews appearing in newspapers Wednesday were "mixed."

In the ratings, the "Shadow Game" telecast obtained around a 40% share of audience nationally 9:30-11 p.m. (EDT, Arbitrons) while NBC-TV's programming (runs) scored around 15% and ABC's (movie, "Ride Beyond Vengeance") share averaged around 23% in that 90-minute period.

Gris Films formed for sports programs

GRS Films International has been formed in Hollywood to specialize in sports specials and series for television. The new production company has contracted to produce a series of football films in association with John McKay, head football coach at the University of Southern California. Filming has started as brokers, we are pleased to announce the completion of our recent transaction:

sale of

WNEM-TV
Saginaw—Bay City—Flint (Mich.)
for
$11,500,000

to

MEREDITH CORPORATION
(Des Moines, Iowa)

HOWARD E. STARK
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Novus takes aim on now-type programing

Novus Productions Inc., New York, has been formed to produce contemporary TV programing and its first venture is a half-hour daily talk-variety show.

The Happening People, the first series is designed to reach the 18-35 audience. It is aimed for fall showing and is being syndicated by Teledynamics Corp., New York.

Novus is at 165 West 46th Street, New York 10036.
on the first of 13 episodes of *The John McKay Show*, which is designed for fall syndication.

Additionally, discussions are being held with officials of the Professional Golfers Association and prospective advertisers about the possibility of a two-hour golf specials and one golf series. It's possible that they would go into production within the next 60 days.

Principals in the new company are advertising executive Jack Keith Samuels, producer Herb Golden, and publicist Jerry Ross. Mr. Golden, whose Hollywood-based industrial and TV film company, Herb Golden Productions, becomes the production arm of the new firm, is president of GRS. Mr. Ross, head of his own public relations organization and administrative vice president of Golden Productions, is senior vice president of the new company. Mr. Samuels, who resigned as vice president of N.W. Ayer/Jorgensen/Macdonald Inc., Los Angeles, is vice president, sales, for GRS.

**Calif. newsmen win free access battle**

Radio and television reporters in Southern California last week won what a spokesman termed "an important victory in access" for broadcast news when a ban against live radio and TV coverage of a civil service hearing was reversed. The reversal of the ban followed a protest by the Radio and Television News Association of Southern Califorina.

Previously, the Los Angeles County Civil Service Commission held that filming and recording of the public hearings on the discharge of county coroner Thomas T. Noguchi would not be allowed. Radio and television reporters objected emphatically to the ban, charging they were being discriminated against in favor of newspaper and wire service reporters who would be allowed to cover the hearing in full. The RTNA (a local group not affiliated with the national Radio Television News Directors Association) sent a formal and firm protest to the Los Angeles county board of supervisors, declaring the ban on radio-TV news coverage as having "no legal basis" and making clear that it would consider any curtailment of broadcast news coverage as "an act of bad faith" by all the supervisors.

In announcing the reversal of the ban, the commission president said the sessions concerning the discharge of the coroner—this week and to last for about 10 days—would be open to "customary coverage" by the broadcast media. He indicated that customary coverage would mean that cameras and recording equipment would be permitted to operate so long "as they do not interfere with the conduct of the public business at hand."

In a concurrent but not directly related action, RTNA formally opposed California state legislation that would penalize news media for willfully dissembling false or misleading statements that could lead to unlawful acts of force or violence. The proposed legislation also would prohibit staging an event and calling its news when the staging of the event is deemed an illegal action.

**Sirhan closed-circuit scores points for TV**

Now that the 15-week trial of Sirhan Bishara Sirhan in Los Angeles is over what's the verdict in the closed-circuit television coverage of the proceedings? According to a man instrumental in getting a television camera into the Sirhan trial courtroom (for the first time in California history), the verdict is conclusively that "television can cover trials of public significance without disturbing in any way the course of justice."

This evaluation was rendered May 2 by Howard Williams, editorial director of *KNTV* Los Angeles, in a speech to a regional convention of Sigma Delta Chi, meeting in Memphis. Mr. Williams, who also is vice chairman of the California Freedom of Information Committee, played the most prominent part in arranging the closed-circuit TV system in the Sirhan trial that transmitted the proceedings to newsmen in an auxiliary courtroom (*Broadcasting*, Nov. 25, 1968).

Every minute of the trial was covered by the closed-circuit system, Mr. Wil-

**NAB spots bring fairness complaint**

After less than five months as a UHF owner in an overshadowed market, Anthony Martin-Trigona took his station off the air and pronounced it bankrupt. In the process, he tangled with networks, group- and major-market network affiliates (see page 54). It now appears that Mr. Martin-Trigona has taken on all of commercial broadcasting—as an advocate of pay television.

Mr. Martin-Trigona, who owns dormant *WTAF* (TV) Marion, Ind., but resides in the Champaign-Urbana, Ill., area, successfully petitioned his local CBS affiliate, *WCIA* (TV) Champaign, for time to reply to a series of voice-over-slide announcements prepared by the National Association of Broadcasters as part of a campaign to "build television with television." The spots never refer specifically to pay TV; however, in covering topics such as the benefits of TV advertising, the free sports provided by TV, and the over-all subject of the public's right to know, each spot deals in some way with the ways in which free, privately owned and operated television serves America.

In his complaint to *WCIA*, Mr. Martin-Trigona alleged that the spots were "prepared by the NAB as part of an elaborate and exhaustive lobbying campaign to kill pay TV." In its reply, *WCIA* said, in part: "While we do not fully agree that the fairness doctrine applies in this case, we do wish to be fair. Although the fairness doctrine does not require it, we have decided to make equal time available for opposing views to be presented in the same way as those expressed in [the NAB spots]."

Mr. Martin-Trigona is to appear in four separate announcements, to be broadcast a total of 16 times, in which he proposes to deal with four topics: the "free license" given to a licensee and the ways in which "free TV" is not really free; the potential contribution of
pay TV to "diversity of programing sources"; why pay TV should be approved, and a final spot on the importance of the fairness doctrine and its applicability to the pay-TV controversy.

Additionally, Mr. Martin-Trigona says he intends to petition the FCC for "a ruling requiring stations across the country who have run free TV NAB commercials to offer time either to myself or other responsible parties for time to discuss the merits of both pay TV and free TV."

Whether the spots actually relate to pay TV is subject of disagreement. An NAB spokesman commented: "The continuity in these spots is not designed nor should it be interpreted as referring to any form of pay television. The continuity points out that television—like the press—under the American system of government is a free or unfettered communications medium."

Mr. Martin-Trigona has also expressed an interest in bringing pay TV to Champaign-Urbana himself, using a presently vacant UHF allocation. Under the pay-TV rules adopted by the commission last year and now awaiting judicial review, the area would be ineligible to receive the service. The rules would allow pay TV only in communities which already receive a grade A signal from four commercial outlets. Champaign-Urbana receives three at the present time.

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**Equipment & Engineering**

**Calls for action on domestic satellites**

NASA-broadcasters will talk in June, CBS group has its plan, Marks issues call for action now

Proposals for a domestic-satellite communications system for the U. S. that have lain fallow before the FCC for two years may be energized soon.

On the one hand, the National Aeronautics and Space Administration has invited a select group, including broadcasters, to meet in Washington on June 13 to discuss possible uses of that agency's Applied Technology Satellites to test various elements of a domestic system.

On the other, a call for action "now" was sounded last week by Leonard H. Marks, former chairman of the international conference on the future of the International Telecommunications Satellite Consortium and chairman of the U. S. delegation.

NASA sent invitations last week to the three TV networks, the Ford Foundation, the Corp. for Public Broadcasting, the Communications Satellite Corp., the Canadian Broadcasting Corp. and the international common carriers.

All, in one way or another, have suggested plans for a domestic-satellite system (see page 76C). Comsat's proposal for a full-communication, pilot system is formally before the FCC. Others have filed comments on the plan. The Canadian government has announced that it plans to install a satellite system particularly to bring TV and telephone service to its more northern areas.

At the heart of the NASA consideration is the fact that once the scientific missions of its ATS flights are completed, the spacecraft with their complex electronic circuits are still useful for additional experimentation. One consideration, however, is paramount—results obtained from tests must be shared. No patents or proprietary secrets can be withheld by any of the participants.

The concept of using ATS spacecraft for additional experiments was developed at the Jet Propulsion Laboratory and was offered by the Corporation for Public Broadcasting as the "Mini-Color Processor".

New Houston Fearless Mini-Color Processor costs less than $10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 mm film.

Mini-Color is a totally new dimension in compactness, rapid access, operational simplicity and rock-bottom cost.

Also available: COLORMASTER TV NEWS COLOR FILM PROCESSOR. Chosen for precision high-volume production by more than 90 TV stations coast to coast.

**send for free brochures**

HOUSTON FEARLESS CORPORATION 11801 W. Olympic Blvd., Los Angeles, Calif. 90064

WORLD'S LARGEST MANUFACTURER OF FILM PROCESSING EQUIPMENT AND TV BROADCAST EQUIPMENT

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**BROADCASTING, May 12, 1969**
oped by Edward Roth, a special consultant to NASA who is a former broadcast management official. Mr. Roth's consultancy terminates next month.

The actual administration of the program, should it eventuate, will be under the supervision of Jacob B. Smart, a retired Air Force general who is assistant administrator for Department of Defense and Interagency Affairs.

The vital interest of broadcasters in a domestic-satellite communications system (which could result in significant savings to broadcasters and others) is evident by the activity in FCC proceedings and elsewhere of the three television networks. Not so well known, however, is the fact that many individual stations are also interested—for example the CBS affiliates.

Two years ago, the CBS Affiliates Board established a satellite committee to keep an eye on satellite communications, particularly the "threat" of direct-to-home broadcasting. A. James Ebel of KOLN-TV, Lincoln, Neb., is chairman. Other members are Bill Grove, Frontier Broadcasting; August M. Meyers, Midwest Television, and Louis A. Simon, KPIX (TV) San Francisco.

The committee has represented the affiliates in filing documents in FCC proceedings and has actively kept abreast of domestic-satellite proposals reported or filed with the FCC. It hopes to persuade the FCC, should that agency approve the Comsat pilot project, to permit a group of stations in the Rocky Mountain area to cooperate financially and operationally in the establishment of an earth station in that area, possibly Montana, as a test station to determine whether individual or a group of broadcasters can operate and finance an earth station, according to Mr. Ebel who will submit a status report to the CBS affiliates meeting in New York next week (May 20-21). The committee also published 18 months ago a "white paper" on direct-to-home broadcasting and its threat to local broadcasting. This has been distributed to all CBS affiliates, the National Association of Broadcasters, the Association of Maximum Service Telecasters and others.

Mr. Ebel stressed that CBS has been extraordinarily cooperative in helping the committee. Mr. Ebel also noted that his committee has kept the chairman of the affiliate boards of other networks fully informed.

Mr. Marks, speaking to a Los Angeles meeting of the satellite telecommunication suburban division of the Electronics Industry Association's Industrial Electronics Division, declared "... the time has come for the United States to arrive at a determination on how we shall use satellites for our domestic communications links. . . ."

"In my judgment we do not need further experimentation. The technology is clear, the need is substantial and the time has come for action."

Among the advantages Mr. Marks sees for a domestic-satellite system is the possible ability to "develop national daily newspapers with editions being printed in principal cities simultaneously."

He also sees educational television possibly benefiting from "drastically reduced" rates from those presently charged for coaxial and microwave connections.

"The time," Mr. Marks said, "is overdue for a decision [on a domestic-satellite policy] and I hope that this plea will be heard by the FCC, Congress and other government agencies involved."

### Cable-only TV sets proposed
25-channel receiver offered by Hamlin, RI has leased device

A CATV underground belief, long discussed but hardly ever mentioned in public, has finally surfaced. The subject: special TV receivers for lease to cable-TV subscribers.

In two places last week, the potential of a specially-designed, leased CATV television set was mentioned boldly.

Hamlin International Corp., Seattle, announced the availability of a new 25-channel TV receiver with a 19-inch tube. And in a filing with the FCC, Rediffusion International Ltd., London, described its leasing system in Britain and asked the commission not to freeze present CATV standards and practices before giving serious consideration to other distribution methods.

The Hamlin receiver, according to Philip D. Hamlin, president, incorporates the existing 25-channel Hamlin converter as its tuner. It also contains a high gain audio circuit to overcome the sound suppression practiced by most cable TV systems. Sound suppression is needed because the cable firm is feeding consecutive channels rather than staggered channels as in regular off-the-air broadcasting. The result, however, is poor sound where the home receiver is not designed properly to handle lower levels of TV audio.

Mr. Hamlin sees the special cable receivers as of significant interest to CATV operators, who would lease them to customers, and to large-unit CATV subscribers such as hotels or motels, who would buy them in quantity. At a mass purchase rate of 1,000, Mr. Hamlin estimated, the sets could be sold at about $270 each. He expects to start shipments in Canada this fall, to U.S. customers early next year.

"This is the ultimate in CATV," Mr. Hamlin said last week; "it's the practical CATV terminal device," to be leased and serviced by the cable operator.

Mr. Hamlin is the former owner of Seattle Cablevision Inc. in that city, which he sold in 1968 to American Research and Development Corp.

Mr. Hamlin and his firm are being sued for patent infringement on the converter by International Telemeter Corp. and others (to affiliates) to affiliates. Mr. Hamlin has a counterclaim against ITC.

The Rediffusion International presentation, filed in the FCC's current CATV rulemaking and inquiry (see page 59), describes the "high frequency" (9 to 10 mc) system in use in Great Britain and in Hong Kong. The system provides a simplified TV set containing no turning, no tunning (to affiliates) to each customer on a lease basis. The TV signals initially are carried over coaxial cable to "exchanges" from where a balanced pair of .016 inch wires are fed into the home receiver, delivering a signal with a 15 mv/m field strength (compared to the U.S.'s 1 mv/m).

Since each pair is capable of carrying 12 mc of bandwidth, Rediffusion International notes that this can provide high resolution TV for special programs, like those for physicians. It also permits two-way transmission to a certain extent. British firm also says its system is expandable to 20, 30, 40 or more channels.

Rediffusion International said it plans to hold demonstrations in Washington June 9.

### Pegler forms new shop to handle TV equipment

Television Equipment Associates has been established by Bill Pegler, formerly of Television Zoomar, to market and distribute professional and industrial television equipment and services. TEA's headquarters is at 9 Cliff Drive, Bayville, N.Y. 11709, telephone: (516) 628-8068.

Mr. Pegler initially will handle the firing of camera pedestals, heads, Gardner Laboratory's TV Colorimeters, Zoomar products, Bristol tone-control equipment and the Recotec video-tape conditioner.

### Schafer International set up for foreign sales

Schafer International, Chatsworth, Calif., has been formed to handle Schafer broadcast automation systems in foreign markets. Paul Schafer, founder of Schafer Electronics, also Chatsworth,
has retired as president of the latter firm to head the newly formed international sales organization. Schafer International will be responsible for the sale of Schafer products outside the continental U.S. and Canada.

Mr. Schafer, who continues on the board of directors of Schafer Electronics, started the company 16 years ago. In 1968, Schafer Electronics merged with Applied Magnetics Corp., and is now operated as a division of this Santa Barbara, Calif.-based firm. James W. Harford, vice president and general manager of Schafer Electronics, succeeds Mr. Schafer as president (see page 79).

TV radiation gets a thorough check
Manufacturers prevent trouble by keeping down voltage levels

The color TV set radiation scare that reigned several months ago when a New York suburban health officer announced that he had found color sets radiating in excess of safe standards (BROADCASTING, April 14) may be diminishing.

Appointment of the 15-member committee on radiation standards authorized by the 1968 radiological act is imminent.

TV set makers, conscious of the bad public relations reaction although all claim there is no proof the “excessive” radiation causes injury to viewers, have begun to tighten up, principally by making it difficult for the voltage to be raised above the normal 25,000 volts that is standard with virtually all color TV.

The membership of the Technical Electronic Product Radiation Safety Standards Committee is expected to be announced soon by Robert H. Finch, secretary of health, education and welfare.

Industry members are Harris O. Wood, Philco-Ford, the only one representing consumer products; Mason C. Cox, Image Optics; Walter P. Dyke, Field Emission; Thomas Rogers, Machlett Laboratories; George M. Wilkening, Bell Laboratories.

Other members of the committee are expected to be: Edward J. Legan, International Brotherhood of Electrical Workers, Washington; Dr. Edward B. Lewis, California Institute of Technology; Dr. Robert D. Moreton, Houston; Dr. Russell H. Morgan, Baltimore; Herbert N. Parker, Richland, Wash., public members.

Also Myron Domsitz, National Bureau of Standards; John M. Heslep, California Public Health Department; Roy A. Parker, Louisiana Board of Nuclear Energy; Lester R. Rogers, Atomic Energy Commission, and Commander Charles Tedford, U.S. Navy.

Since the first of the year, TV set makers have taken a number of steps to insure that radiation from color TV sets is kept to or below the maximum of 0.5 milliroentgens per hour (at two inches) specified in 1959 and again in 1968 by the National Council on Radiation Protection and Measurements.

One of the major causes of excessive radiation has been the practice by servicemen trying to brighten the picture, of turning up the voltage of the set above the 25,000 v that drives the picture tube. Most manufacturers now have eliminated the adjustment knob at the back of the set to prevent any such tampering. They also have improved the shunt regulator tube so that in case of a malfunction the voltage will go down, not up as previously. And many of the manufacturers have installed special solid-state voltage regulators that limit voltage increases resulting from power line surges. All are also improving their shielding designs to keep radiation to a minimum from the high voltage rectifier tube, the shunt regulator and the picture tube.

In other radiation activities:

- Frank J. Moch, executive director of the National Alliance of Television and Electronic Service Associations, suggested that TV set makers develop a "probe wand" that would read color set radiation directly on a meter or by a light. If this could be provided at cost to all servicemen, Mr. Moch said, it would permit technicians to show their customers how safe the sets are every time they make a call.

- The Canadian health department is planning to survey a sample of color TV sets by providing a radiographic film pack to be attached to the set and returned to the department after 20 hours of viewing time.

Technical topics:

Bolivian contract • Telcom Inc., McLean, Va., has received a $550,000 contract to provide telecommunications facilities in Bolivia. The contract includes work on a national microwave and switching system, a system of rural telephony, a communication link to the Brazilian frontier, and a high-frequency radio system to link remote cities with the main microwave system.

Reps Named • CCA Electronics Corp., Gloucester City, N.J., broadcast equipment manufacturer, has named Dennis P. Smith and P. R. Femandt as representatives in Puerto Rico. They will also represent CCA Electronics subsidiary, QKR Electronics Inc., Fresno, Calif., turntable manufacturer.
Manufacturing stocks lead parade

Industry issues outpace S&P average by .4%; CATV firms show biggest gain with 5.8%

April was a good—if mixed—month for broadcasting industry stocks, as they climbed for the second time in a row following a mild first-of-the-year decline.

The Broadcasting index of selected stocks once again slightly outpaced the Standard & Poor Industrial Average as it rose to a new high for the year. The Broadcasting index was up an average of 2.4% between April 3 and April 30, while the S&P index’s gain was 2%.

Industry stock price fluctuation during the period was extremely varied, and appeared to depend more upon activity of individual stocks than on general trends by category—with the exception of the manufacturing stocks, where the over-all industrial outlook, and enthusiasm for the strength of the color television market, pushed strong gains for several of the large industrialists.

The manufacturing category was up an average of 4.4%, led by a 26% gain for Admiral, 14% for Motorola and 13% for RCA. Ampex was up

The Broadcasting stock index

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing May 8</th>
<th>Closing April 30</th>
<th>% Change Month of April</th>
</tr>
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<tr>
<td>ABC</td>
<td>N</td>
<td>71.44</td>
<td>69.72</td>
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<td>10.00</td>
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<td>Cox</td>
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<tr>
<td>Gross Telecasting</td>
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<td>18.00</td>
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<tr>
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Stocks with other major interests:

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<td>Avco</td>
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<td>Bartell Media</td>
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<td>16.50</td>
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<td>Boston Herald-Traveler</td>
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<td>Fucua</td>
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<tr>
<td>General Tire</td>
<td>GT</td>
<td>28.00</td>
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<td>Gray Communications</td>
<td>O</td>
<td>10.00</td>
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<tr>
<td>Lamb Communications</td>
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<td>5.00</td>
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<td>Liberty Corp.</td>
<td>LC</td>
<td>17.00</td>
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Total $8,652,000 $10,000,000

CATV

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Total $18,586,000 $30,400,000

Focus on Finance

BROADCASTING, May 12, 1969
9%, General Electric 6%, 3M Co. 1%, and Zenith 5%. Magnavox, down 2%, and Westinghouse, off 5%, were the only large manufacturers in the category that did not score increases.

In the mixed bag of other divisional activity, the purely broadcasting stocks rose 4.9%, while broadcasting with other major interests dropped 4.4%.

CATV stocks enjoyed the best average performance during the period, climbing 5.8%, while the programming category slipped by 3.2%, and the service stocks averaged out virtually unchanged for the month, despite widespread individual variation.

Among the more noticeable individual performances: ABC continued its speculative roller-coaster ride as good earnings reports boosted it back up 20% in April after dropping 11% in March CBS continued to climb for the second straight month, with its 8% gain pushing it up to a new high for the year.

Capital Cities jumped 14%, apparently on the basis of its announcement of plans to buy the Pontiac (Mich.) Press, and Sonderling got a 15% hike.

On the other hand, Metromedia suffered its first major price setback in some time, as it sank 20% to a new year’s low with the release of a report of severely depressed earnings for the first quarter and amid mounting Wall Street pessimism about completion of the proposed Metromedia-Transamerica merger.

Fuqua Industries jumped 20% as it reported record revenues and earnings for the first quarter. LIN Broadcasting snatched from its slump with a 13% gain following announcement that former Capital Cities executive Don Pels had been elected its new president. Gannett suffered a 14% drop despite a report of record increases in revenues and earnings for the first quarter, and observers could only ascribe the setback to apparent fears over government action against cross-media ownership.

A bad earnings report cost MGM a 15% slide, while MCA was up 1% despite cancellation of its attempted merger with Westinghouse. Transamerica’s shares outstanding and total market increased slightly during the month, with the issuance of a 2% stock dividend.

Papert, Koenig, Lois, in the service category, was one of the hardest-hit stocks in the index as it dropped 25% during the month on announcement that it had lost the $8-million National Airlines account. Creative Management, in the same category, fell 19%, in what some analysts described as a reaction to previous overpricing of the stock. Creative Management replaces General Artists in the listing as the corporate name change became effective during the month to reflect last summer’s merger of the two companies.

Strongest gainer in the service division was CBS, up 20% after its summer’s merger.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing May 8</th>
<th>Closing April 30</th>
<th>% change Month of April</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>35½</td>
<td>35½</td>
<td>+ 5</td>
<td>42</td>
<td>29½</td>
<td>5,139</td>
<td>179,800</td>
</tr>
<tr>
<td>CUC</td>
<td>A</td>
<td>13½</td>
<td>14½</td>
<td>- 6</td>
<td>24½</td>
<td>13</td>
<td>10,827</td>
<td>148,890</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>82½</td>
<td>82½</td>
<td>+ 4</td>
<td>86½</td>
<td>69½</td>
<td>4,346</td>
<td>359,800</td>
</tr>
<tr>
<td>FWY</td>
<td>A</td>
<td>33½</td>
<td>34</td>
<td>+ 10</td>
<td>38½</td>
<td>28½</td>
<td>1,079</td>
<td>36,700</td>
</tr>
<tr>
<td>GLX</td>
<td>A</td>
<td>4½</td>
<td>4½</td>
<td>- 22</td>
<td>10</td>
<td>4½</td>
<td>666</td>
<td>3,000</td>
</tr>
<tr>
<td>GLW</td>
<td>N</td>
<td>31½</td>
<td>33½</td>
<td>+ 2</td>
<td>50½</td>
<td>28½</td>
<td>15,700</td>
<td>526,000</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>37</td>
<td>37½</td>
<td>+ 1</td>
<td>44½</td>
<td>34</td>
<td>8,059</td>
<td>299,200</td>
</tr>
<tr>
<td>MGM</td>
<td>N</td>
<td>35</td>
<td>33½</td>
<td>- 15</td>
<td>45½</td>
<td>32</td>
<td>5,762</td>
<td>193,700</td>
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<tr>
<td>TLA</td>
<td>N</td>
<td>37</td>
<td>34½</td>
<td>- 5</td>
<td>38½</td>
<td>32</td>
<td>60,937</td>
<td>2,087,100</td>
</tr>
<tr>
<td>TFN</td>
<td>N</td>
<td>32½</td>
<td>33½</td>
<td>+ 4</td>
<td>41½</td>
<td>31½</td>
<td>7,072</td>
<td>235,100</td>
</tr>
<tr>
<td>TLX</td>
<td>N</td>
<td>32½</td>
<td>34</td>
<td>- 13</td>
<td>58½</td>
<td>30½</td>
<td>856</td>
<td>79,100</td>
</tr>
<tr>
<td>WBS</td>
<td>N</td>
<td>17½</td>
<td>13½</td>
<td>- 17</td>
<td>22½</td>
<td>13½</td>
<td>1,760</td>
<td>23,300</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>128,041</td>
<td>4,390,900</td>
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<thead>
<tr>
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<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COB</td>
<td>N</td>
<td>26¼</td>
<td>28½</td>
<td>+ 13</td>
<td>30</td>
<td>22½</td>
<td>2,271</td>
<td>64,200</td>
</tr>
<tr>
<td>CQ</td>
<td>N</td>
<td>49½</td>
<td>50½</td>
<td>+ 1</td>
<td>55½</td>
<td>41½</td>
<td>10,000</td>
<td>457,500</td>
</tr>
<tr>
<td>CGB</td>
<td>N</td>
<td>12½</td>
<td>13</td>
<td>- 19</td>
<td>20½</td>
<td>13</td>
<td>581</td>
<td>7,600</td>
</tr>
<tr>
<td>CBK</td>
<td>N</td>
<td>32½</td>
<td>32½</td>
<td>+ 3</td>
<td>31½</td>
<td>28</td>
<td>2,104</td>
<td>60,500</td>
</tr>
<tr>
<td>FCB</td>
<td>N</td>
<td>14½</td>
<td>13½</td>
<td>- 15</td>
<td>13½</td>
<td>2,159</td>
<td>30,000</td>
<td>7,000</td>
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<tr>
<td>FOB</td>
<td>N</td>
<td>17½</td>
<td>17</td>
<td>+ 8</td>
<td>18½</td>
<td>14</td>
<td>1,199</td>
<td>20,400</td>
</tr>
<tr>
<td>MOV</td>
<td>A</td>
<td>10</td>
<td>10</td>
<td>- 7</td>
<td>14½</td>
<td>9½</td>
<td>1,407</td>
<td>14,100</td>
</tr>
<tr>
<td>MOV</td>
<td>A</td>
<td>15</td>
<td>14½</td>
<td>- 5</td>
<td>22½</td>
<td>13½</td>
<td>536</td>
<td>7,000</td>
</tr>
<tr>
<td>MOV</td>
<td>A</td>
<td>32½</td>
<td>31½</td>
<td>- 10</td>
<td>37</td>
<td>31½</td>
<td>5,240</td>
<td>171,600</td>
</tr>
<tr>
<td>MOV</td>
<td>A</td>
<td>30½</td>
<td>29½</td>
<td>- 6</td>
<td>30½</td>
<td>21½</td>
<td>1,090</td>
<td>31,900</td>
</tr>
<tr>
<td>PKL</td>
<td>N</td>
<td>23½</td>
<td>20</td>
<td>- 30½</td>
<td>30½</td>
<td>27½</td>
<td>721</td>
<td>10,400</td>
</tr>
<tr>
<td>PKL</td>
<td>N</td>
<td>16</td>
<td>15½</td>
<td>- 11</td>
<td>18</td>
<td>13</td>
<td>1,501</td>
<td>23,600</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>28,809</td>
<td>899,800</td>
</tr>
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</table>

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<thead>
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<th>Stock Symbol</th>
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<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>N-M New York Stock Exchange</td>
<td>A-American Stock Exchange</td>
<td>O-Over the counter (bid price shown)</td>
<td>Shares outstanding and capitalization as of April 30</td>
<td>Grand total 635,484</td>
<td>$34,737,600</td>
<td>Standard &amp; Poor Industrial Average</td>
<td>N 115.08</td>
<td>113.50</td>
</tr>
</tbody>
</table>
American TV

ings

mism,

51st annual meeting."

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many

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"Since

who

tribute

last

of America

A

record

RCA

Cable

Mr. Samoff sounded

A large number of stockholders paid

tribute to General Samoff, who is ill.

His son, Robert W. Sarnoff, RCA pres-

ident, made this reference to his father,

who is 78, at the outset of the meeting:

"Since our first annual meeting [in 1920]

in the old Woolworth building in lower

New York, he has been present at every

gathering of RCA stockholders. As

many of you know, my father has not

been well. He has undergone impair-

ment of his speech and hearing and he

is still in the hospital. He has asked

me to express his fervent hope that he will

be able to greet you personally at our

51st annual meeting."

Mr. Sarnoff sounded a note of optim-

ism, reminding shareholders that the

company has been off to a strong start

in 1969 with previously announced

first-quarter sales and income at record

highs. He said the "upward trend is

continuing" and he expressed the belief

that the first half of 1969 would be "the

best" in history.

Several stockholders were critical of

the name change. One shareholder sug-

gested that the company be called Inter-

national RCA and another RCA Diver-

sified. Mr. Sarnoff explained: "The use

of the letters alone in our new corpo-

rate name will maintain continuity with

our past, but will place no restraints on

our future."

Another shareholder asked if RCA,

through NBC, plans to engage in fea-

ture-film production, currently under-

taken by CBS and ABC. Mr. Sarnoff

replied: "We have considered this at

NBC but at present we have decided

to not engage in physical production of

features or own our own facilities. We

have, as you know, participated in fi-

nancing feature films from time to
time."

Cowles predicts better

profits in first half

Cowles Communications Inc. is ex-

pected to improve its profit position in

the first half of 1969 compared with the

1968 periods. Gardner Cowles, board

chairman, told the annual meeting of

stockholders in New York last week.

Cowles had net losses of $972,000

for the full year 1968 and $3,487,000

for 1967. Mr. Cowles did not reveal

dollar figures but he said that earnings

in the first half of 1969 should exceed

the 8 cents per share attained in the

same period of 1968.

He stressed that the company's broad-

cast division has been operating profit-

ably and reported that without the losses

of the Suffolk (N. Y.) Sun, a daily be-

gun in 1966, the company would have

operated profitably in 1968.

Cowles' last week declared a dividend

of 12½ cents per share, payable June

19, to stockholders of record June 2.

The Cowles board also re-elected Mar-

vin C. Whatmore president of the cor-

poration and named him chief execu-

tive officer. He succeeds Mr. Cowles as

chief executive officer. The latter was

re-elected board chairman and editorial

chairman.

Teleprompter issue sold

An issue of $10 million in 20-year,

5½% convertible debentures of Tele-

prompter Corp. sold out in the first day

of issue last week. The securities were

offered at $100 per share by an under-

writing group led by White, Weld &

Co., Blair & Co. and Spencer Trask &

Co. They reportedly closed Tuesday

(May 6) at 102½ bid, 103¼ asked.

Debentures are convertible into Tele-

prompter common stock at the rate of

$63 face amount of debentures per

share, or are redeemable by the com-

pany at prices ranging downward from

$105.50 for each $100 face amount.

Company reports:

Sonderling broadcasting Corp., New

York-based group owner, recorded a

22% increase in both revenues and

This announcement is neither an offer to sell, nor a solicitation of offers to buy, any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

25,000 Units

Each unit consists of $100 principal amount of Debentures and 10 shares of Common Stock.

Communications, Inc.

$2,500,000

6% Convertible Subordinated Debentures due 1984

(Convertible into Common Stock at $10.50 Per Share)

and

250,000 Shares of Common Stock ($1 par value)

Price $200 Per Unit

(plus accrued interest on the Debentures from March 15, 1969)

Copies of the Prospectus may be obtained from each of the undersigned as may lawfully offer these securities in this State.

New York Securities Co.

W. E. Hutton & Co.

Hill Samuel Securities Corporation

76B (FOCUS ON FINANCE)

BROADCASTING, May 12, 1969
earnings for the first quarter of 1969. The figures are reported on a pooling-of-interest basis to include acquired companies.

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>$0.32</td>
<td>$0.26</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>4,015,000</td>
<td>3,280,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>714,000</td>
<td>537,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>315,000</td>
<td>256,000</td>
</tr>
</tbody>
</table>

Walt Disney Productions Inc., Burbank, Calif., which reported an increase in net income for the first half of fiscal 1969 (BROADCASTING, April 21), has reported an increase in gross revenues for the six months ended March 29:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.08</td>
<td>$1.03</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>55,043,000</td>
<td>52,069,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>8,857,000</td>
<td>7,989,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,735,000</td>
<td>4,425,000</td>
</tr>
<tr>
<td>Shares outstanding*</td>
<td>4,381,331</td>
<td>4,325,577</td>
</tr>
</tbody>
</table>

*Adjusted for stock split and stock dividend.

Pacific & Southern Broadcasting Co., New York, group station owner, reported a 26% increase in unaudited gross revenues and operating income for the first quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross revenues</td>
<td>$2,484,843</td>
<td>$1,959,564</td>
</tr>
<tr>
<td>Operating income</td>
<td>470,118</td>
<td>372,999</td>
</tr>
<tr>
<td>Net income</td>
<td>38,243</td>
<td>(10,705)</td>
</tr>
</tbody>
</table>

Memorex Corp., Santa Clara, Calif., manufacturer of magnetic recording tape, reported increases in sales and 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>Sales</td>
<td>18,152,000</td>
<td>11,106,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>2,937,000</td>
<td>1,453,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,397,000</td>
<td>785,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,892,998</td>
<td>3,624,077</td>
</tr>
</tbody>
</table>

Financial notes:

- Taft Broadcasting Co., Cincinnati, has declared a quarterly dividend of 15 cents per share, payable June 13 to stockholders of record May 15.
- Wometco Enterprises Inc., Miami, last week declared a quarterly dividend of 9 1/2 cents per share on class A stock and 3 1/2 cents per share on class B stock, both payable June 16 to stockholders of record June 2.
- Post Corp, Appleton, Wis, group publisher and broadcasters, has reached an agreement in principle to acquire a majority of the common stock of All-Star Insurance Corp., Milwaukee-based stock property and casualty insurer. Post said it will buy, for an undisclosed sum, all the stock of Cameron General Corp., which owns about 55% of All-Star.
- Grey Advertising, New York, has filed a registration statement with the Securities and Exchange Commission seeking registration of 2,151 common shares to be issued as a bonus to certain employees. Also included in the statement are options for the purchase of 160,000 shares, reserved for issuance under its executive growth plan. Grey now has 1,139,673 shares outstanding.
- Papert, Koenig, Lois last week signed a purchase contract for the acquisition of A.C.S. Industries, California electronics manufacturer, for 15,000 shares of the ad agency's stock.

International

Another cigarette ad defection

CBC stations will cease carrying smoking spots in deference to current ‘trends of public opinion’

The Canadian Broadcasting Corp. announced last week it would drop cigarette and tobacco-products advertising when current contracts expire. The decision affects $700,000 worth of advertising on the CBC's radio and TV networks and owned stations.

The action came after a meeting of the CBC board of directors in Ottawa last week. George Davidson, CBC president, said the CBC had arrived at its decision on tobacco advertising after considering a number of factors. "There are increasing indications," he said, "of public awareness of the smoking problem as shown by the diversity of representations made before the parliamentary committee on health. Trends of public opinion regarding the health considerations related to smoking indicate a growing international concern."

CBC's policy for some time has been to schedule tobacco spots after 9 p.m. to avoid influence on younger viewers. Another policy in effect has been to accept only commercials which stress brand preference rather than those which depict smoking as a pleasurable experience.

The corporation has been running most of its tobacco advertising in the 9 to 11 p.m. period. Since the spots were in prime time, the CBC expects to find other sponsors for the programs involved.

CBC has also been running about three antismoking messages a week in prime time on its English TV network. The spots were obtained from the department of health and welfare in Ontario.

Cigarette commercials and antismoking messages were both reviewed before the House of Commons health committee late last month. At that time the Metropolitan Educational Television Association of Toronto recommended that more antismoking commercials be telecast during prime time, and that the Canadian Radio-Television Commission investigate the effectiveness of antismoking commercials, and the possibility of banning smoking commercials.

Canada moves toward domestic satellite

Canada's plan for a domestic-satellite system are now rapidly taking shape and the Canadian government is hoping the House of Commons will approve a domestic-satellite bill before its recess in June so that a contract may be awarded.

The cost of the project is estimated to be between $65 million and $75 million.

On April 2 Eric Kierans, who had been in charge of the post office department, officially assumed responsibility for an expanded government department dealing with not only the postal service, but with Canadian Overseas Telecommunications Corp., the ra-

Mr. Davidson

BROADCASTING, May 12, 1969
dio licensing division of the Canadian Transport Commission and the new domestic-satellite system.

The new department will help put the system into operation and will eventually regulate it. The satellite, called Telesat, is expected to be launched on a U.S. rocket in late 1971 and should be operational early in 1972.

In charge of operating the system will be Telesat Canada Ltd., owned one-third each by the government, the public and the common carriers.

Mr. Kierans has indicated the satellite would be built to a great extent by Canadian technology and that ownership of the satellite corporation by non-Canadians would be restricted. The bill creating Telesat limits nonresident ownership to a maximum of 20% of the public shares—about 7% of the total.

Mr. Kierans told the House of Commons broadcasting committee last month he hoped Telesat would return profits of 8%-12% and that full benefits were expected three to five years after the satellites go up. He said a regulatory agency would determine an allowable rate of profit for Telesat.

About $40 million of the estimated $65 million cost is for the satellite. It would cost about $6 million to launch the satellite and about $20 million for ground facilities. Ground facilities include a central ground station, four regional ground and 20 stations in the north receiving only television.

Bring television to remote northern areas of Canada is seen as one of the major advantages of the domestic-satellite system. Another would be to enable French-language television programming to reach the entire country. Many French-speaking communities outside the eastern provinces are not now reached by the French network of the Canadian Broadcasting Corp.

Telesat is to be a six-transponder system, offering many transmitting circuits but only one TV channel. Mr. Kierans told the House of Commons broadcasting committee that two channels will likely be leased to the CBC and two to telecommunications carriers.

Spot radio moves up to $27.7 million

GM, Coca-Cola, Imperial Tobacco lead list of Canada's top 100 advertisers

Canada's top-100 national radio advertisers put $27,719,139 in the medium in 1968, a 3% increase over the $26,784,284 spent in 1967.

In figures released last week by the Radio Sales Bureau of Canada General Motors paced the top-100 list with an outlay of $1.7 million, followed by Coca-Cola, the 1967 top advertiser, with $1.4 million. The only other advertiser to place over $1 million in national spot was Imperial Tobacco, whose $1,015,739 expenditures in 1968 represented an 18% decrease over 1967 spending.

New advertisers to move into the top-100 rankings in 1968 were Pepsi-Cola, Canadian Motors seventh with $676,087; Molson's Breweries, eighth with $646,089, and Standard Brands, ninth with $640,718. Standard Brands' ranking represents a healthy gain of 577% in spot expenditures over 1967 when it occupied 81st place on the list.

Moving off the top-10 rankings for 1968 were Benson & Hedges, ranked 13th with $522,590, and Gulf Oil Canada, 22d with $388,390.

The big four of U.S. automobile manufacturers all increased their spot spending on Canadian radio with Chrysler showing a 74% gain ($435,651). American Motors, absent from the top-100 list in 1967, made it last year with $91,000 in spot for a 96th ranking (an astronomical 3,135% increase in spending over 1967's outlay).

Food-product manufacturers invested $2.8 million in national spot last year with Quaker Oats, H. J. Heinz, Canada....
Broadcast advertising
Gary T. Andrews, Peter A. Georgescu and Thomas H. Josten, account supervisors, Young & Rubicam, New York, named VP's.
Charles E. Jones, VP and account supervisor, Dodge & Delano, New York, named senior VP.
Wallace Westphal, with JDK General, New York, joins ABC Radio there as advertising manager.
Thaddeus S. Kelly, Rudolph Nardelli and Jay B. Schoenfeld, with McCann-Erickson Inc., New York, elected VP's.
Richard N. Hughes, in charge of advertising, sales development and community affairs, WPIX (TV) New York, elected VP.
Lloyd T. Brunsmett, supervisor of sales promotion and research, KMOX-TV St. Louis, joins CBS Television Stations National Sales, New York, as midwestern manager, research and sales promotion. He will be based in Chicago.
Richard P. Monley, VP and account executive, D. P. Brother & Co., Detroit, named senior VP and member of operations committee.
James B. Lloyd, president, Newton Advertising, Dallas, resigns to devote time to radio interests in Acapulco, Mexico, and to writing.
Edward Adams, general sales manager, KDKA-TV Pittsburgh, joins WCIX-TV Miami, in same capacity.
William E. Parke Jr., account executive, KQV Pittsburgh, appointed local sales manager.
Syd Rose, with sales staff, KMEX-TV Los Angeles, appointed local sales manager.
Mr. Adams

Media
Edward Lamb, chairman and chief executive officer, Lamb Communications Inc., Toledo, Ohio, resigns. He is succeeded by Robert T. Guyton, VP and treasurer. Mr. Lamb continues as chairman of executive committee. Arthur Ingram, president, also named chief operating officer.
Henry Harris, business manager, Cox Cablevision Corp., joins parent Cox Cable Communications Inc., Atlanta, as secretary, treasurer, and controller.
Thurber Foreman, accounting supervisor, Cox Broadcasting Corp., parent of Cox Cable Communications, appointed assistant controller, Cox Cable Communications. Neal Barronton, assistant business manager, Cox Cablevision Corp., appointed business manager.
Jay Nayar, business affairs manager and assistant treasurer, ABC Films Inc., New York, joins NBC there as manager, business affairs, NBC Domestic Enterprises. Robert D. Benjamin, manager, banking collection and taxes, NBC West Coast, appointed manager, treasury operations, West Coast.
Gerald S. Blum, station manager, WQXI-AM-FM Atlanta, appointed general manager. He succeeds Kent Burkhardt, now VP of parent Pacific and Southern Broadcasting Co. and director of radio division.
Dale G. Weber, general manager of KSTP St. Louis Park, Minn., joins WDBY Minneapolis, in same capacity.
William F. Galvin, operations manager,

Broadcasting advertising

Fates & Fortunes

Edward Adams, general sales manager, WEXT West Hartford, Conn., joins WKOX-FM Framingham, Mass., as sales manager.

Ted Robinson, national sales manager, WLCY-TV Largo-Tampa, Fla., appointed general sales manager, Jack Weldon, account executive, appointed local and regional sales manager.

Ira Rothbaum, VP and account supervisor, N. W. Ayer & Son, New York, elected senior VP and named management supervisor in agency's New York region.
Duane W. Ragsdale, account supervisor, William Esty Co., New York, named senior VP.
Donald W. Myers, VP and general manager, WAKY Louisville, Ky., joins WJAZ Hackensack, N. J., as general sales manager.
Thomas J. McGoldrick, with retail merchandising services section of Monsanto Textiles, joins Television Bureau of Advertising as associate director of local sales.
Julian M. Brownstein, station manager, wjzm West Hartford, Conn., joins wkox-fm Framingham, Mass., as sales manager.

Edward Adams, general sales manager, KDKA-TV Pittsburgh, joins WCIX-TV Miami, in same capacity.

Mr. Adams

William E. Parke Jr., account executive, KQV Pittsburgh, appointed local sales manager.

Syd Rose, with sales staff, KMEX-TV Los Angeles, appointed local sales manager.

Edward Adams, general sales manager, KDKA-TV Pittsburgh, joins WCIX-TV Miami, in same capacity.

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Perry forms consultancy

John L. Perry, secretary and treasurer of Fund for the Republic Inc., legal entity which operates Center for the Study of Democratic Institutions, Santa Barbara, Calif., resigns to become president of his newly formed Communications Associates Inc., also Santa Barbara. Company will provide consulting and implementing services in various fields of communications arts. Mr. Perry was deputy under secretary of commerce in last administration and previously served as assistant to former Florida Governor LeRoy Collins when he was president of National Association of Broadcasters.

Cecilia Gauss, station manager, WABJ Adrian, Mich., named VP and general manager.

Donald A. Smith, NBC International Division, joins WKCV-TV Cleveland as supervisor of budget and accounting.

Jim Babb, assistant managing director, WBTV-TV Charlotte, N. C., named VP and general manager.

F. Patrick Shannon, general manager, WJRT-TV Flint, Mich., elected VP.

J. C. Sparkman, manager of midwestern region, CATV systems division, Jerrold Electronics Corp., Philadelphia, appointed to newly created position of manager of sales, multiple systems operations, CATV systems division.

Earl Steil, sales manager, WKFM-FM Chicago, named station manager.

Richard Bompone, with H-R Television, New York, joins WTOP-TV Washington, as research director.

Ruth Ross, research manager, WNEW-TV New York, appointed director of research.

Edward L. Bold, assistant manager and chief engineer, Holly City Cable TV Inc., Millville, N. J., joins Garden State Television Cable Corp., Vineland, N. J., as manager.

Paul Leslie, assistant general manager, KCOY-TV Santa Maria, Calif., appointed general manager.

John D. Langleis, with Pepper-Tanner Inc., Memphis, joins WLEE Richmond, Va., as assistant general manager.

Programing

Barry Diller, executive assistant to VP in charge of programming and director of feature films, ABC-TV, New York, elected to newly created position of VP, feature films and programs development, East Coast, ABC-TV.


Selmer Chalif, network-sponsor-agency liaison, Screen Gems, Hollywood, appointed to newly created position of administrative director, Screen Gems International, West Coast.

Richard Waterfall, with ABC Radio network, New York, appointed production coordinator.

George J. Santoro, producer, Universal Television, Universal City, Calif., named VP.


Don Dunbar, business affairs manager, ABC-TV engineering department, western division, joins Lewron Television, Hollywood, as director of business affairs Dale A. Lessen, assistant controller, ABC-TV, West Coast, joins Lewron as controller.

Mike Scott, with WJBK Detroit, appointed program director. He succeeds John M. Grubbs, who becomes operations manager of WJBK-AM-FM.

Joe Kelly Jr., with WSBT-AM-FM South Bend, Ind., appointed program director.

Lee Jason, acting program director, KFRE-TV Fresno, Calif., appointed program director.

James A. DeBold, account executive, W. R. Hahn Advertising, Springfield, Ill., joins WAND-TV Decatur, Ill., as program director.

Richard G. Huntley and Harrison W. Parcell, with WTCV-TV Hartford, Conn., appointed assistant program manager and production manager, respectively.

Bob Lyons, program director, WONE Dayton, Ohio, joins WKVC Cleveland, as operations manager.

Edwin C. Baruch, head of own production company, joins Tele-Color Productions Inc., Alexandria, Va., as marketing director.

Victor Ives, program manager, KGFM-FM (FM) Bakersfield, Calif., appointed operations director of KGFM and KGEE there. Jerry Faust, with KGFM, appointed program director of KGEE.


Arthur R. Jantz, producer-director, KMTV-TV Omaha, appointed production manager.

Promotion


Richard Norrisworthy, director of promotion, WTTG-TV Washington, joins KPLR-TV St. Louis, as director of advertising, promotion and PR.

Don Searle Jr., director of advertising and promotion, KFI Los Angeles, joins KTTV-TV there as sales promotion manager.

Beverly M. Middleton, VP and general manager, WJZ-TV Baltimore, resigns to devote full time to PR work.

Lon C. Lee, promotion manager, KOVR-TV Stockton-Sacramento, Calif., joins KBHK-TV San Francisco, in same capacity.


David H. Murdock, with Insurance Co. of North America, Philadelphia, rejoins WIP and WMMR-FM there as assistant promotion director.

Richard F. Ahles, information director, WTIC-AM-FM-TV Hartford, Conn., appointed PR director. Maynard B. Albert, with promotion department, appointed assistant promotion manager.

News

Robert I. Kimmel, assistant news director, WINS New York, appointed to newly created position of manager, radio news operations, NBC News, New York.

Franklin R. Barnako, editor-reporter, WMCA New York, joins WRC Washington, as reporter and newscaster.

Shelly Davis, formerly news director for WVTM, joins WYIN-TV there in same capacity.


Rebecca Bell, city hall reporter for WKRC-TV Cincinnati, joins WTOP-TV Washington, as reporter. "Jim" Michie, reporter for WJAC-TV New Orleans, joins WTOP in same capacity.

Jack Raymond, with WOR Rochester, Mass., appointed news director.

Larry Wagner, promotion manager, WDAP Kansas City, Mo., appointed on-air newsmen.

Sam Neal, reporter, WJIE Gallipolis, Ohio, joins WTVD-Durham, N.C., as manager of station’s Raleigh (N.C.) news bureau.

Frank J. Gillbert, on news staff, WJAS Pittsburgh, joins WITC-TV there in same capacity.

Dan Hood, newsmen, WILD Boston, joins WAGG there in same capacity.

Roger Wellman, WSCC Plymouth, elected president of Indiana AP Radio-Television Association.

Charles Caton, WSPA-TV Montgomery, elected president of Alabama AP Broadcasters Association.

Dale Van Aman, newsmen for Los Angeles Herald-Examiner, and Hugh Stevenson, with KPEN Los Angeles, join KNX there as news writers.


Norm Plummer, air personality, WNOH-TV Toledo, joins WWJ Detroit, as sports-caster.

Jay Frommert, producer, WJBE-TV Detroit, appointed director of baseball telecasts.

Don Carney, producer-director of sports programs, WPIX-TV New York, named manager, sports programs.

Equipment & Engineering

James W. Harford, former broadcaster and VP and general manager of Schaefer Electronics, Chatsworth, Calif., named president. He succeeds Paul Schaefer who will head the newly formed Schaefer International (see page 72).

Leon A. Wortman, marketing manager, professional audio products division, Ampex Corp., Redwood City, Calif., joins Schaefer as VP, marketing.

Garlan Morse, senior VP, Sylvania Lighting Products, named to newly created position of executive VP of parent Sylvania Electric Products Inc., New York. He will be responsible for corporate direction of company’s six operating groups.

Ross D. Siragusa Jr., executive VP of Admiral Corp., Chicago, elected president, succeeding Vincent Barreca, who retires but will head Admiral International Enterprises Corp., new subsidiary.

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3 years $25

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Foreign Add $4 Per Year

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January Publication

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BROADCASTING, May 12, 1969
Robert G. Huefeld, with Central Dynamics Corp., Cherry Hill, N. J., named to newly created position of VP and general manager. He will direct distribution of company's television broadcast equipment in U. S.

Jack Parris, production manager, KMTV-TV Omaha, joins Mobile Color Inc., Austin, Tex., as regional sales manager. He will be based in Omaha. Bob Joneson, KMTV engineer, joins Mobile Color as director of engineering in Omaha.

L. M. Braun, with Hallmark Cards, Minneapolis, joins BASF Systems Inc., Bedford, Mass., as midwest sales manager, audio and video products division.

C. Paul Champion, assistant chief engineer, WTHO-TV (Omaha), joins WCBM Baltimore, as chief engineer. Both are Metromedia stations.

Gale Totten, chief engineer, KFAB Omaha, joins KMTV-TV there in same capacity. Both are May Broadcasting Co. stations.

**International**


William T. Armstrong, director of corporate relations, Canadian Broadcasting Corp., Toronto, appointed director of operations in Ottawa area.

Jean Bourland, regional manager of Paris office, BBDO, elected VP and transferred to New York headquarters, where he will coordinate agency's European activities. Nicholas Lebeuf, marketing manager of Paris office, succeeds, Mr. Bourland there.

**Allied fields**

Robert W. Purvis, account executive, and Carl M. Ravitch, retail marketing specialist, Audits & Surveys Inc., New York, elected VP's.

Duane Trecker, who joined Senator Warren Magnuson's (D-Wash.) legislative staff one month ago, succeeds late Carl Downing as news secretary to Commerce Committee chairman. Before joining senator's staff, Mr. Trecker was news director and special events producer for KVOS-TV Bellingham and earlier served as news director for KPQ Wenatchee, both Washington.

William Minette, executive VP, RTV International Inc., New York, named president. He succeeds Richard Bertrandias, founder of communications consultancy, who becomes chairman and moves to West Coast.

Lionel Kestenbaum, who as director of policy planning in Justice Department's antitrust division directed successful effort to block merger of ABC and International Telephone and Telegraph Corp., resigns to join Washington law firm of Bergson, Borkland, Margolis & Adler. Firm was special antitrust counsel to ABC in ill-fated merger effort.

Bill Freeh, University of Detroit, and Steve Laden, University of Minnesota, Minneapolis, elected president and VP, respectively, of Alpha Epsilon Rho, national honorary and professional radio and television fraternity.


John M. Hightower Jr., air personality, WFUN-TV Washington, joins National Rifle Association there as radio-TV coordinator, succeeding Jim Wood.

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**For The Record**

As compiled by Broadcasting, April 30 through May 7 and based on filings, authorizations and other FCC actions.


**New TV stations**

Applications

- Lincoln, Neb.—Capital City Television Corp. Seeks UHF ch. 45; ERP 210 kw vis.; 42 kw aud. Ant. height above average terrain 330 ft.; antenna height above ground 327 ft. P.O. address: c/o David M. Noyes, 3863 South South Street. Estimated construction cost $94,000; first-year operating cost $70,000; revenue $95,000. Geographic coordinates 40° 41' 00" north lat.; 96° 49' 00" west long. Type of station: RCA TTU-123A; type of antenna: RCA TFU-103. Legal counsel none: consulting engineer E. Ronald Mann Jr., Coldwater, Mich. 49036. Principals: David M. Noyes, president, Paul J. Noyes, vice president (each 25.6%). Mark V. Sweeney, secretary-treasurer, and Larry F. Sweeney (each 12.5%). Messrs. David and Paul Noyes own 50% and 25%, respectively, of construction company. Messrs. Larry and Mark Sweeney each own 25% of tractor company. Ann. April 23.

Final actions

- FCC denied petition by Jacksonville Community Television Foundation for partial reconsideration of commission's grant to Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co. for interim operating authority on ch. 12, Jacksonville. Action May 1.

- FCC denied petition by Central Florida Museum for reconsideration of commission's grant to Consolidated Nine Inc. for interim operating authority on ch. 9, Orlando. Fia. Consolidated Nine is made up of six applicants for regular permit. Action May 1.

- FCC denied request of Dudley Station Corp., Boston, for two-months' safe period in which to file application for CP for new TV on ch. 7, Boston. Action May 1.

Other actions

- Review board in Newark, N. J., TV proceeding, Docs. 19403-04, 19446, granted to...
extent that petitioner will be unable to adduce evidence of coverage under general competitive circumstances, and denied in all other respects, petition to enjoin issues filed Jan. 15, 1968, by Broadcast Corp. Action May 5.


Actions on motions

• Hearing Examiner Jay A. Kyle in Boston (Broadcasting Corp. filed CP to change trans. and studio location to 5000D in New Windsor, N.Y., for action out or increase hours of KLER. Action May 2.

Existing TV stations

Final actions

• WUSD(TV) Indianapolis—Broadcast Bureau granted mod. of CP to make changes in methods and frequencies of CP to extend commitment date to Oct. 30. Action May 6.

• WKBG-TV Cambridge, Mass.—Broadcast Bureau granted mod. of CP to license covering changes in time of operation from 75 William Morrissey Boulevard, Boston, Action April 30.


• WAEQ-TV Rhode Island—Broadcast Bureau granted CP to change ERP to 288 kw at location to south of city limits on Trunk Road, Providence, R.I., and change ant. height to 1,660 ft.; condition. Action May 6.

Actions on motions

• Chief, Office of Opinions and Review in Large, Fla. (WLTV Inc. [WLTV-TV] TV proceeding, granted motion by WLTV TV Inc. to specify, as a condition for filing reply to Broadcast Bureau's opposition to petition for review (Doc. 18546), Action May 2.

• Hearing Examiner Millard F. French in Honolulu, La., and Panama City, Fla. (KHMA-TV and Delta Teleradio Corp. TV proceeding, on motion to terminate certain prehearing conference to May 28 (Docs. 17446-8). Action May 3.

New AM stations

Start authorized

• WMIN Mt. Carmel, Pa.—Authorized program operation on 1590 kc. 500 w-D. Action April 18. Final action


• Hearing Examiner Millard F. French in Honolulu, La., and Panama City, Fla. (KHMA-TV and Delta Teleradio Corp. TV proceeding, on motion to terminate certain prehearing conference to May 28 (Docs. 17446-8). Action May 3.

Other actions


• Review board in Louisa, Ky. AM proceeding. Docs. 18235-36, denied petition to en- large issues filed Feb. 20 by Lawrence County Broadcasting Corp. Action April 30.

Actions on motions

• Chief, Office of Opinions and Review in海湾, P.R. (Augustine L. Cavalario Jr.), AM proceeding, granted request by ap- plicant and notice of hearing in reply to Broadcast Bureau's opposition to petition for review (Doc. 18441), Action May 2.

• Hearing Examiner Basil F. Cooper in Graham, North Carolina Hill and Greens- boro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., HUR Ltd.; Jupin City broadcasters; Waze). AM proceeding, on inormal request of Broadcast Bureau, continued evidentiary hearing to July 25; by separate action, granted petition by TV cable of Waynesboro Inc. for leave to amend applications to show direct interest of Lee J. Grisli (Docs. 17571-3). Action May 1.

• Hearing Examiner Jay A. Kyle in States- boro, Ga. (Farrell R. O'Quinn and Morris Inc.). AM proceeding, granted request of CP to change typ. of trans. and substitution of new transmitter at, or in fact that on February 13, 1968, TV Cable of Waynesboro Inc. applied for interest of Lee J. Grisli (Docs. 17571-3). Action May 1.

• Hearing Examiner Forest L. McClenning in Lawton, and Anadarko, both Oklahoma, and Burt (Lawton) (Harvey D. and Robert B. Weeks), AM proceeding, granted request to extend CP to certain counties for auxiliary purposes (Doc. 18392-4). Action May 2.

• Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo., and Ozark, Ark. (Babcom Inc. for CP to change trans. and studio location to 65.1 south mile of route 65; Blacksburg; change type trans. Action May 2.

An Outstanding 5 KW AM Transmitter...

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

CCA AM 5000D
Summary of broadcasting
Compiled by BROADCASTING, May 7, 1968

| Commercial AM | 4,242 | 9 | 2,572 | 60 | 4,311 |
| Commercial TV | 1,890 | 38 | 1,884 | 172 | 2,161 |
| Commercial TV | 496 | 10 | 505 | 15 | 520 |
| Commercial TV | 126 | 51 | 175 | 159 | 335 |
| Educational AM | 363 | 8 | 245 | 25 | 278 |
| Educational TV | 71 | 5 | 76 | 1 | 77 |
| Educational TV | 73 | 10 | 102 | 12 | 112 |

| Licensed (all on air) | 4,238 | 1,946 | 618 | 358 | 144 |
| CP's on air (new stations) | 10 | 36 | 62 | 9 | 32 |
| Total on air | 4,248 | 1,982 | 682 | 367 | 176 |
| CP's not on air (new stations) | 62 | 167 | 171 | 38 | 13 |
| Total authorized stations | 4,309 | 2,149 | 847 | 403 | 189 |
| Authorized construction | 1 | 0 | 0 | 0 | 0 |
| CP's deleted | 0 | 1 | 2 | 0 | 0 |

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

- WKBW Buffalo, N.Y.—Denied request for expedited processing of application for construction permit for trans. to make smaller change in DA pattern. Action May 2.
- WLUZ Bayamon, P.R.—Broadcast Bureau granted CP to install new trans. at main trans. location. Action May 5.

Other action
- FCC set for oral argument Beacon Radio Inc., Berlin, Wis., application for extension of construction deadline on WISS -FM on an issue to determine whether reasons advanced by applicants in support of its request for extension constitute a showing that failure to complete construction is due to causes not under control of permittee, or constitute a showing of other matters sufficient to warrant further extension. Beacon Radio's application was granted Dec. 13, 1967, and date of proposed completion of construction was August 13, 1968. Action May 7.

Station boxscore
Compiled by FCC, April 1, 1969

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<tr>
<th>Com'l AM</th>
<th>Com'l FM</th>
<th>Com'l TV</th>
<th>Educ AM</th>
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<td>1,946</td>
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<td>CP's deleted</td>
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New FM stations

- Riverside, Calif.—Loma Linda University Co. seeks 88.7 mc, 1,450 kw. Ant. height above average terrain 72.7 ft. P.O. address: c/o Robert A. Hanssen, 11252 Campus Drive, Riverside 92503. Estimated construction cost $8,500; first-year operating cost $15,000. Principals: Robert Hanssen, president, and Daniel B. Muir, secretary. Action May 1.

Applications

- WSSS Milwaukee, Wis.—Applies for construction permit for broadcast of a variety program service to accommodate an industrial audience. Construction cost $17,800; first-year operating cost $20,000. Principals: James J. West, president; Robert L. Cooper, manager. Action May 1.

Fine

- WWFM Baltimore—FCC notified of apparent failure to adhere to requirements for issuance of a license for broadcasting lottery information and by failing to have properly licensed operator on duty. Action May 2.

Call letter applications

- KIXF, Dale A. Owens, Fortuna, Calif. Requests KNCR.
- WLEX, Southern Radio & TV Co., Lehigh Acres, Fla. Requests WAXY.

Call letter actions

- WFMJ, Rau Radio of the South, Montegomery, Ala. Granted WQTY.
- WKKD, Stewart Electronics, Urbana, Ill. Granted WOR.
- WBFM, Bis Sky Broadcasting Co., Great Falls, Mont. Granted KRGF.

Designated for hearing

- FCC set for consolidated hearing application of Fred Kayser for renewal of license for KNLK Alamogordo, N.M., with applications of Kayser for new AM at Alamogordo (Doc. 1763), and Sierra Blanca Broadcasting Co. to change facilities of KRKR Ruidoso, N.M. (Doc. 1762). Action May 1.

Final actions

- WCYX-FM Concord, Calif.—Authorized program operation on 98.5 mc, ERP 100 kw, ant. height above average terrain 175 ft. Action April 25.
- KXSS-FM Missoula, Mont.—Authorized program operation on 94.9 mc, ERP 1,000 kw, ant. height above average terrain 360 ft. Action April 20.
- WBBY-FM Western Springs, Ohio—Authorized program operation on 109.3 mc, ERP 2 kw, ant. height above average terrain 360 ft. Action April 30.

Starts authorized

- *KXCH-AM/FM* Chico, Calif.—Authorized program operation on 91.1 mc, TPO 10 kw, ERP 1,000 kw, ant. height above average terrain 175 ft. Action April 23.
- *KXVS-FM* Conyers, Iowa—Authorized program operation on 98.5 mc, ERP 100 kw, ant. height above average terrain 175 ft. Action April 25.
- KRBX-FM Council Bluffs, Iowa—Authorized program operation on 98.5 mc, ERP 100 kw, ant. height above average terrain 175 ft. Action April 25.
- *KYSS-FM* Missoula, Mont.—Authorized program operation on 94.9 mc, ERP 1,000 kw, ant. height above average terrain 175 ft. Action April 20.

*Fine actions*

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is retired businessman, Mr. Grieve is KKIK general manager. Mr. MacVay is stockbroker in Philadelphia. Mr. K. Paxson is Covington, Ky. John A. Wills, Manager, County Herald, Reed City, Mich. Mr. Hill is president of a company of sales company and of equipment sales company and has other business interests.

**Merce**

**merc**


**Athens**

**athens**


**Ponce**

**ponce**

Ponce, P.R.—Voice of Puerto Rico Inc. FM 885, pending auxiliaries: NY, NY; above average terrain 160 ft. P.O. address: c/o R. de Antonio, Box 430, Ponce. Estimated construction cost $22,000; first-year operating cost $15,000; revenue $34,000. Principals: Luis A. Ferre, vice president (49%), and William E. Baker, pres- ident (51%). Controls stock of Radio America Corp., Luis A. Ferre, president (49%) and William E. Baker, president (51%). The board of directors have interests in WORA-AM-FM Mayaguez, WQHS and WKYN-FM, both San Juan, and WKYN-FM all will dup 100% of WKYN-FM San Juan. Action May 2.

**Webster City**

**webster city**

Webster City, Iowa—PBW Broadcasting Corp. Hearing Examiner Isadore A. Honig in decision, granted FM 1,070, pending auxiliaries: NY, NY; above average terrain 235 ft. P. O. address: c/o Earvin W. Brown, Sr., 1404-2nd Ave., Chicago. Estimated construction cost $16,225; first-year operating cost $7,200; revenue $30,000. Principals: Mr. Piszczek (60%) and Mr. Westerdale (40%). Mr. Piszczek is owner of WPFL-FM Des Moines. Mr. Westerdale is employer of advertising agency.

**City**

**city**


**San Clemente**

**san clemente**

Review board in San Clemente, Calif., FM proceeding, Docs. 17648-49, considering the petition for approval of assignment and dismissal of South Coast application filed April 3 by El Camino Broadcast- ing, and the South Coast application, held in abeyance for 10 days from release date, pending receipt of additional information. Action May 1.

**Las Vegas**

**las vegas**

Review board in Las Vegas, FM proceeding, Docs. 18357-38, granted to extent indicated and denied in all other respects the petitions filed March 7 by James B. Francis. Action May 6.

**San Clemente**

**san clemente**

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CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted

$1.00 per word—minimum $25.00.

Applicants: If tapes or films are submitted, please send for handling charge. Forward resume to above address.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads $25.00 per line. Rate is $7.50 or over billed at run-of-book rate. Minimum charge is $35.00 per line. No charge for blind box number.

Address replies: c/o BROADCASTING. 1735 DeSales St., N.W., Washington, D.C. 20036

Sales

Salesman—growing New York state market. Good all-around background plus some commission. Box E-01, BROADCASTING.

Successful, pro salesman, preferably RAB trained. Salary, bonus, good opportunity. Ideal working conditions. Box E-96, BROADCASTING.

Opportunity, Kansas small market, young salesman-announcer. Commission, monthly guarantee. Live accounts. No stress in growing County seat college town, agriculture, industry. Exclusive in trade area. Box E-120, BROADCASTING.

Young, energetic salesman for 100K country music station. Must live in area. Good opportunity. Complete record, resume. Box 14045, KMGY, Seattle, Wash.


Hard hitting salesman, young, on the way up or close to arriving. No tired wonder boys—this is not a sleepy market. Good salary and commission. Call collect, I'm ready. Gerry Gilbert, 813-253-0851. WALT, Tampa, Fla.


Experienced—who wishes to go into management. Medium sized market. Write Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

Announcers

First Class Licensse, Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-151, BROADCASTING.

Sweeping 100,000 market midwest station looking for good, aggressive sales-announcer-production combination. Send tape, script, resume and sales background. Box D-334, BROADCASTING.

Afternoon drive slot. No. 1 station top-30 market. Salary open. 1st phone helpful. Send tape, resume. Box D-338, BROADCASTING.

Announcer and/or engineer needed. Southeastern Michigan. Resort college town. Box E-59, BROADCASTING.

Announcer, first phone, with interest in news. Daytime. Fastest growing county New York State. Ideal living conditions. Send resume, tape. Box E-370, BROADCASTING.

 Experienced DJ. Expert in news delivery, board operation (very tight), commercials, ad lifting limits. Work is good, pay is really good. Send resume and up to 10 work samples. Box E-95, BROADCASTING.

50,000 watts and 3,000,000 people waiting for adult morning personality who does his thing well enough to make move up to top sales market. Resume and tape to Box E-123, BROADCASTING.

50,000 watt, top 10 market, adult station needs morning personality who does his thing a little different. Let's hear your best for a big bang in a giant market. Tape, resume, Box E-136, BROADCASTING.

Needed experienced afternoon traffic di for Pulse rated #1 Mod country in medium Gulf Coast market. Must be creative production man. Benefits include, life, health and dental insurance, all paid. Profit sharing and Xmas bonus. $15.00 per week plus talent situations. Tape, resume and picture to Box E-77, BROADCASTING.

Wanted: Experienced, mature morning announcer who is available, in a hurry. Ready to move in or over place. Salary open. Contact Fred Hepper, KCHN, Alturas, California.

Program director or programmer for largest city. Anchorage's better music station needs professional quality announcer $825 to start Send tape, resume, photo for consideration. KAAM-FM-TV, Pouch 2-016, Anchorage, Alaska 99501

Announcers continued


Wanted: Experienced announcer. Must be able to announce, write, sell. Good salary. Apply at KOLT, Scottsbluff, Nebraska.

Experienced Announcer. Omaha-Clubb Effs AM and 100 kw FM. Machinist or classified is new and exciting. Send tape resume and salary requirements to Box 1735, W. O. Box 579 Hot Springs, Arkansas.

Jock. First phone, for Ethnic radio station. Contact manager, KZEY, Tyler, Texas.

Experienced, small market announcer needed. Must have midwest modern MOR background. Finest staff, facilities, beautiful community in which to live and work. Above-average wage to above-average afternoon drive-time announcer. Send tape, resume to WPNN, Findlay, Ohio 45804, 419-422-4545.

Wanted: Modern country announcer. Night shift. WKDE, P. O. Box 512, Altoona, Pa.

"Station in the heart of Long Island's Hamptons has an opening for a personality that's alive!" A guy with a great voice, radio music production, etc. Send resume immediately to Paul Sidney. Program Director, WLNC AM & FM, Box 815, Sag Harbor, L.I., New York.

1st phone announcer. This 5000 watt MOR station needs an experienced announcer. No maintenance. Company benefits include life insurance, hospital and medical insurance, pension plan. Contact Jack Speech, WNNM, Midvale, Utah.

First phone, mid-morning. Must have some talk and news background. Chance to grow with growing area. Call 704-368-3108 or send tape and resume to WPPW, Box 151, Manasota, Florida.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CDW station in Ohio. Opportunity for young man. Send resume immediately. Send tape and resume to P.O. Box 231, Bannister, Mo., or call 673-0295-0299 there.


5 kw MOR independent serving southern Wisconsin and northern Illinois looking for experienced sign-on man. Excellent opportunity with enterprising station for qualified applicant seeking permanency and unlimited growth potential. Accepting applications now for opening. Send resume, salary requirements, and off-air experience. Box 1108, Beloit, Wisconsin 53511.

Man for remote studio: Selling, local news plus late night news show midwest. First Salary, liberal commission. Calvin "Curley" Miller, Manager, Brookfield, Missouri. Contact Harry Curtis, MOR operation in pleasant midwest market. Looking for a di who knows music & production. P.O. Box 385, LaPorte, Indiana 46350.

First phone combination situation. World best climate. Most enjoyable staff. Florida Cold Coast. Full time network, all fringe benefits and a great place to work. 1-312-276-5593, for manager.

Technical

Our chief engineer employed for 30 years with midwest station. Capable of handling large, established station. Needs qualified, competent successor. Age no barrier. Please send resume and salary requirements to Box E-19, BROADCASTING.

Tired of responsibility? Join our engineering staff. Pleasant Ohio community, excellent working conditions, and good pay. Write Box E-84, BROADCASTING.

Sales continued

Chief Engineer: $250.00 weekly. East Coast. Pleasant living conditions. Must have strong directional background and be thoroughly experienced in automatic and manual systems. Excellent pay and benefits. Box E-90, BROADCASTING.

Chief Engineer, AM-FM (new facility in existing and new building in beautiful Vermont. Up to $5,500 weekly depending on qualifications. Call 802-295-3167 or write Box E-138, BROADCASTING.

First Class Engineer with maintenance experience for sub-am FM station. Rapid promotion to Chief Engineer for right man. Rush resume including references and salary requirements to V. L. Fordman, WCTC, 385 George Street, New Brunswick, New Jersey 08901.

First class licensed engineer for complete maintenance and operation of direction 5 KW AM plus FM station. No air work. Permanent position with excellent opportunity for advancement. Car required. Write giving full details of experience and technical background to WPRI Radio, Alexandria, Virginia.

Suburban Detroit daytimer has immediate opening for chief. Must know directional two way maintenence. Permanent position for young enginer on your way up. Grow with us. WYOS Ypsilanti, 313-484-1680.

The ABC Radio Network has immediate openings for on-air personnel—first phone, strong in tape editing and fast board operation. Contact Harry Curtis, Manager of Sales, ABC Radio Network, 1256 Broadway, New York, New York 10020, c/o Program Director, Box 1777, WABC, New York.

Immediate opening for chief engineer AM-FM. No board work, mail resume and salary requirements to Ohio Radio, Inc., Box 383, Norwalk, Ohio.

NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and news reports. Direct morning show. Excellent for prob. Box D-58, BROADCASTING.

Experienced newsmen—for vacancy on 3-man news staff. Send resume and salary requirements to Wyandotte, Michigan. Write Box E-134, BROADCASTING outlining news experience and salary requirements to W. M. Stock, Manager, WYHN, Wyandotte, Michigan.

Will consider all applicants for News Director. This station believes in promotion within group. Send tape, resume and salary requirements to: Manager, KMA Radio, Shamrock, Texas.

Michigan. Experienced newsmen, Cather, write and read. ABC affiliate. Usual benefits. Tapes, resumes to Leo Jylha, WBCM, Bay City, Michigan 48706.

Program, Production, Others

Is there a Promotion manager with some time for a free lance short term project in preparing station brochure? Station within 100 miles of the city. Send resume, references and current pic. Box E-89, BROADCASTING.

Program director/morning man for east coast medium market in contemporary station. Must be good announcer, productive and capable of supervising personality. Must have some hard-working person. Send tapes and resume to Box E-121, BROADCASTING.

Program director and Production Manager. Must write copy, know music, good voice, personality for air work. Salary open, plus benefits. MOR. Call John Taylor, WYTR, Frankfort, Ky. 605-4112.

Situations Wanted Management

St. Louis broadcaster seeks managers-sales management position. Box D-332, BROADCASTING.

All around experienced radio man available. Sale of station,Mgr., sales, news, sports, DJ. Relocate. Box D-329, BROADCASTING.
Management continued

Experienced general manager strong on sales and production. College graduate in broadcasting. Young family. In Fourteen years in the business. Looking for a good challenge with a future. Not afraid of hard work. Knows how and local sales. Am able to lead people and get the most out of them. Write Box E-15, BROADCASTING.

Presently Mgr. of suburban radio station in small market. 7, as multiple good track record. Can furnish good references. 15 years married with three small children. Located small market in the south. Box E-18, BROADCASTING.

Small market specialist: Mid 30's, family. 1st phone and 15 years experience announcing, news, programming, sales, chief and manager. Built and managed one AM, rebuilt one. Can manage and investi- gate a new radio station. Southeast only. Box E-100, BROADCASTING.

Management. AM seeking an opportunity in manag- 181 years leadership background. Employed. Major group references. Box E-102, BROADCASTING.

Young radio administrator seeks management posi- 1on. 25 years experience in the fields of commercial and educational radio, including top management, programming, news, public relations, his- trolley, announcing, and development. Seeking a position in a small to medium sized market, and opportunity for top management position. Excellent references, full details in resume. Box E-110, BROADCASTING.

Young veteran broadcaster, seven years sales and general manager, previous owner, experienced in all phases: civic minded, married and stable. Presently employed as sales manager--positions...similar to radio market. West or S.W., all others considered. Write Box E-114, BROADCASTING.

Business minded family man with 18 years experience in the...-wide, responsible. Prefer Eastern Va., details on interviews. Box E-115, BROADCASTING.

Present salary 10%--offer better and/or for stock op- tions and you get one of the best operators in radio. Desire permanent position. Box E-119, BROADCASTING.

Station manager, under 40, experienced in all phases of broadcasting with emphasis on sales. wants to locate permanently in the upper Midwest--5 figures. Box E-129, BROADCASTING.

Announcers continued

Exciting Basketball play-play delivery. Six years. First class. Prefer relocate Illinois. Want solid organization. Box E-121, BROADCASTING.

Relocate anywhere. Recent broadcasting school grad. MOR or C/D preferred. Also news oriented. 3rd endorsed. Box E-71, BROADCASTING.

Three years experience in staff announcing, news- casting, office man. Authoritative, energetic and capable, desiring position on L.I. Fulltime or part-time. Can take advantage of any...Box E-106, BROADCASTING.

Negro jack--Tight board, good news, commercials and sales. Box E-76, BROADCASTING.

Sharp top-40 jack--Intelligent young family man with college, broadcasting school, 3rd endorsed and a bright exciting personality that appeals to teens and adults. Tape-resume proves it. Available immedi- ately for top-40 or 3rd endorsement. Box E-74, BROADCASTING.

If you're the station I'm looking for, we will relocate anywhere in the country. Box E-80, BROADCASTING.

Combo man, 5 years experience, 4296. Pulse rock or MOR. Willing to work hard, wants chance to move up. Prefer N.Y. Metropolitan area. Box E-88, BROADCASTING.

Experienced Sportscaster football, basketball, newsman-interviewer, college graduate. Box E-98, BROADCASTING.


Are you looking for a mature, hard working, con- scious of timing announcer, college grad, broadcasting school graduate, good voice, third endorsed/newscaster/ announcing? If so, I can deliver. Will give service to you. Northeast but will consider all serious offers. Box E-109, BROADCASTING.

Experienced first phone available for immediate employment. 914-422-7883 or Box E-117, BROADCASTING.

I am a 

"STATION MANAGER WANTED" 5

Desires permanent position. Box E-128, BROADCASTING.

Station manager, under 40, experienced in all phases of broadcasting with emphasis on sales. wants to locate permanently in the upper Midwest--5 figures. Box E-129, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROAD- CASTING.

College Student majoring in broadcasting desires summer work. Announcing experience. College pro- ducer, sports, some sales. Prefer North Central States. Prefer college experience. 3rd endorsed. Box D-318, BROADCASTING.

Announcer-DJ, top 40, first phone, married, draft exempt. College major. Market but all replies con- sidered. Box E-16, BROADCASTING.

Experienced announcer, good voice, intelligent, 26, 3rd endorsed, prefer northeast. Background includes college announcer. Box E-36, BROADCASTING.

Announcer-DJ. first phone experienced in Eng. & Programming. Would like to work in R&B or Top 40. Have completed training in all fields. Box E-171, BROADCASTING.

Exp. DJ-Announcer, newscaster, 3rd endorsed. Mar- ried. No floats. I'm your man! Box E-47, BROAD- CASTING.

Personality, 29, family man, 3rd endorsed, desires announcing shift, medium-sized market. Prefer- able position. Currently working suitable market but, with 8 years experience, I feel I'm worth more than local salary. Cities. Write adding dollars currently receiving. Box E-61, BROADCASTING.

Alive, alert, A gas. Young experienced morning man. Box E-62, BROADCASTING.

Life ends at 401 if that is your premise in voicing and announcing. I am available to direct a California based announcer. Box E-66, BROADCASTING.

Announcer--1st phone, no maintenance, working as 3rd general manager. 40 in southern New England. Box E-68, BROADCASTING.

Technical

Chief engineer--AM/FM construction, maintenance, directionals,proofs, prefer southeast. Box E-93, BROADCASTING.

Technical continued

Experience first phone, age 58, now chief AM, FM SCA, would like change--maintenance or trans- mission. May prefer. References. Box E-99, BROAD- CASTING.

Former Manager-Chief Engineer for major Interna- tional Company seeks position as Director of Engi- neering or Chief Engineer. Call Ralph Carroll at 712-477-2561.

Losing sleep over the technical-administrative aspect of his job, Fred Pascoe, of Chicago, Ill., asks, "Let me lose that sleep for you? No stranger to respon- sibility or hard work, he's unbelievably honest and can work both at home in transmitter or office. Experienced in AM, di-rectional, FM, varied automation systems, general management, sales, etc. Offered take immediate and complete charge. Especially strong on equipment design, in-depth news understanding, broad- cast experience--Two in television, Dig FCC forms...with skill and integrity. Box E-89, BROADCASTING.

Air weatherman--sailor in top 5 market desires news directorship. Outstanding references. $275 minimum. Box E-79, BROADCASTING.

John Seger invites recently established all news operation--CGB--to this choice post in a Midwest Chi- cago, Westphouse New York, Philadelphia—and offer all news, heavy radio news, radio power, and, to offer "traditional" American opportunity. Knowl- edgeable, experienced, overall excellent level of what is now produced; opportu- nity is needed to prove and improve quality. With in-depth news understanding, broad- related meaning. Personal interview a must. Box E-100, BROADCASTING.

Air weatherman. In top 5 market desires news directorship. Outstanding references. $275 minimum. Box E-79, BROADCASTING.

NEWS

Mature, married ex-Federal agent, factual scooper, documentarian, award winner wants news director- ship. Left #1 news team. Box E-9, BROADCASTING.

Newsmen, 36, broadly experienced on network level, desires post in western market. Prefer stations or stations whose owner wants mature, pro- fessional, stylish news operation. Box E-34, BROAD- CASTING.

Air weatherman--sailor in top 5 market desires news directorship. Outstanding references. $275 minimum. Box E-79, BROADCASTING.

Chicago area stations--A hard-driving, young, mar- ried, newsmen with three years experience in radio and newspaper is available in June. Box E-126, BROADCASTING.


1st phone combo, 2 years experience announcing, now in sales. Exp. I will relocate, available immediately, tape along with resume. Box E-130, BROADCASTING.

Seeking C-6, W and/or play-by-play. Will relocate. James M. Small, 2934 Roberta Court, San Jose, Calif., 95127.

Calypso anyone? West Indian with experience seeks part-time, full-time or permanent position. Excellent personality. Sales. Geoff Lewis, 750 Croes Avenue, Bronx, N.Y.

"Top-40", PD/DJ experienced, 3rd class, take com- plete charge, now "Kio" Kirby, 3090 Dale Avenue, Apt. (4-1), Cincinnati, Ohio 45209.

Young announcing school grad., 3rd endorsed, will- ing to accept any radio job, Bob Paco, 342 Terrace St., Bridgeville, Pa. 141-221-3240.

Beginner; Announcing school, TV training, 3rd endorsed. Interested in news. Bill White, 703-588-0117.

Former Cleveland jock--June college graduate, 1st phone, 22 years experience. 438 W. Main Street. Kent, Ohio. 216-678-1665.

TELEVISION--Help Wanted

MANAGEMENT

CATV Manager for large community CATV sys- tem. Requires a college degree in N.E. Previous background. Will consider relocation. Background and salary desired. Send snapshot. Box D-241, BROADCASTING.

BROADCASTING, May 12, 1969

86
Manager-Sales Manager—experienced, loyal, sober, reliable, UHF, TV, Real challenge, top salary, prominent position. Non-smoker, please, apply only to Box D-311, BROADCASTING.

General manager for new VHF full-color independent in the market. Salary, 30% commiss on first year. Must have proven production experience. Must be willing to relocate. Replies confidential. Send resume to BROADCASTING.

Experienced salesman for major upstate New York market. Must be anti-starter with management potential. Salary plus commission. Box E-73, BROADCASTING.

ETV General Manager. To assume full responsibility for operation of new non-profit VHF ETV station for the market. Must be familiar with ETV station operations and management, including funding, budget and financial control, equipment operation. Must be good manager and have program coordination skills. Headquarters in Wichita. Salary desired to become an ETV board member. Send resume to Sunflower ETV Corporation, 300 West Douglas, Wichita, Kansas 67202.

Sales

Experienced salesman for major upstate New York market. Must be anti-starter with management potential. Salary plus commission. Box E-73, BROADCASTING.

ETV General Manager. To assume full responsibility for operation of new non-profit VHF ETV station for the market. Must be familiar with ETV station operations and management, including funding, budget and financial control, equipment operation. Must be good manager and have program coordination skills. Headquarters in Wichita. Salary desired to become an ETV board member. Send resume to Sunflower ETV Corporation, 300 West Douglas, Wichita, Kansas 67202.

Announcers

Announcer—excellent opportunity in midwest for seasoned on-camera professionals with good voice and resume. VTR and resume to Box E-53, BROADCASTING.

Manager-Sales Manager—experienced, loyal, sober, reliable, UHF, TV, Real challenge, top salary, prominent position. Non-smoker, please, apply only to Box D-311, BROADCASTING.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent fringe benefits. Box E-56, BROADCASTING.

Wanted CATV engineer for major system in southeast. Graduate engineer preferred but will consider experienced CATV man. Reply to Box E-56, BROADCASTING.

Video/Audio Engineer for new CCTV system and studio recording operations in NYC headquarters. Send complete resume, salary requirement and photo to Box E-94, BROADCASTING.

We have immediate opening for assistant chief engineer at our facility in southeast. Must have painting of ground floor opportunity for experienced man. Growing organization offers excellent pay and benefits. Send resume to Will Darich, KFIZ-TV, Fond du Lac, Wisconsin 54935, or phone 414-921-3770.

New York—Binghamton. Seeking first engineer with first class license to handle UHF Transmitter and studio operation. Growth potential for the right person. Must be capable of working with experienced Chief Engineer, WBJA-TV, Binghamton, N.Y. 13912.

Assistant Chief, Studio Technician, Transmitter oper- ator, 1st phone contact. Must be a proven expert, available for the right position. Excellent salary and benefits. Send resume to the low, WSVA-TV, Rawley Pike, Harrodsburg, Vir- ginia 24440.

Senior TV engineer and TV engineer—New channel 10 RCA-equipped station. Excellent salary in- cluding 90% health, and 4 ITC microwave channels, translators, network. Close to Lake Mead, sports, university. Must have one year tape experience and 1st Class FCC license required. Send resume to Al Zimpel, Box 7080, Las Vegas. Nevada 89106. Salary range $540 to $670; increases expected July 1. Send resume of training and experience by May 30, 1969, to Clark County School District, Classified Personnel Department, 2832 East Flamingo, Las Vegas, Nev. 89119.

Sales

Our Radio and Television news operation is number one in a high potential, fast growing market. We need a number one man to keep it that way. We’re a Mid-west station with 35,000 100. Looking for experienced producer with creative ability and an eye on camera savvy to anchor two key newscasts. Send complete resume and VTR or photo with first letter. Box E-51, BROADCASTING.

California CBS-TV affiliate seeking experienced News Director. Man will anchor early evening and one hour newscasts. Send resume and photo without tapes or film, with salary requirement in first letter. Ira Ellis, Marvin News, Program Director—TV P.O. Box 4035, Albany, New York 12207.

TV Newsmen, for top-rated Washington Post—News—Week Station. Florida. Good at reporting, writing, on-air. Contact Bill Grove, WJXT-TV, Broadcast House, Jacksonville, Florida 32207. A good opportunity employer. Phone News Director, 305 P.O. Box 4-8243.

Programing, Production, Others

Major market station wants creative cameraman/ editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

Florida ETV seeking photographer, creative yet when time limited can shoot and edit quality footage. Thorough knowledge of digital film, film and photo, salary requirement. Box E-3, BROADCASTING.

Florida ETV seeking Producer-director. Solid back- ground required; limited experience acceptable. Op- portunity to try innovative ideas. Send resume and photo, salary requirements. Box E-4, BROADCASTING.

Promotion assistant—to be in charge of broadcast promotion media for major Washington, D. C. television station. Must have strong experience in copy writing and design. Send resume. Box E-107, BROADCASTING.

Promotion—writing. Send resume and references. Box E-107, BROADCASTING.

Wanted experienced Engineer. With color film, video tape experience. Ideal market in the east. Box 427, BROADCASTING.

Program Manager, with creative ability, some spon- soring and program production for too fifty mar- ket stations. Will be based in southeast. Box E-46, BROADCASTING.

Producer, with creative ability, some program production for too fifty market stations. Box E-46, BROADCASTING.

Television

Television:experienced rental assistant with experience shooting and editing. Resume and references. Box F-3, BROADCASTING.

No phone calls accepted.

We need used 250, 500, 1 kW 0 10 KW A&M and FM Transmitters. No junk. Guarantee Radio Supply Corp, 1114 Iliff Ave., Denver, Colorado 80228.

Seeking a good used transmitter, meeting the FCC requirements. Box E-78, BROADCASTING.

Private youth educational institution seeking con- tributions of new or used radio and television equipment (any condition) for the establishment of a complete CCTV production facility for broad- cast training. Need studio cameras, VTR, film lighting and all other equipment for CCTV pro- duction. Have no equipment and cash contributions tax deductible. Send description of equipment to Box E-83, BROADCASTING.

FM—equipment for 3KW ERP Mono, need every- thing from mike to antenna. Box E-92, BROADCAST-ING.

Untied States Air Force, 3004 B Street, Norfolk, Nebraska. 68701.

FM—equipment for 3KW ERP Mono, need every- thing from mike to antenna. Box E-92, BROADCAST-ING.

1000 foot self supporting tower. Give de- tails to WBC, 2400 W. Madison St., Chicago, Ill. 60612.

NEW ORLEANS — Elkins Training School's annual Radio License School has begun. Elkins' Radio License Program has been in operation for twelve years. Of its students, 74% have passed their FCC License examinations on the first try, with an average success rate of 60%.

The school, located at 1309 St. Charles Avenue, New Orleans, is the only school in the United States offering a comprehensive course in radio licensing. The course lasts six weeks and includes classroom instruction, practical experience, and supervised studio work. The school also offers a radio technician course that lasts five weeks. Both courses are aimed at preparing students for FCC licensing exams.

Elkins Training School is located in the heart of New Orleans, where students can experience the vibrant city and enjoy all it has to offer. The school is staffed by experienced instructors with a wealth of knowledge and experience in the radio industry. Tuition for the Radio License course is $1250, and for the Technician course is $1100. Both courses are available in the fall and spring.

For more information or to schedule a visit, please contact Elkins Training School at (504) 586-3123. They can provide information on courses, schedules, and how to register.

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BROADCASTING, May 12, 1969
Announcers continued

MATURE, PROFESSIONAL, TOP-RATED AIR PERSONALITY

Colorado . . . . Denver . . . . 24th market . . .
50KW Clear Channel . . . . KOA is interested in hearing from you if you are currently in a major market station. Our format . . .
Aggressive Middle-of-the-Road. If you understand Contemporary Adult Radio and have something meaningful to say . . . . Rush a recent air-check, (music telescoped), complete resume . . . . in confidence . . . . to:

Don Tucker
Program Manager
KOA Radio
Box 3012 T.A.
Denver, Colorado 80217

Do not call.

__________________________

PRODUCTION

Program Director
—Major market tight format contemporary needs a heavy PD with Top Forty experience. Must be able to do air show on relief basis. Must know music, promotion, and be a good administrator for top-flight professional air staff. State salary requirements and include tape or air check with resume. This is a major career opportunity for a young aggressive man with the right background.

Box E-97, Broadcasting.

Situations Wanted
Programing, Production, Others

ANNOUNCER
Well trained announcers with 1st endorsement available now. For top paid positions write to:

Midwestern Broadcasting School
229 S. Wabash Ave.
Chicago, III. 60604 or call (312) 922-0712

Remarkable Broadcast Talent
Now Available
I represent one of the nation's outstanding and best known major market programmers. He's been on special program assignment for past nine months and will be available in a few days to join your staff as program manager.

His record is impeccable. He has never missed. His experience is broad and lengthy. His trend-setting genius is a matter of industry record. No fee involved. Write for details now:

Box E-84, Broadcasting.

__________________________

TELEVISION—Help Wanted—Management

TELEVISION—Help Wanted

Video

T&I Engineer

BSEE or equivalent. Prefer video signal, video camera, or VTR experience. Will work with Development Engineers to determine specifications and test procedures on new video products. Duties include some black box design, capital equipment recommendations, and first-run test on prototypes.

Located on the San Francisco Peninsula. Relocation assistance provided. Excellent fringe benefits. An equal opportunity employer.

Send resume in confidence to: Mr. Harlyn Prouty, 2655 Bay Road, Redwood City, Calif. 94063

AMPEX

Help Wanted Overseas Director Engineer


__________________________

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 $15,000-$18,000 depending on background plus excellent incentive program. Total income will exceed $20,000 first year.

Send resume today!

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611

Specialists in Executive Recruitment

__________________________

Announcers

WANTED
Announcer/Director. Must be strong on Camera and have Directing Background. California.
Write Box E-111, Broadcasting.

__________________________

TELEVISION—Help Wanted

Technical

__________________________

NEWS

WANTED
News Ratings Tell Us How You Can Do It! West Coast
Box E-112, Broadcasting.

__________________________

ANNOUNCER
With Network Sound
FOR
NBC-owned Radio Station
Send tape, Writing Sample, Resume, and Photo TO:
Dick Chamberlain
WJAS, Pittsburgh, Pa. 15220

__________________________

TELEPHONE SALES SPECIALISTS

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for $3 satisfied radio stations for over seven years. We sell for only one station in a market, and you must be within 900 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-275-9200 or write for station references in your area and details.


__________________________

BROADCASTING, May 12, 1969
ASS'T PROMOTION DIRECTOR

PROMOTION ASSISTANT wanted by WTOL-TV, Toledo. Applicant must be good leader and writer with potential to grow with group. Should have background in audience and sales promotion and public relations.

Good salary, numerous benefits. Send resume to:
Promotion Director, P.O. Box 715, 604 Jackson St., Toledo, Ohio 43601. No phone calls accepted.

WANTED

Excellent TV Promotion Director, California.
Box E-110, Broadcasting.

WANTED:

Director of Continuing Education to be responsible for the development and implementation of programming in this area. Prefer applicants with Masters Degree and some experience in the production, either closed-circuit or on-air, of adult, in-service, or continuing education program. Salary $10,000 per year on a twelve month contract.

For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, or national origin.

INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION
- COMPREHENSION
- KNOWLEDGE

Finest Instructors

Years of practical experience

Intensive Methods

Animated Electronic Films

Reasonable Costs

Only one charge to completion

Selected Accommodations

Student rates at Hollywood-Plaza Hotel

Top Results

Our students obtain their 1st.

LEARN at the Nation's oldest and most respected

School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV (established 1937)

Next Accelerated Class starts

June 16

for additional information call or write:

DON MARTIN SCHOOL OF RADIO & TV

1653 No. Cherokee, Hollywood, Cal.

HO 2-3281

Employment Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Sherlee Barish, Director

WANTED TO BUY—Stations

Qualified Individuals

would like to obtain radio station in

small to medium Southeast or Southern market. All replies in confidence.

Box E-60, Broadcasting.

FOR SALE

STATIONS

SOUTHWEST SINGLE MARKET AM

Full time facility with valuable real estate located in small growth community with four year college. Price of $225,000 is about 1/2 annual gross plus value of real estate. 27% down with good terms on the balance.

Box E-48, Broadcasting.

SAN FRANCISCO FM

$750,000

Box E-63, Broadcasting.

FOR SALE

Absentee owner desires to sell full time AM station. If you have money and management ability rep

ty to:

Box E-67, Broadcasting.

No Brokers please

Lin Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N.Y.

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Bevel Baker

ITHACA, N.Y.

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Randolph Giures

MEDFORD, N.J.

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DETROIT

Bill Kogge

NASHVILLE

Bob Hooft

ATLANTA

Bernie Whiliker

Bill Chapman

LOCAL SERVICE

NATIONWIDE COVERAGE

CHAPMAN ASSOCIATES

media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

BROADCASTING, May 12, 1969

90
FOR SALE—Stations—(cont'd)

Confidential Listings

BROADCASTING, May
is

Box E-91, Broadcasting.

[Image 0x0 to 555x751]

GULF OUT

Major market 1-KW Daytimer, profitable operation with excellent market, valuable real estate.

$250,000 with 29% down.

(Continued from page 84)

BROADCASTING

is the marketplace

Whether you concentrate in the printed media or in skywriting, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. BROADCASTING is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use.

Subscribe now . . . pay later!

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Subscribe now . . . pay later!
respectively, of KFV-AM-FM. Mr. Kassebaum is attorney and director for com- pany, Metals, according to company. Mr. Rees is attorney. Ann. April 22.

- WBGF(AM) Detroit—Seeks transfer of control of Detroit Broadcasting Co. of Nicholas Timko, deceased (67% before, none after), to The Detroit Bank & Trust Co., co-executors of estate of Nicholas Timko (none before, 85% after); Nicholas-owner. (See QMFS(AM) Hamilton, Ohio. Ann. April 30.

- WJSW Maplewood, Minn.—Seeks transfer of control of Des Moines Broadcasting Inc. to Paul J. Glass, individually and as trustee of the estate of Margaret Glass (to group 100% before, none after) to Donald J. Hesse, president (none before, 55% after), Sev. J. Widman Jr., vice president (none before, 40% after), and Wal- niak, secretary (none before, 30% after).

- Consideration: $180,000. Principals: Mr. Glass and Paul J. Glass, individually. Transfer store Mr. Widman is general manager of WJSW. Mr. Wznialak is at- torney. Ann. May 2.

- WQMS(AM-FM) Hamilton, Ohio—Seeks transfer of control of Des Moines Broadcasting Inc. to Paul J. Glass, individually and as trustee of the estate of Margaret Glass (to group 100% before, none after) to James E. Timko, Sr., president (none before, 55% after), and James E. Timko, Jr., vice president (none before, 40% after), and Wal- niak, secretary (none before, 30% after).

- Consideration: $180,000. Principals: Mr. Glass and Paul J. Glass, individually. Transfer store Mr. Widman is general manager of WJSW. Mr. Wznialak is at- torney. Ann. May 2.


- WJFW-FM and WBFG-FM, Detroit—Seeks assignment of license from SeaHorse Broadcasting Corp., Detroit, Michigan, to Broadcasting Bureau Inc., Detroit, Michigan, for $147,000.00. Principals: Mr. Woz- right and Mr. Frank. Transfer store Mr. Widman is general manager of WJSW. Mr. Wznialak is at- torney. Ann. May 2.

- Community antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through May 20, 1969. They include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

- Ashland, Ala.—Cable TV of Gainsville, Fla., represented by Clayton Curtis, has been granted a franchise by the City of Ashland by a vote of 7 to 1. The franchise will pay 5% of its annual gross receipts. Co-owner, Mr. Curtis, is represented by Anthony Malawski and John De- Morgan, as applied for a franchise.

- Auburn, N.Y.—Seven systems, repre- sented by Anthony Malawski and John De- Morgan, as applied for a franchise.

- Castile, Ohio—Communications Construc- tion Corp. of Liverpool, Ohio, has been granted a 25-year nonexclusive franchise, which will deliver seven channels.

- Columbus, Ohio—Community Cable Service Inc. has been granted an exclusive 20-year franchise.

- Cleveland, Ohio—Merchant’s Broadcast- ing System, Pittsburgh, has applied for a franchise. Mr. J. E. Wozright is president of the company. The firm has 128 systems, gross revenue for the first 500 subscribers $45 a month, plus 50 cents a month for each additional set.
The old college try is never quite good enough for Tom Hesburgh when even better performance is possible.

The ex-New York commercial broadcaster is still a commercial broadcaster. But now he's smack in the middle of the expanding Notre Dame campus where he is chief operating executive for the university's WNDU-AM-FM-TV South Bend, Ind.

This stimulating academic climate seems to be an agreeable atmosphere, whetting his desire to help a continuing flock of students—"good men and true," he calls them—achieve a competence in commercial radio and television performance that equals the university's reputation. Some 170 WNDU "graduates" are now scattered throughout the industry.

Sitting with a visitor to campus at a garden window of the Morris Inn dining room in early May, Mr. Hamilton enthusiastically describes the Notre Dame way of blending practical and scholarly. In explaining his duties as vice president of the Notre Dame subsidiary, Michiana Telecasting Corp., and general manager of the WNDU stations, he obviously enjoys relating also how school officials with teaching backgrounds had to stand firm in favor of establishing WNDU-TV as a strictly commercial operation in the broadcasting tradition while business-oriented trustees favored making it purely educational.

WNDU-TV took the air in July 1955 on channel 16 (South Bend-Elkhart is an all-UHF market) and is a full-color affiliate of NBC. WNDU radio, formerly WHTV, was acquired about the same time. It is an ABC affiliate on 1490 kc with 1 kw day and 250 w night. WNDU-FM, separately programed and stereo, started in 1962.

Pausing to point out the Rev. Theodore Hesburgh at an adjacent table with a faculty group, Mr. Hamilton explains the priest was involved in the effort to establish commercial broadcasting there. Father Hesburgh now is president of both Notre Dame and its tax-paying subsidiary, Michiana.

Mr. Hamilton puts a little extra emphasis on "tax-paying," observing the point sometimes is missed or misunderstood when church-related schools and their business activities are discussed today.

"Back in 1948," Mr. Hamilton recalls, "Father John Cavanaugh, then president, and Father Hesburgh, then vice president, recognized television was developing into the greatest means of mass communication that mankind had devised since the advent of printing. They figured if Notre Dame were going to be truly a university of universal excellence they should be deeply involved in the new medium."

The priests, Mr. Hamilton continues, "were convinced that communications in this country since its founding had been most successful when they were commercial." They also knew, he relates, that few would actually watch the highly cultural programs of a pure educational station, but many would view a self-supporting commercial outlet that also would have educational-type programs from time to time. Ultimately the trustees agreed.

The WNDU stations "turn a modest profit," Mr. Hamilton says, which goes to the university for its use in operations and the current expansion program. He hopes the profit picture will improve once WNDU-TV doubles its market size with a new 1,000 ft. tower and high power. The $1-million facilities expansion project presently is before the FCC.

But the profits will not necessarily go toward the projected new Notre Dame Communications Center, a $2.5-million facility seen ultimately as housing all of the school's closed-circuit and other TV teaching systems, including enrichment program materials and instant retrieval functions. A TV monitor and information control dial in each student's room is part of Mr. Hamilton's vision.

The communications center as a separate project in the long-range planning comes under the supervision of Dr. John Meany "who now is in charge of visual media instruction and who earlier set up complete broadcasting at Texas U. which is nonpareil," Mr. Hamilton notes. How soon the center becomes reality depends on contributions from outside sources, he adds, but Dr. Meany is already vigorously beating the bushes. The WNDU stations would lease space in the center, he adds, and also contribute much professional assistance.

The sour smell of sweat lingers in the Morris Inn lobby as Mr. Hamilton and his guest pass through. It was just vacated by a milling group of shaggy-haired students protesting the trustees meeting that day and demanding "equal time." Even Notre Dame has a few hippie types, Mr. Hamilton laughs, but so far the dissenters have been peaceful. A WNDU news team keeps watch.

"That's the hard nut for management today," Mr. Hamilton comments, "especially for the news director. You don't dare miss the vital event should it happen and still you don't want your presence to give them a feeling of too much importance either."

Following the straggling group to the new $1.3 million Continuation Education Center where broadcaster meetings, WOR-AM and other major events have given the WNDU stations plenty of hard news to cover, Mr. Hamilton tells of his special pride: the stations' ghetto news project which already has resulted in seven blacks, now trained and well qualified, working full time in several departments. It began with an idea of Harry Kevorkian, news director, at last year's urban crisis conference of broadcasters there.

"We went into the ghetto, took an empty store front and set up a 'live-in' news and training facility," he says, "working with Negro groups for careful screening of career applicants. "The success story will be told to the Indiana Broadcasters Association June 19-20 at Purdue. Mr. Hamilton is chairman of the meeting.

"This is the right way," he says, which is expected from a man who does everything left handed—except when he plays golf.
Break it up

The Tommy Smothers-Nicky Johnson act played Washington again last Tuesday, for the third time in six weeks. It is beginning to run out of material.

Mr. Smothers, readers will recall, first appeared in Washington late last March during the National Association of Broadcasters convention, to which he was not invited. In a widely covered news conference he accused CBS-TV of censorship. That was mostly his show, although Mr. Johnson was in conspicuous attendance, clucking sympathetically at every allegation of brutish suppression of art.

In a week or so CBS-TV canceled the Smothers show in a move to be commended more for managerial courage than public-relations skill. That put a new topper on the Tommy Smothers act.

A few weeks later both Smothers brothers returned to Washington to fulfill a previously arranged commitment to perform at a banquet of the American Society of Newspaper Editors. On the afternoon before the banquet Tommy Smothers invited newsmen and members and employees of Congress to a screening of material he said CBS had censored. The turn-out was disappointing, but prominently present was Nicholas Johnson, who also was at a table with Smothers staff members at the ASNE banquet that night.

Mr. Johnson finally achieved equal billing with Mr. Smothers at their performance last week before some 35 members of the Democratic Study Group, which is composed of liberal Democrats in the House. Mr. Smothers showed samples of his work that landed on the cutting-room floor. Mr. Johnson conjured ogres at network headquarters. But somehow their act just missed.

We suggest that they retire it. The issue in the Smothers case was never censorship. It was insubordination. No great art was ever lost to editing by CBS. Mr. Smothers merely wanted carte blanche to indulge his fancies of the moment. If he had been humored, CBS would have abandoned its responsibility.

As for Mr. Johnson, he has about used up the reflected publicity he acquired by attaching himself to this act. It's time he went to work on constructive enterprises, though that may be a forlorn hope. He hasn't done anything constructive yet.

Honor roll

Listed below are the members of the 91st Congress who, as of this writing, have introduced bills to give broadcasters a reasonable measure of protection against strike applications filed against their facilities. The list is long, but it needs to be longer. And the list of legislators to be made aware of the need for favorable action must be longer still. The broadcasters' education campaign is only beginning.

Here are the House members who have put their names to bills that would prevent a facility from being put up for grabs until the incumbent licensee had been found disqualified to retain it:

Democrats: Abbitt (Va.), Bevill (Ala.), Dent (Pa.), Edwards (La.), Flynt (Ga.), Fuqua (Fla.), Hull (Mo.), Natcher (Ky.), Nichols (Ala.), Rarick (La.), Rogers (Fla.), St. Onge (Conn.), Stephens (Ga.), Stratton (N.Y.), Waggoner (La.), Watts (Ky.), Wright (Tex.).

Republicans: Belcher (Okla.), Brock (Tenn.), Brophy (N.C.), Bush (Tex.), Carter (Ky.), Chamberlain (Mich.), Duncan (Tenn.), Edwards (Ala.), Hall (Mo.), Hastings (N.Y.), Kleppe (N.D.), Langen (Minn.), Lujan (N.M.), McClory (Ill.), McKneally (N.Y.), Martin (Nebr.), Meskill (Conn.), Mize (Kan.), Nelson (Minn.), Pirnie (N.Y.), Quillen (Tenn.), Saylor (Pa.), Sebelius (Kan.), Shriver (Kan.), Snyder (Ky.), Talcott (Calif.), Thompson (Wis.), Wailey (Pa.), Winn (Kan.).

In the Senate John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has introduced his version of an antistrike bill. The Pastore name lends prestige to the project, but the senator needs help in educating his colleagues to both the need and justification of the bill. In this legislation the public interest and the broadcaster's interest clearly coincide.

The un-free French

Six months ago when Charles De Gaulle was riding high, his political success was ascribed largely to his strict control of France's television. It was unthinkable to French politicians that any nation could allow its broadcasting services to be free.

But something happened. Even with government control General De Gaulle lost a vote of confidence. He resigned.

The interim president, Alain Poher, who says he does not aspire to succeed De Gaulle, promptly ordered a stop to government propaganda on radio and TV which, of course, are government operated. Mr. Poher, as one of his first official acts, cited the law that has been there all along calling for "objectivity and accuracy" of news broadcasts and the access of "broad currents of opinion" to microphones and cameras.

The hands-off policy may not last. The successor to De Gaulle, to be elected next month, will no doubt be tempted to return to censorship. But for the campaign rival positions will be aired.

Perhaps it's too much to expect that in this election the French will learn that 200 million Americans (give or take the odd-balls) can't be wrong. History records all those French revolutions in which the people fought for something that must have been roughly equivalent to our Bill of Rights.
There are now more Americans in Viet Nam than in Nevada, Vermont, Wyoming or Alaska.

Maybe we should make it a state.

When we talk about Viet Nam, we do more than read items off the news ticker.

We give our viewers the insight of John MacDougall and Bob Ryan, two of the most informed and involved newscasters in the business. When they report on a story, they know what they're talking about.

Take Viet Nam. Bob Ryan's been there. During two weeks in the field, he went on helicopter assaults, river patrols in the Mekong Delta, and Air Force raids from Phan Rang. He interviewed Minnesota-area GI's.

He also interviewed Madame Chiang Kai Shek in Taiwan and President Marcos in the Philippines, as he traveled through six other countries.

This is nothing new. Since 1955, he's made fourteen news gathering trips to world trouble spots. In 1959 when Cuba was in the news, Bob was in Havana. Last year when Czechoslovakia was invaded, he went to Prague. These aren't pleasure junkets. He's been followed, spied on, and had cameras confiscated.

But he's come back with a breadth of experience no other local TV journalist can match.

This is just one example of the kind of people we have on KSTP's Twin News Tonight. And just one reason why it's one of the finest news operations in the nation.
Further proof... sound has never been in better shape!

RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655...long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year unconditional guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!