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WTEV grows greater in the greater Providence TV area

Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

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Meter readers

TV stations in New York have retained engineering firm of Jansky & Bailey to study electronic capabilities of meters used by A. C. Nielsen Co. in its New York instantaneous TV stations service. It's all part of five-year-old project—conducted through New York TV stations rating committee, headed by Dick Owen, research director of WCBS-TV—to get to bottom of discrepancies between ARB and Nielsen/New York ratings. In effort to track down reasons for discrepancies, rating committee conducted study of respective survey samples and made recommendations before launching hardware investigation. Station sources say rival ratings are not as glaringly at odds as they were before but that differences still exist and are still "disturbing."

Nielsen cooperation with stations represents turnabout from position company took year or so ago when Broadcast Rating Council undertook own hardware study. ARB cooperated, but Nielsen refused (though it did permit BRC auditors to make validation checks to determine whether tuning was being accurately recorded). Station authorities say Nielsen cooperation now may stem from rating committee's decision to assign different engineering firm to each rating service and thus avoid concentrating competitive information in single source.

Running scared

Government threats to break up multi-media ownerships got to another media combine last week. Time-Life Broadcast decided to withdraw 33 applications for CATV franchises in Chicago suburbs as well as one for franchise in city itself. Decision followed parent Time Inc.'s purchase of Hollister chain of weeklies in area (see page 48) and earlier acquisition of other group of weeklies around Chicago.

Several weeks ago word got out that Triangle Publications had decided to get out of cable business ("Closed Circuit," May 5). As of last week it was still looking for buyer for 16,000-subscriber system in Binghamton, N.Y., and several smaller systems.

Two ways

During closed business session at their convention in New York last week CBS-TV affiliates moved in opposite directions from position taken by NBC-TV affiliates only week before. At NBC convention, stations voted down resolution that would have asked NBC to relinquish 30 minutes of monthly two-hour First Tuesday for local public affairs ("Closed Circuit," May 19). At CBS closed meeting, network officials—who currently relinquish 30 minutes of 60 Minutes/News Hour every four weeks—asked whether stations would like to yield that time back to network. In response reported to be virtually unanimous, they said they wanted to hold onto it.

Back burner

They aren't saying so in public, but some officials in Nixon administration favor creation of executive-branch agency to allocate spectrum and participate in making communications policy. This view coincides with one of main recommendations in report submitted to President Johnson last December by his Task Force on Telecommunications Policy but never released until Nixon administration put it out last week (see page 24). Officially, White House is withholding endorsement of task-force findings.

Strong start

Twentieth Century-Fox will announce this week what it will claim is biggest syndicated-TV sale ever—514 episodes of Peyton Place to Metromedia's WNEW-TV New York, WTTG-TV Washington, KTTV-TV Los Angeles and KMBC-TV Kansas City. (Metromedia's San Francisco U is not included.) Last week Fox announced that Peyton Place would come off ABC for fall start in syndicated showings (see page 58).

Modern public service

Advertising Council is undertaking test of 30-second spots for its voluntary campaigns and is considering public-service piggybacks for future. Its 1969 traffic-safety kit will be mailed to broadcasters with 30's (plus traditional 60's and 20's) and questionnaire enclosed. Films are in labs now and will be sent out next month in time for Independence Day weekend safety drive. Questionnaire-post card will canvass stations on estimated number of times each length will have been aired. Council hopes short spots will increase volume of donated air time. Voluntary agency for National Safety Council Inc. is Needham, Harper & Steers, Chicago.

Ad council also is giving thought to approaching networks through its radio-TV committee on possibility of piggybacking public-service spots. Council would like to see such campaigns as forest-fire prevention and keep-America-beautiful running back to back.

Mission uncertain

Success of Mission: Impossible has created monster for Paramount TV, which produces show, and CBS-TV, which carries it. Real mission impossible has been to get production rolling for next fall in face of actors' demands for salary increases ranging up to 100%. (Production costs have already been going over $175,000 budget.) As situation now stands, Peter Graves, Greg Morris and Peter Lupus of regular cast will be back for fall. Martin Landau may not, and his real-life wife, Barbara Bain, will stay or go with him.

Leonard Nimoy, recently of Star Trek, has been signed as guest star in opening two-part segment of Mission for fall, with options for several additional appearances. He's tagged as Mr. Landau's successor. Actress Dina Merrill may substitute for Miss Bain.

Matter of principle

Some CBS-TV affiliates think Merv Griffin Show has been turning blue too often since impending move to CBS has made it lame-duck production at Westinghouse Broadcasting. Their concern surfaced during closed session with network officials at annual convention last week. According to participants, this led to bantering exchange that appeared to satisfy as well as amuse. Inside account of exchange: When affiliates expressed hope network's program-practices people will keep eye on show's content and clean it up if necessary, program vice president, Mike Dann, said: "I won't let them." President Robert D. Wood replied: "I will." Mr. Dann countered that "I never argue with the network president," but Mr. Wood had last word: "Whoever the network president may be."

First dip

Reports persist that Hershey Foods, Hershey, Pa., may be planning its first use of TV next fall by buying regional. Account people at Ogilvy & Mather, New York, Hershey's agency, say they cannot confirm reports, but neither will they deny them.
You support eight million people on welfare.

And the way things are going, your children will be supporting theirs.

Originally, welfare was a solution to a problem. Today it's a problem in itself.

It has reached the point where, if a person is born on welfare, he will probably die on welfare.

And ten years from now, things could be worse.

That is why Group W's Urban America Unit prepared the 90 minute documentary, "The Shame of Welfare."

First, it clears up some popular misconceptions. For instance, the majority of Americans on welfare are not black. They're white.

Then, the documentary shows how the present system has become obsolete over the years. How billions of dollars are spent every year merely to keep millions of people living in abject poverty.

But we do more than show the ugly side of welfare. Much of the program is spent discussing solutions to the problem. The kind of solutions that would replace our disintegrating welfare system before it disintegrates totally.

"The Shame of Welfare" is just one of 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. A special to make you think. And, perhaps, act.

We've undertaken this kind of programming because there are a lot of problems facing this country.

And we believe a broadcaster's responsibility is to be part of the solution.
Cable television industry's push to ease present and proposed FCC regulation opens on Capitol Hill, with new legislation a possible result, and task-force report looming in background. See...

Will task-force report help CATV's?...19

Five months after its completion, Johnson administration's task force report on communications policy is released—but White House withholds endorsement, says report was issued to promote "discussion." See...

Task force study finally reaches Hill...24

Automated monitoring service to verify quality and on-air performance of television commercials is a near-reality, with International Digisonics Corp., as prime mover. Next question: Can system get FCC approval? See...

IDC looks for FCC green light...28

On same day that Cigarette Labeling Act expires, Federal Trade Commission will meet to establish toughest "death warning" yet—to appear not only on packs, but in all advertisements. See...

FTC moves in like lion on cigarettes...30

CBS affiliates' convention in New York features upbeat reports on sales, programs and growth prospects of television, with only one dark element on horizon: prospect of tougher government regulation. See...

Prosperity is theme at CBS-TV...34

Federal courts are now last hope for WHDH Inc., in its bid to keep Boston's channel 5, as FCC denies petitions for reconsideration of its unprecedented decision to grant facility to competing applicant. See...

FCC closes the door on WHDH...42

FCC approves nearly $9 million in sales: Starr Broadcasting acquires WBOK New Orleans, WLOK Memphis, KYOK Houston and KXLR North Little Rock, Ark.; Taft Broadcasting gets WIBF-TV Philadelphia. See...

Five station sales win FCC nod...46

Rising costs will keep CBS-TV away from 1972 Summer Olympics and may keep it from renewing National Hockey League games—but costly pro football is still on for 1970, according to William MacPhail, network's vp-sports. See...

CBS will have football in 1970...52

ABC will enjoy record second-quarter earnings and generally better year in 1969, with O & O's leading broadcast-division revenue, ABC President Goldenson tells affiliates at company's annual meeting. See...

ABC earnings soar into 1969...59

Striking new station architecture, reflecting television's uniquely contemporary identity, begins to appear as broadcasters abandon old, cramped studios and look for newer quarters. Special report tells the story. See...

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Broadcasting

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BROADCASTING, May 26, 1969
For the third thrill-packed year Gordon Johncock and Gilmore Broadcasting are partners on the championship car racing trail. Johncock, one of the nation's leading drivers, has been setting records across the country in his Gilmore Broadcasting Specials. Linked to trackside reports for race after race, the Gilmore stations are fanning the enthusiasm of the fans at home.

Building audience excitement to the thrills of America's fastest growing spectator sport is characteristic of the Gilmore spirit in broadcasting. In Harrisonburg, Evansville and Joplin viewer loyalty grows. Advertiser support flourishes.

In sports as in all programming, the Gilmore stations build their success on involvement. That's where the excitement is.
Commissioners fume

Citizens group's effort to take channel 11 away from WPXI(TV) New York is generating considerable controversy within commission.

Chairman Rosel H. Hyde, in unusually strong statement, accused Commissioner Nicholas Johnson of having attacked integrity of his fellow commissioners in statement on case.

Commissioner Johnson denied it and, in turn, suggested commission's staff had acted on WPXI license renewal with unusual haste (see page 41).

This, in turn, produced unusual retort from member of staff. George Smith, chief of Broadcast Bureau, said suggestion staff had proceeded in unusual manner on WPXI case was "untrue."

Meanwhile, commission on Friday (May 23) released public notice announcing renewal by staff, under delegated authority, of WPXI and other New York and New Jersey stations, whose licenses expire May 31.

Forum Communications Inc., composed of New York area residents, filed its application for channel 11 on Thursday, same day staff action was actually taken. Question as to whether Forum application was thus filed too late has not yet been resolved at commission.

Chairman Hyde made his statement Friday in concurrence in commission's Thursday decision to deny Forum's petition for "safe period" in which to file application. Forum had said it would not be able to complete application until May 29 (BROADCASTING, May 19), but filed it May 22.

Chairman Hyde said that Commissioner Johnson, in dissenting to that commission action, had attacked integrity of commission members after failing to persuade commission "to defer orderly renewal of a broadcast station license" so that competing application could be filed.

Chairman Hyde also defended commission's decision to adhere to cut-off date on filing of competing applications. To grant waiver in case where no reasons for it are advanced would mean there is presumption in favor of encouraging competing applications--"that cut-off procedures are meaningless," he said.

Commissioner Johnson, who in dissent said commission had denied Forum petition in order "to serve the economic interests" of favored broadcast licensee, responded to chairman in "addendum" to that dissent. He said he never--certainly never intentionally--engaged in ad hominem arguments or hinted at lack of personal integrity."

He also disputed argument that granting Forum's petition would amount to "encouraging competing applicants. To suggest that any commissioner has encouraged such applicants," he added, "is, most charitably, misleading."

He said that commission's Broadcast Bureau had "flouted" instruction to process WPXI in normal course of commission business.

Mr. Smith, however, said it was "not true" processing of June 1 renewals was unusual. He said batches of renewal applicants in last four renewal periods had been granted before license-expiration dates.

Mr. Smith said that by May 14 bureau had completed processing of 175 New York and New Jersey renewal applications, and found them to qualify for grants.

"I reported to the commission on May 21 [Wednesday] that those 175 applications had been or were in process of being granted," he said. "And of the 175 applications, WPXI's was one."

Cable Impact shown

UHF operator gave House Communications Subcommittee facts and figures Friday (May 23) about inroads on audiences and income caused by CATV penetration. At hearing earlier in week cable spokesmen held damage by cable to broadcasters was improved and at worst only potential (see page 19).

David Baltimore, vice president and general manager of WBRE-TV Scranton-Wilkes Barre, Pa., said his area's TV market had slipped in rankings from 44th, during early '60s, when cables offered five channels, to 58th in 1967, when cables expanded to 12-channel capacity. "Viewer surveys," he said, "indicate that loss of rank is attributable to impact of cable television."

Area's stations are competing in cable homes with New York and Philadelphia TV programs, he explained, adding that if those homes were all to watch network fare on local affiliated stations which offer full service, ARB rank of market would change from 59th to 45th, worth "a 50% difference in revenues."

Furthermore, he said, "Elimination of this type of fragmentation not just in the Area of Dominant Influence, but throughout the areas within the stations' grade A contours, could deliver another 50,000 homes, and raise the market to 34th."

Hearing's last-day session for week also heard James E. Kolls, director and 15% stockholder of cable system serving Owensboro, Ky., say "all but 80 of system's subscribers disconnected" when system stopped carrying Louisville, Ky., signals as result of FCC regulation.

Financially pressed system attempted to gain retransmission consent, as contemplated in FCC interim rules, he said, but got flat turnaround from one station (WAVE-TV Louisville), jointly owned with Evansville, Ind.

Another station for which retransmission rights were asked, WSFP-TV Paducah, Ky., Mr. Kolls testified, said it couldn't give consent because it didn't understand commission's position. Two other Louisville stations, WLKY-TV and WHAS-TV, he said, expressed desire to cooperate and referred cable system to "some 33 separate organizations."

Closes Telesystems buy

Cox Cable Communications Inc., Atlanta, reported Friday (May 23) that it has formally completed acquisition of Telesystems Corp., Philadelphia, cable system with around $8,000 subscribers in 29 communities. Acquisition brings total subscribers to 165,000, Cox said. Cox bought Telesystems for one million shares of common stock, with market value of about $19 million. Agreement in principle was reached in March.

Challenges hunger show

CBS-TV documentary, Hunger in America, which has triggered congressional criticisms and praise since its first showing in May 1968, was taken apart practically frame by frame in report of investigators for House agriculture appropriations subcommittee. Probe was conducted by FBI agents on loan to panel (BROADCASTING, Dec. 16, 1968).

Subcommittee Chairman Jamie L. Whitten (D-Miss.) released secret report Friday (May 23) to "indicate complete lack of objectivity in these TV programs on alleged hunger conditions."

CBS News President Richard S. Salant late Friday entered strong rebuttal, charging focus on expensive investigation should have been on underlying problem, not news coverage of it.

In report on recommended appropriations, congressmen stressed "acute malnutrition exists and should be countered, but challenged assertions that "Americans went to bed hungry."

Sore point with hunger-district congressmen was CBS sequence showing baby "dying of starvation." Principals in filming of sequence were tracked
Edward T. Russell, executive VP, Doyle Dane Bernbach, New York, named president of Doyle Dane Bernbach International. Post is newly created. In addition to his overseas title and responsibilities, he will continue as executive VP of parent company, as well as management supervisor and member of board and executive committee.

Jerome F. Birn, executive VP and creative director of Tatham-Laird & Kuder, New York, given additional duties as chief executive officer of agency’s New York office. In latter capacity, he assumes responsibilities of C. R. Standen, board chairman, who will concentrate on future growth, diversification and client activities. Mr. Birn, with TL&K for 13 years, was elected to board of directors in 1961, executive committee in 1965 and executive VP in 1968.

James Day, president of noncommercial KQED(TV) San Francisco, to become president of National Educational Television. Mr. Day will succeed John F. White, who announced his resignation in March to become president of Cooper Union for the Advancement of Science and Art in New York (BROADCASTING, March 17). Dr. Day has been general manager of KQED since 1953 and became president in 1967. He began broadcasting career in 1946 with NBC-owned KPO (now KNBR) San Francisco. He later served as civilian radio specialist with allied occupation forces in Japan from 1949 to 1951, and as deputy director of Radio Free Asia, San Francisco, for two years.

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

down, report notes, and “underlying cause of death” was identified as “prematurity.” Parents indicated mother had no nutrition problem; felt that prematurity delivery was triggered by mother’s fall.

Mr. Salant cited praise of program and results it engendered by Democratic secretary of agriculture and Republican President Nixon, and said CBS would reinvestigate “accuracy of charges, “which on their face seem to be minor.”

CBS News president said he was “deeply distressed as a citizen to note that the resources of a congressional subcommittee and of FBI agents on loan to the subcommittee have been devoted to an attempt to attack our broadcast and to minimize the problem of hunger in America, instead of to a solution to the problem. . . .”

On side of angels

FCC Commissioner Nicholas Johnson, in dissenting statement made public Friday (May 23), said that commission’s conclusions in controversial radiation reporting should begin with “clear” principle that “freedom of the press covers all aspects of newspaper and broadcast journalism—from the initial process of news gathering, to the eventual printing and dissemination of that news.”

Radiation call

Failure of Department of Health, Education and Welfare to establish standards to control radiation from color television sets brought criticism from House Commerce Subcommittee on Public Health and Welfare in hearing Friday (May 23).

Representative Paul G. Rogers (D-Fla.), who presided, told Chris Hansen and Dr. Robert Elder, witnesses representing HEW’s Environmental Control Administration, that “you can’t move; you set standards, and industry does not have to do anything until those standards are set.”

Congressman Rogers accused HEW representatives of “not protecting the American people according to the law” and urged them to establish advisory council quickly to establish guidelines. Law is Public Law 90-602, Radiation Control for Health and Safety Act of 1968, result of earlier congressional hearings.

Mr. Hansen testified that progress has been made, especially in establishment of standards for testing. He said he saw no need for additional government action because of success of voluntary enforcement.

J. Edward Day, special counsel to Electronic Industries Association, Washington, told subcommittee that television manufacturers have “for an extended period of time been producing sets which are well within recommended standards of permissible radiation,” and that they are expanding their efforts to “perfect technical improvements which will further minimize any possibility of significant radiation.”

New pact approved

Major film producers in both television and motion pictures and American Federation of Musicians have new three-year labor contract. Results of vote on new motion picture/TV film agreement showed 349 AFM votes for contract and 33 votes against it.

As result of new contract, which runs through April 30, 1972, wage scales for AFM members increase 12%; effective May 1. Additional 5% increase becomes effective May 1, 1971. Contract calls for guarantees against musical variety shows to be produced under film agreement. Instead, musical variety shows will be governed by AFM’s contract with major TV networks, which was ratified late last year.
HUEY'S HEROES

A. J. Foyt  
Dan Gurney  
Mario Andretti  
...and Hal Mayfield

Ward Huey, WFAA-TV's general sales manager, isn't really a hero worshipper. It's more a matter of respect for ability, and admiration for spirit of competition. Hal Mayfield comes closest to being a hero at WFAA. Driving his Alfa Romeo Giulia Sprint GTA, he's competed at Sebring, Marlboro and a number of other Trans America Endurance SCCA races. People with ability and competitive spirit are winners. It shows in everything they do. Like Hal Mayfield, WFAA-TV Regional Sales Manager.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
A calendar of important meetings and events in the field of communications

- Indicates first or revised listing.

May
- May 28—Annual stockholders meeting, Bartell Media Corp. Drake hotel, New York.
- May 30-31—First annual open board meeting, New Mexico Broadcasters Association. Holiday Inn, Clovis.

June
- June 2—Deadline for comments on FCC's proposed rulemaking that would permit noncommercial TV stations to present scrambled programming during part of their broadcast day. 
- June 2—Annual stockholders meeting, Rice Broadcasting Co., Atlanta.
- June 3—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.
- June 3—Annual stockholders meeting, Teleprompter Corp., New York.
- June 6—Deadline for reply comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all televisions.
- June 6-7—Wyoming AP Broadcasters Association meeting. Convention Center, Cody, Wyo.
- June 6-8—North Dakota Broadcasters spring meeting. Medora.
- June 7—Meeting of Iowa AP Broadcasters. Four Points Sheraton hotel, Des Moines.
- June 7—Radio-Television News Directors Association regional conference. KZL Radio TV Communications Center, Denver.
- 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 11-12—Spring meeting of Montana Broadcasters Association. Manor Vail, Vail, Colo.
- June 12-16—Spring meeting of Mississippi Broadcasters Association. Edgewater Gulf hotel, Biloxi.
- June 15-17—Thirteenth annual meeting of Television Program Conference. Speakers include FCC Commissioner Robert T. Bartley; Kelth Godfrey, vice president and director of sales, MCA TV, and Richard Bailey, president, Hughes Sports Network. Deauville hotel, Miami Beach, Fla.
- 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 FCC's proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous deadline was April 14.
- June 18—Annual stockholders meeting, Movielab Inc. New York.
- 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 23-25—Annual convention, Electronic
Give everyone in your audience a new television set

Amazing new Image Enhancer installed in your studio "rides through" weaknesses and defects in home receivers. Delivers unbelievable picture clarity.

When anyone tunes in your newly-equipped channel for the first time, he'll think his old set is brand new. That's how remarkable our new Image Enhancer is. Color pictures (black and white, too) leap to life with incredible clarity. They have more snap. More sparkle. More impact.

Our Image Enhancer gives complete contour enhancement. Even fast-action sporting events are sharp. Clear. Well defined.

And a remarkable process called "crispeming" works like an electronic retoucher. Puts light in the eye. Even darkens an eyebrow. And does it without noise or crosstalk.

Order our Image Enhancer for your studio, and deliver the "new television set" to your audience. Don't wait. Write us for details. Or better yet, call us collect: (203) 327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.
CAN A MAN'S LIFE END BEFORE HE DIES?

Arthritis cripples.

It doesn't kill, but it can make life seem not worth living.

Almost seventeen million Americans have arthritis.

HELP.

Support THE ARTHRITIS FOUNDATION

- Outstanding for 25 yrs.

- TVB meetings

  Television Bureau of Advertising regional sales clinics:

  May 25—Sheraton-Gotham motor inn, Syracuse, N. Y.
  June 2—Sheraton-Pizza hotel, Boston.
  June 4—Sheraton-Baltimore inn, Baltimore.
  June 9—Sheraton-Gibson hotel, Cincinnati.
  June 11—Statler Hilton hotel, Cleveland.
  June 13—Howard Johnson motor inn, Detroit.

  Industries Association, Ambassador hotel, Chicago.
  June 24—Annual stockholders meeting, Rust Craft Greeting Cards Inc. Dedham, Mass.
  June 26-28—Instructional media research conference, Indiana University, Bloomington.

  June 29-July 2—American Advertising Federation convention. Speakers include Donald M. Kendall, president of Pepsi Co. and AAF Chairman Walter Terry and President Howard Bell. Waldorf-Astoria hotel, New York.

  July 2—New deadline for reply comments on all portions of FCC's proposed CATV rules, except those dealing with questions of program origination and diversification.
  July 1-2—New deadline for comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.
  July 19—Radio-Television News Directors Association regional conference. Duluth, Minn.
  July 21—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date was May 12.

  August

  Aug. 7—New deadline for reply comments on FCC'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 and reproducers, National Association of Educational Broadcasters, Sheraton-Chicago, Chicago.

  September

  Sept. 23-27—1969 International conference

*Sept. 25-Oct. 3—106th technical conference and equipment exhibit of Society of Motion Picture and Television Engineers. Century-Plaza hotel, Los Angeles.

October


BookNotes


Written by a long-time student as well as professor of international broadcasting, this volume represents the author’s attempt to analyze in some depth the important broadcasting systems in all parts of the world, and to explain their origin, development and present operation. A global study with emphasis on managerial and regulatory aspects of radio and television, both national and international, it also covers the quantitative dimensions of the media and describes in detail their programing.

Leading off with a “rationale” of the American broadcasting system, the author compares U.S. and Mexican systems. He then explores the important aspects of the media in each country in relation to its historical, economic, social and political developments. In a foreword FCC Chairman Rosel H. Hyde says this well-documented book, “the result of four years of research and writing by a recognized scholar, contains much information that should be of value to broadcasters and students of broadcasting throughout the world.”

OpenMike

Thanks from Red Cross

Editor: Your help during this year’s campaign is more than appreciated. Your [full-page ad in Broadcasting May 5] serves as a reminder to radio and television people of the work of the American Red Cross. This year’s financial requirements have reached a record high of $128 million. It is through the assistance of this industry that we are able to reach our contributors so effectively.—James F. Collins, office of the president, The American Red Cross, Washington.

Three superfluous words

Editor: A minor case of whiplash resulted when I turned from page 25 to page 26 of your May 12 issue and found the story didn’t carry over.

Please complete the printing of this article (“A Midddian to Cut Commercial Costs”). I found it fascinating . . . and the suspense is killing me.—Lieutenant William B. Lenz, chief, radio-TV branch, office of information, Tactical Air Command, Langley Air Force Base, Va.

(The article was to have ended on the preceding period. However, in making the correction, the printer picked up the extra three words that hang at the end of the line.)

A ‘perceptive’ look

Editor: Please accept my compliments for an exceptionally well done special report, “A Look at Those Broadcast Reformers” (Broadcasting, May 5). Steve Millard, your staff writer whose name appears at the end, is to be congratulated on a very interesting article. His conclusions seemed most perceptive. I hope to see more of this kind of interpretive work in Broadcasting.—F. Leslie Smith, assistant professor, University of West Florida, Pensacola.

Putting the record straight

Editor: In connection with the May 5 article on “The American Women in Radio and Television, Dorothy Richey was not elected southwestern area vice president; she is a director-at-large for the southwestern area. Mrs. Mary Denman, KENS-TV San Antonio, Tex., is the area vice president and has another year to service.—Flo Jamison, AWRT, San Antonio chapter.
Syndication as a source of innovation

As a programer in an agency deeply involved in syndication (The All-American College Show in 60 markets for Colgate, plus other projects in development), I've been interested in recent trade articles regarding the upsurge of new programing for syndication.

The emphasis in these pieces is on advertiser interest and involvement. It is informative, in addition, to analyze why it's happening and what the significance is, not only to advertisers but to stations, program packagers and producers, and even networks.

This rebirth of original programing for syndication—practically dormant for about 10 years—is attributable to a combination of circumstances:

- The proliferation of stations with the emergence of many strong UHF outlets across the country.
- The programing by the networks of seven movies per week, skimming the cream off what was once an exclusive syndicated program form.
- The desire on the part of many advertisers to control their own programing destinies—not possible on network because of cost and/or network policies.
- The giving back by ABC to its affiliates of an hour of prime time plus an hour and a half of daytime.
- The dearth of off-network hit shows with enough episodes to allow a local station to strip them, a la Perry Mason, Run For Your Life, etc.
- The general sameness and dullness of network programs, outside of specials, sports and news, giving the independents an opportunity to reach for larger shares in their markets.

The combination of these and other factors has created a demand for new syndicated ideas, and I guarantee that the buyer will soon have much to choose from.

What I'm looking forward to is the return of independent producers, most of whom disappeared when the networks went largely to film, and therefore to deficit financing. This has forced out, to a great degree, the independent and strengthened, as a program source, the big studio operations—Universal, 20th Century-Fox, etc.

I'm all for the guy with the idea he created and believes in. If he gets the opportunity to go on the air, he gives the show tender loving care, all of his time—some of his blood—and that's how hits are made.

Right now I notice quite a few old network game shows being revived for the syndicated market. Freshened up, they may do all right, but I don't think this is the way syndicated programing should or will evolve.

As more new material becomes available to the market, I think stations will become more selective and reject the retreads in favor of new ideas and new forms.

As long as the demand is there, there are people with ideas to fill the vacuum. Budget limitations will not inhibit, but stimulate, innovations in programing. The audience really doesn't care how much a show costs; it just wants to be entertained or informed.

If, as I predict, syndication breeds program innovations, it's bound to have some influence on the networks. The move of Merv Griffin from syndication to network is the kind of thing I see happening with more frequency in the future—and perhaps by design.

Why not use syndication as a farm system for network programing? Why not develop new forms, new stars, and new creative people where the pressures are less and where experimentation in format, time period, promotion, etc., is possible?

Early television programing, when it was live, had the tremendous advantage of being fixable from week to week. Today, with film, your fate is sealed in the cans with the 10 episodes you've shot before you go on the air.

The critics of the television medium keep asking the networks to make it better. The networks respond by making it longer or bigger and more expensive.

The whole process of program development is currently under the complete control of the networks. No producer in his right financial mind would dream of making a pilot without at least partial network financing. He then has their money and their "involvement."

As bright and as nice and as talented as the programming people are at the networks, they are not infallible. It goes without saying that with another big customer—syndication—the producer has another crack at getting a show on the air; and if the market grows, he may start financing his own pilots as he did when he had network clients and stations as prospects.

When, and if, that happens we'll see a variety of programing ideas. Much of it will be another version of I Love Lucy or whatever the model is for a program category, but every once in a while there will be a gem—a new personality, a new format, or an old format with a new twist—that makes it all worthwhile.

The viewing public casts its vote when it makes Laugh-In the number one show. They're saying: "Make it different."

I believe that the next "different" programing will come from syndication. It's less structured and will demand more creativity to overcome budget and competitive problems. When the successful shows emerge, they will feed back into network and, lo, a new cycle will have begun.

Mitchell (Mickey) Johnson was an actor in vaudeville and in night clubs who entered radio in 1945 as a writer and moved to writing for movies (Hal Roach Studios) one year later. He joined William Esty Co., New York, as a programing executive and eventually became vice president-director of programing in a 4-year Esty association; spent two years with MCA-TV as vice president in charge of New York production and sales, and 18 months ago joined Norman, Craig & Kummel, New York.
Not everyone can attend the Indianapolis "500"..."the greatest spectacle in racing."

Next best thing is to watch it on closed circuit TV. WFBM-TV Channel 6 in Indianapolis has an exclusive contract with Music Corporation of America, Inc., to televise it for nation-wide theatre television.

We showed up to cover the "500" the very first day we went on the air. That was in 1949, when Bill Holland won with an average speed of 121.327 mph. We've been covering all the excitement and color of it ever since. And we will again this year.

So, as one performer to another, if you want in on Indy, catch our act on the road, at your local theatre.
Closer to home

Assuming its share of the responsibilities for informing the public on the status of black people, the Fetzer television station in Kalamazoo produced a timely documentary. The program explored the current and future opportunities in employment, housing and education for black citizens in five major cities served by the station. Programmed in sequence with the network series "Of Black America," it did what no network program could do: focused on the problem right at home.
Will task force report help CATV’s?

Neither Johnson nor Nixon endorse study;
Macdonald vows hearings will result in new legislation

The CATV industry’s big push to cut down to size the FCC’s cable TV regulations—and what it considers even harsher, the proposed new rules—opened up on Capitol Hill last week before Representative Torbert Macdonald (D-Mass.) and his House Commerce Subcommittee on Communications.

The opening skirmishes saw few casualties and little blood. The hearings are expected to resume next month, either the week of June 9 or 16, with CATV’s heavy artillery promised, as well as some counterfire by broadcast groups, particularly the Association of Maximum Service Telecasters.

At the week’s end, Chairman Macdonald insisted that some sort of legislation will result from the hearings, although he would not suggest what direction the legislation might take.

Even so, he declared that there will be a bill following the conclusion of the hearings and that he will submit it and fight for passage by the parent committee and by the House.

Despite CATV’s expectations heralding the release of the communications policy study by the task force appointed by President Johnson (see page 24) and its highly sympathetic approach to CATV, Eugene V. Rostow, former undersecretary of state and chairman of the task force, told the subcommittee that he accepted “at face value” FCC Chairman Rosel H. Hyde’s declaration of intent to encourage the development of cable television, while making sure CATV’s growth does not harm free, over-the-air broadcasting. But, Mr. Rostow added, he and the task force consider some of the commission’s policies for cable “unnecessarily restrictive.”

The task force report, which CATV proponents had hoped would produce a breakthrough in their favor, was finally released officially, to little fanfare. The report, produced by a 15-man board of sub-cabinet government officials after almost two years of work, never received any acknowledgment by former President Johnson, who commissioned it, and carried a strong disclaimer of any backing by President Nixon.

Mr. Macdonald had announced at the start of the hearings last week that he had wired President Nixon asking release of the report. The report actually was released to Representative James T. Broyhill (R-N.C.), ranking Republican member of the subcommittee.

In his testimony Mr. Rostow said he would go even further than the task force in some regards. Personally, he added, “I am attracted to the notion of using some formula involving a target number of stations, perhaps three network affiliates and one independent, and where that target is met, then CATV should be allowed to operate with no special restrictions.”

Much of the discussion revolved around the point of whether broadcast stations, especially UHF outlets, needed protection from cable systems importing signals. Mr. Rostow said he couldn’t agree with some who hold that there is no problem and that the matter should be left totally to the marketplace. “But the anxiety [expressed by broadcasters] has been exaggerated,” he remarked. “There is a potential problem, but it’s not a major problem at this point,” he added.

Congressman Macdonald and Mr. Rostow agreed on the danger that temporary solutions can tend to become permanent solutions. Vested interests can be created by “temporary” rules, such as imposed by the FCC, Mr. Rostow said, and once established it is unfair to destroy them.

Congressman Lionel Van Deerlin (D-Calif.) asked Mr. Rostow if he was “surprised” that the commission issued its December CATV rulemaking proposals, which the congressman termed “180 degrees counter to the task-force proposals.” Mr. Rostow said he wasn’t surprised, that FCC Chairman Rosel Hyde had said the commission was moving along the lines suggested by the task force, of which Mr. Hyde was an ex officio member. But, Mr. Rostow repeated that he thought the restrictions were excessive.

CATV industry representatives agreed, hammering hard at what they termed the harsh limitations placed on CATV, which they described as a virtual freeze on cable TV growth.

Frederick W. Ford, president of the National Cable Television Association, in an outspoken criticism of FCC actions, focused on a charge that the FCC was attempting to apply Section 325(a) of the Communications Act, concerning “rebroadcasting consent,” to the cable industry, in contravention of its own prior opinions and judicial rulings.

The idea that cable systems gain permission of stations whose signals they carry has a long history of repudiation, he charged. “It is my opinion,” he said, “that the commission knows CATV cannot get program-by-program clearance, as the commission specifically requires,
and, therefore, the CATV industry is solidly frozen."

Distant signals, he said later during questioning, "are the name of the game." By offering them, systems can grow by signing up news subscribers. Without them, the growth rate is slowed or stopped, he explained.

A purpose of the proposed rules, which are already in force he noted, may be to force CATV systems "to try to become fully competitive broadcast stations. That could be the purpose of all the confusion. That could be why CATV has been made so complicated. It is very difficult to regulate an entire industry when an agency has only negative authority and the courts are willing to give it all the rope it needs in which to become hopelessly entangled in a regulatory mess."

NCTA supports legislation, he said, that would give the FCC authority to require carriage of local signals and protect them against simultaneous duplication; to set technical CATV standards, and provide authority to ban the import of distant signals "upon a finding that a local station was failing as a direct result of such reception and distribution of such distant signals." All other regulations should be nullified, he said.

The record of the FCC's regulation of cable systems to date, he said, has proved that the commission "has forfeited the normal deference a congressional committee accords one of its agencies, and that Congress should peremptorily revoke the FCC's jurisdiction over cable television."

The commission, he added, "undoubtedly regards broadcasting as its major concern and of necessity considers CATV as an interloper. We fear it always will." The FCC's regulatory functions should, he recommended, be transferred to the Commerce Department.

Subcommittee members immediately made it clear that they would not favor such a Draconian solution. Chairman Macdonald hinted that he could not go along with the Commerce Department suggestion. Representative James Harvey (R-Mich.) remarked that if "you don't like the decision of a judge, you don't say cancel the jurisdiction of the judge."

Much of the questioning dealt with copyright, although that matter is before the judiciary committees of the Congress. The cable industry is willing to pay a reasonable fee, based on a compulsory license, Mr. Ford told the subcommittee, but once a system pays copyright it should be able to do what it wants with the program material, including importation into any size market.

Irving Kahn, president of multiple-CATV-owner Teleprompter Corp. which serves more than 120,000 customers in 60 cable TV systems, called on the subcommittee to limit the FCC in its regulation of CATV, to permit multiple ownership of CATV on a national basis (but he approved the move to ban cross-ownership of CATV and broadcasting in the same market), and to insist that no limitations be imposed on origination or the sale of commercial time.

In sometime caustic comments about the FCC—"arbitrary," "presumptuous," "fumbling, unenlightened and uneven regulatory morass."—Mr. Kahn stressed that CATV should be permitted to measure its success or failure in the marketplace "as an effective new competitive force." This last he used in referring to cable TV vis-a-vis telephone companies.

Mr. Kahn also charged that the FCC, through its Dec. 13, 1968 proposals, was attempting "to utilize regulatory machinery . . . to circumvent the copyright question."

In urging that CATV systems be allowed to originate local programming and to sell time to advertisers, Mr. Kahn commented, "commercial advertisements on cable TV channels can perform a public service if they permit these small merchants or businessmen to reach their own publics."

Responding to subcommittee members, Mr. Kahn emphasized his belief that the FCC should establish broad, general guidelines, but let local municipalities specify the details of the CATV service they want.

Mr. Kahn also foresaw the possibility of delivering newspapers to homes over cable. He emphasized that this would result in no added expense to the subscriber; the newspaper channel would be leased to the newspaper which would bear the cost, he said.

Moses Shapiro, vice chairman and chief executive officer of General Instrument Corp., parent of Jerrold Inc., a CATV equipment manufacturer and multiple CATV operator, said the commission's rules "are killing us." Jerrold has laid off employees, cut back production and has on the presses this week a lengthy stockholders report explaining why earnings have not kept pace with revenues.

In his testimony he charged a complete absence of proof that any television station has been harmed by the operation of a cable system. Despite the lack of proof, he said, the FCC has told CATV to stay out of the top-100 markets.

"Look at how topsy-turvy this is," he said. "In the smaller markets where the local stations are presumably least financially secure or profitable, CATV has been in existence in force . . . but over these years there is no evidence of unfair competition, adverse impact or competitive disadvantage. None."

The major issue affecting the construction of new CATV systems is whether or not distant signals can be imported, he said. "That's the name of the ball game."

The FCC majority attitude and approach, he concluded, "makes it mandatory for the Congress to act."

Representative Samuel S. Stratton (D-N.Y.) told the subcommittee that his district had no TV station but gets marginal TV service from Syracuse and Rochester. Most of the TV in his area, he noted, comes via CATV.

FCC Chairman Rosel H. Hyde (r) appeared before the subcommittee on Monday with commission counsel, Henry Geller, as the panel began probe.

20 (LEAD STORY) 

BROADCASTING, May 26, 1969
Also in his district, he said, was Taco Inc., at Sherburne, N.Y., which found it necessary to release half of its 1,000 employees when the FCC issued its proposed new rules last December. Taco is owned by Jerrold.

Mr. Stratton is the author of three bills—H Con. Res. 205 and HR-10268—which would rescind the FCC's December proposals and its interim procedures, which the congressman called "incredibly almost exactly the same as the proposed permanent rules"—and HR-10510 which would limit FCC regulation in CATV field, by (1) establishing "reasonable" standards for technical operations and reporting by CATV systems; (2) require CATV systems to carry programs from all TV stations in its "immediate" area; (3) prevent CATV systems from carrying programs outside its area that duplicate programs being carried simultaneously by local TV stations, and (4) provide procedures to protect a local TV station which feels threatened with "bankruptcy" at the importation of distant signals by CATV into its area. HR-10510 would also nullify existing FCC rules and regulations dealing with CATV.

The proposed new rules for CATV, Mr. Stratton said, would in practice result in either halting all further growth or would give broadcaster "free rein" in setting his fee for individual CATV systems. Also, he termed the proposed new rules as "clearly biased against CATV and in favor of the broadcasters."

Among the dozen mayors and city officials who testified to their need for the unleashing of CATV by the FCC, two made significant points.

Charles E. Barnhart, vice chairman of the Albuquerque, N.M., city commission, testified that the city stood to realize an estimated $575,000 a year from the tax on gross receipts of the franchised CATV system. The cable TV system is stifled, he said, because the FCC's rules forbid the importation of Los Angeles programs. Mr. Barnhart agreed that Albuquerque TV viewers can see off-the-air, without problems, that city's three commercial and one educational TV stations.

The need for local TV communications to city residents during racial unrest was stressed by Trenton, N.J., Mayor Carmen J. Armenti, Trenton, 30 miles north of Philadelphia and 60 miles south of New York, does not have a local TV station. After making a grant to Teleprompter Corp. last year, and providing in the ordinance that both Philadelphia and New York signals be carried, two Philadelphia stations objected. Also the FCC's Third Report proposals would limit Trenton to Philadelphia signals only. Under this condition Teleprompter told the city it could not market a service that provides only what Trenton televiewers already receive off the air.

Mayor Armenti noted that the CATV franchise with Teleprompter provides free channels to schools, hospitals and municipal agencies and an emergency warning channel. It was this type of facility, permitting immediate confrontation between city officials and city residents, that was absent during the racial disorders in the city last year.

"Even now," the mayor said, "we are experiencing agonizing racial strife in our high schools requiring nearly my full time in negotiations. But I have no means of reaching the homes and families of these students, except by routine parents meetings."

Dr. Harold J. Barnet, professor of economics at Washington University, St. Louis, testifying as a consultant for NCTA, told the subcommittee, that because of the key role of television in society, "we cannot be satisfied with the present U.S. television service." The reason for "program deficiencies" is not because of broadcaster incompetence, he said. "The difficulty is that, under present arrangements, there are too few television signals being delivered to homes."

He said that the FCC had been asking the wrong question: "How can we freeze the television situation so that over long-standing and long-frustrated hopes and plans for development of UHF and a fourth network may have opportunity of some day being fulfilled?"

The proper question for the commission, he suggested, is: "Is there any reason for obstructing development of a television phenomenon that immediately and still more, in prospect enlarges the volume and diversity of television services and for which benefits the beneficiaries are happy to pay?"

Witnesses defending the FCC's regulations aimed their arguments at two principal issues: that the commission's regulations and proposed rules are necessary to combat the unfair position TV broadcasters find themselves in, in competition with CATV, and the fear that CATV could easily turn into a gigantic, national pay-TV network.

FCC Chairman Rosel H. Hyde stressed that the basic purpose of the commission's regulations is to "inte-
N.Y. CATV, Garden make sports deal

Manhattan Cable Television and Madison Square Garden Center, New York have signed an estimated $300,000, one-year contract for presentation of 125 sports events on the CATV's New York City system starting in the fall.

Principals of the two companies refused, however, to discuss the rights costs paid by Manhattan Cable for the package. Charles Dolan, Manhattan Cable president, said last week that revealing the rights costs "might set precedents that wouldn't be applicable in the future," for the contract is essentially experimental. Other sources estimated rights costs at $300,000.

The programs will include home games of the New York Rangers hockey team, New York Knickerbockers basketball team, college basketball games, boxing and wrestling matches, horse and dog shows, and tennis and karate tournaments. Home play-offs of the Knicks were carried by Manhattan Cable in an "experiment" earlier this year (BROADCASTING, Feb. 3). The new contract does not interfere with WOR-TV and WHN broadcasts of the Knicks and Rangers games.

"No additional charge is made for the bonus programs," Mr. Dolan emphasized. The monthly service charge of $5 plus $1 for the use of the converter will remain the same, he said, and the company cannot seek advertising support. Under present city regulations governing cable franchises, the CATV operators are not allowed to carry commercials.

Manhattan Cable hopes to recoup the added costs through an increase in subscribers. Currently 13,000 homes are connected, with service available on request in 90,000 homes. Mr. Dolan projected subscriptions of 25,000 by October and 40,000 by April 1970, with a service potential of 150,000.

Manhattan Cable, 55% owned by Sterling Communications Inc., also plans to microwave the Madison Square Garden presentation to other Sterling-owned systems now under construction on Long Island.

A new control room and four color cameras will be installed in the Garden by Manhattan Cable by September.

The CATV principals acknowledged they were negotiating with New York football officials to carry home games of the Giants or Jets. "Contracts with the network now preclude cable," Mr. Dolan reported, "but that may change in 1970." New pro football contracts will be written starting with 1970.

Four other cable systems outside New York City, and Teleprompter Corp., franchised in the northern half of Manhattan, also expressed interest in the sports package, a Garden spokesman noted. The terms of the contract with Manhattan Cable leave the Garden free to make similar arrangements with other cable companies in the New York area.

grate" CATV into the national television structure "in a manner which does not undermine television broadcast service and at the same time secures for the American people the greatest benefits of diversity which the new service offers." Mr. Hyde, flanked by Henry Geller, FCC general counsel, at the witness stand, time and again used the term "unfair competition" in explaining why the FCC must require CATV's to carry local stations and forbid them to duplicate the same program from distant markets. Also in the same vein, he referred to the fact that CATV could bring programs in from distant stations that local or nearby stations had bought from copyright holders—and that CATV pays nothing.

On a pro-CATV basis, he said, the commission proposes in its Dec. 13 rulemaking and inquiry to require CATV to originate local programs to serve as an additional or only outlet for local expression.

Also, he said, the FCC proposes to establish a "go-no-go" system on the importation of distant signals—such as 35-mile rule, and the prohibition on leapfrogging (CATV must take the nearest signal in a state or region, in preference to a distant signal far away). In major markets, the whole thrust of the proposed rules is to protect UHF, he said.

Also, the FCC must consider, he said, those who are not on the cable and cannot be at present—those who cannot afford payments, and those outside concentrated population areas.

Mr. Hyde said that after a couple of years of experience, the commission decided to issue revised rules; the Dec. 13, 1968, proposal is the result. Basically, he declared, the new rules are designed to eliminate the unfair competition resulting from importing distant signals in the top-100 markets by requiring CATV's to secure permission of the station originating a program in order to carry a program within 35-mile radius of the principal market. This parallels, Mr. Hyde said, the retransmission rule (Section 325[a]) of broadcast regulations.

In intercommunity procedures, Mr. Hyde claimed they provide a basic approach for handling requests for waivers under existing regulations. This is premised on the experience the FCC has had, he contended.

Chairman Macdonald noted that the May 16 revision had only four favorable votes, two dissents and one abstention. He asked: "How long will this report remain in effect?"

Mr. Hyde assured the subcommittee chairman that he expects the next step will be adoption of substantive regulations, following commission consideration of comments and replies.

Mr. Geller, in reply to questions about the charge that the Dec. 13, 1968, proposal and intercommunity procedures did not permit interested parties to participate before issuance, claimed that technically, CATV operators and broadcasters are still operating under the Second Report and Order, but that the FCC's experience has given it the expertise to handle matters according to the outlines of Dec. 13, 1968, proposal.

Douglas A. Anello, general counsel of the National Association of Broadcasters and the first broadcast industry witness, coupled CATV and pay TV as the ultimate result if cable TV is not rigorously regulated.

"The NAB believes, without qualification," he said, "that if either advertising or mass appeal programming is permitted to be originated by CATV systems, the inevitable result will be a system of CATV-pay TV which will cause a significant decline in the amount and quality of free radio and television on broadcasting available to the American public. If both advertising and mass appeal programming are allowed, the impact on free broadcasting service will be felt in the American home much sooner and with much more devastating effects."

He also stressed that CATV is using the very product [TV signals] that it wants to compete against. "We are not dealing here," he said, with an entity which produces its own commodity and strives to compete in the marketplace for that product. Rather, he said, we are confronted with the unique case of an entity which uses the product of the very medium against which it is competing.

And, again: "Broadcast television programs are the indispensable ingredient for CATV operation. If there were no television, there would be no CATV."

And he continued: "While we do not believe any form of pay TV to be in the public interest, to permit it to be built upon the back of free TV would constitute the most extreme form of unfair competition."

The commission, he declared, must keep a rein on distant-signal importation, otherwise the national table of TV
Read any good books lately?

Best seller in Kansas City; KCMO-TV5 . . . the hero!

No. 1 ratings that thrill advertisers and make competitors shudder! TV-5 captures women and men, young and old. At all hours! every day!

- Mornings, 38% Metro Share
- Afternoons, 48% Metro Share
- Early Fringe, 44% Share of Adults
- PRIME TIME: First in Homes (40%), Total Women (41%), Total Men (40%)
- 10:30 P.M. to Midnight, 43% Metro Share
- 6 O'CLOCK NEWS, 40% Share of Adults
- 10 O'CLOCK NEWS, 43% Metro Share

AND THE BEAT GOES ON!

Audience measurements are estimates only. Subject to the limitations of the source.
allocations would be subjected to “abrupt and disruptive” influences.

“As its ultimate,” Mr. Anello said, “the issue could well be whether service will be limited to programs originated in a handful of large cities and distributed by wire to those who can afford to pay or whether as many communities as possible should have the opportunity of enjoying the advantages that derive from having financially sound local outlets serving all the people.”

Broadcasters, he stated, disagree with the FCC’s plans to require CATV systems to originate programs. Origination should be voluntary, not mandatory, he said, and shall be on an unsponsored basis. And, he added, such originations must be limited to programs of a local public-service nature. He also termed “extremely premature” the FCC proposal that CATV systems be permitted to operate as a common carrier on those channels not used in bringing TV programs to subscribers.

“When the day comes when CATV has 10 million subscribers,” Mr. Anello told Representative Macdonald in reply to a question from the subcommittee chairman, “and it is getting $5 a month from each customer (that’s $50 million a month), then the dangerous potential that CATV can outbid free television for sporting events, first-run movies and other entertainment programming.”

At another point he told Representative Clarence J. Brown Jr. (R-Ohio) that he was sure that broadcasters, copyright owners and the CATV industry would be able to get together on copyright payments that would be agreeable to all. At that point, he said, the two most important issues between broadcasters and cable TV could become academic; they are, he said, the question of importing distant signals and the right of exclusivity for a program.

Among other critics of CATV was Judge Nat Allen, president of the National TV Translator Association, who not only inveighed against CATV (“cables are a regression; it’s like General Motors advocating that we go back to the horse and buggy”), but who was also sharp with television broadcasters. He claimed broadcasters should be filling in underserved areas or extending TV through translators.

“Of course,” he said, “stations don’t want to” because, he said, many have an interest in CATV systems and have “found out that there is more money to be made in cables than in broadcasting . . . .” He called on the committee to prohibit the common ownership of cable TV and stations.

Harold E. Wigren, educational television consultant for the National Education Association and president of the Joint Council on Educational Telecommunications, asked the subcommittee to approve legislation requiring cable systems to make 20% of their channel capacity available for educational uses. He said that some of the capacity that might be involved could be provided in areas of cable spectrum that would not interfere with regular viewing channels in the home, such as signals below channel 2.

Task force study finally reaches Hill

But White House withholds support, issues report to promote ‘discussion’

Twenty-one months after it was commissioned and five months after it was completed, the Johnson administration’s task force report on communications policy was released by the White House last week.

But the release was in response to insistent demands from Congress and was unaccompanied by any endorsement from the new Nixon administration. White House news secretary Ronald L. Ziegler said the release of the document was simply to provide a basis for “further discussion” of communications policy matters.

He said the report would figure in an “over-all review” of communications matters that has been undertaken by Dr. Lee DuBridge, the President’s science adviser, and James D. O’Connell, director of the Office of Telecommunications Management.

The administration’s position on the report was made even more emphatic in a letter Clay T. Whitehead, a White House aide, sent to Representative James D. Broyhill (R-N.C.), of the House Communications Subcommittee, along with a copy of the document. “I must emphasize that the administration in no way endorses the recommendations of the task force or its analysis of the issues,” Mr. Whitehead said.

The release of the report provided no new information. The document had leaked to the press, and was the subject of extensive coverage (BROADCASTING, Dec. 16, 1968). An early draft of the report had been available since September (BROADCASTING Sept. 9, 1968).

Congressional pressure for its official release, which has been building for months, reached a climax on Monday, when Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, wired President Nixon.

Representative Macdonald requested release of the document prior to the scheduled appearance before his panel on Tuesday of Eugene V. Rostow, former under secretary of state for political affairs, who was chairman of the task force (see page 19). Word that the report would be released was received shortly before 10 a.m. Tuesday. (The actual release of the report to Representative Broyhill left Representative Macdonald visibly annoyed. He felt it was “petty” of the White House to look for a Republican to whom it would send the document.)

The task force made a number of far-reaching, and controversial proposals:

It called for the creation of a cabinet-level agency with broad powers to allocate the spectrum to both government and nongovernment users, a function now divided between the director of telecommunications and the FCC, to coordinate government research in spectrum problems and to provide technical assistance in connection with regulatory policy. Mr. Rostow, in his appearance before the Communications Subcommittee, said he would rank that recommendation as first in his order of priorities.

It said CATV can provide an “abundance” of channels, at relatively low cost, and suggested, without being explicit, that the FCC loosen some of its restrictions on CATV growth. CATV representatives have seized on this portion of the report in opposing commission proposals to regulate their industry.

It urged the commission to authorize the start of a pilot domestic satellite system and recommended that the Communications Satellite Corp. be authorized to operate it. But it said no commitment should be made as to who would eventually operate a permanent system. The commission has been struggling with the question of who should be authorized to operate a domestic system since 1965. Comsat two years ago proposed that it be allowed to establish a pilot program (BROADCASTING, May 26, 1969).
50 of television's toughest judges have given David Frost the highest tribute. Their money.

A hardnosed program manager does not lightly part with his money. Nevertheless, 50 of these skeptics have already bought The David Frost Show. Making it the most successful talk-variety entry in the history of television.

They have good reasons for being open-handed.

For one thing, David Frost has passed the cruelest test an entertainer can face: making the British laugh.

But funny isn’t all the man is. As the world’s consummate interviewer, he regularly corrals people you’d never dream of seeing on a talk show. And gets them to say in public the kind of things they think in private.

Those talents have made Frost number one on the English telly.

Now, The David Frost Show will be produced on this side of the Atlantic by Group W Productions.

Starting July, Frost and his extraordinary guests will be available in 250 new shows a year. In living color. For 60 or 90 minutes.

To learn more about the show, call a Group W Program Sales Representative.

You’ll see how your tight-fisted compeers are getting their money’s worth.
Here's the record on FCC and CATV

Cable regulation came inch by inch to present status

Here's what all the CATV scrapping is about:

In 1958, following importuning of a number of television broadcasters who fearlessly foresaw possible deleterious effects on their TV operations, the FCC considered and rejected the assumption of regulatory control over the burgeoning cable TV industry. The commission's reasoning was premised on its finding that CATV was not broadcasting, and therefore it (the FCC) had no legal jurisdiction. The following year, the U.S. Senate, by a single vote, failed to pass a bill that would have authorized the commission to assume jurisdiction over CATV.

Matters rocketed back and forth between broadcasters and CATV systems in various proceedings before the FCC for the next six years. In 1965, the commission, announcing that it had finally determined that it did have authority to regulate CATV, issued what is now called its First Report. This applied only to those CATV systems that receive their TV programs by microwave relay—which, of course, had to be licensed by the commission.

In the First Report, the commission established what was to be the first of a series of requirements on CATV, primarily that the CATV systems must carry local TV stations on the cable and that they must not duplicate, for at least 15 days, any program from a distant station that the local station also carried or planned to carry.

A year later, the FCC, asserting jurisdiction over all CATV, whether or not fed by microwave, issued its Second Report. This set of regulations that is still the foundation for CATV regulation—although a new proposal is outstanding—requires cable TV systems to carry the programs of (1) all stations providing a principal city grade signal to all or part of the CATV area, (2) those providing a Grade B signal to such an area, (3) those providing a Grade B signal to the area, and (4) all 100-w translators stations in the CATV's community—in that order.

The 1966 rules also provide that no cable system operating within the Grade A contour of any TV station in the top 100 markets may bring in the signals of any station that would extend that station's coverage beyond its Grade B contour, unless, after a hearing, the commission decides that this is in the public interest. CATV systems operating before Feb. 15, 1966, were exempted from this rule, as were those systems serving fewer than 50 subscribers or those serving one or more apartment houses under common ownership.

Last year, following a U. S. Supreme Court decision upholding its authority to regulate cable TV, the FCC in mid-December issued what is now known as its proposed Third Report. At the same time it instituted certain of these proposals into what is called interim procedures which, according to CATV proponents, in effect put a freeze on CATV growth.

In this latest proposal, which has been the subject of written comments and reply comments as well as one oral argument before the commission en banc, the FCC plans to require cable TV systems that are within 35 miles of the major city in any of the top-100 markets to obtain permission of distant stations whose signal they wish to carry. In effect, this would require cable operators to deal with copyright holders and this, the FCC said, should put CATV on the same basis as stations in bargaining in the market place for programs, thus eliminating what the commission has called the unfair competition that exists.

In markets below the top 100, the commission said CATV systems could import as many distant signals as necessary to provide three full network services, and the programs of one independent and of one educational, non-commercial station. In all cases, however, the cable system must take the signals of those stations nearest to its community. The cable system could also carry other distant signals but, like those in the top-100 markets, must secure retransmission rights from those stations. They would also be prohibited from "leapfrogging," carrying a program from a distant station when that same program is being carried by a nearer, but still "distant" station.

As part of these proposals, the FCC also proposed to require CATV's to originate programs, but it left for later determination the question of whether the cable TV operator could sell commercials.

Concurrently with the issuance of the proposed Third Report, the commission asked for comments on a number of other questions—whether it should bar cross-ownership of CATV's and TV in the same market, whether the multiple ownership rules that apply to broadcasters should apply to cable TV, whether CATV systems should be brought under the umbrella of such broadcast requirements as the equal-time provisions for political candidates, the fairness doctrine, and the rules on sponsorship identification.

And it also raised the question whether it should encourage CATV systems to operate as a common carrier by leasing unused channels to private customers.

Other proposals would require CATV operators to file annual reports and would prescribe technical standards for cable TV systems.

Just two weeks ago, the FCC issued clarifications and revisions of its Third Report proposals. It proposed to require CATV systems to count outstanding construction permits for TV stations in the proviso that requires CATV systems to secure retransmission rights from distant signals where the cable system is within 35 miles of a top-100 market. It also proposed to revise the market listings to take care of overlap markets (such as San Francisco and Oakland, Calif.), to delete some cities that do not have TV service and add others that do.

It also proposed to use Department of Commerce geographical coordinates in determining the center of each city, so that the 35-mile radius can be determined. It also would add a requirement for CATV systems that are outside the boundaries of a commercial TV station but within such a zone of an educational station that would apply the
You are cordially invited to get the facts.

Fact is, you really haven't bought Providence unless you buy WPRO. Just ask your Blair man! He'll show you the most comprehensive survey for reach and frequency* in the market. It's just a matter of fact.

*Based on October 1968 ARB

A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIO.
A critical eye on commercials
Minow, Loevinger will seek rulemaking favoring automated monitoring service

Automatic electronic monitoring and central computer read-out to verify the quality and on-air performance of television commercials took a step closer to reality Thursday (May 22) as engineers put the finishing touches on a compact package of unattended equipment at West Covina, Calif.

The monitoring system, situated within easy range of the Mount Wilson transmitters of Los Angeles television stations, began "reading" the commercials of 10 major advertisers bearing a unique optical "code" not seen on the home screen. Data concerning the performance of each spot will be relayed daily to a computer in New Jersey leased by International Digisonics Corp. of Chicago and New York.

Similar monitoring systems will begin within a few weeks in New York and Chicago. Other major markets will follow shortly.

A possible legal question is yet to be resolved, however. Does the system fully meet the requirements of the FCC? Opinion within the commission reportedly is divided, but two former members of the FCC are said to consider it proper and will argue before the commission in pleadings for rulemaking to be filed soon.

International Digisonics also is the parent firm of Talent of Residuals Inc., New York and Chicago, a young company that is fast becoming a major paperwork service center and "paymaster" for agencies in handling talent and residual payments for commercials.

IDC is headed by its founder, Jordan Ross, still the largest single stockholder, but also includes on its board of directors Chicago attorney Newton Minow, one-time FCC chairman, and has as an associate counsel in Washington another former FCC member, Lee Loevinger.

Mr. Minow, as a minor stockholder in IDC, Mr. Loevinger is not. Mr. Ross said both Messrs. Minow and Loevinger consider the IDC system wholly legal under the present rules of the FCC.

But just to be sure, the Minow firm, Leibman Williams Bennett Baird and Minow of Chicago, is preparing a petition for rulemaking to be filed shortly. Mr. Loevinger, of Hogan & Hartson, Washington, recently retained to represent IDC before the Securities and Exchange Commission, is expected to assist in the FCC filing. The petition would ask the commission to amend its technical rules in television specifically to allow optical coding within the TV picture.

The IDC code is a sequence of visual symbols put in each commercial to fall within the masked-out raster area of the TV picture, specifically in the upper left and right corners. They are not seen on the home screen but they are "visible" to the digital recorder at the monitoring positions.

Mr. Ross said the system has been field tested on the air for several months in New York and San Francisco, and he reported Thursday that the Los Angeles installation is performing as expected. He said talks have been held with the Hollingbery Co., station representative.

Sangamo Electric initially was coventurer in Digisonics with Mr. Ross and the original developer and producer of the technical equipment but its rights have been acquired. The equipment now is being produced by I/O COM Inc., Sunnyvale, Calif., a new electronics firm made up partly of former Sangamo personnel.

Among the commercials being monitored now on Los Angeles stations are those of Colgate, Trans World Airlines, Bristol-Myers, Block Drug, Best Foods, Brown & Williamson tobacco and Carling Brewing. The complete read-out will tell these clients when the spot went on and off the air, which spot ran, whether it was color or black and white, the audio signal, the video level and certain other quality checks. Each client receives a monthly report.

Teleproof 1 is but the first step in the capabilities of the system, Mr. Ross said. In final planning stages now are additional services for individual stations. These would include confirmations...
tions and billing as well as affidavits of performance, plus logging (programs as well as spots) and spot availabilities. The logging services would be tailored to meet FCC requirements while the spot-availability function would tie in directly with station representatives.

IDC’s talent & residuals subsidiary has been growing faster than the monitoring service division, at least up to this point. T&R presently services 76 clients including agencies such as Leo Burnett Co., Ted Bates, Young & Rubicam, Foote, Cone & Belding, Wells Rich Greene, BBDO, Ogilvy & Mather and Campbell-Mithun.

T&R now claims to be the largest single employer of talent for TV commercials in that it supplies the central paperwork pool for all functions including tax and union payments, as well as accounting for residuals and paying the talent. Mr. Ross said T&R handles today about 40% of all TV commercial talent residuals being paid.

All of the various services have “nominal” sliding scales of fees, Mr. Ross said. The commercial monitoring service, for example, has fees ranging from $1,000 to $60,000 depending on size of total advertising spent in TV (BROADCASTING, March 17).

Digisonics presently is leasing time on an IBM computer at Fort Lee, N.J., but will have its own computer installed in Chicago by the end of the summer.

Prestone commercial heats up FTC

The Federal Trade Commission has cited Union Carbide Co. for alleged deceptive advertising practices in its television commercials for Prestone antifreeze, and says it plans to issue a complaint unless the company agrees to a consent order in the case.

The commercial in question shows two strips of metal, one coated with Prestone and one with another antifreeze, dipped in acid. The strip protected by Prestone is unharmed while the other is destroyed.

The FTC claims that, among other things, the acid solution and metal strips used in the demonstration are not the same kind as those found in automobiles. Union Carbide said the demonstration was performed exactly as it was shown on television, but according to a spokesman, the company had already planned to discontinue the commercial before the FTC complaint.

Rep appointments:

- WUFM (FM) Utica, WFSR Bath, both New York; WFTJ Farmington, Me., and WNTJ Norway-Paris, Me.: AAA Representatives, Brooklyn, N.Y.
- WCSS Amsterdam, WPS Ticonderoga, both New York: Grant Webb & Co.

WLBW-TV’s “Miami Press Conference” may not be seen across the state but no other TV program makes more news...

...the most talked about, the most written about, and the most listened to program in South Florida, is also the oldest, and one of the most stimulating and informative TV panel-discussion-interview programs in the state. Its moderator, Bill Bayer, is as colorful and controversial as he is knowledgeable and he has managed to schedule exclusive interviews with such outstanding and often controversial local and national political figures as President Richard Nixon, former Vice President Hubert Humphrey, Senator Edmund Muskie, Governor Nelson Rockefeller, Bill Graham, Robert Kennedy, Jimmy Hoffa, Dave Beck, and Secretaries of Labor (George Schulz), Commerce (Maurice Stans) and Interior (Walter Hickel).
FTC moves in like a lion on cigarettes

If it makes 'death warning' in ads stick, antismoking forces foresee early end of advertising

The Federal Trade Commission, having been once outmaneuvered by Congress on the question of cigarette advertising, sounded the bell for round two last week and simultaneously came out fighting. In a move that struck sparks of outrage on Capitol Hill, the FTC announced its intention of meeting at 10 a.m. on the morning that constraints on the agency in the Cigarette Labeling Act are due to expire, with the expressed intention of requiring the strongest "death warning" yet proposed for cigarette packages and in all advertisements.

The timing of the FTC announcement provoked considerable antagonism among House Commerce Committee members. But the anticipated FTC action served to bolster antismoke forces in the Senate who hailed the move as a prelude to the end of all cigarette advertising by 1970. And the FTC's action, if taken, could render moot a proposal by the FCC to ban broadcast cigarette advertising. Tobacco-industry witnesses agreed with FCC Chairman Rosel Hyde, during the House hearings, who said that requiring a strong warning in advertisements would be tantamount to banning commercials outright.

The House Commerce Committee is poised to begin closed sessions on pending cigarette legislation this week. Extensive hearings have already been held on a spread of bills ranging from measures that would continue the freeze on contemplated FTC and FCC antismoke actions to proposals that would instruct the regulatory agencies to do what they are planning to do anyway.

The committee had already been considered fertile ground for the protobacco forces and last week's action by the FTC is expected to stiffen the committee's opposition to regulatory moves against cigarettes.

But the FTC, by its timing of last week's notice and the timing of the announced meeting on the morning of July 1—the labeling act provisions expire at midnight June 30—made it clear that nothing less than a definitive enactment by the Congress could reverse its intended action.

Several FTC members did indicate the FTC would have to pay close heed to Congress. "If Congress requests us to postpone action, the commission would have to give it due notice," said FTC Chairman Paul Rand Dixon. "We have no desire to and know better than to go against the Commerce Committee," said Commissioner Mary Gardner Jones, although both emphasized that the committee had been warned of pending FTC action last month (BROADCASTING, April 28).

The new proposal would require all cigarette advertisements and packages to list death, cancer, coronary heart disease, chronic bronchitis, and pulmonary emphysema among the hazards of smoking. According to Chairman Dixon, the more limited 1964 Cigarette Trade Regulation Rule, suspended by the Cigarette Labeling Act, would also go back into effect after June 30 "unless Congress acts on the question or extends the moratorium."

The FTC approved last week's notice on a 4-1 vote. The dissenter was Commissioner Everett MacIntyre, who objected on grounds that Congress has the matter under consideration and that the commission should await congressional deliberation.

The FTC followed its action by charging the American Tobacco Inc. later in the week with misrepresenting the amount of tar and nicotine in Pall Mall Gold 100's, Pall Mall Menthol 100's and Lucky Strike filter cigarettes. As part of a continuing crackdown on television commercials, the FTC said that the cigarettes, advertised as lower in tar than another best-selling brand, actually contain "five times the amount of tar" found in some of the other brands tested by the agency.

Commerce Committee reaction to the July 1 meeting notice came straight from the top. "The FTC is an arm of Congress," snapped Commerce Committee Chairman Harley O. Staggers (D-W. Va.). "I don't see how they would dare do anything while Congress is in session."

"This is just another instance of the very high-handed manner of dealing typical of some of our regulatory

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending May 11, 1969
(net time and talent charges in thousands of dollars)

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<td>Sign-on-10 a.m.</td>
<td>$ 119.0</td>
<td>$ 2,141.6</td>
<td>$ 352.0</td>
<td>$ 6,471.7</td>
<td>97</td>
<td>$ 471.0</td>
<td>1,566</td>
<td>$ 8,618.2</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,463.0</td>
<td>27,091.1</td>
<td>2,753.1</td>
<td>52,831.5</td>
<td>2,119.5</td>
<td>46,492.5</td>
<td>976</td>
<td>6,335.6</td>
<td>17,089</td>
<td>126,415.1</td>
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<td>Saturday-Sunday</td>
<td>832.5</td>
<td>20,881.6</td>
<td>596.0</td>
<td>21,749.9</td>
<td>593.5</td>
<td>12,159.6</td>
<td>277</td>
<td>1,972.0</td>
<td>5,411</td>
<td>54,787.1</td>
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<td>Monday-Sunday</td>
<td>266.1</td>
<td>6,383.7</td>
<td>569.7</td>
<td>14,209.2</td>
<td>494.7</td>
<td>13,114.8</td>
<td>94</td>
<td>1,330.5</td>
<td>1,736</td>
<td>33,707.7</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>61.0</td>
<td>2,866.6</td>
<td>158.5</td>
<td>4,516.1</td>
<td>203.9</td>
<td>4,419.2</td>
<td>20</td>
<td>423.4</td>
<td>412</td>
<td>11,801.9</td>
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<td>Monday-Sunday</td>
<td>4,598.4</td>
<td>100,293.5</td>
<td>5,806.8</td>
<td>134,433.7</td>
<td>6,483.4</td>
<td>133,302.5</td>
<td>441</td>
<td>16,888.6</td>
<td>8,135</td>
<td>368,029.7</td>
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<td>7:30-11 p.m.</td>
<td>665.1</td>
<td>7,768.1</td>
<td>32.5</td>
<td>1,109.8</td>
<td>435.9</td>
<td>9,273.3</td>
<td>86</td>
<td>1,133.5</td>
<td>1,454</td>
<td>18,151.2</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
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<td>Total</td>
<td>$7,886.1</td>
<td>$165,289.5</td>
<td>$9,995.6</td>
<td>$230,991.8</td>
<td>$10,672.9</td>
<td>$225,229.6</td>
<td>1,591</td>
<td>$28,554.6</td>
<td>35,803</td>
<td>$621,510.9</td>
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30 (BROADCAST ADVERTISING)
Now listen to this.
WOHO, Toledo, Ohio has appointed Blair Radio.

Glass capital of the world. Leading inland port. Rail center. Industrial complex. Major U.S. market. Educational and cultural center. Toledo is all these and more. And in this bustling, burgeoning area, nothing's growing faster than WOHO. Thanks to aggressive, dynamic programming, WOHO has become a dominant voice in a highly-competitive, radio-conscious market. Now Toledo's fastest-growing station has joined forces with the nation's fastest-moving broadcast representative firm, John Blair & Company. So if you want to get to the top in Toledo, you know where to go.

BLAIR & RADIO
agencies," said Representative David Satterfield III (D-Va.). "This type of arrogant action runs contrary to the representative system of government."

Representative Paul Rogers (D-Fla.) predicted that the timing of the proposal "will make the Commerce Committee want to look closely at the actions of the commission in general. They must not have very much to do over there if they insist on duplicating the action being considered by Congress," he added. "If they weren't aware of the effect their proposal would have on Congress, then they aren't very perceptive."

"I don't think we were even aware of the timing of the notice," said FTC Commissioner Mary Gardner Jones. "We considered postponing the proposal," commented FTC Chairman Paul Rand Dixon. "However, we have an obligation to enforce Section 5 of the Federal Trade Commission Act." (Section 5 outlaws "unfair or deceptive acts or practices in commerce.")

During Thursday's session of the House, Representative Don Fuqua (D-Fla.) called the FTC action "a slap at Congress . . . not in keeping with the proper function of our two governmental bodies."

The determination shown by the FTC may indicate that the days of broadcast cigarette advertising are numbered — and with a lower number than many who have expected the ultimate demise of the messages might have guessed a week earlier. Prior to the FTC's full-speed-ahead announcement, many Washington observers expected a more-cautious and long-standing pattern to hold —that the regulatory agencies would observe any sign of legislative activity on the Hill with appropriate inaction.

Between now and July a hard core of cigarette opposition will be standing by in the Senate to keep any House bill from advancing. Leading the Senate anticigarette forces is Senator Frank Moss (D-Utah), who has vowed to mount a filibuster to block an extension of the labeling act provisions.

Last week Senator Moss hailed the FTC announcement and said the action could mean the end of all cigarette advertising by the end of the year. The senator reaffirmed his commitment to block any protobacco legislation.

Agency appointments:

- Burris Mills Inc. has named Bloom Advertising, Dallas, to handle its Light Crust products, a new line of convenience food mixes.

- California Canners and Growers, San Francisco, cooperative group, has appointed D’Arcy Advertising to succeed Cunninham & Walsh, both San Francisco. The $1.5 million account is primarily in network and spot TV.

How to make new brands sell

Ultra-Brite and Chips Ahoy successful introductions explained to ANA workshop

The steps required to launch a new product successfully were outlined by speakers during an Association of National Advertisers workshop in New York last Thursday (May 22).

The workshop on "New Products Introductions" included a talk by John E. Grimm, vice president and general manager, Tobacco & Arms Division, Colgate-Palmolive Corp., on the market development and introduction of Ultra-Brite toothpaste. He noted that C-P invested $700,000 and three years of preparation "to get to the most successful new toilet article product introduced by anyone . . . ever."

One element of that preparation, he also noted, was production of alternative commercials promoting the brand. Starting in 1963, Colgate-Palmolive conducted field tests that showed consumers were interested in a toothpaste that "brightens your teeth and freshens your breath"; favored one particular flavor, and liked the name Ultra-Brite. In 1966, the company tested advertising and the product itself (through free samples) in Kansas City, Mo., and Spokane, Wash., and later that year expanded to test-marketing to Denver and Fort Wayne, Ind.

Mr. Grimm pointed out that by the beginning of 1967, C-P had learned from its test marketing that Ultra-Brite was exceeding the share objective it had set; its sampling was most effective and it had created advertising awareness but admittedly this was "only average."

Before launching a national advertising campaign on television and in newspapers in 1967, he added, several commercials were tested and the one finally selected has been on the air since that spring. During the latter part of that year, television expenditures were increased substantially and radio advertising was added to the total marketing plan.

"As of the last Nielsen [Brand Index] Ultra-Brite had exceeded 11% of the dentifrice market," Mr. Grimm said. "This translates approximately to $30 million in sales."

Richard Baird, director of marketing, New Product Division, National Biscuit Co., discussed the successful introduction of a new cookie product, Chips Ahoy. He noted that this name could be used effectively on children's TV shows and for mass merchandising displays in stores.

Mr. Baird said the national advertising program planned for Chips Ahoy took into account the sizeable impact children have on cookie purchasing, particularly new items. He reported that 75% of the budget was allocated to children's TV programs and TV magazines, with TV commercials appearing on 15 Saturday and Sunday children's TV shows. Before launching the national advertising effort, Mr. Baird related, the company conducted a test in several areas that proved that Chips Ahoy offered value to consumers and the trade.

After six months of testing, Nabisco implemented its national advertising program. According to Mr. Baird, the cookie now represents "the second largest selling variety in Nabisco's sweet-goods line."

B-M to put TV 'Opry' in 50 major markets

One of the hardy perennials of broadcasting, Grand Ole Opry, will be sponsored by Bristol-Myers Co., New York, on TV in 50 major markets.

The B-M buy typifies a trend in syndication under which advertisers acquire rights to syndicated series for direct placement in the markets they select (Broadcasting, Feb. 24).

Bristol-Myers is sponsoring one-half of the TV programs in the selected markets, with the station selling the remainder. The half-hour color series has been on TV since 1965 but a radio version has been on WSM Nashville since 1925 and for many years on NBC Radio. The TV program is produced by WSM Inc.

The placement on behalf of Bristol-Myers is being made by Doyle Dane Bernbach, Ted Bates & Co., Ogilvy and Mather, Foote, Cone & Belding, and Young and Rubicam, all New York.

Fischer, Turner receive top awards from SRA

The Station Representatives Association last week presented its Gold Key Award to Louis T. Fischer, senior vice president and media director of Dancer-Fitzgerald-Sample, New York, and its Silver Nail Timebuyer of the Year Award to Robert L. Turner, media supervisor of McCann-Erickson, New York.

Mr. Fischer's award was for "outstanding leadership in advertising." Mr. Turner has been with M-E since 1963 and he has been responsible for media purchases for such advertisers as Coca-Cola, Cott beverages, Utica Club, General Foods, American Home Products and Miles Laboratories.

The featured speaker at the 12th annual awards presentation of SRA in New York was Theodore W. Kheel, New York lawyer and mediator. Mr.
Khecl called on the mass media, including television and radio, to give considerable thought on how they may improve communication between established segments of our life and the various dissident special-interest groups, such as university students and civil rights demonstrators.

In a separate ceremony in Chicago, Kenlyn Wells Zschunke, media buyer for Kenyon & Eckhardt, was given the SRA Chicago Timebuyer of the Year Award. The presentation was made by Joseph Hogan, president of the Chicago chapter of SRA and sales manager of Katz Television in that city.

Ayer splits units to form regional setup

N. W. Ayer & Son, Philadelphia, has consolidated four of its units into a functional "region" headed by Norman H. McMillan, senior vice president for marketing and development.

The region will comprise Ayer public relations; Ayerdirect, the marketing division; the agency's marketing group; and the Ayer directory of newspapers and periodicals.

The main mission of the new region, according to Ayer President Neal W. O'Connor, will be corporate development and growth working from the present base. Succeeding Mr. McMillan as manager of the marketing group will be Frank W. Krum, vice president and marketing director.

Business briefly:

Fuller-O'Brien Corp., paint manufacturer, through Dailey & Associates, both San Francisco, is making its first TV debut with a color campaign in 30 major markets in 11 Western states. Approximately half of the 1969 advertising budget is going into a series of 60- and 30-second spots featuring Andy Devine.


Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., Detroit and New York, has renewed The FBI on ABC-TV (Sunday 8-9 p.m.) NYT, marking the fourth year of Ford's full sponsorship and the fifth year of its association with the program.

Bottlers Fruit Juice Corp., Los Angeles, will launch a heavy radio-TV spot campaign in June to back up regional distribution of Sunkist carbonated beverages and fruit drinks in Louisiana and Texas. Geyer Oswald Inc., New York, is the agency.

Borden Inc., New York, will spend over $1 million in the New York area during the next year to advertise milk, ice cream and yogurt products. Spot television is being used for all products, and yogurt is also promoted on spot radio. Agency is Tracy-Locke, Dallas and New York.

Smith, Toback & Kanzer is new NY agency


Mr. Toback will be president, Mr. Kanzer executive vice president, and Mr. Smith senior vice president of the new shop, which will be at 880 Third Avenue, New York.

There are two sides to every program deal:

1) The negotiation before signing

2) The service after signing

This aftermath matter can get troublesome in some places. MGM-TV, taking pride in its service but not taking things for granted, surveyed the customer.

For instance: "In general, what do you think of our film service?" The answer from 120 replies was excellent: 57%. That's satisfaction to us that we are thought of so well by so many. (In case you wonder if any thought the service "required an improvement," 7% did. We're working on that now!) We're happy to see as many successful negotiations as possible. Keep in mind that you can also look forward to satisfactory service to make your investment in our product as productive as possible.

MGM TELEVISION.
Prosperity is theme at CBS-TV

Only dark spots at affiliates convention come in talks about government restraints

Upbeat reports on sales, programs and the growth prospects of television were laced with warnings against government censorship, concern over taste and responsibility in programming and worry about rising sports costs last week as CBS-TV network affiliates held their 15th annual conference in New York.

The sessions, held Tuesday and Wednesday (May 20-21) at the New York Hilton, drew executives from virtually all of the network's approximately 200 continental U.S. affiliates and produced these highlights:

* The responsibilities as well as the rights of broadcasters in controlling their programming were underscored by Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of the CBS-TV network, and in another context—news reporting—by Richard S. Salant, president of CBS News (stories pages 56 and 34).

* An economic forecast assured the broadcasters that nothing is in sight that seems likely to pull the long-term growth trend of television business below—or at least not seriously below—its historic rate of 10% a year, even if cigarette advertising disappears.

* The affiliates got a preview of the 1969-70 prime-time schedule, an outline of daytime schedule changes to be made next fall and a recap of rating successes during the past season.

* Plans were revealed for a seventh night of half-hour evening newscasts to be launched in January—a 6-6:30 p.m. EST report on Sundays—along with word of other CBS News programs plans for the coming season (story page 53).

* Sports rights and production costs were reported further out of hand than ever before, responsible for CBS-TV's loss of the 1972 summer Olympics and at least threatening renewal of its hockey games, but officials said that when professional football gets squared away on 1970 plans they expect CBS to still be prominently in the game (story page 52).

* A closing, closed session reportedly produced frank questions—and frank answers—on a wide range of subjects, from the chance of affiliates being given longer station breaks (nil, said the network, at least for now) to the likelihood that the Merv Griffin Show's basic format will be changed when it moves to CBS-TV in August (also nil, but officials said they do hope to get bigger guest stars for it).

The two days of meetings were described by both affiliate and network participants as harmonious to a degree almost without precedent.

David M. Blank, vice president for economics and research, CBS/Broadcast Group, added to the optimism with an economic analysis that foresaw an "extraordinarily bright" prospect for the economy over the long haul. He thought there might be some slow-down in the economy's rate of growth by late fall but found "considerable evidence that we will get through this period with much less difficulty than we experienced early in 1967."

Reminding the affiliates that in his last appearance before them he had correctly predicted the late-1967 turn-around, Dr. Blank said he sees nothing now—as he saw nothing then—to suggest that the long-term growth trend of television should fall seriously below our historic rate of increase of 10% per year, even if there is a loss of cigarette advertising along the way."

After the 1967 decline in TV growth rate to 5½%, he said, sales bounced back with a 10½% increase in 1968, and "I am certain that this year will see an even larger increase."

"This growth trend," Dr. Blank continued, "clearly implies that television advertising will continue to take an increasingly larger share of all advertising revenues. In 1963, television accounted for 15½% of all advertising. In 1968 this fraction has risen to almost 18%. By 1973, I am sure that television will account for 19½% or more of all advertising. So I would expect that advertising expenditures on television would be approaching $5 billion in 1973."

Sales, the 30-second commercial, cut-ins and the upcoming Merv Griffin Show were prime topics of a Tuesday morning panel of CBS-TV sales officials. Mr. Wood was moderator, reading questions he said were representative of those being asked by affiliates.

Frank M. Smith Jr., vice president, sales, briefly summarized the network's sales position as "pretty good" this past season despite revenue losses incurred in the coverage of such special events as President Nixon's inauguration, space flights and the Eisenhower funeral.

Sales for the third quarter are "excellent," he said, adding that this augurs well for station's sales, too. The current position, he added, should be maintained well into the fourth quarter on the basis of "acceptance of our [fall] night-time schedule" by advertisers.

Panel executives referred to the network's current drive for station clearances for the late-night Merv Griffin Show, set for an Aug. 18 start. They noted that while sales and acceptances
The General Electric guide to explaining your unfair advantages over competition
Type TT-55-B
100 Watt UHF Driver

Type TT-49-C/D
1 KW VHF Driver

Part 2: transmitters
At the next cocktail party, when you rub elbows with your fellow broadcaster, he's going to want some information. Like why you never miss a minute of air time. Why you're sending crisper color. Why your color-signal transmissions are so stable.

Be cool. Be casual. Tell too much about your General Electric transmitter and your unfair advantage could be gone. But because you're a customer, here are our suggestions on how to parry.

QUESTION: What do you know about this new solid-state stuff?

ANSWER: “Well, it's still pretty new. A lot of companies don’t even have it.” No need to rub it in by adding “... but everyone will eventually.” Don't even tell him that GE has replaced 34 out of 40 tubes in its UHF driver and 57 out of 63 in its VHF driver. Or that every one of its 12 VHF packages has a solid-state driver. Above all, don’t stress the savings to be had in maintenance and reliability.

QUESTION: You probably had to do a lot of rebuilding when you boosted power, huh?

ANSWER: “Oh, about what you’d expect.” A good, incomplete answer. Why add “... with GE”? That might tip him off to our standardized cubicles that let you buy what you need now, uprate later at low cost without a major rebuilding. Skip the cubicles and you don’t have to go into their features like complete prewiring, or built-in blowers that eliminate ductwork.

QUESTION: You been having a lot of trouble with phase and gain distortion?

ANSWER: “Boy, can’t that be a problem!” This is the old reverse-question ploy. Chances are he'll just nod sadly and go on. Then you won't have to talk about the new GE Differential Phase and Gain Correction Unit that gives you brighter colors, better hues, and more uniform color transmission. Or about the total of 15° of differential phase compensation in three steps. If you don't talk, he might never know he could have had a unit installed with his present transmitter. And if he doesn't know—your point, advantage in.

If by some chance it's you who're asking the questions, get with it. We've got a lot more answers to questions such as how our conservative power ratings mean economy and give you added protection at minimum cost.

Your General Electric Broadcast Sales Representative will give you straight answers. And he might make it possible for you to pick up an unfair advantage of your own. Call him. Or write for brochure GEA-8058 (VHF) or GEA-8721 (UHF).

WFAN-TV survives rump protest

Wearing his sunglasses and nothing else, a 25-year-old college student last week climbed a 339-foot television tower on his way to the moon. When an Army helicopter rescued him from the perch after four-and-a-half hours in the 80-degree Washington heat, W. Brian Willis found his lunar journey detoured to a local hospital.

Mr. Willis, an architectural student at Washington's Howard University, had gone to the studios of wwox and WFAN-TV seeking a former part-time disk jockey. Unsuccessful in his quest, the student went to the base of the adjoining TV tower, stripped down and started up. At the top of the tower, he proclaimed he was "going to the moon" and that he was "sitting on top of the world."

He unscrewed one of the tower lights and sat in the bowl. The power supply was quickly turned off. Mr. Willis was pulled from his perch at 5:05 p.m., enabling WFAN-TV to finally get on the air, 95 minutes later than usual. The episode was extensively covered by radio-TV and newspapers, including the alleged dialogue between station personnel and the police.

When a station employee called the police to report Mr. Willis's ascent, the police asked for a description. "He's the only naked man on our tower," was the reply.

by agencies were excellent there are still major advertisers holding up on the show because the network has not finished clearance reports. It had been disclosed earlier that some affiliates in major cities have yet to clear the show live ("Closed Circuit," April 28).

Carl W. Tillmanns, vice president and general sales manager of the television network, emphasized that the "unit of sale at CBS is one minute and not 30 seconds" and there is no indication of a change in that policy. Affiliates also were told that CBS-TV has no pricing policy for 30's "because we don't sell them."

Affiliates curious as to whether the network had altered its policy against the sale of isolated 30's because of their appearance in hockey telecasts this season were told that isolated 30's were used to fit brief interruptions that occur in hockey.

Other points touched upon during the panel discussion:

- CBS-TV does not permit two different advertisers to "sell" two different products in one commercial; a commercial may mention more than one product if only one advertiser uses "sell copy" and the other appears only incidentally in the message.
- The network attempts to provide stations with an additional 30 before or after specials in which the middle station break is eliminated at the request of the sole sponsor of the show. As explained by the panelists, an advertiser who spends $750,000 to obtain the right stars, the right time period and the time of the year to accomplish specific marketing objectives should be entitled to "exclusivity" in the program.
- The new prime-time schedule as offered by CBS-TV next fall was reviewed by Michael H. Dann, senior vice president-programs, and several changes to be made in the weekday daytime and Saturday-morning schedules, also effective next fall, were disclosed by Fred Silverman, vice president, daytime programs.
- Episodes from three new nighttime programs—To Rome, with Love, The Governor and J.J. and the one-hour Medical Center (working title)—were screened for the affiliates. Mr. Dann reported that Medical Center was the only program scheduled out of five one-hour story possibilities developed at a cost of $3 million.

In explaining schedule changes made for the 1969-70 season, he said Hogan's Heroes was being moved from Saturday at 9-9:30 p.m. to Friday at 8:30-9 to "keep [NBC's] Name of the Game from getting started" at 8:30. And he offered to bet that Family Affair moving Thursday at 7:30, would "kick hell" out of NBC's hard-to-beat Daniel Boone at that hour.

In the daytime, Mr. Silverman told the affiliates, CBS is back in front in the ratings in a turn-about from the situation a year ago, when, he acknowledged, NBC was ahead. Part of the strategy in engineering the turn-around, he noted, was to load the noon-to-4-p.m. period on weekdays with seven serials, starting last Sept. 18. Because of the station swap with the formula CBS has bought control of Secret Storm and Love of Life from outside packagers.

In the weekday changes, House Party (Art Linkletter) will be dropped at 4-4:30 and be replaced by Gomer Pyle, U.S.M.C., which goes off the nighttime schedule in the fall; Love of Life moves to 11:30-noon (replacing Dick Van Dyke, which is going into syndication) and a new serial drama, Where the Heart Is, is to be slotted at 12-12:30 p.m. CBS will then be producing four half-hour TV serials daily, Mr. Silverman said, placing CBS "second to Procter & Gamble in producing serial dramas."

CBS-TV's new daytime weekday schedule starting at 10 a.m. will be: I Love Lucy, Beverly Hillbillies, Andy of Mayberry, Love of Life, the new Where the Heart Is, Search for Tomorrow and, at 1:30 p.m. (1-1:30 p.m. is station time), As the World Turns, Love is a Many Splendored Thing, Guiding Light, Secret Storm and The Edge of Night, with Gomer Pyle at 4-4:30 p.m.

The Saturday-morning revision, as presented by Mr. Silverman, entails a five-hour block of comedy programs. Four of the shows are animated cartoon features—Dastardly & Muttley in their Flying Machines, The Perils of Penelope Pitstop, Scooby-Doo, Where Are You! and The Archie Comedy Hour, Featuring Sabrina The Teen-Age Witch. The other shows new to the schedule are The Jetsons, formerly a cartoon series on nighttime TV, and The Monkees, also a rerun of a former network nighttime series (on NBC-TV) in 1968. Mr. Silverman said, there will be new musical numbers to update the episodes. Holdovers from this season: Superman, Johnny Quest, The Bugs Bunny/Road Runner Hour and Wacky Races.

CBS-TV, he noted, had previously announced plans for another major Saturday-morning project, The CBS Children's Playhouse, a series of origi-
nal drama series especially designed for children. Mr. Silverman said the network already has plans for four original hours, three of which are "Toby," "Summer is Forever" and "J.T." He said these dramatic productions cost an average $250,000 apiece to put on the air.


Along with the look-ahead at fall programming, the affiliates also got a look back at this year's program performance.

Jay Eliasberg, director of CBS-TV research, acknowledged that CBS's prime-time lead over NBC this past season— which he put at 2% for the full season, 4% since the start of the "second season" in January — was "not the largest we've ever had." But, he said, "most so-called experts" didn't expect CBS to lead at all, because "they were sure that NBC's superbly creative programming strategy of adding a third night of movies and dropping all their low-rated regularly scheduled news programming would put NBC into the lead."

CBS won anyway, he said, primarily because "we were successful this season with our news programs, and the other two networks were not." CBS, he noted, is returning six of eight news programs next fall while NBC is returning two of seven and ABC five of 14. "I might add," he continued, "that some of ABC's five are returning only out of desperation."

Mr. Eliasberg told the affiliates that the Cronkite new program has led ABC's *Huntley-Brinkley Report* for 23 straight months, with ratings over the past season 8% ahead of NBC and 169% ahead of ABC's Frank Reynolds news report, while "the best available national ratings" on the last six news events covered live by both NBC News and CBS News gave CBS leads ranging from 9% to 30% and averaging 13%.

He also told the affiliates that, although *CBS Saturday News with Roger Mudd* had averaged 22% better than NBC's Saturday counterpart over the past season, NBC has pulled ahead since Huntley-Brinkley took over the show from Frank McGee — because, Mr. Eliasberg asserted, NBC clearances for Huntley-Brinkley have improved sharply. He estimated that when CBS affiliates clear the Mudd show as well as NBC stations clear H-B, the Mudd report will have a rating advantage of about 10%.

He acknowledged, too, that over a period of several years NBC narrowed CBS's daytime lead to less than 10%— "NBC and ABC had no place to go but up," he contended — but he said revisions made by CBS last fall turned the tide and "in April, the most recent month for which we have ratings, our lead was back up to 40%. And we expect it to go higher."

**Papers unite to fight CATV ownership curbs**

Organization of a newspaper-CATV group to battle against restrictions and to prevent what it called "class discrimination" against newspaper ownership of cable TV systems was announced last week.

The newly formed Newspaper Committee for Cablevision is headed by Wayne G. Current, Toledo (Ohio) *Blade*. Other members of the executive committee are Jack W. Gallivan, *Salt Lake Tribune*; Arthur O'Neil, South Bend (Ind.) *Tribune* and David R. Bradley, St. Joseph (Mo.) *Gazette* and *News Press*.


All have interests in operating or prospective CATV system in their areas. All except the *Northern Virginia Sun* and the *Los Angeles Times* also have interests in radio and/or TV stations.

In comments submitted last month to the FCC, the Department of Justice recommended that ownership of CATV in the same community where its newspaper is published should be prohibited (BROADCASTING, April 14). The subject of CATV-newspaper ownership is one of a number of issues raised by the FCC in its current inquiry into CATV.

**Moss, Dingell enter antitrafficking bill**

Representative John E. Moss (D-Calif.) has introduced legislation for himself and Representative John D. Dingell (D-Mich.) which would "prohibit the transfer, assignment or other disposition of a construction permit."

The bill (H.R. 11544) would provide that whenever a holder of a construction permit was unable to fulfill the obligations of that permit, it would revert back to the FCC. This would prohibit a CP being included in any transfer of ownership actions.

The bill has been referred to the House Commerce Committee, of which both Mr. Dingell and Mr. Moss are members.
The New Left zeroes in on FCC

Raskin task-force probe of broadcasting may provide basis for more strike applications

A task force of law-school and graduate students is being assembled to study the question of how the broadcasting industry and the FCC, in their relationship to each other, serve the public interest. But though the underlying purpose of the study appears to be academic, the results could prove unsettling for the FCC as well as the broadcasting industry.

The group is being put together by Marcus Raskin, one-time adviser to President Kennedy, now a figure in the New Left movement, who is a codirector of the Institute for Policy Studies in Washington.

He is undertaking the project, an outgrowth of his own studies of major national institutions, through the IPS, a six-year-old center for research, educational and social problems.

"Broadcasting," Mr. Raskin said last week, "gives people their culture, their information and their values. Not to look at it is to not look at a central part of what America is about."

But the study will be more than an exercise in theory. He noted that the study might provide the basis for criticism of the commission's licensing policies.

And it might provide as well material that could be used by parties interested in protesting license renewals or filing competing applications "on top of" renewal applications. However, he did not expect such activities to be undertaken personally by his task force.

"One purpose of the study is to talk through the issues of what is the definition of public interest and of ownership," Mr. Raskin said. The channels of communication "belong to the public," he added, "and we want to find a way of making them available to the public."

The study project has not yet been fully organized. Mr. Raskin this week will hold the first of several meetings with students who will participate. They will be drawn from colleges and universities in various parts of the country, but principally in the Washington area.

The study, which Mr. Raskin said may provide material for a book, is expected to be completed by next year. But the work will be done in stages, with one to be finished by summer, and another by fall.

One interesting aspect of Mr. Raskin's projected study is that it will involve interviews with members of the broadcasting industry — entertainers, newscasters, producers as well as higher-placed industry members.

"We want to see what they think of broadcasting now, to see if it is fulfilling the objectives they think it should and whether they think it is meeting the objectives of the Communications Act; whether they think there should be changes in the law and in the industry."

In examining the question of "getting the community into the act of broadcasting," he said, the group would "work back to the FCC as the regulating agency." He expects the group to confer with the FCC "in a formal way to see what help they can give."

The IPS is financed largely by private foundations, such as the Edgar Stern Family Fund, the Fontaney Corporation through James P. Warburg and the Ford Foundation. And its board of trustees includes a number of prestig-

Regulators get friend at the top

Nixon's choice for chief justice has favored hard-line FCC policy

Judge Warren E. Burger, nominated by President Nixon last week to be the next chief justice of the U.S., is generally regarded as a conservative. But those in government who favor a hard line approach to the regulation of business will probably find no cause for complaint in the appointment.

For 13 years, Judge Burger has sat on the Circuit Court of Appeals for the District of Columbia. In that time, he has accumulated considerable familiarity with laws relating to the regulation of the nation's business. For the Washington court hears most of the appeals taken from actions of the FCC and other regulatory agencies.

And in accumulating that knowledge, he has gained a reputation among government lawyers as a good man to have on the bench when an agency action is under challenge. "He's been good to the commission," said one FCC attorney. "We're content to see him up there—he's pleasant, fair and not abusive."

He doesn't always wind up on the commission's side. But in some of the more important opinions he has written — for the court or as separate statements—he has indicated he favors a strong, activist FCC that holds its licensees to high standards.

He wrote the March 25, 1966, opinion for a unanimous court that overturned a commission decision and held that representatives of a station's audience should be permitted to participate as parties in license-renewal proceedings. The decision, in a case involving the renewal application of WLBT-TV Jackson, Miss., was a landmark. Previously, standing was accorded only those who would suffer economic injury as a result of an order or who could establish that an order would result in electrical interference to their stations.

The decision went on to criticize the commission for having granted WLBT a one-year renewal without a hearing. The United Church of Christ, which appealed the case, had accused the station of one-sided presentations on the race question. Judge Burger, noting that the commission said it had granted the renewal so that the station could demonstrate its willingness to serve the needs of its entire service area, observed that the commission had "elected to post of wolf to guard the sheep in the hope that the wolf would mend its ways. . . ."

Even that wasn't his last word on the case. Three months later he issued an order correcting several lines in the decision, and added a sentence that stunned broadcasters. "After nearly five decades of operation the broadcast industry does not seem to have grasped the simple fact that a broadcast license is a public trust subject to termination for breach of duty" (BROADCASTING, June 20, 1966).

The commission later granted the station a full renewal after holding the court-ordered hearing. But the church asked the court to review that action also, and a decision is now pending.

A year earlier, in May 1965, he issued a separate opinion criticizing the commission's decision in 1963 reaffirming its 1956 award of Jacksonville channel 12 to WEGA-TV. The commission, which acted after ex parte dealings involving the case were aired by a congressional committee, had disqualified one of the original contestants on the channel, Jacksonville Broadcasting Co., on the ground it knew of ex parte activities in its behalf; but it held that
Florida Georgia Television Co., licensee of WFGA-TV, and city of Jacksonville were not involved in off-the-record contacts designed to aid them. City of Jacksonville later withdrew.

The court overruled the commission's decision and directed the agency to open the hearing to new applicants. But Judge Burger, who concurred in part and dissented in part, rebuked the commission for applying what he said was a double standard. "Under a single standard of conduct," he said, both Jacksonville Broadcasting and WFGA-TV—or neither—should have been disqualified.

Last month, he wrote the decision for a unanimous court that upheld the commission's authority to require common carriers to seek commission approval before building channel facilities to serve CATV systems (Broadcasting, May 5). The decision, couched in sweeping language, left no doubt as to the court's opinion that the commission has the broad authority to regulate CATV.

A commission lawyer, looking back over these and other cases in which Judge Burger participated, said: "I can't see that he's particularly conservative in any sense. He looks like a Midwest Populist"—the chief justice designate was born in Minnesota—"who likes to see government regulate the railroads, communications and other industries like them.

Chief Justice-designate Warren Burger and President Nixon

"He's no mouthpiece for the vested interests or the establishment when it comes to economic regulation."
lone dissenter, was sharply critical of families) and for proposals storefront local programming. He hopes for Forum, he owns a broadcast license to set the grant aside, accept Forum’s application, and designate the matter for a comparative hearing.

He was preparing to argue that, since there had been no public notice of the grant, the Forum application had been "timely filed." But if these efforts fail, he said, "we’ll go to court."

The Forum application represents another in a series of efforts on the part of citizens groups seeking to wrest valuable television properties away from a multiple-owner licensee. WPIX is owned by the New York Daily News, which has an interlocking ownership with the Tribune Co. of Chicago. The Tribune Co., in turn, has numerous broadcast and newspaper holdings.

The Forum application indicates that the company plans to employ a number of its principals in the day-to-day operation of the station. It also shows that the ownership is drawn from a wide spectrum of New York city life, including the Negro and Puerto Rican communities.

And it plans to offer a heavy budget of news (8 hours and 54 minutes, weekly)—and 70% of it area-wide, rather than national and international—and public affairs (9 hours and 21 minutes). In all, it proposes to offer 48 hours of local programming.

Forum, which plans a news staff of 66, said it will concentrate on “in-depth” coverage of local news in New York and the surrounding areas of New Jersey, Pennsylvania, southeastern New York state and southern Connecticut. It also said it would make its “news presence felt” in ghetto areas with storefront news headquarters equipped for on-the-scene telephone reports.

Forum said it based its programming proposals on a survey of hundreds of area residents. The first two listed in the application were Fred W. Friendly, former chief of CBS News now with the Ford Foundation (he saw a need for bridging the gap between residents of the inner city ghetto and suburban families) and Norman Cousins, editor of the Saturday Review (he said there was a need for discussion of relevant issues and for more imaginative and engaging presentation of the arts).

President and 17.3% owner of Forum is Lawrence K. Grossman, who had been vice president of NBC in charge of advertising from 1962 to 1966. He is now owner of the Lawrence K. Grossman Inc. advertising agency of New York City. If Forum succeeds in its effort to acquire the channel, he would be general manager of the station.

Irwin Sonny Fox, the producer, who owns 12.4% and is vice president, would be director of children’s programs. Ronnie Myers Eldridge, formerly with CBS and a vice president of Forum with a 7.5% interest, would be director of community affairs. In addition, Harry Belafonte, the singer, who owns 2.5%, would conduct a Sunday night 90-minute variety and talk show.

Other stockholders who would have a role in the station’s operations are Mrs. Amalia Bantzos (0.6%), executive director of the Puerto Rican Community Development project in New York City; Jack Kuney (0.8%), former national television program manager for Westinghouse Broadcasting Co. and now a free-lance producer; Martin Steadman (0.8%), a former investigative reporter for WCBS-TV New York who is now a press and public relations consultant; and Carl McCall (0.6%), who is associated with the Metropolitan Applied Research Center of New York.

In addition, Forum’s principals include Paul Roebling (24.3%), a partner in a Denver mining company and a majority stockholder in a New York film and theatrical production company; the Oppenheimer & Co. (14.9%).

Forum expects to finance its construction with $2,100,000 in new capital, $2 million in loans and $1,785,000 in deferred credit. It anticipates first-year expenses of $9,886,900, and revenue of $11 million.

FCC closes door on WHDH

Reconsideration denied, but commission notes Boston renewal case is ‘out of the ordinary’

The federal courts loom as WHDH Inc.’s last hope for hanging on to the license for channel 5 Boston, on which it has operated since 1957.

The FCC last week denied petitions for reconsideration—including WHDH’s—of its unprecedented decision of Jan. 23 to deny renewal of license for WHDH-TV, and to grant the competing application of Boston Broadcasters Inc. (BROADCASTING, Jan. 27). In all, four parties are contesting for the channel.

At the same time, the commission sought to ease the fears of broadcasters who saw the original decision as, potentially, only the first of many in which renewal applications would be denied in favor of competing applications for new stations. The commission said the history of the proceeding, which began in a comparative hearing that got underway in 1954 and which became one of those cases with ex-parte scandal, differs in significant aspects from the “ordinary” renewal case.

The commission dismissed a WHDH petition for a stay of the order pending judicial review if an appeal is taken. The commission said the request was premature. It also denied BBI’s request for a specific termination date of WHDH-TV’s operation, noting that the U.S. Court of Appeals for the District of Columbia has jurisdiction over aspects of the complex case.

WHDH’s Washington counsel, William Dempsey, said “eventually” that court would be asked to overturn the decision. But he said he was still studying the commission’s latest order in an effort to determine whether it raises any questions that the commission should be asked to resolve before a court appeal is filed.

The commission vote last week was virtually a carbon copy of the 3-to-1 vote by which the Jan. 23 action was taken. Commissioners Robert T. Bartley (who was credited with writing the original decision and last week’s order denying reconsideration), James J. Wadsworth and Nicholas Johnson constituted the majority, and Commissioner Robert E. Lee dissented. Chairman Rosel H. Hyde, who had abstained from voting in the original decision, was listed as not participating last week. So were Commissioners Kenneth A. Cox, who had been chief of the commission’s Broadcast Bureau when case was in hearing, and H. Rex Lee, who did not join the commission until November, more than a year after oral argument in the case. Commissioner Lee was listed as “absent” at the Jan. 23 meeting.

The commission denied WHDH’s renewal application and granted the application of BBI, made up largely of Boston area businessmen, principally on grounds of diversification of ownership of mass media and integration of ownership and management. WHDH, which is also the licensees of WHDH-AM-FM, is
How to shake up the ocean without shaking up the fish.

For years and years men usually looked for undersea oil with dynamite. That shook up the nearby fish. "Wouldn't it be wonderful," engineers mused, "if we could invent something quieter than dynamite?" This would be a great improvement, they felt, for man and fish.

In 1967, one of our research affiliates finally did it.

They made a device called a Sleeve Exploder. A mixture of propane and oxygen is set off inside a rubber sleeve about three feet long. This inflates the sleeve like an instant balloon and produces a shock wave in the water that bounces off submarine rock layers and is recorded by seismic equipment.

Now the Sleeve Exploder is being used all over the world. Not merely because it's quieter. It's also faster, safer and cheaper than dynamite. So now when we go hunting for oil, the fish hardly know we're there which makes both the fish and the fishermen happy.

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44 (THE MEDIA)

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Changes in the presidency. And it rejected, also, BBI's argument that WHDH was not a regular renewal applicant but, actually, a new applicant. BBI based this contention on commission and court decisions in the long and involved history of the case.

This argument was interpreted in the industry as an effort on the part of BBI to avoid having the channel 5 case become a precedent that new applicants could use in competing against renewal applicants.

Broadcasters' concern on this score has led to the introduction of a number of bills in Congress to accord licensees some protection at renewal time; they would require the commission to hold that renewal would not be in the public interest before entertaining new applications for the channel.

The commission last week left no doubt it intended to regard the WHDH application as one for a renewal of license. But it sought to do its own nervesothing in this regard in a closing paragraph, in which it noted that it was dealing with a case that differs "from the ordinary situation of new applicants threatening with an unquenchable desire for renewal of license, whose authority to operate has run one or more regular license periods of three years."

The commission pointed out that WHDH's 12-year operation has been conducted for the most part under temporary authorizations while its right to operate as a regular licensee was under challenge.

WHDH received its license in 1962, but then only for a four-month period. The original grant, issued in 1957, had been remedied by the appeals court because of the off-the-record contacts that the late Robert D. Chooate, president of WHDH, had with the then commission chairman, the late George McConnaughey.

What's more, the commission said, after WHDH filed its renewal application, it invited the filing of new applications for channel 5. "Those unique events and procedures, we believe, place WHDH in a substantially different posture from the conventional applicant for renewal of broadcast license," the commission concluded.

However, there is no indication as to how the case would have turned out differently if WHDH had been a conventional renewal applicant. In rejecting WHDH's argument that it had applied for hearing.
the integration-of-ownership-with-management criterion illegally, for instance, the commission made clear that renewal applicants are given no special consideration in connection with that issue.

WHDH had argued that since it had an operating record on the basis of which whose basis it was seeking renewal, it was academic whether the quality of the record could be attributed to integration or other factors. But, the commission said, "evaluation of the integration of ownership with management factor serves an important function even though one of the applicants happens to be a renewal applicant with an operating record.

"The importance of that factor has been stressed too many times—most recently in our Policy Statement [on comparative criteria]—to discard it as inconsequential simply because a renewal applicant is contesting with new applicants."

**Changing Hands**

**Announced:**
The following station sales were reported last week, subject to FCC approval:


- **WBSR Pensacola, Fla.:** 75% sold by Donel J. Lynch, Janet Prince and Abe D. Waldauer to George P. Mooney for $290,000. Mr. Mooney, who already owns 25% of WBSR, also owns WKN Knoxville and WMK Nashville, both Tennessee, and WPQ Jacksonvile, Fla. WBSR is full time on 1450 kc with 1 kw day and 250 w night.

- **WGEZ Beloit, Wis.:** Sold by Raymond W. Grindle and Wilmer Grabau to F. W. Woodward and family for $240,000. Buyers own the Dubuque (Iowa) Telegraph-Herald and KDTH and KFMD (FM), both Dubuque. WGEZ is full time on 1490 kc with 1 kw day and 250 w night. Broker: Chapman Associates.


**Approved:**
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 71).

- **WSOK New Orleans, KYOK Houston and WLOK Memphis:** Sold by Jules J. Paglin and Stanley W. Ray Jr. to Starr Broadcasting Group Inc. for $3,440,000 (see page 46).

- **WAME Miami:** Sold by Stephanie Wyszatycki to Jack Roth for $1 million (see page 46).

- **Wriz Coral Gables, Fla.:** Sold by Jack Roth to Robert W. Sudbrink for $481,666 (see page 46).

- **Kerv Kerrville, Tex.:** Sold by Albert F. Mason and Clyde Jones to Jack D. Slack, John J. Jacquemine and Raymond O. Johnson for $220,000. Mr. Slack owns 92% of a construction company and Mr. Johnson is secretary-treasurer of that company. Mr. Jacquemine owns 44.75% of a pipeline coating contracting business and 50% of a pipeline equipment rental company. Kerv is full time on 1230 kc with 1 kw day and 250 w night.

- **Kimo Hilo, Hawaii:** Sold by Hugh Garrabrant and others to Kerby Confer, Colonel John C. Hooker, Charles Dawson, Max Shurkin and Marvin H. Schein for $112,000. Mr. Confer (Kerby Scott) is personality for WBL-TV Baltimore. Colonel Hooker is an information research analyst for National Security Agency, Greenbelt, Md., and Mr. Dawson is employe of General Telephone & Electronics, Williamsport, Pa. Mr. Shurkin is a Baltimore bakery executive and Mr. Schein is a Baltimore attorney. Kimo is full time on 850 kc with 1 kw.

- **Kzin Yuba City, Calif.:** Sold by James A. Burke and others to Gerald D. McLevis and James A. Fosdick for $100,000. Mr. McLevis is general manager of KOWN-AM-FM Escondido, Calif., and Mr. Fosdick was formerly an automobile dealer. Kzin is full time on 1430 kc with 100 w.

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**BROADCASTING, May 26, 1969**

45
FCC approves group purchases

In split decisions it OK's Taft's U buy and Buckley's collection of four AM's

Five station sales aggregating nearly $9 million won FCC approval last week.

Starr Broadcasting Group Inc., acquired four AM's: wbok New Orleans, for $700,000 from Waoke Inc.; wlok Memphis, for $900,000 from Waoke Inc.; kyok Houston, for $1,390,000 from Kyok Inc., and kxjr North Little Rock, Ark., for $450,000 from Little Rock Great Empire Broadcasting Inc.

Also announced, in a separate order, was the sale of wibf-tv Philadelphia from Wibf Broadcasting Co. to Taft Broadcasting Co. for $1.4 million subject to adjustments and assumptions of debt that may bring the total to $4.5 million (Broadcasting, May 12).

Wibf is controlled by William F. Buckley Jr., columnist, TV commentator and owner of the weekly National Review, with Peter H. and Michael Starr holding minority interests. The company has proposed to sell 73.3% of its stock to the public as part of its financing plan for acquisition of the four AM's. After the public issue, Mr. Buckley will own 16.9%, Peter Starr 8.4%, and Michael Starr, 1.4%.

Wbok, wlok and kyok presently have Negro-oriented formats, which will be continued under the new ownership. The three stations had been commonly owned by Jules Paglin and Stanley Ray, each 50%. Messrs. Paglin and Ray also own wvok Baton Rouge and wvok Mobile, Ala. Kxjr was under sole ownership of Mrs. Bernice Lynch, who owns kwe Oklahoma City and has a construction permit for a new FM in that city.

The Starr group also owns kozn and kowh-fm, both Omaha; kubj, Fairway, Kan.; kjjc-fm Kansas City, Kan., and kisd Sioux Falls, S.D.

Sale of the four AM's was approved by a vote of 5-to-2, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting and issuing statements. Mr. Bartley said in a one-page statement that he believes "a serious question exists as to concentration of control." The commissioner also raised questions about Starr’s financial qualifications (the group lost over $168,000 last fiscal year), and about its plan to go public.

Mr. Johnson’s much longer dissent also dealt with the questions raised by Commissioner Bartley, and introduced other considerations as well. According to Mr. Johnson, there is no "hard evidence that multiple ownership of these four Southern stations will not violate the commission’s strong policies against concentration of control. . . ." He also charged that the majority had failed to consider "the public-interest implications involved" in handing to one owner "more than 50% of the Negro-oriented audiences" in three large Southern cities.

However, the commission majority found no concentration-of-control problem. It noted that the four AM's are geographically separated from Starr's other stations and from each other. Additionally, the commission said that a grant of the transfers would serve to decrease concentration of control by Messrs. Paglin and Ray. The fact that wbok, wlok and kyok serve a specialized market "further dispels any suggestion of concentration of control," the commission said.

The last point led Commissioner Johnson to a diametrically opposite conclusion. As he saw it: "The preliminary effort in excessive concentration of control is always to delimit the particular 'line of commerce' involved . . . we cannot ignore the fact that wbok, wlok, and kyok have successfully specialized their programing to serve the specific needs and interests of their communities' black radio audiences in three major cities." This "quasi-monopolistic concentration of control over a programing format" raises issues which, the commissioner said, "are particularly unfortunate in light of the lessons set down by the Kerner Commission report on civil disorders."

That report, Mr. Johnson said, attributed the "alienation and helplessness" felt by many black Americans partly to failures on the part of mass media—failures which could be reversed to some extent by "diverse and local ownership and control of community broadcast stations," the commissioner said.

Taft purchased wibf-tv from William L. Taft Jr., Dorthy Kotin, Benson Apartment Corp., and Fox Brothers Management Corp. They retain wibf-fm Jenkintown, Pa.

Grant of the transfer required waiver of the commission’s duopoly rules, which prohibit common ownership of stations with overlapping grade B contours, because Taft owns wnep-tv (ch. 16) Scranton, Pa. And, since Taft already owns five stations in the top-50 markets, it had to make a "compelling public-interest showing" to acquire a sixth. (Wnep-tv, Taft's seventh sta-

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Rule waiver permits Roth to trade up

Jack Roth last week got permission from the FCC to trade up his Miami market AM. The commission approved his purchase of full-time wame Miami for $1 million; at the same it approved sale of his daytime WRiz in suburban Coral Gables for $481,666.

Mr. Roth, a group owner, sold Wriz to another group operator, Robert W. Sudbrink. Wame was purchased from Stephanie Wyszatycki.

In granting the mutually contingent applications, the commission waived the three-year holding rule for the WRiz sale on grounds that Mr. Roth's substantial investments in the station demonstrated his intention to serve the Miami market.

Mr. Roth's stations are KONY and KTTY-FM, both San Antonio, Tex.; and Wwok Charlotte, N.C. He owned Kono-

TV (now KSAT-TV) San Antonio, but sold the channel 12 ABC-TV affiliate to the Outlet Co. in November 1967.

The Sudbrink properties are wRMS Beardsfown, Ill., and KYND Burlington, Iowa. Mr. Sudbrink, who three months ago sold his wRMS Wood River, Ill. (St. Louis), to Avco Broadcasting for about $3.3 million (Broadcasting, Feb. 17), is applicant to purchase KLVL-FM Pasadena-Houston from Felix H. Morris for $150,000.

Commissioner Nicholas Johnson dissented on the Wame assignment of license. Commissioner Robert T. Bartley in a dissenting statement said he would set the WRiz and Wame assignment applications for evidentiary hearing on issues of trafficking by Mission East Co. (Licensee of Wriz) and Mr. Sudbrink; compliance by both parties with the commission’s public notice on ascertainment of community needs; whether Mission East's request for waiver of the three-year rule should be granted, and "how our consent to the transactions here involved would serve the public interest."

Wame, established in 1958, is full time on 1260 kc with 5 kw; WRiz, which went on the air in 1967, is a day-
timer on 1550 kc with 10 kw.

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46 (THE MEDIA)
Norristown Distribution was a discovery earlier this month that a Cleveland bank with 3% interest in Taft apparently was also trustee for a beneficial interest of more than 1% of KTNT-TV (ch. 11) Tacoma-Seattle which would have put Taft over the commission's multiple-ownership limit of seven television stations and five VHF's ("Closed Circuit," May 12). The voting interest in KTNT-TV was later transferred to an attorney for the beneficial owner.

Additionally, the transfer prompted opposition from four CATV firms: Teleprompter Corp.; North Penn Cablevision Inc.; General CATV Inc., and Norristown Distribution Systems Inc. They identified themselves as prospective CATV owners within the grade-A contour of WIBF-TV. The commission found that they lacked standing because they are not "actual" or current competitors in the market, but it considered the "important public-interest questions" they raised.

Despite these questions and qualifications, the commission approved the transfer by a vote of 3-to-2. Chairman Rosel H. Hyde and commissioners James J. Wadsworth and Robert E. Lee voted for the sale, with Mr. Lee issuing a concurring statement. Commissioners Kenneth A. Cox and H. Rex Lee abstained from voting, and Commissioners Bartley and Johnson again dissented, with the latter issuing another lengthy statement.

The commission rejected arguments that the permittee (which put the station on the air in May 1965) would make an "unconscionable profit" on a $310,000 investment. It stated that the station has consistently lost money since its inception, and said that the permittee's $500,000 profit on the transfer would be pared by expenses.

A major factor in the grant was "Taft's willingness to underwrite losses while the station is being made competitive," the commission said. It noted that WIBF Broadcasting had approached several local firms in its attempts to sell the station, but had met with no success.

The request for waiver of the duopoly rule, according to the commission, "must be judged against the background of the Philadelphia television market. It is certain the station cannot continue on its present unprofitable course and its end is near unless it can obtain a capital infusion sufficient to make it competitive with entrenched Philadelphia stations owned by other multiple owners."

Noting that the overlap between WIBF-TV and WNED-TV amounts to 14.5% for the former and 13.3% for the latter, the commission said that the overlap is based on propagation curves, which, although prescribed by commission rules, "may not accurately reflect propagation of UHF signals and . . . the commission has proposed to adopt a different set of curves." Taft and the commission agreed that under the proposed curves, there would be no overlap.

According to the commission, "the demonstrated public interest in the survival of WIBF-TV and promotion of the growth of UHF broadcasting justifies use of the proposed curves here."

Commissioner Johnson, in dissent, argued that the FCC majority was "forced to create out of whole cloth a new a priori doctrine of television market structure which can only have catastrophic consequences for the future of independent television in this country. This a priori rule apparently postulates that independent stations have such difficulty surviving in markets where the other stations are owned or controlled by multiple-station owners that the UHF allocations not so owned must be turned over to multiple-station, mixed-media, or conglomerate corporations. . . . I find this hypothesis completely unsupported by logic or fact. . . ."

In reaching this conclusion, Mr.
Johnson said, the majority failed to deal with the well-known fact that new television stations in almost any market, whether VHF or UHF, almost always sustain rather substantial operating losses during the first few years of their existence. . . . The fact that WIBF-TV sustained operating losses after only a few years of operation cannot support the proposition that an independent station not held by a multiple owner cannot survive in the Philadelphia market.

Antistrike bills gain more support on Hill

The prospects for passage of Senator John O. Pastore's (D-R. I.) bill to prohibit competing applications for renewal of licenses are brightening as Senate Communications Subcommittee spokesmen report that a good number of senators personally have expressed their approval to Chairman Pastore. Hearings are expected to be held in the near future, but as of late last week no dates had been set.

Senator Wallace F. Bennett (R-Utah) boosted the Senate drive with a May 13 floor speech decrying FCC policies that allow new "blus sky" entrants to apply for an existing station's frequency without consideration of the licensee's past record. The bill (S-2004) would require the FCC to first deny a renewal before accepting other applications for the allocation.

Meanwhile, eight bills introduced in the House during the past two weeks brought the House strike application bills to 53. Representatives Wendell Wyatt (R-Ore.), H.R. 11230; Lawrence G. Williams (R-Pa.), 11294; Graham Purcell (D-Tex.), 11376; Lawrence J. Hogan (R-Md.), 11323; Ray Blanton (D-Tenn.), 11309; William L. Scott (R-Va.), 11467; William R. Anderson (D-Tenn.), 11509, and James A. Byrne (R-Pa.), 11518, were the latest to introduce legislation.

Time buys another Chicago newspaper chain

Time Inc. last week reached agreement to buy its second chain of suburban newspapers in the Chicago area—Lloyd Hollister Inc., Wilmette, Ill., and two affiliates, North Shore Publishing Co. and the Press Publishing Co. Purchase price was not disclosed, but was believed to be about $5 million. Hollister publishes 10 semi-weekly newspapers in communities north and west of Chicago. The papers have a combined circulation of about 65,000.

In March, Time agreed to buy the 22 weekly papers of Pioneer Publishing Co., which serve suburbs north and west of Chicago.

Delay in pay-TV service

FCC to stay authorizations but process applications pending court settlement

The FCC last week agreed to defer any authorization of pay-TV service until 60 days after a decision has been rendered in the pending court challenge to the new pay-TV rules.

The ruling was in response to a request by the National Association of Theater Owners and the Joint Committee Against Toll TV, both of which have appealed the commission's pay-TV order of last December that established a limited nationwide system of subscription TV. The two groups had asked the commission to stay the effective date of its rules until all avenues of judicial review had been exhausted, or as an alternative, to grant no authorizations of service until completion of judicial review.

The commission found "no merit" in the first request. It said that the two petitioners had failed to demonstrate that a stay of the effective date was required to protect either their private interest or the public interest. (The date was set at June 12—six months after issuance of the pay-TV order—to provide for congressional and judicial review.)

In partially granting the theater owners' alternative request, the commission noted that "practical considerations" involved in the issuance of pay-TV technical standards and in processing the applications might well have precluded grants of service in any event. Its action would serve as an "assurance" that the status quo will be maintained, the commission said.

The commission said it will issue technical standards as soon as possible, though not necessarily before June 12, and that it will begin accepting and processing applications even though none are to be granted until after court action.

The theater owners' groups have appealed the pay-TV order in the U.S. Court of Appeals for the District of Columbia. Oral argument in that court is to be held on June 9.

The cry against pay television was again sounded by the National Association of Broadcasters as it warned that pay TV would mean "the destruction of the present system of free television in the United States."

In a letter sent last week to all commercial television stations, NAB President Vincent T. Wasilewski said broadcasters have two courses of action that they can take:

* To persuade Congress that legis-

ation is needed immediately to prevent the establishment of pay TV, whether over-the-air or by wire.

* To engage in an on-the-air effort to generate viewer response so the Congress will know that "the people reject the concept of pay television in the United States."

If the latter action is taken, "because of the personal and financial interest broadcasters have in the pay-television issue," Mr. Wasilewski warned, "the responsibility of the licensee under the Antitrust Doctrine assumes special significance. Accordingly, if you engage in an over-the-air program on your station you must be prepared to present the other side of the controversy even though no local proponents can be found."

Another voice from the anti-pay-TV forces, the Joint Labor and Management Committee to Save Free TV, New York, reported progress last week in its campaign to get Congress to overturn the FCC.

A spokesman said protest mail was flooding into the committee's Manhattan headquarters and congressional offices in Washington as the result of an ad in the last two issues of TV Guide. The committee is made up of labor unions in the television industry and a number of business organizations including theater owners, who claim that pay television will "siphon off the best entertainment programs, sports, movies and cultural events now on free TV."

Sharing this view are several congressmen who have introduced a bill that would prohibit the granting of authority to broadcast pay-television programs.

Representative James G. O'Hara (D-Mich.) called the bill (H.R. 11488) an effort to "protect American television viewers from the threat of a financial whirlpool" in which "we will be paying for the same programs which we are now watching free of charge."

Joining Representative O'Hara in introducing legislation prohibiting FCC authorization for pay TV are Representatives Henry Helstoski (D-N.J.), Mario Biaggi (D-N.Y.) and Clarence E. Miller (R-Ohio).

KRON-TV faces new challenge

A firm organized under the name Bay Area Telecasters Inc. has announced its intention to file a competing application for the facility now occupied by
Legends have to start somewhere

And, in television, a lot of legends have started at Reeves. Now, new legends are being born at Reeves Television Studios at Lincoln Square. Reeves built its reputation on doing the impossible. Like producing a 60-second tire commercial in one afternoon, duping it that night and delivering it, ready for distribution, the next morning. Or, producing six segments for a daily half-hour quiz show in one day, every week. Or, two dramatic shows, back to back. Whether you've got a 60-minute show or a 10-second commercial, Reeves has the facilities to handle the job. The whole job. We can handle everything—from complete studio shooting facilities to the finest post-production work. All under one roof.

Lincoln Square means three shooting stages, the best equipment and engineers, and access to the most complete video post-production service in the world.

Office facilities. Two viewing rooms and two electronic editing rooms. All models of comfort and efficiency. The equipment is the best—PC 70 color cameras, VR 2000 recorders, "Little Shaver" backpack cameras and recorders. All manned by expert Reeves technicians.

The result? An unparalleled color-perfect product, ready for viewing. And if location work is part of your job, Reeves' Airmobile-Video System is ready to leave for any place in the world—overnight.

Become a part of a legend in the making. Come to Reeves Television Studios at Lincoln Square. Have a look around. See our facilities. See our demo reels. See how Lincoln Square fits your job.
KRON-TV San Francisco. The firm has also asked to intervene in KRON-TV’s license renewal hearing—but the commission’s Broadcast Bureau has taken a dim view of that request.

In a petition submitted last week, the bureau noted that Bay Area is required to show it will “assist the commission in determination of the issues in question” if it is to be admitted as a party to the KRON-TV hearing. However, the bureau said, Bay Area merely asserted that it would provide “valuable evidence” and would be “of great assistance to the commission in evaluating same.” The bureau described these arguments as “conclusory” and “insufficient.”

Additionally, the bureau said, Bay Area failed to submit an affidavit by a person with knowledge of the facts set forth in its petition.

In its petition to intervene, Bay Area made known its intention to file a competing application.

The firm is represented by Charles Cline Moore, who is also counsel for Blanche Streeter and Albert Kihn, the two former KRON-TV employees whose complaints led to a designation for hearing of that station’s renewal application (Broadcasting, March 24).

FCC stands pat on ’68 Worcester sale

A charge by WORC Worcester, Mass., that owners of WAAB-AM-FM there concealed or misrepresented facts about their ownership in a recording company was denied by the FCC last week as it affirmed its assignment of licenses of the stations from Waterman Broadcasting Corp. to WAAB Inc.

After the FCC grant of the $675,000 sale on March 27, 1968, WORC appealed to the Circuit Court of Appeals for the District of Columbia, alleging that Ahmet Ertegun, Neshui Ertegun and Gerald Wexler, principals of WAAB Inc., had failed to disclose to the commission their interest in Atlantic Recording Corp., which had been sold to a subsidiary of Warner Bros.-Seven Arts Ltd.

The commission asked the court to remand the matter to it for restudy.

A December 1967 amendment to the sale application stated that Messrs. Ertegun and Wexler no longer had interests in Atlantic Recording. After its review the commission said that the principals of WAAB did have an indirect interest in Atlantic because they had obtained a number of shares in W7, which owned 100% of Atlantic.

The FCC noted, however, that minority interest in a record company was not, in itself, a disqualifying factor and said that WAAB had reported that its principals would continue as officers and directors of Atlantic. It also considered an amendment filed by WAAB May 12, 1969, stating that, when WAAB principals had sold Atlantic to W7, they sincerely believed they had divested themselves of all interest in the company.

Commissioner Nicholas Johnson dissented and Commissioner H. Rex Lee did not participate.

New foothold for renewal opponents

An outer defense thrown up by Bonneville International Corp. (the Mormon Church) to protect the license renewal given its KSL Salt Lake City has been knocked down by the U.S. Court of Appeals for the District of Columbia.

Bonneville had asked the court to dismiss an appeal that had been taken by two Salt Lake City residents from the FCC action granting renewal. Bonneville said that the individuals—Ethel C. Hale and W. Paul Wharton—lacked standing as parties in the case.

The court, however, in a brief order, has denied this motion. It also said the case will be sent back to the commission if the agency decides to grant the petitioners’ request for a hearing on the license-renewal application. If the commission rejects the request, the appeal will go forward in court.

The court also said it would hold the petitioners’ appeal in abeyance for 30 days, to await commission action on the second petition that Miss Hale and Mr. Wharton filed for reconsideration of the decision to renew the KSL license. This is in accord with a motion by the petitioners.

Miss Hale and Mr. Wharton have been seeking denial of the KSL license renewal since last summer. They say the case involves issues of concentration of control of media, antitrust-law violations and distortions of news coverage. The commission originally granted renewal in October, and denied a petition for reconsideration on Jan. 15, on a 3-to-3 tie vote.

Robert N. Levin, a Washington lawyer acting without a fee, appealed this action in February (Broadcasting, Feb. 24). But then, after the commission designated the renewal applications of KRON-FM-TV San Francisco and WCCO-AM-TV Minneapolis for hearings on issues similar to those that the Salt Lake City residents sought to raise in the KSL case, Mr. Levin filed the second petition for reconsideration.

The court’s action in dismissing the KSL motion to throw out the appeal appears to broaden the grounds on which individuals can claim standing in opposing license renewals.

Until recently, the courts had granted standing in commission cases only to persons who would suffer economic injury as a result of an order or who could demonstrate that an order would cause electrical interference to their stations.

Although it did not elaborate on its order in the KSL proceeding, the court now appears to be saying that standing can be given to individuals as well.

The commission has before it several procedural questions raised by KSL that will have to be resolved before the merits of the second petition for reconsideration are reached. One is the argument that the commission has no jurisdictional basis on which to grant such a petition.

Hill hanky-panky?

Broadcasters’ bingo was introduced to Michigan’s congressional delegation last Wednesday (May 21). The Michigan Association of Broadcasters, at its annual congressional dinner in Washington, awarded prizes of a dozen RCA AM-FM transistor radios and a midget RCA television receiver (grand prize) to congressional winners or their wives.

There were whispered allegations of “rigging” when Senator Robert Griffin, Republican stalwart who has been in the news as opposition leader in the Abe Fortas affair, or his wife, “bingoed” the first six times in a row. But MAB President Franklin Sisson, WWJ-TV Detroit, settled the controversy by sustaining bingo caller Edwin Huse (MAB vice president and general manager of WKHM Jackson) that the “one-to-a-customer” rule applied.

National Association of Broadcasters President Vincent Wasilewski, who was declared ineligible, was heard to mutter that the game obviously was a form of payola which was being accorded congressional immunity.
We've got a knack for picking winners.

This is a scene from the movie "Winning", produced by Universal Pictures. It promises to more than live up to its name. The co-stars play an Indianapolis 500 driver and an Avis rental agent. And if you haven't identified these stars by now, you don't go to the movies much. They're Paul Newman and Joanne Woodward. She's Mrs. Newman in private life.

Naturally we're happy that Avis was chosen to represent the rent-a-car industry in this movie. That's one of the things that come from trying harder.

We picked Avis for a winner in 1965. Since then, another result of trying harder has been demonstrated in a big way. The Avis fleet of cars and trucks has increased from 25,000 to 92,000. During the same time the industry as a whole has had an equally spectacular growth.

From shorthand to advertising displays

Forty per cent of all our business is now in the service industries.

A good example of one of our new services is The Speedwriting Company, part of ITT Educational Services, Inc. Founded on a simplified system for taking shorthand, this company has grown into a network of franchised business schools in over 400 cities in 28 countries, teaching "Speedwriting" shorthand in 8 languages. It offers home-study courses, too.

Through "Nancy Taylor" teaching programs, The Speedwriting Company has broadened also into a comprehensive educational system for women with studies ranging from make-up and grooming to fashion merchandising.

Another example is Transportation Displays, Inc. (TDI). This company sells a specialized advertising medium that reaches the rail commuters and air travelers market. Today, TDI handles advertising sales for commuter railroads and terminals in New York, Chicago and Philadelphia, as well as terminals in Cleveland, Boston, Washington and other major markets along the Northeast Corridor. It also sells the advertising displays in more than 50 airports throughout the U.S., and in Puerto Rico and Mexico.

Changing needs of the changing world

It was out of a need to meet the new demands of the world's economy that there arose the concept of the diversified company with a strong, effective management group.

In total, the companies that make up our corporation cover a wide range of activities that increase our ability to meet the changing needs of this changing world. Each company has a proven track record, each is in an industry with good growth potential, and each has an experienced and innovative management team.

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SERVING PEOPLE AND NATIONS EVERYWHERE
Money is the name of the games

CBS tells how it lost Olympics to ABC bid, why it will try for pro football in 1970

Rising costs kept CBS-TV from getting the 1972 Summer Olympics and may keep it from renewing its National Hockey League games, but the network still hopes to have professional football in 1970 even though football's cost spiral is "the granddaddy of them all."

That was the word from William C. MacPhail, vice president in charge of sports for CBS-TV, at the annual meeting of the network's affiliates last week (see pages 34, 53, 54, 55, 56).

He also offered some speculation about what sort of TV packages the merged National and American football leagues may offer for 1970—including the "not inconceivable" possibility that one network may wind up carrying the Sunday-afternoon games of both National and American Conference teams.

"Despite all the question marks, we intend to be involved in professional football in 1970 and despite the awesome problems of rights and production costs we have every expectation of remaining the dominant network in professional football," Mr. MacPhail asserted in a draft of his speech distributed to newsmen at the meeting.

In his talk, however, he did not make the flat statement. This omission, coupled with CBS-TV President Robert D. Wood's earlier reference to "tough decisions where the return doesn't justify the investment" (see page 57), led some newsmen to wonder whether he had had second thoughts on the subject.

But associates said the omission had no significance and should not be construed as a change of position. Other sources noted that, apparently in a move to save time, Mr. MacPhail had also curtailed or omitted other portions of the text.

Mr. MacPhail emphasized that the two leagues have not completed their realignments under the merger and said that as a result "there have been practically no discussions regarding television."

In the realm of speculation, he thought the most likely approach would be to offer three basic TV packages: a National Conference package of Sunday games, an American Conference package of Sunday games, and a combined package of Monday-night games, with doubleheaders severely restricted or eliminated and "overlapping" avoided as much as possible (BROADCASTING, May 19).

But Mr. MacPhail saw "inherent problems" in elimination of Sunday doubleheaders and overlapping: If that happened, he said, "then presumably one network would telecast only early games and the other would do only late games. On the surface it would appear impossible to eliminate all regional competition for either the early or the late telecasts, not to mention the problem of how you arrive at an equitable division of early and late telecasts between the networks."

Still speculating, Mr. MacPhail thought Commissioner Pete Rozelle might seek to have the Monday-night package—if one is offered—consist "primarily or solely" of interleague games. "There are," he said "apparent rights difficulties in including the interleague games in either one or both of the Sunday packages."

But, he continued, "the three-package approach is not the only possibility. It is not inconceivable that the entire schedule of Sunday games might be put up for bidding; this would result in one network carrying 15 weeks of doubleheaders."

Earlier, football sources had indicated to newsmen that CBS, which currently has the NFL games, would get first crack at the National Conference package and that NBC, for the same reason, would have first go at the American package.

Mr. MacPhail reiterated that CBS-TV would not be interested in a 14-game package of Monday-night football but said it would consider "three or four" Monday-night games.

He said he hoped the decision on 1970 football could be reached by midsummer, before the 1969 football season gets underway.

It was at approximately this point that Mr. MacPhail said in his speech draft that CBS intends to be involved, hopefully as the dominant network, in pro football in 1970. The draft continued:

"No league proposal, including Monday night, will be rejected out of hand."

On the increase in sports rights and productions costs, Mr. MacPhail said CBS-TV spent a great deal of time and money preparing a bid for the 1972 Summer Olympics in Munich, Germany, and submitted a bid that "involved a substantial financial risk to CBS" but that it fell several million dollars short of the $12-million bid that obtained the rights for ABC-TV (BROADCASTING, April 7).

Rights and productions costs for the Olympics, he said, have risen from $600,000 in 1960 to $1.3 million in 1964, to $7.7 million in 1968 and over $13,750,000 for 1972.

He said CBS is engaged in extensive research on the 1972 Winter Olympics, to be held in Sapporo, Japan, but that he could not tell whether its competitive position would be better than in the Summer Olympic bidding, though he felt there were some "encouraging signs." He assured the affiliates, however, that CBS would make "a representative bid," but added that it's hard to tell "what a representative bid is" any more.

He said CBS is in serious negotiations with the National Hockey League and the outcome seemed a 50-50 bet. He said CBS wants hockey but that problems in ratings, clearance and sales limit the investment that can be made in airtime and money. He urged affiliates not only to clear time but also to actively promote the sport if hockey is renewed.

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Lorimar set for CBS series

Lorimar Productions, Beverly Hills, Calif., has signed to develop a half-hour situation comedy series for CBS-TV with a target date of September 1970. The projected series would have a contemporary theme with the leading characters played by "young adults." It's the third project in development between Lorimar and CBS-TV. Lorimar also is set to produce a World Priemere feature in association with Universal TV for NBC-TV.
Salant lashes out at FCC

CBS News president deprecates approach commission took to question Chicago convention coverage

CBS News President Richard S. Salant last week accused the FCC of "inhibiting . . . free journalism" by its "blunderbuss approach" of requiring networks to answer all complaints the agency received about coverage of the Democratic national convention last August.

Mr. Salant used the most pointed language he has employed in some eight months of post-convention campaigning against would-be broadcast censors.

His speech was the keynote of a special CBS News presentation at the CBS-TV affiliates convention Wednesday morning (May 21) in New York. Other features of the presentation:

- Plans were disclosed for introduction of a Sunday-evening news report in January, to be presented in the 6:30 p.m. EST period now occupied by 21st Century. An anchorman for the program has not been determined, but the sponsor has—Standard Oil of New Jersey.

- Scheduling of Challenge, a program that would deal with such events as auto races and an around-the-world sail in a ketch, is now undecided, since the Sunday-night news report has preempted it as the replacement for 21st Century. In a closed session later, CBS officials reportedly said that Challenge might become a replacement show, be expanded into a series of one-hour specials or be integrated into the Tuesday-night 60 Minutes program.

In his address, Mr. Salant called the FCC's Sept. 13, 1968, order "a dragnet letter," and accused the commission of being "careless and imprecise" in writing it.

Mr. Salant told the affiliates in the Sept. 13 letter ordering the networks to respond to complaints within 20 days, "the commission exercised no editing or selection judgment whatever. . . . It embodied no reference to the 'sharp limits' on its right to inquire, which it later emphasized."

Describing the letters to the FCC as "accusing us of bias, inaccuracy, unfairness, subversion, acne and halitosis," the news executive complained that "a vast number of these 'hundreds' of complaints didn't refer to 'fairness' in the sense of providing an opportunity for the expression of all significant viewpoints at all—the only issue which, long after, the FCC said it could properly inquire into. Rather, the complaints raised issues of fairness in the sense of truth and accuracy; they raised questions whether we devoted too little attention to the formal speeches at the podium and whether what we reported was merely rumor. These are the very issues which the FCC, four and a half months later, said the First Amendment put beyond its power to inquire into."

Mr. Salant charged that although there were too many letters for the FCC "to summarize, or even to discriminate among," the networks were required "to read and consider every one, whether or not dealing with fairness in the narrow sense." This requirement, he said, sent "shockwaves through the entire organization."

He added: "There is the real threat, no matter how hard we try to fight it, that as a result some newsmen, somewhere, somehow in some news organization will play it safe—and not report it as he sees fit. And then the battle is lost. The government is affecting what is reported, and how. And as I understand it, that's precisely what the First Amendment forbids."

Mr. Salant, a lawyer himself, praised the CBS law department for providing what he described as a "superb and comprehensive reply" to the Sept. 13 letter, which, he said, "gave the FCC a stunning lecture on its incursions on the First Amendment."

Coupled with his criticism of the Sept. 13 FCC letter, Mr. Salant also attacked the portion of the commission's Feb. 28 report on its investigation of the Chicago convention coverage in which the FCC said it was puzzled by the charges of First Amendment infringement. Mr. Salant said the "FCC rather disinguishmently" ignored the point of the charges about selectivity and limits on the FCC's right of inquiry.

Mr. Salant did acknowledge, that "I take some, but hardly complete, comfort from the FCC decision which disposed of the issues" in the controversy over convention coverage.

Bill Leonard, vice president for news programming, and Gordon Manning, news vice president, shared honors with Mr. Salant in a panel session after his speech.

Mr. Leonard reported plans for, among other news specials, a follow-up to the award-winning "Hunger in America" program, a report on the U-2 flight in which Francis Gary Powers was shot down by the Russians, with Mr. Powers assisting in the program, and a study of foundations, in addition to the Challenge program.

Producers and anchormen of CBS Evening News with Walter Cronkite,
CBS Morning News with Joseph Benti and CBS Saturday News with Roger Mudd also participated in the presentation in an apparent effort to cement—and wherever possible increase—station clearances of their programs. Mr. Cronkite volunteered as he has before, that although he had not been authorized to say so, he hoped his program would some day be the first network evening news report to expand to an hour.

New ASCAP contract being sent stations

No new delays over proposed TV contract are in prospect

Copies of the proposed new contract between television stations and the American Society of Composers, Authors and Publishers were due to be mailed to stations almost momentarily late last week, following removal of what appeared to be the last in a series of last-minute hitches.

Charles Tower of Corinthian Broadcasts, chairman of the All-Industry TV Stations Music License Committee, which represented TV broadcasters in negotiating new terms for their use of ASCAP music, said the mailings would start as soon as printing could be completed—possibly by last Friday (May 23) and by today or tomorrow (May 26-27) at the latest.

Copies had been set to go into the mails two weeks ago, following resolution of another last-minute snag (Broadcasting, May 12). But then ASCAP officials became entangled in a dispute with an unidentified broadcaster over interpretation of a section in ASCAP's radio—not TV—contract, and since the new TV forms contained similar language, ASCAP held up the TV deal until the radio issue was settled (“Closed Circuit,” May 19).

The issue was between ASCAP and one broadcaster, not ASCAP and the TV committee, and apparently it was resolved to ASCAP's satisfaction. Participants said no substantive matter was at stake.

During the delay one change in procedure was adopted, however, and that is why the forms explaining the next steps to stations had to be redrafted. Plans for a court-issued show-cause order to be issued after the contract has been approved by a majority of the 375 stations directly represented by the committee—a technical step to give disdissent stations, if any, an opportunity to try to show that the new contract is significantly defective—have been dropped. Instead of a show-cause order, a "settlement notice" will be issued.

If stations don't like the new contract, they will still have a chance to oppose it. Traditionally, however, stations have tended to accept their committee's recommendation in such cases. Their alternative is to try individually to get a better deal, which could mean duplicating the time and effort spent by the committee—in this case almost eight years—with no assurance that they will succeed in bettering the terms already negotiated by the committee.

The court—the U.S. Southern District Court in New York—has involved because the all-industry committee filed a law suit asking the court to establish reasonable fees back in 1961, when its initial efforts to negotiate a new ASCAP contract failed. Assuming the court approves the new deal, it will sign an order terminating the suit.

Committee leaders have estimated that, if TV-station revenues increase by 6% annually, station payments to ASCAP over a 10-year period would be $3 million less under the new contract than under the one it is to replace.

CBS 'pre-review' privilege extended

CBS-TV announced last week that it was extending to weekly magazines and newspapers its policy of permitting publication of "pre-reviews" of its programs.

The policy was initiated for newspapers a little over a month ago (Broadcasting, April 21). It permits critics of newspapers to prescreen CBS-TV programs and publish their reviews on the same day the programs are to be shown on the network.

Now, in addition, weekly magazines and newspaper supplements "will be able to attend our prescreening and publish reviews of programs scheduled for broadcast during the seven days after the publication's issue date," President Robert D. Wood, CBS president, told a meeting of the network's affiliates last week (see page 56). He said the extension was effective immediately.

Mr. Wood made the announcement in urging affiliates to "put your maximum effort" into setting up local screenings and urging local critics to attend.

Mr. Wood reported that the preview policy had met with "great enthusiasm by many of the nation's most responsible critics" but had also encountered "pockets of resistance." Some TV editors and critics in important cities, he said, opposed it on such grounds as that "it would take the fun out of reviewing," would "take the overnight excitement out of television," or would make it necessary for the paper to enlarge its TV staff.

Klein urges more effective public service from media

President Nixon's communications director, Herbert G. Klein, urged broadcasters last week to more carefully match their public service efforts to current local needs for greater impact and effectiveness.

"Too often," he told a joint luncheon meeting of communications media groups in Chicago last Tuesday (May 20), the free time or public service time is filled by those who want to satisfy an obligation to the FCC and who pay too little attention to the actual content or the direction they might take for this type of program.

Mr. Klein said he hoped that all media and their respective organizations would work together "to see what you could do on a combined basis to be more effective in the public service that you give." He suggested, for example, special support for the government programs that seek to involve people more deeply in their own local problems on a volunteer basis.

Explaining his role to help get top government officials into more active contact with the public personally and through the media, Mr. Klein said the challenge to both government and media is "whether we can keep the American people informed at the same pace science is gaining." As government gets more complex and technology advances, he agreed, the reporting job becomes more difficult and interpretive too.

Western Video absorbs North American TV

North American Television Associates, Hollywood-based television film distribution company, has acquired by another Hollywood firm, Western Video Industries Inc. Details of the acquisition were not revealed. Western Video Industries is the parent company of Hollywood Video Center, a two-year-old, $3 million, color video-tape facility in the center of Hollywood. Another subsidiary of Western Video Industries is Western Video Productions, the production arm of Hollywood Video Center.

North American Television is headed by Richard Dinsmore, a veteran TV sales executive. Under the new agreement, Mr. Dinsmore, formerly for six years vice president and general manager of now-merged Desili Sales, will join Hollywood Video Center as a vice president and director of program sales.

North American TV was formed in the summer of 1966. Among other products, NATA distributes the King Family Specials. Mr. Dinsmore is business manager for the King family.
Networks, affiliates lambaste 50-50

FCC finds little industry support for proposed restrictions on networks

The three major networks and the television-affiliate groups of two of them, their armories replenished with a fresh batch of statistics, resumed their attack last week on an FCC proposal to limit their ownership of or interests in programming. They said it was unwarranted, unwise and illegal.

Their ranks were not solid, however, in opposition to an alternative plan advanced by Westinghouse Broadcasting Co. in what has become known as the 50-50 rulemaking proceeding. ABC said that if the commission concludes some regulatory action in the programing field is necessary, it supports the Westinghouse plan as an interim measure.

But this was the closest thing to an endorsement the commission received for any proposal to limit network activities in programing, as the deadline passed for comments in the four-year-old rulemaking that was reopened in September for fresh comments and an updating of information (BROADCASTING, Sept. 23, 1968).

The commission had hoped that members of the industry—such as film producers—might offer support for its proposal in the reopened proceeding. Endorsement was minimal in the original round of filings. But the only industry support came from the Writers Guild of America, which saw the 50-50 proposal as a means of restoring "creativity and diversity" to television programing (BROADCASTING, March 31).

The Department of Justice's antitrust division filed a brief letter endorsing a combination of the WBC and FCC proposals. It said the two would "encourage the development of independent sources of programing" (BROADCASTING, May 5).

It was to promote diversity of program sources—and to prevent networks from "crowding out" advertiser supplied programs from their schedules—that the commission had originally proposed its so-called 50-50 rule, in March 1965 (BROADCASTING, March 25, 1965). The proposal would prohibit networks from owning or controlling more than 50% of the time nonnews programing and bar them from acquiring subsidiary rights and interests—including those in syndication and merchandising—in independently produced programs. It would also prohibit them from engaging in domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

The WBC proposal, which the networks pointed out has been advanced—and rejected by the commission—on two previous occasions, would prohibit stations in the top-50 markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m. Networks now generally provide three-and-a-half hours per weeknight, and four hours on Sunday night.

The proposal, thus, is designed to carve out a period of prime time for independent producers like WBC. And NBC, in its comment last week, called it an option time plan for the syndicator—and as such, a reversal of commission policy outlawing network option time as an improper curb on licensee's choice of programing.

The three networks and the NBC and CBS television affiliates argued that there was no need for either plan four years ago, and even less need today. To support that position, they cited the 210-page statistical report on the production, procurement, distribution and scheduling of television programing that was prepared by the Arthur D. Little Co., the Cambridge, Mass.-based research organization (BROADCASTING, April 28). The report was an updating of material in a report the Little company prepared for the first round of comments, three years ago.

The comments last week argued that, although the proposals are aimed at opening the production market to independent producers, the market for such product is continuing to grow—not only in terms of the number of new stations but in the number of nonnetwork programs that affiliates substitute for the offerings of their networks.

ABC noted that nonclearance has increased more than 60% in the 7-11 p.m. time period and 100% between 7:30 and 11 p.m., said: "The freedom of choice in the selection of sources of programs envisioned by the commission when it abolished option time [in 1963] has indeed been exercised by affiliates."

ABC agreed with CBS and NBC and the affiliate groups that these developments were reason enough for rejecting both proposals now pending. But ABC said a question remains as to whether the developments are transpiring fast enough to satisfy the public interest in a greater diversity of program sources. If the commission feels they are not, it added, the WBC proposal is "the most effective and least offensive means" to bring about change "during an interim period."

ABC suggested that the rule, if adopted, be retained only for five years. In that time period, ABC said, present developments leading to diversity in program sources, including the increasing number of UHF-equipped sets, "will have matured."

The commission, in issuing its proposed 50-50 rule, expressed concern over the fact that networks owned or controlled more than 90% of their prime-time programing—the figure is now 97%. The commission discovered that the networks were refusing advertiser-supplied programs in which they could not obtain subsidiary rights and interests.

The networks—as they did three years ago—said it would be foolish for them to base their selections of programs on whether they could obtain rights in them. Networks negotiate on the rights in return for financial assistance.

"The networks have less risk with advertiser-supplied programs than they do with network-supplied programs and
should, if anything, prefer the former to the latter," CBS said. "From a network's point of view, the most significant risk is that a program will not have a successful network run."

The networks said market trends—not network cupidity—were responsible for the declining number of advertiser-supplied programs. They cited as reasons for a trend to multiple sponsorships soaring costs of program production and advertiser desires to spread messages over a number of series to avoid the danger of wasting money on a series that proves to be a ratings failure.

CBS noted last week that the second Little report shows that advertisers now spread their purchases over more program series than ever before. "In 1968," CBS said, "even the smallest advertisers used an average of 19 series."

NBC and the CBS affiliates group also challenged the commission's authority to adopt the proposed rule. The commission, in a departure from past pronouncements, declared it has authority under the Communications Act to regulate networks directly (Broadcasting, Sept. 23, 1968). Previously, it had sought to regulate them through their owned-and-operated or affiliated stations.

The CBS affiliates also disputed the legality of the WBC proposal. All those commenting said it was undesirable on the ground, among others, it would restrict the licensee's freedom of choice of programming. The CBS affiliates went further to assert this restriction would amount to an unconstitutional abridgement of the right of free speech.

The NBC group was cautious in its comment on the likely effect of the WBC proposal. To the extent the charge that networks are "overcautious" and afraid to take chances on new types of programming, the affiliate group said, "It will be even more true for an underfinanced, small producer trying to peddle his own product through syndication.

CBS affirms network editorial control

Jencks, Wood defend 'Smothers' decision, cite responsibilities to public, affiliates

Two of the top broadcast officials of CBS presented the television network's side of the Smothers Brothers cancellation case to affiliates last week in terms that included "crisis" and a "tough" but "unavoidable" decision.

In separate speeches at the New York meeting (see pages 34, 52), both Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of CBS-TV, defended the cancellation of the Smothers Brothers Comedy Hour as a necessary exercise of the network's responsibility for what it carries.

Calling it a "crisis which we wish we could have avoided," Mr. Jencks used the Smothers brothers controversy as a springboard into the general problems of network responsibility, standards of broadcast programing, taste in a "permissive society" inflammatory "free speech" on public media and violence on television.

Mr. Jencks said the Smothers brothers controversy "has raised underlying issues as to our responsibility to the public—and to you [the affiliates]—with respect to broadcast material." He said: "Few people, friend or foe, seemed to credit our explanation for the cancellation, namely, that necessary standards with respect to taste in broadcast programing cannot be met unless those who work with us are willing to observe certain reasonable procedures." Reviewing the changes of American standards in the past few years that have allowed movies, books and magazines to "delve into everything from lesbianism and drug addiction to the psychology of racial hatred," Mr. Jencks also noted differences of other media from TV in that they have primarily adult audiences, "have no obligation to serve the larger public interest" and "require payment as a condition of access by the public."

He concluded that "television clearly has a responsibility in matters of taste different than that of any other medium," and that, while the almost ubiquitous presence of our medium is television's "greatest strength, yet [it is] also its greatest problem when it comes to taste and what we show our audience."

Mr. Jencks added that "our critics are simply wrong in interpreting the recent controversy to mean that we are putting an embargo on topical satire, parody or other similar programing that pokes fun at contemporary figures and events." To "those who express an honest concern that the application of our standards gets in the way of the expression of views on controversial issues," Mr. Jencks answered that "someone has to be the judge of the difference between entertainment and propaganda... unless entertainment programs are to be brought under the full sanction of the commission's fairness doctrine, and entertainers are to be chosen, not on their merits, but because of the diversity of their politics."

He also assailed as "begging the question" a concept which he ascribed to FCC Commissioner Nicholas Johnson: "that the theory of free speech not only permits, but compels, the dissemination of antisocial material," Challenging Mr. Johnson's position, Mr. Jencks said: "No medium of communication should be regarded as especially virtuous for providing a forum for the expression of hateful views." He said that while the concept of free speech "means that everyone has a right to speak to whatever audience he can command," it does not mean that he has a right to an audience or "should be able to compel access to broadcast media or that a station which irresponsibly broadcasts such views should be praised as performing a public service."

On the problem of violence on television, Mr. Jencks recounted the network's traditional position that violence in programing "should not occupy a disproportionate part of the television schedule" and added that "what we must also seek to do is see
to it that violence, when presented, is meaningful and engages the viewer’s concern and sympathy.”

Mr. Jencks said that “no mass medium has ever been so buffeted by criticism as television is at the present time.” And he concluded that “in the final analysis, we have no choice but to exercise our responsibility as we see it.”

Mr. Wood, making his first appearance before the affiliates as president of the network, reviewed the Smothers cancellation as a “tough” decision but “unavoidable” because “what it all really boils down to is something quite simple and fundamental: Who is running the CBS television network?”

The affiliates applauded as he continued: “Let me assure you, gentlemen, there was never any doubt in my mind—it isn’t Tommy Smothers.”

Subsequent charges that CBS had engaged in “censorship” or was “crackdown on creativity,” Mr. Wood said, were unsupported and served only to cloud the real issue of network responsibility. He said he realized when he was named president last February that he faced a tough job in trying to top the CBS-TV record of being “first in news, first in entertainment, first in billings” for 14 straight years.

“There is only one way to top it,” he said, “by continuing to inject new excitement, new energy, new vitality into every facet of the operations and, most important, getting it onto that picture tube. For that’s the only place it counts—up front where everybody can see it. In the process of getting this ruby-dust on the tube, I intend to get more than a dollar back for every dollar we spend, even if it means facing the tough decisions where the return doesn’t justify the investment.”

This last statement caused some observers to wonder—since networks generally tend to make little profit, if any, on their multimillion-dollar football packages—whether CBS-TV was prepared to forego pro football after this year if it is unable to get a new contract at a price it seems reasonably likely to recover. It is paying approximately $25.7 million for rights for the 1969-70 season (see page 52).

But football was not the example Mr. Wood gave for his reference to returns that don’t justify the investment. The example he did give: “I am going to say ‘no’ to four cameras for a program that needs only two. On the other hand, I am going to insist on 20 cameras when they are needed.”

**NBC-TV to test six series ideas**

**Pilots to be shown on Monday nights during summer season**

Six pilots, all part of NBC-TV’s program development of possible future series, will be on this summer on Monday nights.

The titles, dates of telecast, time periods and other data: *Pioneer Spirit*, July 21, 8-8:30 EDT, a story about three couples who leave suburbia for Alaska. Jay Sommers is the creator and producer and Mr. Sommers and Dick Chevillard are the writers. Filmways is the studio.

*Doc*, July 28, 8-8:30 EDT, with Forrest Tucker as an indispensable small-town doctor whose patients won’t let him retire. It also is a vehicle by Mr. Sommers, and the Sommers/Chevillard writing team. Ralph Levy is director. Filmways is the studio.

*The Best Years*, Aug. 4, 8-8:30 EDT, in which Walt Randolph plays a widower charged with the responsibility of raising his three daughters. Sidney Sheldon is creator, writer and producer with James Sheldon the director. Paramount Television.

*Tiger! Tiger!*, Aug. 18, 7:30-8:30 EDT; a story about a veterinarian (Peter Jason) and his young bride (Marilyn Devin) who share a household with a menagerie that includes a 500-pound tiger. Ivan Tors is executive producer, Andy White is producer and Earl Hamner Jr. is the writer. Ivan Tors Films.

*The Flim-Flam Man*, Sept. 1, 7:30-8 EDT, in which Forrest Tucker stars as a “fast-moving con man who victimizes only the greedy.” Don Scardino is co-star. Alan Rafkin directed and James Bridges wrote the pilot. 20th Century-Fox.

*A Country Happening*, Sept. 8, 7:30-8 EDT, featuring Roy Rogers and Dale Evans in song, dance and conversation with guest stars. Greg Garrison is executive producer and Don Van Atta the producer, through Garrison-Van Atta Productions.

The first four shows will precede extended versions of Monday night movies. *Flim-Flam* will be followed by baseball, and *Country* by a special and a movie.

**Quality color comes from outer-space show**

Television last week again proved itself the most dramatic communications medium of the age as it provided a planet rapidly becoming accustomed to technological leaps with unparalleled and awe-inspiring views of itself, its natural satellite and man’s efforts to bridge the void between.

Most broadcast observers—and millions of private viewers—found color television pictures beamed from the Apollo moon mission the most spectacular show yet put on in the United State's multimillion-dollar space program.

The three astronauts of the Apollo craft provided citizens of the world with even longer space broadcasts than planned and highly refined color equipment produced pictures startling in clarity and crispness.

During the first five days of the flight the astronauts broadcast not only the first live color views of the earth and moon, but allowed home audiences to actually watch parts of critical maneuvers, including the first docking of the command and lunar modules and jet-sioning of the booster rocket on Sunday (May 18), and movement of the command module away from the lunar excursion module in moon orbit as men prepared to descend for the first time to within 10 miles of the lunar surface on Thursday (May 22).

The new miniaturized Westinghouse camera and CBS field-sequential color system (BROADCASTING, April 19) pro-
provided both black-and-white and color pictures of far greater clarity and resolution than those of the slow-scan RCA vidicon camera used on the Apollo 8 flight. Most home viewers found the color pictures of particularly surprising quality. Network technicians reported the pictures provided by color conversion slightly clearer than the black-and-white pictures.

From the first live capsule broadcast only three hours to concentrate on pre-
vidicon camera used on the Apollo pictures of
vided
nesota, Minneapolis.

desire complaints may also be
the plan to set up
many crucial moments of the picture transmissions,
In addition this development last
week, Alan Silverbach, vice president in charge of syndication, noted that Peyton Place is completing a five-year cycle on ABC-TV. The series contains 514 half-hour episodes, of which 274 are in color. It is being offered to stations as a daily strip. Mr. Silverbach declined to reveal the price structure set for Peyton, but said it was to be sold for "top dollar."

He also announced initial sales on two other off-network properties, Felony Squad and Judd for the Defense, also off ABC-TV. He said Felony Squad has been bought by WPXI-TV New York, KCOP-TV Los Angeles, KEMO-TV San Francisco, KIRO-TV Seattle and WATL-TV Atlanta and Judd for the Defense by KCOP, WPXI, WKRC-TV Cincinnati, KOA-TV Denver and WTCN-TV Minneapolis-St. Paul.

ITC has four-series, 54-unit package out
Independent Television Corp. has released an Adventure-Suspense Theater, all-color package of four series with 54 hours of off-network programming and 47 hours of first-run programming.

ITC President Abe Mandell said the package has been presold in 22 markets, including seven of the top 10, and they bring the company's total U.S. syndication sales in the past two months to $2.5 million. The announcement followed ITC's three-day national sales meeting in New York.

In the package are: The Champions, starring Stuart Damon, Alexandra Bastedo and William Gaunt, 20 hours new, 10 first-run off NBC-TV; The Baron, starring Steve Forrest and Sue Lloyd, 14 new, 12 first-run off ABC-TV; Man in a Suitcase, starring Richard Bradford, 13 new, 15 first-run off ABC-TV, and The Prisoner, starring Patrick McGoohan, 17 first-run off CBS-TV.

CBS sets policy on syndication rights
Concern over allegations that networks pressure program producers into surrendering to network subsidiary rights, including syndication, in their programs, led CBS last week to announce its policy regarding the acquisition of such rights.

If a producer requests financial ass-
sistance in the preparation of a program, CBS said, it will ask, in addition to network broadcast rights: (1) "an unconditional and credit-worthy promise to repay, on terms generally available from financial institutions," or (2) "a negotiated participation in subsidiary interests and/or rights."

If the producer chooses an option under which he retains all subsidiary rights and interests, CBS said, it may subsequently seek to acquire "some of those interests and/or rights." But it will defer negotiations for them "until after the arrangement to acquire the network broadcast rights has been made."

NAB, RIAA name liaison committees
A liaison committee to provide a channel of communications between the record and radio industries has been named by the National Association of Broadcasters and the Record Industry Association of America.

Representing NAB will be Robert L. Pratt, KGOF Coffeyville, Kan.; Dan Hayslett, KLKK Dallas; Lester M. Smith, KJQ Seattle, and Erny Tannen, Media- merica stations, Silver Spring, Md.


Empire bases new series on Levy, Wylie ideas
Empire Productions, Hollywood, has completed arrangements to develop two new comedies for the 1970-71 season.

The first contract is with Screen Gems for a comedy based on an original idea by David Levy, executive producer of Empire Productions, entitled This Town of Ours. The production is being supervised by Stephen Blauner, Screen Gems vice president for program development.

The second program is in association with 20th Century-Fox. It is based on an idea by Max Wylie and is entitled The Bridgework. Production supervisor is Grant Tinker, Fox's vice president in charge of programing.

Clark's young approach
Dick Clark Productions, Hollywood, is developing four special programs for prospective sale to networks in the fall.

Theme of all four shows — Up, Up and In Orbit; It's a Young, Young, Young World; The Biggest Little Show on Earth, and Operation Workout — is young people in today's world.
ABC earnings soar into '69

Profits from O&O's more than compensate for losses in radio and TV networking

ABC will enjoy record second-quarter earnings and can expect a level of earnings for the entire year higher than those of 1968, President Leonard H. Goldenson told stockholders at the company's annual meeting in New York last week.

Mr. Goldenson declined to estimate earnings for the year when questioned by a shareholder about a Wall Street Journal story last month that quoted Simon B. Siegel, ABC executive vice president, as predicting that the company could "reach or surpass" per-share earnings estimates of $3.50 to $3.75 for the year.

However, following the meeting, an ABC executive said privately that had Mr. Goldenson been asked directly by a stockholder if he disagreed with Mr. Siegel's estimate, he was prepared to say he would not dispute it.

ABC earnings last year were $2.66 per share. Earnings for the second quarter of last year were 92 cents a share.

In response to questions at the meeting, Mr. Goldenson also said that both the ABC radio and television networks are continuing to operate in the red, but the owned-and-operated stations are doing well enough that the over-all broadcast division is showing a profit.

He said that the five owned television stations had record sales last year, that first-quarter sales this year were the highest in the stations' history and that the trend is continuing. He said the radio stations division "is at a record sales level for the year to date."

Of the television network, Mr. Goldenson reported that "very significant progress has been made since the first of this year in the daytime period. The network's daytime schedule is in the strongest competitive position in its history . . . aided by the substantially improved daytime ratings and by the continuing strong advertiser demand, the entire network schedule is virtually sold out for this current quarter."

Of the over-all television network situation, he said, "sales for the third quarter are currently well ahead of last year's level" and "sales for the fourth quarter are ahead of last year's level at this time." In other broadcasting operations, Mr. Goldenson said, "ABC International and ABC Films have performed satisfactorily."

Among major nonbroadcast activities, he said the theater division "showed substantial earnings improvement in 1968; the best level since 1950," and were "good" for the first quarter of this year, although he acknowledged they were "not equal to last year's first-quarter results when several exceptionally popular motion pictures were in release." He said "ABC Records has continued to make fine progress."

Mr. Goldenson also said that "with the strongest cash and working-capital position that we have ever had, we are in a most favorable position to grow and expand."

The meeting was stretched to two hours length by the repeated questioning of Mr. Goldenson by two minor stockholders, Mrs. Evelyn Y. Davis and Mrs. Wilma Soss, who habitually attend shareholders meetings of major firms. Although his patience at times appeared strained by the repetitive questioning, Mr. Goldenson did provide answers—among them: that ABC paid dues of about $100,000 to the National Association of Broadcasters last year, that it paid Price Waterhouse & Co. $385,000 for auditing services and that it is the company's position that it will continue broadcasting cigarette commercials as long as they are not declared illegal.

Shareholders overwhelmingly voted down an annual proposal by Mrs. Davis that the company be banned.

---

Do you get headaches along with the programming you've just bought?

We at MGM-TV hate to have them and so we try to avoid giving any. It's part of our professional pride in servicing customers well in bookings, prints and promotion.

Checking on our promotion material with the promotion managers is a good idea if you want to be practical about professional pride. So we recently sent them a questionnaire. It covered various uses of materials supplied (like trailers, slides, photos, etc.) and then asked for their rating of our promotion material/service on a scale from 1 to 5.

The response was prompt and when tallied, 92% of the 65 stations answering rated MGM-TV at the 4 to 5 level. That's good news to us. We hope it's good news to you, and adds to your confidence when buying the programs or features offered by MGM TELEVISION.
from making any charitable or education contributions, and Mr. Goldenson rejected as irrelevant a motion that the company withhold charitable contributions to schools that “give in to educated hoodlums” creating campus disorders.

Robert V. Hansberger, president and chief executive officer of the Boise Cascade Corp., was elected a director of ABC. Chester Gersten and Robert Hinckley retired from the board, and all other present directors were re-elected.

A proxy statement issued for the meeting showed that directors of the company holding major blocks of stock were Mr. Goldenson, 70,061 shares; Mr. Siegel, 11,937 shares, and Everett H. Erlick, 8,066 shares.

Among salaries of top officers of ABC, the statement showed that last year Mr. Goldenson was paid $125,000 with $53,000 in deferred compensation; Mr. Siegel, $100,214 plus $44,000 in deferred compensation; Samuel H. Clark, group vice president, $75,000 plus $17,500 in additional compensation; Mr. Erlick, a group vice president and general counsel, $72,600 plus $15,000 in additional compensation, and Thomas W. Moore, group vice president who resigned Aug. 30, 1968, $67,165. (The proxy statement also showed that Mr. Clark received a new contract, effective the first of this year and running until Dec. 31, 1973, raising his salary to $100,000 a year plus deferred compensation.)

**Bottom drops out of Fox's 1st quarter**

Zanuck tells stockholders revenues fell $9.2 million over comparable '68 period

The annual meeting of stockholders of the 20th Century-Fox Corp. in New York last week was a boisterous affair that was not calmed by the news that first-quarter 1969 earnings had declined sharply from the 1968 level.

Darryl F. Zanuck gave no explanation in his prepared remarks or in answer to a stockholder's question on the earnings drop. He told stockholders that earnings had fallen to $2,464,000 in the 1969 first quarter (equal to 31 cents a share) from $3,363,000 in the 1968 first quarter (equal to 52 cents a share). Revenues dropped to $35,295,000 from $44,590,000 in the 1968 first quarter.

After the meeting, Mr. Zanuck, nettled by a newsmen's query, replied: “What do you expect us to do, hit a home run every time we go to bat? Babe Ruth hit more home runs than anyone else, but he struck out more times. Next year it may go like this [pointing upward] and the next year it might go like this [pointing downward].”

During the meeting Mr. Zanuck acknowledged that two Fox pictures now in distribution, “Star” and “Dr. Dolittle,” have proved to be disappointments. But he denied reports that “Dr. Dolittle” has meant a loss of more than $20 million to the company.

Fox has been the target of take-over attempts by several companies in recent months. Mr. Zanuck said that there have been discussions in the past with a limited number of companies and added, “I prefer to go it alone. But should a proposition come along that would be beneficial to Fox stockholders, then I would certainly be in favor of discussing it in detail.”

**Taft registers rise in revenues, income**

Radio sales are up 16% while pretax profit for group climbs 19%

Taft Broadcasting Co. has reported a 14.3% increase in net revenues and an 8.7% increase in net income for the fiscal year ended March 31.

Net revenues amounted to $41,810,685, or $2.02 per share vs. $1.88 per share for the previous year. Operating income rose 18.1% to $17,712,733 and pretax income was up 19.1% to $14,786,344. Net income was $6,889,344 compared to the prior year’s $6,355,060 before the gain on the sale of WXYZ-TV Lexington, Ky.

The financial figures were revealed at a meeting last Tuesday (May 20) of Taft officers and members of the New York City Entertainment Analysts Group at Taft’s headquarters in Cincinnati. Lawrence H. Rogers II, Taft president, said the company expects to end its first fiscal quarter "comfortably" ahead of last year in broadcastion. In 1968 Taft radio sales advanced 16% and operating profit increased 19%, said Mr. Rogers, who added that Taft’s Buffalo, N.Y., radio outlet—wgr—has finally gone into the black. “I look for wgr to make a countable contribution to net earnings by the end of this fiscal year,” he said.

Turning to a discussion of Taft’s TV production activities, Mr. Rogers said it is too early for Foud Said Productions to show major sales and earnings gains, but the quarter beginning in July should have a telling effect. Taft is concerned about the short supply non-network programs, he said, and is engaged in a project to launch a daily syndicated video-taped show for Taft stations and as many other stations as can be sold. The Dennis Wholey Show would replace the syndicated Merv Griffin Show, since Mr. Griffin is going to CBS-TV, Mr. Rogers said. He added that financing the cost of the show—$35,000 a week—would require six major market sales outside of its own.

_The New Adventures of Huckleberry Finn_ on NBC-TV this year and produced by Taft’s Hanna-Barbera Productions, he said was “a disappointing and expensive failure. We hope eventually for it to pay off from residual uses. . . .”

H-B’s _Wacky Races_ on CBS-TV will not be renewed (although reruns of the show on CBS have been scheduled) and _The Banana Splits_ has been renewed by NBC—largely for reruns. ABC has bought an hour show based on the success of _The Banana Splits_, Mr. Rogers said, and it will be called _The Catanooga Cats_. Altogether, he said, H-B will have its biggest year in new network sales.

Mr. Rogers also revealed that Taft has been investigating the formation of a sales agency for its Hanna-Barbera and will soon make an announcement in this regard.

Commenting on cigarette advertising, Mr. Rogers said Taft is "not particularly concerned" about a loss in revenues should an FCC suggested ban be imposed on such advertising. Taft’s cigarette revenues have dropped from over 8% in 1966 to only 4% in 1968, he said.

Last week the FCC announced its approval of Taft’s purchase of wibf-tv (ch. 29) Philadelphia (see page 46). Taft intends to finance the $4.5-million purchase with a $5 million loan from two local banks and anticipates repayment in three years at the most. According to Taft executive vice president John L. McClay, the station will be managed by Robert C. Wiegand, Taft vice president and general manager of wgor-tv Buffalo.

**LM&M is latest agency to seek public sale**

LaRoche, McCaffrey and McCall Inc., New York, is about to become a 13th advertising agency to go public.

LM&M has filed a registration statement with the Securities and Exchange Commission offering 185,000 outstanding common shares for public sale by LM&M stockholders. The offering is being made through G. H. Walker & Co., St. Louis, at $19 per share maximum.

The company has 625,140 shares outstanding, all owned by officers and employees. Both James J. McCaffrey, chairman and chief executive officer, and David B. McCaffrey, president, each intend to sell 37,720 of their 125,307 shares, and Myron C. McDonal, ex-
executive vice president, will sell 15,050 of 50,000 shares held. The balance of the shares are to be offered by 27 other stockholders.

LM&M billed about $42 million in 1968, of which $17 million were broadcast billings.

Ad agencies already public include Foote, Cone & Belding; Papert, Koenig, Lois; Adams, Dana, Silverstein; Doremus & Co.; Doyle Dane Bernbach; Grant Advertising International; Grey Advertising; Ogilvy & Mather; Wells, Rich, Greene, and the Lampert Agency. J. Walter Thompson and Herbert Arthur Morris Inc. are awaiting SEC approval.

Sonderling sees record year; buys Pix Inc.

Egmont Sonderling, president of Sonderling Broadcasting Corp., predicts record earnings for 1969 on the basis of a 22% increase in revenues and profits for the first quarter of the year (Broadcasting, May 12).

He made the prediction at the annual stockholders meeting in Chicago May 14. Mr. Sonderling also announced acquisition of Pix Inc., a New York-based photography firm with a four-million picture library of celebrities, government leaders and world scenes. The purchase was made through Sonderling's Modern Teleservice Inc. for an undisclosed sum.

Two new members were elected to the Sonderling board: Alan Henry, executive vice president of the company, and George A. Katz, partner in the New York law firm of Wachtell, Lipton, Rosen & Katz & Kern. Five present board members were re-elected.

CBS establishes CIRPC to aid investor relations

CBS has established a CBS Investor Relations Policy Committee to improve the financial information provided by the company to the investment community.

In a memorandum last week to officers and department heads, CBS President Frank Stanton said that the functions of CIRPC will be to (1) develop and recommend investor-relations policies and guidelines to corporate management; (2) to publish and issue these guidelines upon the approval of the president of CBS; and (3) conduct regular evaluations of investor relations objectives and current activities. The committee will determine its own schedule of meetings.

The chairman of CIRPC, Dr. Stanton said, will be Ralph Briscoe, vice president, finance, CBS. The committee also will include E. K. Meade Jr., vice president, corporate affairs; Kenneth W. Hoehn, treasurer; Julius F. Brauner, secretary; representatives of the four CBS Groups on an ad hoc basis, and the director of investor relations, who will serve as secretary of CIRPC.

Haskell P. MacCowatt has been appointed CBS director of investor relations, corporate affairs staff (see page 68) and will be responsible for day-to-day aspects of the company's financial public relations and will work with the financial press and with security analysts.

Teleprompter revises 1968 earnings report

The annual report of Teleprompter Corp. issued last week showed 1968 earnings somewhat lower than those originally reported by the firm (Broadcasting, April 7).

A Teleprompter spokesman said the financial statement was revised after accounting procedures on 1968 earnings were modified at the request of the Securities and Exchange Commission when Teleprompter filed a registration statement for the recent sale of $10 million in 20-year convertible subordinated debentures (Broadcasting, April 7, et seq.).

The spokesman said the first set of 1968 earnings figures involved elimination of an entry for amortization of goodwill on its CATV systems. At the SEC's request, the company restored this entry, changing net operating income for 1968 from the previously reported $554,020 to $478,020. Per-share earnings were reduced from 56 cents to 45 cents. The originally reported gross revenues of $7,270,094 remain unaffected.

W7, Kinney merger goes to stockholders June 10

Shareholders of Warner Bros.-Seven Arts Ltd. and Kinney National Service Inc. will vote on the proposed acquisition of W7 by Kinney in separate meetings to be held in Toronto and New York on June 10.

The boards of directors of both companies have approved the transaction (Broadcasting, March 18), which is estimated to be worth from $350 million to $400 million in an exchange of stock.

In a joint proxy statement issued...
last week by W7 and Kinney, stockholders of Kinney were notified they also will be asked to increase the authorized common stock of the company from 20 million to 40 million shares.

Company reports:

Columbia Pictures, New York, showed a sharp drop in gross income and earnings for the first nine months of the fiscal year. The loss was said to be attributable to "the slow pattern" of road show releases for "Funny Girl" and "Oliver!" Screen Gems, Columbia's television division, "did quite well during the period," a spokesman said. For the 39 weeks ended March 29:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>153,205,000</td>
<td>186,000,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,093,000</td>
<td>7,211,000</td>
</tr>
</tbody>
</table>

National General Corp., Los Angeles, leisure-time and financial services company with interests in television production and distribution, reported sharply higher revenues and net income for the first half of fiscal 1969 ended March 25:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>212,223,000</td>
<td>46,997,000</td>
</tr>
<tr>
<td>Net income</td>
<td>6,213,000</td>
<td>2,768,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,431,000</td>
<td>3,728,000</td>
</tr>
</tbody>
</table>

Publishers Co., Washington-based printer and publisher to applicant to purchase WONS and WBMG(FM), both Tallahassee, Fla., reported a 27% increase in net income and an increase in sales for the first quarter of 1969:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>8,810,500</td>
<td>7,064,633</td>
</tr>
<tr>
<td>Net Income</td>
<td>279,372</td>
<td>219,933</td>
</tr>
</tbody>
</table>

Reeves Teleco Corp., (formerly Reeves Broadcasting Corp.), New York, last week reported record revenues but loss in net income for the first quarter of 1969. A major reason for the decline, Reeves said, was the shutdown of newly acquired video studios during January for union negotiations. For the quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>4,751,400</td>
<td>3,150,000</td>
</tr>
<tr>
<td>Net income</td>
<td>640,000</td>
<td>805,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,407,266</td>
<td>1,406,481</td>
</tr>
</tbody>
</table>

*Restated to reflect inclusion of certain acquisitions on the basis of pooling of interest.

Movielab Inc., New York, processor of films for television and theatrical release, reported a decline in net sales and income for the first quarter ended March 28:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>2,561,987</td>
<td>2,857,760</td>
</tr>
<tr>
<td>Net income</td>
<td>85,751</td>
<td>197,903</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,407,266</td>
<td>1,406,481</td>
</tr>
</tbody>
</table>

*Adjusted for 10% federal surcharge on earnings.

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>Closing May 25</th>
<th>Closing May 15</th>
<th>Closing May 8</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>71.147</td>
<td>73.149</td>
<td>71.147</td>
<td>76.147</td>
</tr>
<tr>
<td>Atlantic States Ind.</td>
<td>9.640</td>
<td>10.161</td>
<td>9.640</td>
<td>10.161</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>55.427</td>
<td>55.840</td>
<td>55.427</td>
<td>59.427</td>
</tr>
<tr>
<td>CBS</td>
<td>30.640</td>
<td>30.941</td>
<td>30.640</td>
<td>37.941</td>
</tr>
<tr>
<td>Corinthian</td>
<td>47.641</td>
<td>44.641</td>
<td>47.641</td>
<td>59.641</td>
</tr>
<tr>
<td>Cox</td>
<td>18.181</td>
<td>18.181</td>
<td>18.181</td>
<td>20.181</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>35.378</td>
<td>37.384</td>
<td>35.378</td>
<td>50.378</td>
</tr>
<tr>
<td>Petrol &amp; Southern</td>
<td>20.175</td>
<td>17.223</td>
<td>20.175</td>
<td>25.223</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>213.237</td>
<td>204.238</td>
<td>213.237</td>
<td>353.237</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>27.315</td>
<td>27.315</td>
<td>27.315</td>
<td>27.315</td>
</tr>
<tr>
<td>Sonderling</td>
<td>463.434</td>
<td>434.434</td>
<td>463.434</td>
<td>471.434</td>
</tr>
<tr>
<td>Teft</td>
<td>404.415</td>
<td>425.415</td>
<td>404.415</td>
<td>434.415</td>
</tr>
</tbody>
</table>

Approx. Shares Out (000)

Total 56,552 $2,637,800

Broadcasting with other major interests

<table>
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<tr>
<th>Stock Symbol</th>
<th>Closing May 25</th>
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<th>Closing May 8</th>
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<tr>
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<td>434.415</td>
</tr>
</tbody>
</table>

Approx. Shares Out (000)

Total 56,552 $2,637,800

CATV

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing May 25</th>
<th>Closing May 15</th>
<th>Closing May 8</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameeco</td>
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<td>11.1239</td>
<td>14.1443</td>
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<tr>
<td>American TV &amp; Communications</td>
<td>12.1134</td>
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<td>12.1134</td>
<td>15.1345</td>
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<tr>
<td>Cable Information Systems</td>
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<td>4.1456</td>
<td>4.1393</td>
<td>5.1456</td>
</tr>
<tr>
<td>Columbia Cable</td>
<td>13.1415</td>
<td>14.1415</td>
<td>13.1415</td>
<td>15.1415</td>
</tr>
<tr>
<td>Cox Cable Communications</td>
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<td>18.1818</td>
<td>19.1819</td>
<td>20.1818</td>
</tr>
<tr>
<td>Cypress Communications</td>
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<td>15.1552</td>
<td>14.1415</td>
<td>15.5252</td>
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<tr>
<td>Sterling Communications</td>
<td>10.1056</td>
<td>8.1056</td>
<td>10.1056</td>
<td>10.5656</td>
</tr>
<tr>
<td>Teleprompter</td>
<td>60.5754</td>
<td>66.6664</td>
<td>54.5754</td>
<td>66.6664</td>
</tr>
<tr>
<td>Television Communications</td>
<td>18.1761</td>
<td>16.1761</td>
<td>18.1761</td>
<td>20.1761</td>
</tr>
</tbody>
</table>

Approx. Shares Out (000)

Total 18,778 $326,200

BROADCASTING, May 26, 1969
Adams-Russell Co., Waltham, Mass., electronics equipment manufacturer and group CATV owner, reported a 20% increase in net sales and net income for the six months ended March 30:

1969 1968

Earned per share $0.36 $0.30
Net sales 4,207,000 3,542,000
Pretax Income 596,000 500,000
Net Income 296,000 251,000
Shareholders outstanding 826,107 852,650

Figures reflect operating results of companies acquired during 1968 and 1969 on a pooling of interests basis.

Teleprompter Corp., New York, multiple CATV owner, reported a 73.8% increase in net income and a 15.5% increase in revenues for the three months ended March 31:

1969 1968

Earned per share* $0.18 $0.11
Revenues 2,325,348 2,073,126
Net income* 196,088 111,586

*Before extraordinary items of $317,216 in 1968, equivalent to 10 cents per share, and after provision for federal income taxes of $74,000 and $42,000, respectively. Including provision for surtax.

Financial notes:
- Avco Corp., New York, reported an increase in net income for the first quarter ended Feb. 28. Earnings were $13.7 million, or 86 cents per share, compared with $12.8 million, or 82 cents per share, in 1968. First-quarter earnings include those of Seaboard Finance since its acquisition on Jan. 21, 1969 (amounting to 9 cents per share), and a net profit of 18 cents per share realized on the sale of Avco's 50% interest in Meredith-Avco, CATV company.
- Cox Broadcasting Corp., Atlanta, has declared a regular quarterly dividend of 121/2 cents per share, payable July 15 to stockholders of record June 20.
- Downe Communications, New York, has filed with the Securities and Exchange Commission seeking registration of 577,800 common shares which may be offered for public sale by Downe stockholders at $32 per share maximum. Registration of the shares will not become effective until 90 days after the effectiveness of the registration of additional 1,033,700 common shares (Broadcasting, May 19).
- Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electronic components, has acquired Win-West Plastics Inc., Wauconda, Ill. Terms of the purchase were not disclosed. Win-West, a producer of plastic molded products for electronics, will be operated as a division of Oak.
- National General Corp., Los Angeles, heavily involved in TV and movie production among other interests, is negotiating to take over Parvin-Dohrmann Co., Los Angeles, hotel supply firm and operator of several Vegas hotels and casinos.

### Stock Exchange Comparisons

#### Programmed Media

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<tr>
<th>Stock Symbol</th>
<th>Ex. Close May 22</th>
<th>Ex. Close May 15</th>
<th>Ex. Close May 28</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>251/2</td>
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#### Service

| John Blair | 12 22 3 2 | 223 22 | 2,271 | 22,371 |
| Creative Management | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Doyle Dan Bernbach | 12 12 12 | 223 22 | 2,271 | 22,371 |
| FCB | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Grey Advertising | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Movielab | 12 12 12 | 223 22 | 2,271 | 22,371 |
| MPO Visualtronics | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Nielsen | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Ogilvy & Mather | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Papert, Koenig, Loes | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Wells, Rich, Greene | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Total | 28,809 | 28,809 | 2,271 | 22,371 |

#### Manufacturing

| Admiral | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Ampex | 12 12 12 | 223 22 | 2,271 | 22,371 |
| General Electric | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Magnavox | 12 12 12 | 223 22 | 2,271 | 22,371 |
| MCA | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Motorol | 12 12 12 | 223 22 | 2,271 | 22,371 |
| RCA | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Reeves Industries | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Visual Electronics | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Westinghouse | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Zenith Radio | 12 12 12 | 223 22 | 2,271 | 22,371 |
| Total | 106,36 | 106,36 | 2,271 | 22,371 |

#### Standard & Poor Industrial Average

| N-New York Stock Exchange | 114.49 | 112.83 | 110.85 | 108.36 |
| A-American Stock Exchange | 114.49 | 112.83 | 110.85 | 108.36 |

Shares outstanding and capitalization as of April 30

* Denotes two-for-one split

Grand total 635,706 $34,743,400

BROADCASTING, May 26, 1969

63
Search for status in station design

Image-building is the new aim of broadcasters who used to want functionalism at least cost

Broadcasting, as a communications form peculiar to the 20th century, has begun to look the part. Striking new facades reflecting the medium's "now" presence are appearing across the country as time, money and local circumstances are impelling broadcasters to abandon old, cramped 20-plus-year-old studios in hotels and jerry-rigged structures and to look for newer quarters.

There is evidence that, in the search for new locations, broadcasters, who have striven to achieve an audio or visual identity for their stations, are increasingly paying more attention to what sort of architectural face they are going to present to the public and what that face means to the community they serve. As C. Wrede Petersmeyer, president and board chairman of Corinthian Broadcasting Corp., notes of Corinthian's new Sacramento, Calif., studios for KXTV(TV): "A building ought to say something about the people who own it. It should reflect some commitment to the community, and most important, it should be a contribution to the community."

The emergence of broadcasting's "new look" is emphasized by architect Raymond A. Bowers of Fulmer & Bowers, Princeton, N.J., who designed Time-Life Broadcast's new KLZ-AM-FM-TV Denver facility and who has had extensive experience in station design. "It used to be that broadcasters were concerned solely with economics," he says, "How much can we get for the least?"

Now, the trend appears to be seeking an 'image in the community,' a palatable, comfortable image, to make their presence known. There appears to be a new concern for visual identification in the community as well as on the air."

Mr. Bowers notes that the "new look" trend is exemplified in the KLZ project in that "Here is a client that had the money and the desire to create a shape in its community." The questions facing broadcasters—and they are bound to be raised more frequently as existing structures fail to cope with a growing amount of broadcast machinery and personnel and diversification into, say, commercial production—are what price image and what direction architecture?

Of three new facilities which have opened in the last year, broadcasters might choose to carve out a prominent architectural niche for themselves as WRVA-AM-FM Richmond, Va., did when it hired internationally known architect Philip Johnson to design its $700,000 building. Or they might try a hand at renovating an older, nonbroadcast building for $1.1 million, and making it indigenous to local surroundings, but at the same time infusing it with a corporate identity, as KXTV achieved in Sacramento. Or they might approach a major multi-story $2.6-million project on the scale of KLZ.

Despite their strikingly different
facades, all three buildings share a traditional interior layout of broadcast functions and studios based on years of experience and need. Some of these station officials express concern that they have overdesigned their studio space, that some unforeseen technological breakthrough in equipment or lighting will obviate the elaborate, large stages for smaller accommodations. But, all three have been constructed with an eye toward ample storage space and possible future internal expansion.

"The same problems are still there," Mr. Bowers says, in referring to acoustics and sound-producing equipment, such as air-conditioner compressors, "but the (problem-solving) approaches are still the same." "Nothing's new," was the inevitable reply when all three stations were queried about technical innovations and interior design problems.

What is new is the look, the image. As John Tansey, WRVA general manager, notes about his station's new community identity: "We could have built a 19th century building, and we would have been a nonentity. Now, we're somebody."

When the state evinced an interest in the Hotel Richmond as an office building, WRVA found itself out of its 33-year-old quarters. Searches for a new location led eventually to several rubble-strown acres atop historic Church Hill overlooking a panorama of the Richmond skyline and in the neighborhood of American landmarks and 19th century rows of ghetto townhouses.

The site at 22d and Grace proves convenient to WRVA newsmen. As Mr. Tansey notes: "We're at the core city, readily accessible to Interstate 95 [the beltway around Richmond], the state house and financial districts."

But the location also thrust the station in the midst of a 32-block preservation renovation project being conducted by the Historic Richmond Foundation, and on to the horns of an architectural dilemma: whether or not to build a structure that would blend in with the surrounding community or to go it alone with a modern building.

In a way, the decision was made for the station. At the urging of Dr. Bruce English, president of the foundation, architect Philip Johnson was encouraged to examine the Church Hill area with a view toward designing the WRVA building. Mr. Johnson has earned an international reputation for such achievements as the New York City landmarks of the Museum of Modern Art, the New York State Theater in the Lincoln Center and the Four Seasons Restaurant in the Seagram Building.

The area and the project proved a perfect match; in a consulting capacity, Mr. Johnson undertook the exterior design—but not without some misgivings on the part of station officials. "We were scared to death at the beginning," Mr. Tansey frankly admits. "We didn't know what was going to happen."

The Johnson design was a 130-foot-by-70-foot white concrete one-story flat box with rounded rectangular porthole-like windows of equal height and varying width—what he called "punched holes" or "skip-stop holes" of dark gray glass—and an adjacent 78-foot square tower with the window effect reversed.

The design was in accord with Mr. Johnson's other work; however since it was a marked contrast to the surrounding 19th century building, it required some hard selling on the part of station officials to members of the foundation and the city council. Initial council reaction caused plans to be abandoned that would have placed the entire facility on one sprawling floor, instead, a basement addition was adopted.

"We decided early not to try to make [WRVA] fit with the older buildings on Church Hill, not to copy the old bricks, the old iron work trim," Mr. Johnson says, principally because such craftsmanship, he indicated, could not now

WRVA-AM-FM Richmond chose services of internationally known architect Philip Johnson to design its new building on historic Church Hill. Mr. Johnson decided not to try to copy surrounding 19th century architecture, but instead cast a modern building out of raw concrete because "broadcasting is a product of the 20th century." Since station opened its doors last May it has become minor tourist attraction (see layout, page 64) and has proved valuable addition to Historic Richmond Foundation's efforts to renovate area.

The new home of KLZ-AM-FM-TV Denver is a cantilevered five-story octagonal-shaped tower connected to two-story conventionally shaped rectangular box which serves primarily as main TV studio area. Building best reflects architect Raymond Bowers's contention that broadcasters are showing new concern for "visual identification in the community as well as on the air."
touches of 16th and 17th century "Sleek, indigenous Calif. studios. An egg warehouse provided basis for new KXTV(TV) Sacramento, Calif., studios. Renovation of dilapidated property into a "Spanish design indigenous to the Sacramento community" cost $1.3 million.

"Sleek, efficient, machine-like" look of typical KXTV(TV) office with formica-top tables, vinyl wall coverings, and drapeless windows blends with over-all interior touches of 16th and 17th century Spanish decor.

be duplicated. "Broadcasting is a product of the 20th century and the building should express this." Concrete was used, he says, because "we wanted to use something typical of our day."

The Johnson design called for construction work, particularly the raw concrete pouring, that proved to be unheard of in Richmond. Stainless steel forms were used to prevent rusting on the exposed concrete face along the windows. In addition, Mr. Johnson called for a "bush-hammering" machine technique on the concrete surfaces of both the building and tower, to lend a stippled textured appearance to the white concrete similar to that of the rough surface of heavy matte photographic paper. The building base employs a distinct gray-colored concrete, which gives the whole structure a semblance of floating in space.

The tower was designed by Mr. Johnson solely as a piece of sculpture, representative of a church steeple or bell tower. Inevitably, aesthetics in the broadcasting business must often give way to practicality. Mr. Tansey says that "our one major problem with the city council and the foundation was what to do with our antenna gear." WRVA is currently using the tower as a device for its relay antennas, which provide hookups with the station's main transmitter about 12 miles away and ground-to-air communications with WRVA's traffic-report helicopter.

Although the interior design was the product of local architects, Budina and Freeman, Mr. Johnson stipulated certain aspects of the main lobby. The 12-foot wide lobby, which runs the width of the building, provides from the public entrance on East 22d Street a view towards the Richmond skyline. The lobby also serves practical functions: a recessed folding door can be extended to form out of a section of the lobby a conference room with a similar view, and the lobby serves as a showcase for sculpture and painting provided by a nearby art gallery.

The interior of the 17,000-square-foot building was designed along traditional groupings of station function. On the first floor the broadcasting booths and two studios—17 foot by 12 foot and 23 foot by 12 foot—are isolated from extraneous noise by the 12-inch outside concrete walls, angular interior walls forming a "sound lock" corridor, and their location at the farthest point from East 22d Street. Traffic patterns flow around an "island" which contains a 23-foot-by-16-foot music library and continuity department. All rooms are given a sense of spaciousness by 14½-foot ceilings.

A basement level houses technical storage, maintenance shop, employees cafeteria and over 4,000 square feet of storage space. Special air-filtration units were required when soft-coal dust spread from the surrounding tenements and seeped into the building. Both units are on the basement level. The cold air compressors with their assorted whines and rackets are completely isolated from the building in a separate and adjacent below-ground facility.

Since WRVA opened its doors last May it has become a minor tourist attraction. Heavy "We're your new neighbor" promotion has established the station's ties with the local community (and it's hoped the new building will spur redevelopment in the community), but, 20,000 persons as school tours, visiting architects and dignitaries have made the trek to Richmond to see the Philip Johnson creation—and, in doing so, have helped make WRVA the "somebody" that Mr. Tansey foresaw in the modern design.

KXTV(TV) Sacramento, Calif., found itself in much the same predicament as WRVA. The old KXTV studios on Seventh Avenue were found to be inappropriately situated in the middle of a proposed freeway project, and thus, the search for new premises, which centered on the unlikeliest of prospects—an abandoned egg warehouse.

Corinthian's Petersmeyer directed the search operations, and lent both his per-
"Nothing's new" in technical innovations or interior design problems, but broadcasters are building with an eye toward plenty of storage space. KXTV(TV) has 5,000 square feet of storage contained in its 33,000 square foot plant, which is designed along traditional groupings of station activity.

sonal (and corporate) style and imprimatur to Sacramento architects Starks, Jozens & Nacht's design of the building, and its interior decoration. What he chose to do with the KXTV facility serves as a prime example to other like-minded broadcasters of the promises—and perils—of renovating an older structure not primarily designed for broadcasting.

Such a venture costs money; the vital question is whether the expenditure on an older building is worth it. KXTV spent over $178,000 for its nearly two acres of land, of which 33,000 square feet is contained in the warehouse. About $1.1 million went into its renovation, turning what was a dilapidated property into an attractive structure with a "Spanish design indigenous to the Sacramento community." Of that $1.1 million, $80,000 alone was designated for landscaping and an enclosed 54-car parking lot.

But Mr. Petersmeyer feels the project was worth the expenditures, because he says "you can't duplicate the building at the costs involved." (In time, he feels, the KXTV facility by its presence may aid efforts to redevelop the rundown warehouse area.) And perhaps, more important, he feels "it was a challenge" to rework the warehouse.

The warehouse held its share of surprises for the contractors. The wooden roof above the 30-foot high ceilings was found to be structurally unsound. Original cost estimates of installing reinforced joists were from $10,000 to $20,000, and were abandoned in favor of a new roof. Subsequent construction destroyed an already serviceable concrete floor which had to be laid again; interior partitions, as expected, had to be removed, and one wall was replaced to permit a former loading dock to serve as a portico at the entrance of the facility.

Access to the three interior studios can be effected from a rear area which opens into the loading dock at its farthest point from the main entrance and which serves as storage space with approximately 5,000-square-foot floor capacity. Studios A and B are, respectively, 64-foot-by-54-foot and 52-foot-by-40-foot in size; studio C, as yet unused but designated for eventual commercial production, is 36-foot-by-41-foot. Ten-foot-by-11-foot directors' booths jut out into each studio area.

Careful attention is paid to interior appointments, in accordance with the corporate style of Corinthian Broadcasting.

This "sleek, efficient, machine-like" appearance, which Mr. Petersmeyer seeks of all the Corinthian stations, is integrated with regruoted and sandblasted red brick contained in the original warehouse walls, polished redwood ceiling beams, doors and several antique desks and tables with a flavor of 16th and 17th century Spanish decor. More than $42,000 was spent on interior furnishings, and another $5,800 on paintings of local California artists, each of which must be approved by Mr. Petersmeyer before display.

Mr. Petersmeyer is quick to emphasize that he isn't interested in placing a personal stamp on one building and "putting it all around the country." But he does suggest that there are certain attributes which should be present in all Corinthian structures. "I'm embarrassed by monuments that smack of inefficiency and bad taste," he says. And he suggests that a tasteful and efficient building serves to "substantially increase employee morale."

As part of an expansion program KLZ chose to raze its old building at the corner of Speer Boulevard and construct a new facility with three times the former working space on that site for a total 85,000 square feet. Part of the old structure ultimately may form the basis of a multi-story parking facility and commercial building, designed to complement the KLZ structure.
five-story octagonal-shaped tower connected to a two-story conventionally shaped rectangular box which serves primarily as the main studio area. The building was designed, architect Bowers notes, as a "local kind of building, to fill in with the Rocky Mountains in both shape and color."

The first floor of the tower at street level serves as a massive lobby with two adjoining 17-foot-by-12-foot conference rooms. A ramp leads down into the studio area, which does double duty for KLZ-TV and Time-Life 7 Productions, a subsidiary film-tape production house for commercial, educational and sales product. On this level there is a 30-foot-by-27-foot stage with fixed set for newscasts, and two separate studios of 48-foot-by-38-foot and 68-foot-by-48-foot dimensions. The usual eight-inch solid concrete block walls provide acoustical insulation. Prop storage on this floor alone conservatively runs over 2,800 square feet.

On the second floor of the studio area there are two more stages with control rooms of comparable dimensions to those on the first level. In addition there is a 40-foot-by-22-foot spot screening and film preparation room, and a 34-foot-by-27-foot film and tape storage area. The second floor of the tower is devoted solely to news preparation and contains separate news rooms with broadcast capability.

The third floor tower contains sales personnel, traffic, promotion, and art and commercial film production facilities. A fourth floor is devoted to AM and FM broadcasting, with two all-transistorized combination studio control areas, the largest of which is 16-foot-by-10-foot, also acoustically sealed off by eight-inch concrete block walls, and a 14-foot-by-20-foot music library. The fifth floor houses management and serves as an entertainment headquaters with a 19-foot-by-17-foot kitchen, bar and a 23-foot-by-20-foot clients room.

The KLZ facility was designed for 25 years liveability, notes Peter Hopkins, Time-Life building manager, who coordinated the KLZ project. But he expresses some nagging doubts that both Messrs. Tansey and Petersmeyer held about their new buildings and the planning that went into their design. "We don't know in this business how equipment is going to change," Mr. Hopkins says, and he ventures, "perhaps buildings in the future may become smaller as increased miniaturization takes effect on equipment. But then," he adds, "who knows what we'll need tomorrow."

(The foregoing special report was written by Robert A. Malone, associate editor, Washington.)

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Broadcast advertising

**Carleton F. Loucks**, director of regional sales, Radio Advertising Bureau, New York, named VP-director of regional sales.

**Thomas Coulthart**, art director; **Dorothy Schwartz**, member network relations and programing department; **Joseph Sollish**, creative group head, and **Grace Van Dyke**, account supervisor, The Marschalk Co., New York, elected VP's.

**John H. Rolfs**, controller and office manager, Lennen & Newell, New York, elected VP.

**Carl V. Abrams** and **Howard L. Karp**, creative directors, McCann-Erickson, New York, elected VP's.

**Clark M. Brink**, account supervisor, William Esty Co., New York, joins Cunningham & Walsh there as VP and account group supervisor.


**Richard C. Pickett**, senior VP and director of marketing services, Post-Keyes-Gardner, Chicago, joins Edward H. Weiss & Co. there as VP and media director.

**Jack Amon**, managing director of creative services; **Phil Dangerfield**, creative director, and **Charles Ewart**, account director, Campbell-Mithun Inc., Chicago, named VP's.


**Wynn Alby**, general sales manager of Basic Communications's WYDE Birmingham, Ala., named general sales manager for all group's stations, which also include WWVA-AM-FM Wheeling, W. Va., and WIGO Atlanta. **Larry V. Davidson**, with sales staff of WWVA, appointed sales manager.


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**Fates & Fortunes**

**Mr. Loucks**

**CBS-TV names new men to information posts**

New appointments in CBS's corporate and CBS-TV network press information areas: **Haskell P. MacCowatt**, CBS director of corporate affairs for past three years, named director of investor relations, new post on corporate affairs staff. **Leonard Spinrad**, executive editor of public information, CBS-TV, becomes director, corporate information, on corporate affairs staff.

**Harry J. Feeney**, associate director, press information, CBS-TV, appointed director of press information. Mr. Feeney succeeds **Hank Warner**, who becomes general executive in press information. **Charles S. Steinberg** is VP, public information, CBS-TV. **Harry V. Cohen**, head of magazine division and feature editor, succeeds Mr. Spinrad; **Edward Reynolds**, assistant director, succeeds Mr. Feeney, and **Gerald S. Collins**, manager, photo unit, succeeds Mr. Reynolds. **Sid Garfield** adds assignment of coordinating special projects involving program department and talent to his duties as director of special projects and planning.
Jim Collins, executive assistant to president of Pepper-Tanner Inc., Memphis, joins Spot Productions, Dallas, as VP and national sales manager.

Al Porte, account supervisor, Ted Bates & Co., New York, joins Cinemax Inc. there as VP and account supervisor.


William P. McFarland, advertising director, Campbell Soup Co., Camden, N. J., named to newly created position as director-corporate marketing services.

Churchill B. Young, with Noble-Dury & Associates, Nashville, appointed director of media.

James Hooker, with Robert L. Eastman Co., Chicago, joins WPJS Evansville, Ind., as general sales manager.

Richard H. Albitz, local sales representative, KHJ-TV Houston, appointed local sales manager.

Tom Saxton, research director, Metro Sales, New York, joins The Meeker Co. there as director of research and promotion.

Media

Robert C. Wisnewski, program manager of Cosmos Broadcasting's WSB-TV Columbia, S. C., appointed general manager of Cosmos Cablevision Corp. and Cosmos Inc. He will have headquarters in Charlotte, N. C.

Joel Roth, with Gulf and Western Industries Inc., New York, elected VP for corporate planning and development. Norman R. Forson, treasurer, elected VP.

Frank Fogarty, Meredith Broadcasting, elected chairman of Broadcast Rating Council, succeeding Donald H. McGannon, Westinghouse Broadcasting, who remains on council. Richard Montesano, research director, Radio Advertising Bureau, named assistant treasurer of BRC to replace Phil Harding, formerly assistant research director of National Association of Broadcasters, who has moved to CBS office of social research. Kenneth H. Baker, BRC executive director, re-elected secretary-treasurer, and Douglas Anello, NAB general counsel, re-elected assistant secretary.

William J. Hubbach, VP-station manager, KATU-TV Portland, Ore., named VP-general manager. Thomas R. Dargan, station manager, KING-TV Seattle, succeeds Mr. Hubbach as station manager of KATU.


Robert M. Reed, director of Hawaii Educational TV Network, named director of Educational Television Stations' Program Service, operated by Indiana University Foundation, Bloomington, Ind. ETS is division of National Association of Educational Broadcasters. Mr. Reed succeeds David Leonard, who became general manager of the Pennsylvania Public Television Network.


Allen Athearn, business manager, WJAS-AM-FM Pittsburgh, joins WTEN (TV) and WROW Albany, N. Y., in same capacity.

James E. Wahley Jr., operations director, WKIP and WSPK-FM Poughkeepsie, N. Y., and WEEI Albany, N. Y., all Star Group stations, joins WBZ-Kingston, N. Y., as general manager.

Harold S. Greenberg, general sales manager, KDWG St. Paul, Minn., named VP and general manager.

Thad M. Sandstrom, general manager, WBWD-AM-FM-TV Topeka, Kan., elected VP-broadcasting of parent Stuaffer Publications Inc.

Kirby Brooks, with WQAM Miami, appointed station manager.

Ronald Wright, general manager, WNF Manchester, Conn., named to newly created position of executive VP. He is succeeded by Phil Burgess, local sales manager.

Programing


Robert S. Finkel, NBC-TV producer, elected president of Producers Guild of America, Hollywood. He succeeds producer Leonard Freeman. Robert F. Blumoff elected VP; William Froug and Aubrey Schenck re-elected secretary and treasurer, respectively.

Franklin Konigsberg, VP for Artists Agency Corp., Los Angeles, joins Marvin Josephson Associates and Ashley Famous Agency there as VP in charge of TV packaging, West Coast. At Ashley, he succeeds Joel Cohen, who joins Arwin Productions Inc., Los Angeles, as programming executive in charge of development of new TV series and motion pictures.

Larry Hilford, VP, general manager of broadcast EVR, CBS/Comtec Group, New York, rejoins Screen Gems there as VP, international sales.

Jack Gordon, head of 16mm department, MGM International, New York, named VP and regional director for Far East. Mel Edelstein, supervisor of sales activities in Latin America, named VP and regional director for all of Latin America, and Lee Lobel, special assistant to first VP, named head of 16mm department, succeeding Mr. Gordon.

Bernard Neary, VP and general manager, WABS-AM-FM Miami, joins Woroner Productions there as director of marketing.

Robert Curtiss, with research staff, Westinghouse Broadcasting Co., New York, appointed to newly created position of research manager for Group W Productions and Group W Program Sales there.

Melville Shavelson elected president of Writers Guild of America, West, succeeding Michael Blankfort, who retires. Elected as officers for TV-radio branch of guild, to serve two-year terms: David Karp, president; Christopher Knopf, VP, and Oliver Crawford, secretary-treasurer.

Douglas S. Fletcher, manager of marketing, commercial and educational division of Technicolor Inc., Hollywood, appointed general manager of division.

Dean Alexander, program director, WBAY Green Bay, Wis., appointed program manager of WBAY-AM-FM.

Promotion

Joseph W. Curran, with RCA, New York, appointed staff VP, advertising and sales promotion.

Barry Magarick, creative director, WPHL-TV Philadelphia, named promotion director.

Richard H. Gleick, assistant promotion director, WBAL-TV Baltimore, joins broadcast/CATV group, Reeves Telecom Corp., New York, as director of promotion/PR.

Harry Savage, PR specialist, Griswold-Eshleman Co., Cleveland, moves to Chicago to head firm's newly formed
financial PR division as VP and Chicago director of PR.

Jerry Shilan, director of PR and publicity for KMPC Los Angeles, joins KTLA (TV) there in same capacity.

Judd Choler, director of promotion and information services, KMOX-TV St. Louis, resigns. No future plans announced.

News

Richard Richter, executive producer, Public Broadcast Laboratory, New York, and David Bukshaum, PBL producer, join ABC Evening News with Frank Reynolds, as staff producers.

Robert Morse, news director, WALA-TV Mobile, Ala., joins WHAS-AM-TV Louisville, Ky., in same capacity.

Tom Powell, with WDAU-TV Scranton-Wilkes Barre, Pa., elected president of Pennsylvania AP Broadcasters Association.

Julian Barber, newsman, WTOP-TV Washington, joins WRC-TV there in same capacity.

Robert F. Edgington, with WJAS Pittsburgh, appointed newsman and anchorman.

Frank Tracy, anchorman, KSBW-TV Salinas-Monterey, Calif., joins KBK-TV Bakersfield, Calif., as news director and anchorman.

Joe Goodpasture, news director, WDBJ Roanoke, Va., joins WKIX Raleigh, N. C., in same capacity.

Mary J. Kyle, editor and publisher of Twin Cities Courier, Minneapolis, joins KMSP-TV Minneapolis-St. Paul, as editorialist.

Steven B. Stevens, newsman, KXOK St. Louis, joins WLWT (TV) Cincinnati, as reporter.

Jim Ruppert, news editor, WIOD Miami, joins news staff of WKY Cleveland.

Robert Nelson, sports reporter, WMT-TV Cedar Rapids-Waterloo, Iowa, and Tony Pepper, sports editor, KOVR (TV) Stockton-Sacramento, Calif., join KSTV (TV) Denver, as reporters.


Tom Hawkins, with Los Angeles Lakers basketball team, joins news department of KABC (TV) Los Angeles, as sports commentator and reporter.

Hugh Gannon, news writer-reporter, WCAU-TV Philadelphia, joins station's sports department as sportscaster.

George E. Lexzotte, newscaster, WTEN (tv) Albany, N. Y., joins WTRY Albany-Troy, N. Y.

Equipment & engineering

Eugene E. Broker, VP and general manager of parts division, Sylvia Electric Products Inc., New York, elected VP and appointed general manager of electronic tube division. Harold T. Bright, general manufacturing manager, parts division, named VP and appointed general manager of parts division, succeeding Mr. Broker.

Ronald C. Ballentine, Donald V. Hall, E. Peter Larmer, all Chicago-based division managers of Ampex Corp., named VP, general manager of educational and industrial products division; VP, general manager of stereo tapes division, and VP, general manager of consumer equipment division, respectively.

James C. Barnard, president of J. C. Barnard and Associates, St. Louis, subsidiary of Telcom Inc., McLean, Va., elected VP of Telcom. James S. Stotzsky, head of Telcom's field and plant engineering activities, elected VP.

Robert M. Brunbaugh, president of Peripheral Systems Corp., subsidiary of Memorex Corp. Santa Clara, Calif., named VP of Memorex. D. James Gunzi, managing director of international operations for Memorex, also named VP.

Joseph N. Tawil, eastern marketing manager, Berkey-Colortran Inc., Burbank, Calif., named president of lighting and production equipment firm.


Lawrence A. Wilkinson, chief engineer, WCBM Baltimore, joins KNEW Oakland, Calif., in same capacity. Both are Metromedia stations.

Allied fields

Mr. Ordover

Ben Ordover, VP and director of advertising, Famous Artists Schools, New York, joins Daniel Starch & Staff there as executive VP.

John V. Buffington, assistant to chairman of Federal Trade Commission, named general counsel.

Harry J. Skornia, professor of radio-TV at Urbana-Champaign campus of University of Illinois, named professor in speech and theater department at Chicago Circle campus of University. He will continue to concentrate on broadcast media.

International

John William Middendorf II, president of WBBNO and WWWW-FM Bryan, Ohio, nominated by President Nixon to be ambassador to Netherlands.

Gordie Williamson, news director, CJOV Victoria, B. C., retires. He is succeed by Lorne Cunningham.

Jerrold Beckerman, research consultant, J. Walter Thompson Ltd., Toronto, appointed director of research and corporate development.

Fred G. Sherratt, VP and general manager, CJCJ Halifox, N. S., named VP in charge of program operations at CHUM Toronto. Bill Ozard, in charge of PR for Scotia Square redevelopment program in Halifax, appointed CJCJ station manager.

Deaths

Robert W. Goodman, 54, president of Pacifica Foundation, died May 20 at Mount Sinai hospital in New York, of stroke. He became president of Pacifica, owner of three nonprofit, listener-financed FM stations, in 1967 after serving on the foundation's board for year and a half. Pacifica's stations are WBAI (FM) New York, KPFA(FM) Berkeley, Calif., and KPFX Los Angeles. Mr. Goodman was also president of Grow Construction Co., New York. He is survived by his wife, Carolyn, and two sons.

Charles A. Wolverton, 88, Republican congressman from New Jersey (1927-1959) and twice chairman of House Interstate and Foreign Commerce Committee (1947-48 and 1953-54), died May 16 in Camden, N. J. In 1959, as ranking Republican member of old House Special Subcommittee on Legislative Oversight, he charged Democratic majority with putting partisan slant on subcommittee report. Subcommittee hearings were prologue to resignation of Sherman Adams, assistant to President Eisenhower, FCC Chairman John C. Doerfer and FCC Commissioner Richard Mack. Mr. Wolverton retired in 1959. His son, Donnell, survives.

DeLacy R. Thorne, 54, manager of music operations, CBS-TV, New York, died May 18 at King's County hospital, Brooklyn, N. Y., of heart attack. Mr. Thorne had been with CBS since 1941. He is survived by his wife and three sons.
As compiled by Broadcasting, May 14 through May 21 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aural.—aural, CATV—community aural television, CH—critical honor service, construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local station, mo—modulation, mp—in miles per hour, n.—night, PSA—press service authority, SCA—subsidary communications authorization, SH—sharply honed, SSA—special service authorization, STA—special temporary authorization, TV—transmitter, ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, —educational.

New TV stations

Applications

* Louisville, Ky.—Kentucky State Board of Education seeks UHF 26; ERP 1,035 kw vis., 207 kw aur. Ant. height above average terrain 825 ft.; ant. height above ground 5653 ft. P.O. address: c/o Mr. O. Leonard Press, 600 Cooler Drive, Lexington, Ky. 40503. Comment period: 45 days. Request for waiver of construction permit by Judge H. T. Dunlo, Jr., a U.S. District Judge, discharged May 11, 1969.

* Other applications: 02:, 470.45; Education—announced. RCA—announced.

NY—Broadcasting, May 15.

Existing TV stations

Final actions

* Broadcast Bureau granted mod. of CP's to extend completion dates for WJMR-TV New Orleans; KSBM-TV Kansas City, Mo.; KACE-TV Nacogdoches, Tex.; KXXI(TV) Victoria, Tex., all to Nov. 15. Action May 15.

* KNEW-TV San Francisco—Broadcast Bureau granted CP to change ERP to 1016 kw vis., 203 kw aur.; change studio location to 1011 Bryant Street, San Francisco; change type of trans. Action May 15.

* WMCN-TV Macon, Ga.—Broadcast Bureau granted mod. of CP to change ERP to 450.6 kw vis.; 1st-year operating cost $25,000; re-evaluation of coordinates of 0° 2” north lat., 85° 49’ 53” west long., Type 13 transmitter. Action May 15.

Call letter application


New AM stations

Start authorized

* WWDAWisconsin Dells, Wis.—Authorized program operation on 990 kc, 500 w-D. Action May 9.

Final actions

* Crowley, La.—Rice Capital Broadcasting Co. Corp. granted 1560 kc, 1 kw. DA. P.O. address: c/o Emmonds M. Keim, Box 801, Coos Bay, Or. Estimated operating cost $112.06 (1965); first-year operating cost $48,000; revenue $40,000. Principals: Dr. W. J. Rice and Emmonds M. Keim (each 25%). Mr. Free-
land has interests in First National Bank, agricultural irrigation firm and farming operations, all Crowley, La. Action May 9.

* Storlink, N. J.—K & M Broadcasters Inc. FCC granted 1070 kc, 250 w-D. P.O. address: 175 East 42nd St., New York, N.Y. 10017.

HEARING EXAMINER JA Y A KYLE IN BOSTON (BOSTON HERITAGE BROADCASTING INC.) TV PROCEDING, REQUEST FOR WAIVER OF CRITICAL HONOR SERVICE (DTS. 18101). ACTION MAY 13.

* Call letter application


* Existing TV stations

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May stone Action another corporation

17. casters by principals: operating Ball and Virginia (Virginia Broadcasters, Action May 16). Hearing Examiner Chester Prin- sped willfully or repeatedly violated rules

16. granted motion of J. hearing conference to Hearing Examiner Julian Marandola), and Southern Utah Broadcasting in Mountain Wilson and KISS(FM), as ordered hearing conference to necessary of Rocky Fort Valley, all Georgia—FCC notified of apparent liability to another corporation: 1530-6, 103.7 estimated cost $1,950. first-year operating cost $1,950: Fine


13. Hearing Examiner Chester F. Nau- mozicz Jr. in Alamosanto and Rudiso, both New Mexico (Fred Kaysbier for CP and renewal of licenses, including 26, 1969 Estimated construction cost $9,000; revenue $9,000. Principal: Fred Kaysbier, sole owner. Mr. Kaysbier is an independent manu- facturer of child products. 18283-4).

12. Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Vir- ginia (Virginia Broadcasters, Incorporated and James River Broadcasting Corp.), AM proceeding, granted petition by Virginia Broadcasters for leave to amend application to reflect that one partner has become a general sales manager and director of another corporation (Dts. 17605-6, 18375). Motion May 19.

11. Hearing Examiner Arthur A. Gladstone in Pennsylvania (Brandywine- Virginia Broadcasters, Incorporated and James River Broadcasting Corp.), AM proceeding, granted petition by Virginia Broadcasters for leave to amend application to reflect that one partner has become a general sales manager and director of another corporation (Dts. 17605-6, 18375). Motion May 19.


8. Hearing Examiner Chester F. Nau- mozicz Jr. in Colorado Springs, Colorado (KSPX, Inc.), AM proceeding, ordered further hearing for May 10 for purpose of clarifying situa- tion on request of grant of relief will serve public interest (18458-9). Motion May 7.

7. Hearing Examiner Chester F. Nau- mozicz Jr. in Colorado Springs, Colorado (KSPX, Inc.), AM proceeding, ordered further hearing for May 10 for purpose of clarifying situa- tion on request of grant of relief will serve public interest (18458-9). Motion May 7.

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 existing AM stations

Final actions

FCC granted application of Med-Lin Inc., for CP to operate station WMCU in Junction, Florida, nighttime on 1360 kc, 5 kw, at another site, subject to Creation of new review board (Doc. 17474). WOBS presently operates daytime license at 2500 kw, non- directional, and proposes to continue daytime operation at present site. Action May 21.


Other actions

FCC directed Board of Broadcasting Inc. to show cause why license for WLS Jack- sonville, N. C., should not be revoked for willful or repeated violations of rules which prohibits fraudulent bidding practices. Commission also or- dered that if hearing on matter does not warrant an order revoking WLS license, it shall also be determined whether licensee has willfully or repeatedly violated rules of $10,000 or some lesser amount. should be issued. Action May 9.

FCC granted a motion by Greater Phila- delphia Council of Churches, et al, Inter- vening, in renewal hearing of WUXR-AM-FM Med. Pa., for acceptance of late executed to initial decision and late filed documents and exceptions and briefs have been accepted for filing (Doc. 17545). A further motion was opposed by Brandywine-Man Line Radio Inc. license of WUXR-AM-FM. Motion May 7.

Actions on motions

Chief Broadcast Bureau, on request by Hubbard Broadcasting Inc. to clarify re- quirement for filing with the Bureau to file for renewal of licenses to be filed by Aug. 8 time to file comments, and to Sept. 8 time for filing of briefs on behalf of clear-channel broadcasting in AM band (Doc. 17614). Action May 15.

Hearing Examiner Charles J. Frederick in San Antonio (Charles J. Frederick and Wallis Co.), renewal of licenses of KMAC and KISS(FM), granted as requested (Doc. 17622). Motion May 6

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Chief Hearing Examiner Arthur A. Gladstone in Pennsylvania (Brandywine-00,500. Estimated construction cost $3,954,47. first-year operating cost $3,954; Rocky Fork Enterprises Inc., on request of 1400 Corp. and Joseph Mano- dal, postponed further hearing to June 9 pending further review of records and ex- planation of recapitulation for permit closing of record (16813-4).

Motion May 16.

Hearing Examiner Chester F. Nau- mozicz Jr. in Alamosanto and Rudiso, both New Mexico (Fred Kaysbier for CP and renewal of licenses, including 26, 1969 Estimated construction cost $9,000; revenue $9,000. Principal: Fred Kaysbier, sole owner. Mr. Kaysbier is an independent manu- facturer of child products. 18283-4).

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In dega. Ala.) counsel for approval proceeding.


days from P.O. principal construction kw.

Broadcast Bureau, Lexington Co., FM Lexington, Ind.

Action May 26.

address to May 25.

March 921

Effective 10/21.

that broadcast licensees have not been logging as commercial, or computing as commercial time in filing applications. There is no kind of announcements broadcast in return for receipt of money, service or other valuable consideration, as required by Communications Act of 1934, as amended. Accordingly, all networks will be expected to report such

"An FM Transmitter that's heard... but not seen"

That's the comment of CCA FM users. These popular transmitters require no constant adjustments, no "Super Technical Staffs" and are reliable beyond expectations. Contact your CCA representative or, better yet, your "Relaxed" fellow broadcaster.

CCA ELECTRONICS CORP.
GLOUCESTER CITY, N.J.
(609) 456-1716

CCA 10000K 10 KW FM

That was a letter application for WTBC-FM, Tuscumbia Broadcasting Co., Tuscumbia, Ala., filed May 15, 1969. Other actions, all services

Electronic Industries Association—FCC granted amendment of rules to provide that for TV receivers, limit shall be 500 u/v/m, interpreted as requiring: measurements made at 10 frequencies uniformly spaced over UHF band; average of 10 measurements shall not exceed 500 u/v/m, and no measurement shall exceed 750 u/v/m. Effective time will become applicable on TV receivers at point of manufacture or importation Jan. 1, 1970; to provide that for TV receivers, limit 500 u/v/m is temporarily increased to 1,000 u/v/m until Jan. 1, 1970. Action May 2.

"Series Tarzan Inc. Bloomington, Ind.—FCC granted amendment of rules as follows: to provide that for TV broadcast receivers, limit 500 u/v/m be temporarily increased to 1,000 u/v/m to be extended to March 2, 1969, and that the same become applicable to TV tuners at point of manufacture or assembly on Sept. 1, 1969; on TV receivers at point of manufacture or assembly on Sept. 1, 1969. Action May 2.

It has come to attention of commission that some broadcast licensees have not been logging as commercial, or computing as commercial time in filing applications. There is no kind of announcements broadcast in return for receipt of money, service or other valuable consideration, as required by Communications Act of 1934, as amended. Accordingly, all networks will be expected to report such
Summary of broadcasting
Compiled by BROADCASTING, May 21, 1969

On Air Licensed CP's
Commercial AM 4,242 11 4,253 65 4,318
Commercial FM 1,963 31 1,994 55 2,026
Commercial TV-VHF 494 10 506 17 523
Commercial TV-UHF 120 61 175 159 336
Educational FM 363 8 371 42 413
Educational TV-VHF 76 7 77
Educational TV-UHF 68 12 100 12 112

Station boxscores
Compiled by FCC, May 1, 1969

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1 Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.
2 Includes one commercial FM operating with STA.
3 Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

matter to their affiliates as commercial for people as commercial community.

Transmitter translators

Broadcast Bureau granted renewal of licenses for following UHF and VHF translators:

Table Rock Lake Broadcast Co., Kimberling City, Mo.—Broadcast Bureau granted CP's for new VHF translator to serve Kimberling City, Mo., by rebroadcasting KODE-TV Joplin: ch. 8 by rebroadcasting KODA, Springfield, Mo., and ch. 13 by broadcasting KTTS-TV Springfield, all Missouri.

KSWO-Lincoln, Mont.—Broadcast Bureau granted license covering changes in VHF translator. Action May 16.

KWHO and KOWO Polson, Mont.—Broadcast Bureau granted licenses covering changes in VHF translators. Action May 16.

CATV applications

1 Lafourche Communications Inc.—Requests distant signals of WWOM-TV New Orleans, KATV (TV) and KLFT- TV, both Lafayette, all Louisiana to Thibodaux, La. (Baton Rouge. ARB 84). Ann. May 15.
2 Red Bank-White Oak TV Cable Co.—Requests distant signals of WHNT-TV, WH IQ-TV, WAYA-TV and WTVK-TV, all Knoxville, Tenn. (Chattanooga. ARB 85). Ann. May 15.

Final actions

FCC denied request for waiver of program exclusivity requirements of rules by Southern Video Co. operator of five-channel CATV system at McGehee, Ark. Action May 21.

FCC directed Wisconsin Cable Television Corp., owner and operator of CATV system at Delavan, Wis., to comply with program exclusivity requirements of rules and to provide protection to WTMV-TV, (TV) at Delavan, May 21.

FCC granted unopposed request of Lake Shore Cable of Antioch Corp. for interim authority to import distant signals to its CATV system in Columbus, Ga., TV market, with waiver of requirements of rules. Action May 14.

FCC denied request by Allied Video Transmission Corp., owner and operator of CATV systems at DelKalb and Sycamore, both Illinois, for waiver of program exclusivity requirements of rules. Systems carry signals of Chicago and Freeport, all Illinois. WREX-TV and WTVO-TV (both Rockford and WCBE-TV) Freeport place pre- directed grade A contours over DelKalb and Sycamore whereas Chicago stations carried place predicted grade E contours over communities. WREX-TV requested program exclusivity. Action May 14.

FCC denied request by Kentucky Cable TV Inc., operator of 12-channel CATV system at Richmond, Ky., for waiver of program exclusivity requirements of rules. Kentucky Cable TV requested Kentucky Cable TV directed to comply within 30 days. Kentucky Central Television, licensee of WYKT-TV (TV) at Lexington, Ky., requested FCC to order Kentucky Cable TV to cease and desist from violation of program exclusivity requirements. Action May 14.

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FCC denied request by Louisiana CATV Inc., operator of CATV system at Monroe, La., to comply with program exclusivity provisions of rules and provide protection for KNOE-TV (TV) at Monroe, Louisiana. FCC denied request by New Enterprise Inc., licensee of KNOE-TV (TV). Action May 14.

FCC denied request by KNOE TV Cable Co., operator of five-channel CATV system at Natchitoches, La., for waiver of nonduplication requirements. FCC has directed to afford program exclusivity to KNOE-TV (TV) at Alexandria, both Louisiana, within 30 days. Action May 14.

FCC denied petition of Cotton Hill Cablevision Inc., operator of 12-channel CATV system at Malden, Mo., for waiver of program exclusivity provisions of rules. FCC directed to afford program exclusivity to Cotton Hill Cablevision Inc. Action May 21.

FCC ordered Ogallala Community TV Corp. operator of CATV system at Ogallala, Neb., to comply with nonduplication protection to KHEL-TV Hayes Center, Nebraska, and KNOG-2 TV system at Lincoln, Nebraska. Ogallala cable system directed to comply with program exclusivity requirements within 30 days. Action May 21.

FCC denied request by H & B Communications Corporation, operator of CATV systems at Reno and Sparks, Nev., for waiver of single-channel carriage requirement of rules. H & B directed to comply with rule within 30 days. Action May 14.

FCC ordered Community TV Corp., operator of 12-channel CATV system at Franklin, Ind., to provide protection for WMUR-TV Manchester, N.H. Community TV system ordered to comply with program exclusivity provisions of rules within 30 days. Action May 21.

FCC denied request for waiver of program exclusivity provisions of rules by Punxsutawney TV Cable Co., operator of CATV system at Punxsutawney, Pa., for waiver of program exclusivity provisions of rules within 30 days. Action May 14.
## PROFESSIONAL CARDS

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<th>Position/Address</th>
<th>Phone Numbers</th>
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<td>JAMES C. MCNARY</td>
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<td>PROFESSIONAL</td>
<td>National Press Bldg. Washington, D.C. 20004</td>
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<td>Phone: (202) 746-3000</td>
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<td>A. D. RING &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
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<td>COMMUNICATIONS-ELECTRONICS</td>
<td>Phone: (202) 313-6644</td>
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<td>P.O. Box 4318</td>
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<td>AND ASSOCIATES</td>
<td>1150 Connecticut Ave., N.W. Washington, D.C. 20006</td>
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<td>MERL SAXON</td>
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## SERVICE DIRECTORY

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<thead>
<tr>
<th>Name</th>
<th>Position/Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
<td>303-925-6281</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave.</td>
<td>659-3707</td>
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<tr>
<td>BROADCASTING, May 26, 1969</td>
<td>Phone Kansas City, LaSalle 4-3777</td>
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### Service Directory

1. **SPOT YOUR FIRM'S NAME HERE**
   - To Be Seen by 100,000 Readers
   - Among them, the decision-making station owners and managers, chief engineers and technologists—applicants for am, fm, tv and telemeter facilities.
   - *ABR* Continuing Readership Study

   - Offers Consulting Services in Telecommunications & Electronics Data Handling Systems
   - Gerald C. Gross, President
   - 1029 Con. Ave., NW Wash, 20036
   - Phone: (202) 659-1155
### RADIO

**Help Wanted—Management**

We will pay a good salary and bonus (based on profits) to an experienced, smart general manager who can build market station in his spare time and sell most of the time. We want someone with a "community touch" and a "good gram feel" and the ability to hire and guide salesmen. Part of a larger corporation with plenty of room for growth. Full experience and salary information to Box E-228, BROADCASTING.

Regional Sales Manager for a group of large, medium and small market stations. Salary's good. Incentive's good. Profit sharing's good. So are many other fringe benefits. Please tell us all about yourself, including what you're making. Box E-283, BROADCASTING.

**Sales**

Successful, pro salesman, preferably RAB trained, salary, bonus, ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Opportunity Kansas small market, young salesmen—announcer. Coast to coast and territory promotion, excellent salary and fringe benefits. Have accounts, prospects, Business growing. County seat, college town. Box E-120, BROADCASTING.

Have opening for aggressive salesman-announcer with fast growing station in college town. Send resume, salary requirement, immediate opening. Box E-289, BROADCASTING. Up tempo MOR. First phone helpful.

Broadcast sales engineer—CCA Electronics is expanding—Additional sales personnel are needed to cover active leads—Sales territories have been re-adjusted—Two areas are now open for aggressive representatives. The first covers Ohio and West Virginia; the second Nebraska, South Dakota, North Dakota, Minnesota and Iowa. We require experienced equipment salesman or station engineer with a following in these areas. Advance against commission the country is anticipating the income of $25,000.00. Mailing complete resume to: CCA Electronics, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

**Announcers**

First Class License, Chicago, Permanent. Immediate. All details, requirements, first letter please. Box E-189, BROADCASTING.

Experienced DJ, Expert in news programming, board operation, very light, commercial, ad filling limited. 3 to 5 years in successful, top 40 would be better. Box E-95, BROADCASTING.

Young, sales oriented announcer to pioneer local origination channel on midwest CATV system. Box E-159, BROADCASTING.

Announcer, first phase, with interest in news, daytime station, with growth possibilities. Ideal living conditions. Box E-168, BROADCASTING.

Announcer needed by middle-music network station, top 40-75 market. Do not send tape. Box E-199, BROADCASTING.

1st phase, light maintenance, must have sales ability. Single market, northern California. Box E-297, BROADCASTING.

Need two top flight jocks with first phase at top country programed station in the South. Pay is excellent; in great staff; in one of the finest markets in the country. Apply to: Don Farnsworth, president, Country Broadcast, Inc., 704 South main St., Madison, Indiana.

Deadline for copy: Must be received by Monday for publication next Monday.

### Technical

**Technical continued**

Qualified engineer of good character for network station in southwest. Box E-198, BROADCASTING.

Assistant Chief and 1st class engineers needed to build and maintain new UHF ABC affiliate. State experience and salary immediately. Box E-222, BROADCASTING.

Chief engineer who likes production as well and can, in a pinch, do very light air work. All news and information station with brand new studios and latest, sophisticated equipment. Midwest market of over one million. Excellent living and working conditions with beautifully situated studios. Box E-257, BROADCASTING.

**NEWS**

News director for ABC affiliate in beautiful cosmopolitan university town. Good salary, opportunity to pioneer local morning and noon newscast. Direct reports, Excellent for pro. Box D-58, BROADCASTING.

News director to gather, write, and air local and regional news. Near St. Louis, $125 to $150 depending upon experience and training. Airtime salary, resume, photo to Box E-179, BROADCASTING.

Needed — Radio engineer/man with a minimum of two years experience gathering, writing and editing and on-the-air delivery of news. ABC affiliate, one of the larger stations in a progressive, fast-growing market. Good salary, excellent fringe benefits and all-new studio facilities. Send resume to Allen Carstens, KATE, Albert, Minn., or contact Hart N. Corddo, Jr., W-151 First National Bank Building, St. Paul, Minn.

News director for Stuart group station KMNS, Sioux City, Iowa. The best facilities, professional team effort has made us number 1 in the market. Steady town for 30 years has come alive in the past four. If you want a job, don't bother, if you want an opportunity see your contact Frank Cunni, 712-258-0628.

Immediacy opening—Staff announcer/newsman—commercial experience only. Collect and type local news and deliver authoritative newscasts. Do professional MOR music show. Excellent opportunity for advancement with either group. Salary open, liberal benefits, AM-FM station serving rural area. Send resume and vacation to WASA, 100, St. Paul, Minn.

Program, Production, Others

PD for Rock/Up-Tempo MOR station in Metropolitan Washington, D.C. Send resumes and references and current pic. Box E-89, BROADCASTING.

Needed, take charge program director for south-eastern Michigan 24 hours a day highly commercial AM station, Network affiliate. Excellent fringe benefits. Salary open. Box E-218, BROADCASTING.

Program Director/manager for east coast medium market in contemporary station. Must be good announcer, producive and capable of supervising people. Excellent opportunity for working person. Send tapes and resume to WRNC, Raleigh, N.C.

Wanted: Good production man, adult voiced and swinging DJ, with 1st phone for immediate opening...salary $130.00 and up...call 919-724-5081.

Teacher for broadcasting. Five years experience in broadcasting. Starting up at $10,000.00. Interna
tional Broadcasting School, 1213 East Stroad Loop, Dayton, Ohio, 294-1486.

### Situations Wanted Management

Seeking California management challenge. Successful 18 year leadership background. Employed Major group in California. Exhibitions, salesmen, managers. Box E-252, BROADCASTING.

St. Louis broadcaster seeks managers-salesman position. Box E-195, BROADCASTING.
ANNOUNCERS

Professional experience and age are essential. Box E-223, BROADCASTING.

Negro announcer, broadcasting school graduate, preferably endorsed. Box E-241, BROADCASTING.

Announcer-D, top 40, first phone, married, draft exempt. Desires major market. Box E-242, BROADCASTING.

Announcer-J, top market, light voice, 8 years experience, preferably endorsed. Box E-243, BROADCASTING.

Top 40 announcer, excellent voice, 8 years experience, preferably endorsed. Box E-244, BROADCASTING.

Top 40, voice, 8 years experience, preferably endorsed. Box E-245, BROADCASTING.

Top 40 announcer, preferably with college training. Box E-246, BROADCASTING.

Top 40 announcer, preferably male, married. Box E-247, BROADCASTING.

Top 40 announcer, preferably male, 8 years experience and more. Box E-248, BROADCASTING.

Top 40 announcer, preferably with major market experience. Box E-249, BROADCASTING.

Top 40 announcer, preferably with major market experience. Box E-250, BROADCASTING.

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Top 40 announcer, preferably with major market experience. Box E-287, BROADCASTING.

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Top 40 announcer, preferably with major market experience. Box E-339, BROADCASTING.

Top 40 announcer, preferably with major market experience. Box E-340, BROADCASTING.
Technical continued

Immediate opening. Technician wanted for central HVAC/CATV system. Good salary and company benefits. If limited experience, must be willing to learn. Send resume to Box E-194, BROADCASTING.

Immediate opening for right man in number two engineering slot in busy large Southern market, member of progressive group. Applicant must have design, switching, and maintenance experience, both technical and administration. Excellent salary and fringe benefits. Write resume and references to Box E-218, BROADCASTING.

Chief Engineer. East Coast mobile video equipment leasing and production company seeks experienced colorist, needed to take charge of existing operations. Exciting ground-floor opportunity with substantial benefits. Contact John Keene, Chief Engineer, WBJA-TV, Binghamton, N.Y. 12912.

Immediate opening—Engineer with first experience in switching, projection, and general control room-transmitter operation. Maintenance experience not necessarily in TV. Write resume to Mr. Witt, Chief Engineer, WCOW-TV, P.O. Box 250,插國, Illinois 61016. Immediate opening.

VHF full color, newest, best equipped station in the market needs experienced studio and transmitter engineers for permanent positions. Presently constructing VHF satellite and intercity microwave system. Write Chief Engineer, KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411.

New York—Binghamton ... Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right candidate. Write to John Keene, Chief Engineer, WBJA-TV, Binghamton, N.Y. 12912. IRC.

Immediate opening—Engineer with first experience available immediately. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Ave., Cincinnati, Ohio 45219. IRC.

Arizona VHF has Immediate permanent opening for capable first phone transmitter engineer with maintenance experience. Call L. Wheeler, docket 602-782-4152.

NEWS

Opportunity for alert Newsmen who can gather, write, and deliver news, Texas, VHF, Box E-188, BROADCASTING.

News director with experience and editorial skills for station in Texas Gulf coast area. Box E-207, BROADCASTING.

Working newsmen to handle on air anchor position on expanded newsfast. Fast growing CBS affiliate needs combination writer-performer. Box E-211, BROADCASTING.

Midwest newsmen affiliate needs versatile young newsmen able to write news, shoot film and do some field reporting. Send resume and tape to Box E-269, BROADCASTING.

WAAY-TV, NBC, Huntsville, third largest city in Alabama looking for assistant TV news director in this three TV station market. Will be doing his own 10:00 news, Monday thru Friday, and assigned camera work to work under him. News experience necessary, but not necessarily in TV. Starting salary $140 per week and up depending on experience and application to M. D. Smith, WAAY-TV, Huntsville, Alabama 35801 or phone 205-359-1763.

Combination reporter-photographer. Experienced only, journalism background for WCKT-TV, Miami, Florida. Equal opportunity employer. Phone Gene Strul, News Director, WCKT-TV, Miami 3-6692.

TV Newsman for Des Moines Washington Post News week Station, Florida. Des Moines at reporting, writing, editing, on-air. Contact Bill Grove, WIXT-TV, Broadcast Director, Des Moines, Iowa 50320. An equal opportunity employer (M/F).

Sharp young newshog for major Northwestern mainland. Call Phil Kelehear, 203-278-6097.

Programming, Production, Others continued

Director-producer for VHF-station in southern New England. Must have experience and promotional background and knowledge of Promotion people. Must have ability to lead people towards sound programming. Experience and promotion and sales and product development experience desired. Write resume and salary desired to Box E-224, BROADCASTING.

Midwest TV Station seeking production man. Would prefer experience in a first line management position of Production people. Must have ability to lead people and previous experience as a department head. Salary and resume desired to Box E-224, BROADCASTING.

Photo technician—full charge of color movie processor and complete photo lab at VHF station in Florida. Box E-229, BROADCASTING.

Immediate opening—Engineer, Director Switches, evenings. $275. All color, news oriented, fast-growing Rocky Mt. area. Contact Lee Snipes, KRTD-TV (channel 47), Colorado Springs, Colorado 80903-632-1515.

Promotion Director—Creative professional in TV Station, sales, copywriting and research. Send resumes to Milton Grant, WDDA-TV, Washington, D.C., 16, D.C.

TELEVISION

Situations Wanted Management

Experienced general manager strong on sales and production. College graduate in broadcasting. Young family man in mid-30's years in television. Exciting opportunity for a good challenge with a future. Not afraid of work and long hours. Knowledgeable and hands on local sales to help build and get the most out of them. Write Box E-15, BROADCASTING.

Thirty years experience, extremely supervisory video tape film operation. Time. Air controller. First class license. Box E-246, BROADCASTING.

Program Executive, presently in top 5 market looking for new management challenge. 16 years experience. Excellent references. Box E-288, BROADCASTING.

TELEVISION

TV Sales: Two years experience as account executive in large southwestern market. College background. Family man. Box E-265, BROADCASTING.

Technical

BSEE with broadcast and design experience wants to be a pro, not a hack. Need opportunity to learn business, top to bottom, from professionals in a quality station. Can do quality work while learning. Resume upon request. Box E-143, BROADCASTING.

First phone, 2 years technical graduate experience. Gulf Coast station prefers. Box E-257, BROADCASTING.

First fone engineer; experienced, available for Washington, D.C. area. Prefer TV but will consider radio. Teach or whatever time I'm not attending school. Available immediately. Box E-239, BROADCASTING.

I have a fone and would like to break into technical end of T.V., on the West Coast. Box E-242, BROADCASTING.

TV Engineer—Chief on down; College Engineering; 15 years experience, maintenance, installation, Ohio, Michigan area. Box E-271, BROADCASTING.

Experienced TV engineer first phone, UHF & VHF studio operation, film projection, operated color camera, UHF transmitter, remote. Box E-273, BROADCASTING.

NEWS


Newsmen, 10 years radio and television including television network affiliate news director. Box E-B20, BROADCASTING.

Sports—News—prefer sports but extensive experience in both. Good feature writer. Box E-258, BROADCASTING.

Programing, Production, Others continued

Female TV talent. Copywriting ability. Degree. Box E-261, BROADCASTING.

New Statf? Experienced production head will hire a talented team, org commercials and shows, and in charge of color videotape and film production. Box E-275, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitter. No junk. Guaranteed Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Seeking a good used 1kw transmitter, meeting the FCC requirements. Box E-78, BROADCASTING.

FM—equipment for 3KW ERP Mono, need everything from miles to antennas. Box E-92, BROADCASTING.

RCA BTA-1 transmitter—any condition—state, price and condition. Box E-223, BROADCASTING.

Need sound effects record library reasonably priced Box E-266, BROADCASTING.

Wanted to buy 250 or 1 KW FM transmitter, reasonable. Box E-286, BROADCASTING.

1 Westhouse FM 10-30 KW FM transmitter. Complete, including modulators. Box E-261, BROADCASTING.

800 MHz 100-watt transmitter with intercom. Box E-207, BROADCASTING.

Miscellaneous equipment 150-300 watts. Box E-275, BROADCASTING.

RCA TTU 10 Watt FM Xtractor tuned 89.7 MHz with spare exctractor $750.00. Ampex 403C Con- ductor $450.00. RCA Portable Carrying Case $200.00. Magneto CRT $750.00. Box E-234, BROADCASTING.

Complete UHF TV station equipment package for sale, RCA TTU 30 transmitter, colorfilm chain, all transistorized switching system, 2 color VTR's, color VTR's, color graphic boards, and many other ingredients too numerous to mention. Write your price, if interested. It is where is. Write Box E-260, BROADCASTING.

Marqin TBM 4500—A stereo monitor includes 450-deck transmitter. Box E-255, BROADCASTING.

GE BT118 10 Watt FM Xtractor tuned 93.7 MHz with spare exciter $750.00. Ampex 403C Conductor $450.00. RCA Portable Carrying Case $200.00. Magneto CRT $750.00. Box E-126, BROADCASTING.


Five Ampex Cue-Matic tape "cartridge" machines. Used two years. Record-playback $200.00 each. Playback only $150.00. Package price $500.00. KS-RF, Collegeville, Minnesota 56321, c/o Mr. Kirin.

Medium size studio trailer, console, heater, air-conditioned ready to make money, first $1500. Tom Talbot, WJL Radio, Niagara Falls, N.Y.

K-Console TR 1000, 10 channel, complete inventory in service now and giving excellent performance. Reasonably priced. Will consider donating to bonâ-fide non-profit educational charity. Box E-213, West 8th Street, Austin, Texas 78701. AC152-356.


New Collins TT 100 tubes. Will sell for acquisition of QRK by CCA Electronics, It has been mutually agreed, QRK will not longer manufacture these tubes. Collins have available a limited number of these tubes at 109, dollars. Condition new, with full literature and a complete inventory of parts for Collins TT 100/200 transmitters. Contact QRK (209) 251-4213 or your local representative. Collins Corp., 716 Jersey Avenue, Glendale City, New Jersey 07021 456-1716.

FOR SALE—Equipment

Cableco-coax—Heliex, Styrexflex, Spoolinc, etc. and Used matching 2's, 4's. Write for price list S-W Elect., Box 4668, Oakland, Calif. 94623. phone 415-832-3527.

1 Westhouse FM 10-30 KW FM transmitter. Complete, including modulators. Box E-261, BROADCASTING.

800 MHz 100-watt transmitter with intercom. Box E-207, BROADCASTING.

Miscellaneous equipment 150-300 watts. Box E-275, BROADCASTING.
FOR SALE—Equipment
continued
I used 2800 S. S. Blaw Knox Am tower, A+ lighting & transmitter on ground, Immediate shipment. Drawings available, A.T.C., Box 31747 W. Berridge Lane, Phoenix, Arizona 85019, phone 602-995-0177.

MISCELLANEOUS
TV Program Salesman. Carry our new, exciting syndicated “game” show with you, and make an easy, profitable sale in every market. Liberal commission. Write for free “Broadcasting” catalog. Box E-277, BROADCASTING.
Deejay Masual is a collection of funny radio one-line bits and gimmicks. $3.00—Write for free “Broadcasting” catalog. Show Biz Comedy Service (Dept B1) 1735 East 26th Street, New York, N. Y. 11229.

INSTRUCTIONS
First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Graduates now working. Training Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.
Elkins is the nation’s largest and most respected name in First Class Licensing. Complete course in six weeks. Fully approved for Veteran’s Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.
The Masters. Elkins Radio License School of Atlanta offers the finest First Class License schools. Fully approved for Veteran’s Training. Elkins Institute in Atlanta, 1139 Spring Street. Atlanta, Georgia 30309.
Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.
Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation’s newest, finest and most complete facilities including our own professional broadcast stations KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools, Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.
Radio Engineering Incorporated Schools have the finest and fastest course available for the First Class Telephone License (famous 5 week course). Total tuition $360. Class begins at all R.E.I. Schools June 30, and Aug. 4. Call or write the R.E.I. School nearest you for information.
R.E.I. in Beautiful Sarasota, the home office 1336 Main St., Sarasota, Florida 33577, Call (941) 595-9622.
R.E.I. in Fantastic K. C. at 3123 Gilham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.
R.E.I. in Delightful Glendale at 655 E. Colorado St., Glendale, Calif. 91205. Call (213) 248-5777.
R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

INSTRUCTIONS continued
First class license, quickly. If time is essential to you, enroll today in M.C.A first class license in less than a month. FCC guaranteed. Further information write Music City Academy of Broadcasting & Electronics, 114 7th Ave. South, Nashville, Tennessee, John Lashlee, Director.
Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved by veterans; low cost; facilities at school. Reservations required. Several classes ahead available. Enrolling now for July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5079 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)
Broadcasters are passing their first phone exams in six to twelve weeks through highly recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 10600, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4961.
First Class License in 6 weeks guaranteed! $25.00. Dixie Radio Institute, P.O. Box 403, Huntsville, Alabama, 205-339-9582.
New York City’s 1st phone school for people who cannot afford to make mistakes. Proven results. April 8th graduating class passed FCC 2nd class license exam, and are now taking exams. New programmed methods and ease, while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone 212-9-9245. Training for technicians, combo men and announcers.
Follow the leader to a fast first phone... The nation’s oldest, most successful FCC Training course with results guaranteed... Tuition $295.00, GI approved, next class June 9th. Tennessee Institute of Broadcasting, 2100 11th Avenue South, Nashville, Tennessee... Phone 615-297-8084.
Go First Class! First class license in four weeks or less. Total cost $295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 First Avenue, Nashville, Tennessee 37203, 615-297-3213 or 892-2480.

Help Wanted
BROADCASTING
Young dedicated broadcaster for position in quality control department in the home office of progressive 11 station chain. To include new station development, licensing, renewal preparation, general administrative duties. Degree desired. Candidate must enjoy detail work. Above average knowledge of FCC rules essential. Send resume and salary history to: Industrial Relations Department; P.O. Box 647, Atlanta, Georgia 30301.
ROLLINS, INC.

Help Wanted—Management
GENERAL MANAGER MICHIGAN RADIO STATION $20,000.00 Plus!
Excellent full-time exposure in competitive market. Strong sales background required.
Call Ron Curtis 312-337-5318

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611
Specialists in Executive Recruitment

BROADCASTING, May 26, 1969 79
**Management continued**

**CONSULTANT**
Retired Manager and Owner of Radio Stations with 35 years experience available for Private Consultation on Evaluation or Operation of Radio Stations. Box E-171, Broadcasting.

**GENERAL MANAGER**
Over twenty years of experience in Radio and TV Station management, sales, sales promotion and programming. Salary requirements high. Also want option to buy percentage after a period of time.
Write Box E-267, Broadcasting or Phone Mr. M. 212 TR-3-0810 after 6 P.M.

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**Television Help Wanted**

**FAR EAST ASSIGNMENT**
International broadcasting organization seeking a MECHANICAL ENGINEER familiar with television operations.
Applicant must be specialist in the operation and maintenance of generators. Also must be able to train others.
Separation from dependents is requirement of position. However home leave included as condition of contract. Salary and overseas allowance commensurate with position.
Box E-249, Broadcasting.

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**Technical**

**INTERNATIONAL ASSIGNMENT**
International broadcasting organization seeking qualified television PRODUCER/DIRECTORS for challenging assignment in the Far East.
Five years' minimum television experience required in such categories as producing, directing, lighting, scenic design, show budgeting and studio utilization.
Assignment requires separation from dependents. However periodic home leave included as condition of contract. Salary and overseas allowance commensurate with position.
Box E-284, Broadcasting.

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**Announcers**

Des Moines JAZZ HOST available for your market with REALISTICLY PRICED TAPE SERIES. Quality production — knowledgeable host — custom-taped for you. Ideal for educational or soul stations. Bonus — big band series — at no additional charge.
Box E-238, Broadcasting.

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**Programing, Production, Others**

**Stars—Glamour**

For your RADIO STATION
"Wally's World"
Star-studded DJ show from HOLLYWOOD priced to fit your budget
STATION I.D.'s
by Top Stars
Production Commercials
Celebrity Interviews
Hollywood Hit Parade

For info write:
WALLY GEORGE PRODUCTIONS
516 San Vincente Blvd.
Suite 308
Santa Monica, California 90402
Phone: (213) 451-1603

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**STATION FOR SALE?**

**You Can't Top A CLASSIFIED AD in Broadcasting**

**INSTRUCTIONS**

**F.C.C. 1st PHONE in six weeks**
- EDUCATION
- COMPREHENSION
- KNOWLEDGE

**F. incest 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 1 sts.

**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
90232

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**Miscellaneous**

**WANTED**
Advertising Agency wants TV game with audience involvement for supermarket or drug chain.
Box E-279, Broadcasting.

**ATTENTION M.O.R. P.D.'s**
Let a team of top MOR broadcasters program your music. Our weekly play-list is ahead of the charts, saves you time and builds ratings. Write for free sample and details, "The Music Director", Box 177, Chestnut Hill, Massachusetts 02167.

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**QUIZ QUESTIONS**

FROM ORIGINATOR AND PRODUCER OF "KLAASROOM KWIZ" & HIGH SCHOOLS "KIDDIE KOLLEGE", 3rd Graders "KLB KWIZ"—Civic Clubs
All nationally syndicated.
Thousands of interesting, fully researched questions and answers available for your local television and radio programs. Reasonable rates.
FREE SAMPLES.
Let us furnish your quiz questions, or one of the above quiz programs. For complete information—Phone—703-342-2170 or write:
Hayden Huddleston Adv. Agency
303 Shenandoah Building
Roanoke, Virginia
FOR SALE—Equipment
Offering $1,500 (or the best price over $1,000) a Dresser 20-ft. self-supporting tower plus 60 ft. top mast for an overall height of 200 ft. Comes with a complete FAA top and side lighting kit. Tower now on ground, dismantled, ready for shipment. Buyer pays shipping costs. For detailed plans or additional information contact Art Silver, Dir. of Engineering at (609) 924-3600. All bids must be received by June 1st at 12 Noon.
Nassau Broadcasting Company 221 Whipple Street
Princeton, N. J. 08540

WANTED TO BUY—Stations

Substantial interest or Partnership
in radio station in Central Florida. Assume working role in new deal. Will invest to $100,000. All info in strict confidence. Will consider outright purchase. Write to:
Box E-280, Broadcasting.

NEED HELP?
Your ad here...

FOR SALE—Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

GULF COAST
Major market 1-KW Daytimer, profitable operation with excellent equipment and valuable real estate. $250,000 with 29% down.
Box E-91, Broadcasting.

Confidential Listings

G. BENNETT LAHON, INC.
R. C. A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028-213/469-1171
BROKERS-CONSULTANTS

NORTH CAROLINA DAYTIMER
Attractively located. Excellent cash flow. Cash needed: $50M, bal. in 8 yrs. Be sure include financial proof.
Box E-2264, Broadcasting.

STATIONS FOR SALE

1. SOUTH ATLANTIC, AM-FM, Exclusive Price $125,000, 29% down.
2. SOUTHWEST, Daytimer on exellent frequency. Price $100,000. Terms
3. DEEP SOUTH, Major market. Price $250,000. Terms.
4. OTHERS: May we submit our offerings to you?

Jack L. Stoll and ASSOCIATES
6341 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-469-7379

TEXAS STATIONS
250-w Daytimer in West Texas $35,000. Ideal for owner-manager. 1,000-w D, 250-w N, small market station in growing market, producing cash flow over $60,000 on $160,000 gross, selling for $380,000, 29% down. New equipment and valuable real estate. Ref. conf.
Joe M. Leonard, Jr., Broker
Galveston, Texas 77549
Phone 817-465-4075

New York Metro Growth Area
Modern FMer station encircles over 15,000,000 people, outreach exceeds 100 miles, with a 50 mile sales area. Profitable. Terms arranged. Consider merger or active part sale.
Box E-221, Broadcasting.

FOR SALE—Stations

S.C. small fulltime $75M 29%
N. H. small fulltime $60M 29%
La. small profitable $30M 29%
N. Y. medium AM & FM $70M cash
West major AM & FM $125M 29%
S. E. major fulltime $925M merger

S.C. small daytime 98M sold
Wash. small daytime 98M sold
Minn. metro daytime 155M 50%
N. W. metro daytime 70M 29%
N. E. major FM 140M cash

Chapman Associates
2045 Peachtree Road
Atlanta, Ga. 30309

(Continued from page 74)

Ownership changes

Applications

KYAK-AM-FM Anchorage—Seeks transfers of control of KYAK-AM and KYAK-FM to Black Broadcasting Co. (51% before and 33% after) and Glenn S. Miller (47.1% before, 33% after) to Robert V. Fleming (18.4% before and 6% after). Consideration: $17,000. Ann. May 15.

KPPC-AM-FM Pasadena, Calif.—Seeks assignment of license from Crosby-Avery Broadcasting Co. to The National Science Network Inc. for $40,000 and assumption of liabilities; Leon Crosby (60%) and Larry Avery (40%). Crosby owns 90% of KMPX San Francisco (see KMPX-FM below) and is applicant to purchase KTVK-FM Seattle. Buyers: L. W. Frohlich. Tel. 206-783-2137, or Mr. Frohlich owns WJCN (FM) New York and WDRP (FM) Chicago. Consideration: market research firms throughout world and real estate firm. Ann. May 20.


WVGG Mount Dora, Fla.—Seeks assignment of license and CP from David A. Rawley Jr. to Cherry Hill Broadcasting Inc. for $35,000. Seller: David A. Rawley Jr., sole owner. Buyer: Marvin Michelle, 25% of WKNV Blackburn, Okla., 11.1% of WJKJ Granite Falls, N.C., and 33.3% of applicant for new AM at Graham, N.C. Buyer: Mr. Copeland, president (29.5%), Alfred Becker, vice president (26%), et al. Mr. Copeland is retired drug store owner. Mr. Becker is movie theater owner, Horseheads, N.Y. Ann. May 15.


WEBH (FM) Chicago—Seeks assignment of license and SCA from Buddy Black Broad- casting Co. to Rich Communications Corp. for $325,000. Sellers: Buddy Black, president, Paul Wasserman, secretary (each 21%), and Solomon Bolnick, vice president-treasurer (90%). Buyers: James H. Wallace, sole owner. Mr. Rich owns majority of stock of general equipment leasing firm, 25% of WAMO-AM Pittsburgh, 100% of WILD Boston, WILK Miami, WUFQ Amherst, N.Y., and

FOR THE RECORD 81

• KMCU Fairfield and KBUR-AM-FM Burlington, both Iowa—Seek transfers of control of WCBR, KMAP and KBUR from John F.哙rner, deceased (52.4% before, none after, respectively) to John G. Turner, and WLYL from Robert N. Money and Robert H. Marlin to WLYL (each none before, 56% after). Pie. Ann. May 15.

• KTOO Garden City, Mich.—Seeks transfers of control of WATK Inc. from Charles Wolpin and Arthur Wolpin (each 33% before, none after) to WATK Inc. (none before, 100% after). Cont. May 15.

• KTOO Henderson, Nev.—Seeks transfers of control of KTOO Broadcasting Co. from Roy V. Glessner, Jr., William Newman and Samuel Komskey (as a group 100% before, none after) to Roy Glessner (50% before, 100% after). Soc. Ann. May 15.

• WJYI Roaring Spring, Pa.—Seeks transfers of control of WRJR-FM to Cuneo Broadcasting Co., Inc. (none before, 60.5% after) to WJYI (none before, 100% after). Soc. Ann. May 15.

• WSLM-AM-FM-FM-TV Oakane, Va.—Seeks transfers of control of Shenandoah Life Station Inc., owner of WRL, WRLX, WRLW, WRLM and WRLT (none before, 100% after) to Roy H. Parker, president of Radio Inc. owners of WRL, WRLX, WRLW, WRLM and WRLT, after. Cont. May 15.

• WBON Milwaukee—Seeks transfer of control of Industrial Sound Corp. from John E., Kay L. and Mary L. Dieringer, et al (none before, 100% after) to Greater Milwaukee Youth for Christ (none before, 100% after). Cont. April 15.

• WBNF Madison—Transfers of control of non-profit corporation, Ralph Studer, president, et al. Mr. Studer owns 50% of stock and majority of stock of musical equipment rental. Ann. May 15.

Action:

• KYWA Yuba City, Calif.—Broadcast Bureau granted assignment of license and CP from Northern Capital Land Investment Co. to General Electric Co. for $112,500. Trans. April 15.


• WBNF Madison—Seeks transfer of control of Industrial Sound Corp. from John E., Kay L. and Mary L. Dieringer, et al (none before, 100% after) to Greater Milwaukee Youth for Christ (none before, 100% after). Cont. May 15.

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Frank Marx is a walking chronicle of the broadcasting industry and a reminder that the business is young.

He can remember when one of the principal functions of a now defunct major-market radio station was to broadcast caged messages to the rum-running fleet during Prohibition. He was an engineer in the days when broadcast engineering was largely improvisation. He believes he was the first to file an application for a commercial television station in New York, although that application was denied.

Mr. Marx, who is now vice president in charge of real estate and construction at ABC Inc., says he got into the infant industry at a very tender age himself: "At the age of 6 I met a scientist who was with Westinghouse Electric Co., and he offered to give me a dollar if I learned Morse Code."

Science, and in particular medical science, has always run a very close second for his interest, and he adds, "I have always assumed that it was that dollar held in front of me that kept me from becoming a doctor." Lucky for the industry, because Mr. Marx went on to make invaluable contributions to broadcast engineering. Among his accomplishments are pioneer work in the development of video and audio tape, antenna systems and the slow-motion video-tape process.

In addition to anecdotes about the early days of broadcasting, Mr. Marx has collected letters and scientific papers warning him he'd never get off the ground. Of one of his successful projects he recalls: "I have four letters from major research laboratories in the U.S. and one from Europe proving conclusively that this thing would never work."

One episode in his career that he counts as a landmark was establishing the first multiple tower atop the Empire State Building. He was working for WMCA New York when he operated then in the Hotel Pierre, and RCA had exclusive rights to the Empire State for broadcast purposes.

"My mouth watered every time I looked at the Empire State Building," he recalls. Mr. Marx suggested to the building's owners that a lot more rent could be collected if all the New York stations could use the tower. By planting that idea, Mr. Marx was instrumental in breaking RCA's exclusivity.

Mr. Marx was not always an engineer, but was one of the first disk jockeys in a day when spheres of responsibility were not clearly defined "disk jockey" or "engineer." In 1928 he worked on one of the first 50-kw radio stations, 2KHR Sheveport, La. 2KHR would stay on the air at night until it had received a telegram from a listener in every one of the then 48 states.

2KHR's mainstay sponsor was Hello World Coffee, and the station would sign on every morning with "Hello World, doggone it!" At that point in his career, Mr. Marx reminisces, his picture was packed in every can of Hello World Coffee.

He was always more than an engineer, and now that his work is principally real estate and construction, he has not stopped being an engineer either. Over the last few years he has been involved in the development of an optical system that creates full-color images from black-and-white film. Mr. Marx is president of ABTO Inc., which is half-owned by ABC Inc. and which is developing this process.

Mr. Marx is also hard at work on the development of a multiple tower in San Francisco. He is president of Sutro Tower Inc. and supervising the project that will put a tower 1,400 feet above sea level on top of Mount Sutro. The Sutro tower will house all TV and FM in San Francisco. Scheduled for completion in 1970, the tower, he expects, will become a San Francisco landmark.

Perhaps the biggest of Mr. Marx's projects, and one that does not yet have a timetable, is projected construction of the ABC Inc. corporate headquarters in Manhattan's west 60's. Mr. Marx was responsible for the design and construction of broadcast and administrative facilities in New York, Hollywood, San Francisco, Detroit and Chicago.

He remembers when ABC acquired the property off Central Park that will become its headquarters. The property had housed the New York Riding Academy, and the way Mr. Marx tells it, it took some months to clear out the pigeons and horse flies. "We had fumigator after fumigator."

Mr. Marx describes himself as a non-conformist. Among his hobbies he numbers flying—he keeps his plane handy, 10 minutes from his home in Harrison. Now he can "fly as high as I possibly can." He also likes to keep up with the field of medicine, mostly by reading. He says he doesn't watch television much anymore, though when he does, he prefers sports or specials. "I don't consider television as particularly interesting in the last year or so," he adds.

"I have seven youngsters, including a few oldsters," he says of his family. Two of his children are responsible for nine grandchildren, and there is "a 10th one being developed," he says.

It should come as no surprise that a few of Mr. Marx's children chose medical professions and that Mrs. Marx is a biochemist. His son Mike is in high school in Harrison and Jerry is a student at Ohio Wesleyan. Steve and Johnny are studying at the University of California at Berkeley, "one with and one without long hair." Daughter Connie, a nurse, is married to a surgeon and living in Buffalo, N.Y. Francine is married and living in Long Island. Jeff, in his third year of medical school, married and is awaiting that 10th grandchild.

The demands of so large a family have not kept Mr. Marx from an impressive number of professional accomplishments. He serves on the editorial review board of the Institute of Electrical and Electronics Engineers and is a member of the Joint Technical Advisory Committee "devoting its blood, sweat and tears to satellites."
Editorials

No relief

The three-man FCC "majority" tried to put a new face on its WHDH-TV decision in affirming it last week. As reported elsewhere in this issue, the commissioners went out of their way to state that this case was "unique" and to imply that it did not necessarily set a precedent on which other challenges to incumbent licensees would be decided.

The new face is as false as the reasoning behind it. In no way did the commissioners alter their original decision, which gave the Boston channel 5 facility to a rival applicant on two principal grounds: diversification of media ownership and integration of management and ownership. Those two criteria remain to plague others whose rights to stay in business will be attacked at renewal time.

More than ever legislation is needed to give reasonable security to worthy licensees. The Pastore amendment in the Senate and similar bills in the House would require the FCC to disqualify an incumbent before putting his license up for grabs. Broadcasters must not relax their efforts to get action.

Less than meets the eye

There is some comfort—but not much—to be taken in the FCC's decision in the WBBM-TV Chicago pot-party case. True, the commission indulged in some high-sounding references to the First Amendment, and, true, it imposed no sanctions on the licensee, CBS. But the First Amendment would have been better served if the FCC had admitted it had no business going into this case in the first place.

Chances are the commission would not have made so much of it if an overstaffed and underdirected House Investigations Subcommittee had not seized upon the pot-party story as the subject of a full-scale hearing last spring. The subcommittee tried, but failed, to prove that WBBM-TV staged the party as a sensational device to inflate the ratings of its news programing. It then turned to the FCC with the demand that the agency prosecute a victim that the subcommittee had been unable to convict. As a creature beholden to the Congress, the FCC complied.

Its final judgment, as described in this publication last week, is a marvel of bureaucratic logic. One key finding goes as follows: "While the pot party was authentic in many respects and thus cannot be deemed a flagrantly staged event or outright fraud on the public, it would appear that it was misleading in that the public was given the impression that WBBM-TV had been 'invited' to film a student pot gathering which was in any event being held, whereas, in fact, its agent had induced the holding of the party." That chain of reasoning was even harder for the FCC to swallow, as its next sentence in its decision makes clear: "There is some ambiguity with respect to the situation leading to the foregoing conclusion."

But ambiguity is no deterrent to the FCC, which concluded that "the film should not have been made because inducement of the commission of the crime involved, as the licensee recognizes, is improper and inconsistent with the public interest." On that finding the FCC criticized CBS for inadequate management of its newsmen and ordered it to institute tighter controls.

In this sequence can be seen the application of governmental pressures that the First Amendment was intended to prevent. CBS may have retained its Chicago television license, but only after enduring more than a year of investigation and huge legal expense. The example can hardly serve as an inducement to other broadcast managements to encourage investigative reporting by their staffs.

In such circumstances there is a hollow ring to such FCC statements as this, which was in the WBBM-TV decision: "Broadcasting is, of course, no less entitled to First Amendment protection than the print media." And the ring is even less sincere when the commission adds: "Rather, broadcasting is the press, and something more—the 'more' being the requirement, because of the system of federal licensing which excludes all others from use of the frequency, that the broadcast operation be consistent with the public interest in such respects as the fairness doctrine and that the licensee eschew deliberately slanting the news or staging news events."

Score another for the regulators who believe in federal control of programing.

Force that fizzled

In its issue of last Dec. 16, this publication presented a 6,500-word report on the recommendations of the Task Force on Telecommunications Policy and an editorial decrying them as a blueprint for a government takeover of the television system of this country. Now that the report has been officially released, we have no reason to change our judgment of it. We are, however, relieved to note that it has been disavowed by both the administration that created it and the one that inherited it.

The report was submitted to President Johnson before he left office. He never acknowledged its existence.

The report has made no more favorable an impression on President Nixon. The aide who supplied it to Congress last week went out of his way to avoid implying an endorsement.

The report is bound to surface on occasions, as it did last week during the House Communications Subcommittee hearings, but not with the splash it would have made with presidential support.

"It can't miss. We won't call them reruns. We'll call them revivals."
Who answers the cry for help?

WRC-TV TAKES THE TIME

... prime time, if necessary

Our most recent prime time documentary probed the forbidding topic of suicide. The program brought seldom disclosed facts about the nation's tenth largest killer before the public for the first time. Narrator Peter Hackes and the WRC-TV documentary unit talked with patients who had attempted self-destruction, and with specialists in the field of Suicidology. They learned that suicidal tendencies are detectable and that help for troubled persons is available in the Washington area at any hour of the day or night. If their findings prompted a single potential suicide to seek guidance from those who answer the cry for help, it was well worth our taking the time.

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WRC TV4
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