WLBT(TV) loses its license, FCC its dignity. p21
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SPECIAL REPORT: Local radio's voice for a better tomorrow. p44
Heat remains in ashes of the doused NAB-NCTA deal. p70

What's he making a big production of now?
Hugh Hefner is making a big production of PLAYBOY AFTER DARK'S second big season of 26 hour-long color taped programs.

Produced by Playboy Productions. Distributed by Screen Gems.
"My husband and I were listening with great interest for our sixteen year old son has just graduated from grass to the hard stuff and we need help desperately —"

This excerpt is from one of the several hundreds of letters received after KRLD-TV recently presented a prime time program by Richard Perigo — Dallas high school graduate — former member of the "IN" crowd — former narcotics addict — a paroled convict — telling it Like It Is. In the language of today's youth, Perigo related his personal experiences from his first encounter with marijuana in junior high, thru his life of crime and conviction, and ultimate confinement in solitary. It was not a pretty story, but one that needed to be told on a first person basis to the youth of our area.

We tell it like it is, in our news, in programs of particular significance, in all phases of our operation. Could be a part of the reason for our continuing dominance in the market.

KRLD-TV

The Dallas Times Herald Station

CLYDE W. REMBERT, President
Telecommunications

Closing vacancy

It's by no means certain now that FCC Commissioner James J. Wadsworth will resign from FCC to rejoin diplomatic corps as sort of roving ambassador for upcoming final phase of International Telecommunications Satellite (Intelsat) conference to draft new space-communications charter. There have been complications on transfer, and it may develop he'll continue at FCC as one of its three Republican members but help in conference preparatory work without resigning or even taking leave of absence.

Inch at a time

Metromedia President and Board Chairman John W. Kluge, on morale-boosting tour of company facilities, last week told closed-door meeting of department heads and sales people of one operation that most people had wrong impression of his purpose in merging with Transamerica Corp. Mr. Kluge emphasized that proposed merger, cancelled earlier in month, was not "sellout" but attempt to "compress" time, chance to leap ahead and become larger company in hurry.

Under present antitrust policy frowning on acquisitions by top 200 companies, Mr. Kluge sees little chance of Metromedia's merging into any bigger company in future. Instead, as Mr. Kluge sees it, Metromedia will itself acquire smaller companies until it becomes 201st largest in country. Reason he gave for disappointing current financial condition is company's pioneering and breaking of ground in different directions simultaneously. He promised that Metromedia would continue to do this because that's the way it became important in first place.

Equal opportunity

FCC effort to end discrimination by broadcasters in hiring on basis of race may be extended to others regulated by agency. Commission reportedly has directed staff to draft antibias rule that would apply to common carriers. Proposal was advanced by Commissioner Nicholas Johnson.

Antibias rule applying to common carriers would make far wider impact than does rule governing broadcasting. Commission records show some 115,000 persons employed by radio and television stations, 868,000 by telephone and telegraph companies.

Reversal

NBC-TV has done quiet turn-about on acceptance of Advertising for feminine-hygiene products. After outright ban on such advertising was lifted by TV code authorities and board of National Association of Broadcasters few months ago, NBC-TV started accepting it selectively. Now it has decided to stop, but will honor current commitments.

Black hat, white hat

Most unpopular figure at last week's National Cable Television Association convention in San Francisco, far and away, was FCC general counsel Henry Geller, regarded as legal strategist behind FCC extending regulation of cable. Mention of his name was all but hissed by cable-TV people. Participating in panel discussion on cable TV's regulatory problems, Mr. Geller faced hostile audience and was subjected to aggressive questioning. In sharp contrast, Sol Schildhause, chief of FCC's CATV task force, was possibly most popular figure at convention. He was wined at reception thrown by Martin Malarkey's Political Action Committee of Cable Television. Mr. Schildhause also, from talk heard among grassroots of convention, seems to have some backing for job as president of NCTA, replacing retiring Fred Ford.

Defying justice

FCC may be moving toward something of confrontation with Department of Justice over handling of license renewal of Frontier Broadcasting Co.'s KFRC-TV Cheyenne, Wyo. Commission staff is recommending unconditional renewal, despite Justice's suggestion that Frontier be granted renewal only on condition it sell station. Justice says Frontier has "mass media communications monopoly in Cheyenne. Frontier owns only TV and only full-time AM stations in town, one of two FM's, and its principals control company that publishes city's only morning, afternoon and Sunday newspapers.

But commission staff is said to have urged commissioners not to change policy regarding multi-media findings on ad hoc basis. Staff says changes should be made through rulemaking. And it notes that two proceedings now underway—one to revise CATV rules, other to limit ownership of stations within community—would provide suitable vehicles for change.

Siren song

Incongruous as it may seem, there are officials of Federal Communications Bar Association who oppose Pastore bill (S. 2004) to thwart "strike" applications for broadcast facilities. (Strike applications generate new law business for newcomers.) While vote of 13-man executive committee wasn't revealed, FCBA is submitting to full membership question of whether to appear before Senate committee at hearings beginning July 15 and, if so, whether to support or oppose bill.

In asking for reply ballots by July 9, FCBA sent its membership of practicing lawyers statements of both majority and minority of executive committee. Minority said it thought action on Pastore bill (which in practical effect would require prior FCC finding that renewal would be contrary to public interest) should be deferred until FCC has opportunity on its own to "remove the problems which have given rise to this proposed legislation."

Keeping track

Concerted effort to standardize coding of TV commercials is under way, spurred at least partially by proliferation of spots as 30-second length continues to rise in popularity. Currently everyone seems to have own system, from advertisers and production houses to storage vaults, and "filing and finding" problem is becoming more acute all along line from agencies to stations and back. At invitation of Broadcast Administration Committee of American Association of Advertising Agencies, representatives from wide range of related fields held exploratory meeting Friday (June 27), named Albin Nelson, director of Television Bureau of Advertising, to head subcommittee to draft proposals.

There had been earlier feeling that code should cover such details as length and description of commercial, whether it's in color, etc. But session reportedly concluded that all that's essential—at least at first—is code of three or four letters and three digits to (1) identify product, (2) number each of its commercials. Three-letter combinations will handle 17,576 different products—as against 5,700 in national and regional TV last year. Four letters would raise possibilities to 456,976. Three-digit numbering could account for 999 different spots for each product—enough for 20 years, according to one estimate, based on report that one especially heavily advertised product has used 700 commercials in last 17 years.
Some clown in Washington has parents behaving like children.

His name is Lorenzo.
And his show is almost as popular with parents as it is with their offspring. Partly because they find it entertaining; partly because they enjoy watching an "educational toy" at work.
Improving the quality of children's programming is a start. We're also working on adult programming. We think that ought to appeal to adults, too.

WTOP-TV
A Post-Newsweek Station
Condemning FCC for placing burden of proof on intervenors in WLBT(TV) case, Washington appeals court strips Jackson, Miss., station of license and orders FCC to invite new applicants. See . . .

WLBT loses license, FCC its dignity . . . 21

Matter of “grave concern” says CBS's Frank Stanton of Supreme Court decision upholding fairness doctrine and personal attack rules, adding hope that CBS will not have to retaliate against personal attack provisions. See . . .

Stanton warns about ‘playing it safe’ . . . 22

NAB promises House Commerce Committee that code boards will make attempt at stricter self-regulation of cigarette advertising when boards meet next week. TV board member predicts “positive action.” See . . .

Compromise on cigarette advertising? . . . 24

ASCAP and All-Industry TV Stations Music License Committee go back to court. Latest dispute is provision in proposed contract giving ASCAP right to compare stations' claimed revenues with FCC filings. See . . .

TV music harmony goes off key . . . 36

Look at network affiliation contracts now open for public inspection at FCC network study group office reveals that, although networks use similar formulas to figure compensation, contract provisions are flexible. See . . .

A look at TV affiliates' compensation . . . 41

Local radio’s heightened community consciousness is demonstrated by award-winning public service programming —promotable, attractive to FCC and good business at fraction of cost TV would require. See . . .

Local radio’s voice for a better tomorrow . . . 44

Rand Corp. gets first Ford Foundation CATV grant for study of impact of cable TV on television industry, importation of distant signals, new markets and new networks. Completion of study scheduled within year. See . . .

Ford grant backs cable TV study . . . 65

House subcommittee proposes three groups implement satellite broadcasting: Office of Telecommunication Management for U. S., Intelsat for worldwide planning, new AID branch for underdeveloped nations. See . . .

Satellite plan advanced by House . . . 67

Reaction to NAB rejection of cable television regulation pact highlights NCTA convention; chairman of House Subcommittee on Communications and Power says NAB decision to renegotiate agreement bears close scrutiny. See . . .

Heat in the ashes of a doused deal . . . 68

NCTA's Frederick W. Ford suggests addition of six channels for nonentertainment programming to be distributed via domestic satellite/microwave; cites advantages of minority interest appeal and low cost. See . . .

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Broadcasting

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BROADCASTING, June 30, 1969
Isadora Duncan was the first great modern dancer.

Her dancing was, to say the least, avant-garde. But some consider it dull in comparison to her private life.

Back in the twenties she led a life that would make headlines even today. And this kind of living was reflected in her dancing.

You'll see what we mean when you see, "The Life and Loves of Isadora.

It's one in a series of 52 prime-time specials Group W is presenting on its five television stations this year.

We're doing a different special on a different subject each week. Some to inform. Others to enlighten. Still others to entertain.

We think it's part of a broadcaster's responsibility to bring interesting subjects into people's homes.

And who could be more interesting than someone who, 42 years after her death, is still ahead of the time.

GROUP W

The only thing more sensational than Isadora on stage, was Isadora off stage.
Anticigarette bill in Calif.

Fortunes of bill California state senate passed 28 to 7 last week to ban local and regional advertising of cigarettes took surprise turn for worse, according to measure's proponents, when late Thursday (June 26) it was assigned to Committee on Commerce and Public Utilities instead of to friendly Health and Welfare Committee.

Office of state Senator Anthony C. Beilenson, co-author of bill, told Broadcasting, Friday (June 27), that move was "sort of unexpected" and senator has "no line on feeling within commerce committee." Beilenson forces feel that if bill gets out of committee it will pass assembly, possibly entire process taking place within three weeks.

According to Beilenson people, bill would ban cigarette advertising on radio and television broadcasts transmitted from stations in California. Same stations would be charged with locally covering network cigarette advertisements if stations get advance notice of commercial placements. It would be similar, they say, to what's now done in Oregon where state law prohibits advertising of beer and wine on Sundays.

Bill also would apply nationally to newspaper and magazine advertisements for cigarettes in publications or regional editions of publications that have their major circulation in California.

Cigarette filing extension

National Association of Broadcasters' request for extension of time in which to file comments in FCC's proposed rulemaking on prohibition of radio-TV cigarette advertising was granted Friday (June 27). NAB wanted extension of previous July 7 deadline since association's radio and TV code boards are meeting July 8 and 9 to consider code revision on cigarette advertising (see page 24).

GT&E back on dotted line

General Telephone and Electronics Corp., New York, has renewed its sponsorship of CBS Playhouse for third consecutive year. Company said that as in past, original dramas will be presented without commercial interruption. Agency is Doyle Dane Bernbach, New York.

Fine added to WCAM woes

City of Camden, N. J. already stymied by FCC in its efforts to unload money-losing WCAM (Broadcasting, June 23), was ordered Friday (June 27) to pay $700 fine for "apparent willful or repeated" violations of FCC rules.

Commission charged WCAM with having improperly licensed operator controlling transmitter and not having equipment performance measurements available for inspection. Station had denied violations were "willful or repeated" and argued that since WCAM operates on city tax funds, and is located in depressed area, forfeiture would not be "in public interest."

EIA shows color gains

Color-TV sales by distributors to dealers for first four months of 1969 were up 14.3%, with monochrome-TV sales down 2.8% over comparable 1968 period.

Electronic Industries Association figures showed, in the home radio category, total home radio sales down 5.7%, with FM sales up by 7.2%.

Over-all, total radio sales were up mere 2.2%; total TV sales were up by 5.6%.

Chicago meeting canceled

Bruce A. Hebenstreit, KGGM-TV Albuquerque, N. M., is continuing his campaign against importation of the CATV distant signals into medium and small markets, despite abandonment late last week of plan to hold meeting of small-market TV owners today (June 30) in Chicago. Proposed gathering was canceled after Mr. Hebenstreit received 31 responses to 280 letters, with only nine indicating they would be able to attend.

Mr. Hebenstreit, who made his case before National Association of Broadcasters' joint board earlier this month (Broadcasting, June 23), is carrying on "continued correspondence with interested parties," leaving open possibility of holding similar meeting at later date, and is preparing article—tentatively titled "Is Free Television on the Way Out?"—presenting anticable viewpoint in layman's terms, for as yet undetermined national magazine.

He also plans to assemble audience figures from American Research Bureau, before and after CATV importation, to prove his charge that distant signals hopelessly fragment audiences in medium and small markets.

FCC's alternative plan

FCC has suggested that officials of civil rights groups and mayor of Urbana, Ill., call on only full-time station in Champaign-Urbana market to help cool off racial tensions at night.

Commission made unusual suggestion in latter in which it turned down request of L. Frank Stewart, owner of WCUR Urbana, for temporary authority to operate beyond normal hours. Station broadcasts on 1580 kc with 250w through midnight.

Mr. Stewart had made request to reduce "racial tension" in Champaign-Urbana area by providing means of communication with black community during night-time hours.

Commission said honoring request would involve changes in provisions of U.S.-Canadian treaty governing use of AM band.

But commission suggested that officials of local units of Urban League and National Association for Advancement of Colored People, as well as Urbana mayor, all of whom had supported WCUR request, ask WDWs, only unlimited-time AM station in Champaign, if it would help meet need of black community in area at night. Commission said every licensee is obliged to make good faith effort to serve needs of actual service area.

Commission expressed regret it could not grant Mr. Stewart's request, but said it assumes his and other stations in area "will be able to establish meaningful communications with the black community."

Commission buttressed letter with copy of Supreme Court decision in fairness doctrine case, which stated licensees can be required to serve as "proxy" with obligations to present views and voices of all elements of community. Commission also enclosed copy of chapter 13 of Kerner Commission report on civil disorders, which deals with role of media in serving needs of urban minorities.

Nielsen hits new highs

Sales of A. C. Nielsen Co., Chicago, for nine months ended May 31 increased 16% over same period previous year and reached record of $73 million. Firm's net earnings for period also hit record of $4.9 million (93 cents per
Week's Headliners

Mr. Goodfellow  Mr. Paro

Joseph W. Goodfellow, VP and general manager, WRC-TV Washington since 1960, retires Oct. 1. He will be succeeded as general manager by Tom E. Paro, station manager, WNBC-TV New York. Mr. Goodfellow joined NBC in 1949 as account executive for WNBC and WNB TV (now WNBC-TV) New York, and was made NBC Radio eastern division spot sales manager in 1952. He was made director of sales for WRC-AM-FM-TV in 1953 and became station manager of WRC-AM-FM in 1957. Mr. Paro was with Mutual in sales before joining NBC-TV Spot Sales, New York, in 1955 as account executive. He joined WRC-TV as director of sales in 1960 and was made station manager there in 1962. He moved to WNBC-TV in 1966.

Charles S. Mechern Jr., who has been chief executive officer and chairman of executive committee of Taft Broadcasting Co., Cincinnati, since December 1967, named board chairman and chief executive officer (see page 74).

Lawrence H. Rogers II, president and chief operating officer of Taft Broadcasting, remains in that position. David S. Ingalls becomes vice chairman of Taft group. Before joining Taft Broadcasting in 1967, Mr. Mechern was with Cincinnati law firm of Taft Stettinus & Hollister.

Grey Advertising Inc., New York, announced Friday (June 27) organizational changes resulting in younger management team and emphasis on creativity, agency said. Effective Jan. 1, 1970, chief executive officer Herbert D. Strauss will become senior executive officer; President Edward H. Mayer will succeed him as chief executive officer; board chairman Richard S. Lester will assume chairmanship of management committee, not held by Mr. Strauss, and Arthur C. Fa't, chairman of executive committee, will become founder chairman.

Effective Tuesday (July 1), six vice presidents are promoted to executive vice presidents, and 14 senior vice presidents (new titles) will be appointed. New executive vice presidents are: Alvin A. Achenbaum, information services and planning; Thomas G. Armstrong, international; Keith P. Fischer, Richard E. Wolfe, Hunter Yager, and Robert S. Zimmern, management account supervisors.

New senior vice presidents are: Samuel Abelow, E. Manning Rubin, Alvin N. Sarason and Joel Wayne in creative area; Michael G. Agate, Leroy B. Block, William E. Brennan, Edwin H. Holker, Herbert Lieberman, John G. Marder, Harold Miller, William C. Overead, John M. Young and Stephen K. Zimmerman in account and media areas.

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

Share) compared to $4.5 million (85 cents per share) for nine-month period in 1968.

JWT's new look

Chicago office of J. Walter Thompson Co. opens for business Monday (June 30) in new quarters on five floors of 100-story John Hancock building. After being tenant of Wrigley Building since 1924, JWT plans elaborate new audiovisual facilities.

JWT's 127,000 square feet of space in Hancock makes it new structure's largest tenant. Agency holds option for another 120,000 square feet in future years.

New quarters include a twin set of large two-story studios, one for TV experimentation and an adjoining unit for still photography. Full complement of color video-tape production facilities are to be installed after study of current product available in the one-inch closed-circuit field.

Agency also plans to link its internal systems with TV networks for in-office screening of new program pilots. Separate large audio production studio has been installed.

Back to drawing board

Special government advisory committee voted Friday (June 27) to reject as "too broad" proposed standards to protect consumers from TV radiation. Standards, which were returned to Bureau of Radiological Health, U.S. Public Health Service, would have limited radiation to 0.9 millirentgens, and 0.1 by July 1, 1971, "from any point (on TV set) accessible to individual under any condition of operation. Language "under any condition of operation" was judged to be too broad.

Forgo gets RCA gear

Sale by RCA of its electron microscope business to Forgo Corp., Sunbury, Pa., for more than $3 million in cash and notes was announced Friday (June 27), and is to become effective July 27 (June 30). Transaction covers RCA's inventory of electron microscopes, subassemblies in process, microscope patients and all other data required for conduct of business. No RCA plant facilities are involved in transaction.

RCA meanwhile announced plans to build $19 million plant in Circleville, Ohio, to produce glass tubes for color TV picture tubes.

Cowles buys Fla. paper

Stockholders of Cowles Communications Inc., New York, have approved acquisition of Ocala (Fla.) Star-Banner for 348,937 shares of Cowles' common stock.

Geyer, Oswald gets Milani

Milani Foods, Los Angeles and Chicago, has moved estimated $1 million account to Geyer, Oswald, New York. Previous agency was Bowes Co., Los Angeles.

Chicago office closed

Advertising Council Inc., New York, closes Chicago office effective June 30 when Mrs. L. S. (Duffy) Schwartz, who has headed office there for 23 years.

Sales leave Barney's bar

Decca Records division of MCA Inc., New York, has agreed to halt sale and manufacture of record which R. J. Reynolds, Winston-Salem, N.C., called "copyright infringement of its jingle, "You can take Salem out of the country."

"Barney," sung to jingle tune, features lyrics, "You can take Barney out of the bar but you can't take the bar out of Barney." Settlement was reached without litigation.

George Bryan dies

George Bryan, 59, staff announcer for CBS Radio since 1940, died Friday (June 27) in Stanford, Conn. At one time he was announcer for network's Arthur Godfrey's Talent Scouts.
"And Not a Drop to Drink..."

In their continuing efforts to combat water pollution, Storer stations have shown themselves articulate, ingenious and effective. A documentary on the crisis in Lake Erie produced by WSPD-TV, Toledo, was not only widely retelecast in Ohio and Michigan, but prints were also requested for use by Congressional and Cabinet groups in Washington. In New York, Radio Station WHN hired an independent research laboratory to analyze samples of Hudson River water from its crystal-clear source to its dirty, refuse laden mouth. Miami’s WGBS Radio, Milwaukee’s WITI-TV and Cleveland’s WJW Radio and WJW-TV — all serving communities with major water problems — are deeply involved in intensive programs of documentaries, editorials and in-depth news features on the subject. This mounting concern with America’s economic and esthetic stake in preserving the purity of its “water, water everywhere” takes a lot of doing. But in this, as in every phase of their broadcast operations, Storer stations do as a matter of routine things that community leaders often consider rather special. That’s why Storer stations stand out — another reason why it’s good business to do business with Storer.
UPI Audio fits any station's image
Take a format. Any station format. From Rock and Roll to Bach and Beethoven. Add UPI Audio, and you still have the same format. But now you've improved your image and your profit position—thanks to the authentic UPI sound of news as it happens. UPI Audio gives your station the independence to select and slot news in the style...at the time...in the amount you want.

UPI's on-the-scene sound really helps a station sell time, too. Our more than 400 Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KHJ, Los Angeles and CKLW, Detroit; WAIT, Chicago and KLUB, Salt Lake City; KSFO, San Francisco and WCKY, Cincinnati. Let us show you how simple and profitable it is to work with a news service that knows its way around radio. Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N. Y. And don't put it off. You owe it to your listeners, your image, your station's future.

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**Mystery Power**

ANY NUMBER CAN WIN RIFFI IN TOKYO TWO ARE GUILTY COUNTERFEITERS OF PARIS

CONTINENTAL LION

Presents

First-run on television—37 theatrically released features.

Twenty-One in Color.

Average length—100 min.

All post '60. All with internationally famous stars and directors.

Top in Sales and Profitability.

Continental Lion features are distributed by MGM Television.

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**Datebook**

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

- Indicates first or revised listing.

**June**

June 29-July 2—American Advertising Federation convention. Speakers include Donald M. Kendall, president of PepsiCo; AAF Chairman Walter Terry and President Howard Bell (see story on agenda elsewhere in this issue). Waldorf-Astoria hotel, New York.

**July**

July 2—Deadline for comments on FCC’s proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 2—Deadline for reply comments on FCC’s proposal to establish reporting requirements for CATV systems.


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

July 10—Special shareholders meeting, Filmmakers Inc. Hotel Berkshire, New York.


July 15-18—Hearings before Senate Communications Subcommittee on bill S. 204, to protect broadcast licenses from competing applications at renewal time. Washington.


July 14—Deadline for comments on FCC’s proposed rule making changes in station-identification requirements for TV translators of more than 1 w power.

July 18—Deadline for reply comments on FCC’s proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

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 for oral argument was May 12.

July 21-22—Hearings before Senate Subcommittee for Consumer, on bill H.R. 6543 (to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Washington.

July 24—Deadline for reply comments on FCC’s proposed rule making changes in station-identification requirements for TV translators of more than 1 w power.

July 30—Special stockholders meeting, Pooty, Cone & Belting to vote on corporate structure changes. Sherton-Chicago hotel.

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**August**

Aug. 1—New deadline for comments on Part Five of FCC’s notice of proposed rulemaking dealing with CATV policy. Previous deadline was June 16.


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. 26—Annual stockholders meeting, Rollins Inc. Atlanta.


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**September**

Sept. 5—New deadline for reply comments on all portions of FCC’s CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC’s further notice of proposed rulemaking issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.


Sept. 11-13—Annual fall convention of Louisiana Association of Broadcasters. Monteleone hotel, New Orleans.


Sept. 25—Association of National Advertising...
ers workshop, Plaza hotel, New York.

Sep. 28-30—Annual fall meeting of the National Association of Broadcasters, Holiday Inn, Grand Island.

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

Oct. 1-3—Annual fall convention of Tennessee Association of Broadcasters, Sheraton-Peabody, Memphis.

Oct. 1-7—Japan Electronics Show, Electronic Industries Association of Japan, Ginza.


Oct. 9-19—Meeting of International Film, TV Film and Documentary Market, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 1945 Milan, Italy.

Oct. 11-12—Annual fall convention of Texas Association of Broadcasters, Koko and Villa Inns, Lubbock.


Oct. 22-24—Annual fall convention of Indiana Association of Broadcasters, Sheraton hotel, French Lick.


Oct. 29-31—Annual fall convention of Illinois Association of Broadcasters, Drake-Oakbrook hotel, Oakbrook.

November

Nov. 5-6—Association of National Advertisers workshop, D. Monaco's hotel, New York.

Nov. 8-12—Annual convention, National Association of Educational Broadcasters, Sheraton-Park hotel, Washington, D.C.

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


Dec. 12—Annual fall management seminar, Kansas Association of Broadcasters, Ramada Inn, Lawrence.

December

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

Dec. 8-12—Annual National Association of Broadcasters conference, management seminar, Purdue University, West Lafayette, Ind.

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

January 1970


— Indicates first or revised listing.

The WJEF Countrypolitans

They're tuned in to the good life

And why not? The man of the house may be a banker, businessman or farmer. But more likely, he's one of the 70 thousand or so with well paying jobs in the 880 manufacturing plants providing for one out of every three jobs in the two-county area.

The average Countrypolitan owns his own home, has two cars and three children. And because he's still under thirty, in a highly acquisitive stage of life, he uses his buying power to get more out of life.

Ask Avery-Knodel how you can tune in on the WJEF Countrypolitans, who stay tuned to WJEF for their favorite music, sports, local and CBS news.
DON'T JUST STAND STILL ALL SUMMER

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

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

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

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

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

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

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

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants
140 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9800

OpenMike

A response that impressed

Editor: The personal response to my June 9 "Monday Memo" has been a little startling. I've heard from close friends, former bosses and fellow-workers from all over the country, present-day colleagues, and from some friendly strangers, too.

It has been a most pleasant experience. I can't help but be favorably impressed by the strong, clear signal transmitted over a wide area by BROADCASTING.—Scott Young, broadcast supervisor, Leo Burnett Co., New York.

Temporary base only

Editor: There was a statement in your June 23 issue to the effect that George Milliken and myself had resigned [as executive vice president and president, respectively] from Norman, Craig & Kimmel to join the consulting firm of Sternburg & Swiskow. It is true that we have resigned from Norman, Craig & Kimmel, but we have not joined Sternburg & Swiskow. We merely are using their office facilities on a temporary basis.—William E. Chambers Jr., New York.

BookNotes


Comb-bound in leatherette, this book fully reports proceedings of the 1969 National Association of Broadcasters Engineering Conference in Washington last spring. This complete transcript of the technical papers is presented, plus the transcript of the FCC-industry panel discussion. The book is profusely illustrated with all the photos, slides and drawings used with the technical presentations at the conference. The volume serves as reference for the current state of all phases of broadcast engineering. Compiled from presentations by industry experts, it is also an invaluable aid in helping stations make purchasing and engineering decisions. Subjects cover material from the care and feeding of directional antenna systems and the importance of color temperature, to satellite communications and computer usage in broadcast engineering. Suggestions are presented for a new solid-state TV demodulator, a "logical" approach to video switching systems, audio signal processing by means of AM-FM limiters and AGC amplifiers, a new VHF transmitter design and more.

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ABC
People to People Radio Stations salute you KQV, for fifty continuous years of community service to Pittsburgh.

In the many worlds of broadcasting, you've been an outstanding example of continuing service to your community. Because you've given so much you've been honored again and again and again. KQV, we're proud to call you an ABC Owned Radio Station.

WABC New York • KQV Pittsburgh
WXYZ Detroit • WLS Chicago • KXYZ Houston
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ABC OWNED RADIO STATIONS
Partners for profit: children, toys and TV

Television has been good to the toy business. But then it's reciprocal. Toys have been good to TV, to the tune of $44 million last year, up 22%. Toy commercials are a major selling idea, using the language of the audience specifically addressed.

Toys this year will be a $2 billion business and TV will no doubt play a major role in the attainment of this goal. In the process we are observing significant trends, not only in toys but also in TV, programs as well as commercials.

Since the arrival of TV the toy industry has shown phenomenal growth, almost quadrupling its sales in 15 years. Today the sale of toys is a year-round business and toys now usually are bought by conscious brand-name preference. Before TV most toy and game companies aimed their print messages only at parents. Today toy TV commercials aim at children to a major degree and parents to lesser degree.

The trend away from violence and monsters in children's programs has come about primarily as a result of pressure from the government and the advertiser.

The most successful kids shows this season have been non-violent and the trend will continue. In the Saturday morning schedule, for instance, the Banana Splits out-Nielsen the others more than two-to-one.

Yet there is a popular prime-time adult show which attracts more kids than any other program on the tube: Laugh-In. We may not know why they love it, but sight and sound gags have something to do with it along with action and pace.

As Marshall McLuhan explains it, all adds up to involvement. Many children watch TV for a greater proportion of their wakeful hours than they spend with parents or teachers. This has never happened before in the history of mankind.

Radio was one-dimensional, invisible and close to artificiality. TV has sound, sight and movement and is realistic. Kids participate in TV as they watch.

All of which bears on creative changes we can anticipate. For one thing, commercials will be based on a single selling idea, using the language of the audience specifically addressed.

The selling idea may be no more than a thought, an impression or perhaps an explosive idea. And although the trend is for directness and simplicity with style, the messages of tomorrow will necessarily be stronger, faster and carry enormous impact if they are to be successful or even competitive.

Little research has been done on children's attitudes and reactions to television. In most cases a show's popularity is unplanned although strongly hoped for.

It may seem unthinkable that manufacturers go to market with toys and on the air with commercials without some idea of effectiveness and acceptance. But it happens and it isn't corporate stupidity.

It's good old compression; the "massaging" medium has forced our hand. Instant communications. The ability to distribute products across the nation, or for that matter throughout the world, and immediately inform people of their availability has changed the rules. We are in the unfortunate position of continually catching up with ourselves.

There will probably be more on-the-air testing of what we think of as "rough-cut" commercials. Or inexpensive short-lived commercials designed to probe the market, not necessarily sell it. We may discover that going directly to the consumer, without time-wasting wheel-spinning in committee decisions, will uncover the right answers in the shortest possible time.

More and more toy manufacturers probably will be moving toward educational playthings, either as part of their present structure or as an individual operation devoted to this increasingly important market. It's an admirable goal to shoot for but a tough target today.

As one of our research interviewers said of a toy designed for both fun and educational values: "If it isn't fun, children won't play with it."

Sooner or later you must look through kids' goggles, see things as they see them, appeal to them through their childish emotions and meet them on their own ground.

A noted child psychologist and consultant said recently: "Even the most expert teaching tends to slow down the learning of young children." She explains: "What is logical order to us is not logical order for children." They learn in bits and pieces, they attack many areas of learning almost simultaneously and master none immediately.

We can learn from these observations by designing our communications on their level of understanding. We can shape our future marketing programs on what appeals directly to the child, not to the parent, because if the parent initiates interest then the appeal to the child is lessened and the job of selling is made more difficult.

We must tantalize his curiosity, stimulate his interest and involve him. You may or may not dig the Jefferson Airplane or the Turtles but your kids do and so do kids from 4 to 24.

This is the type of material that is selling them now. We can only lay in a supply of earplugs and sunglasses to prepare for the future. For better or worse, television advertising is partly an art form, partly a business.

It's big, complex, challenging and changing. It also will be profitable for those who master the medium.
With the acquisition of QRK—one of the country’s largest professional turntable manufacturers, CCA Electronics can now provide the broadcast industry with “instant service” from coast to coast.

We will stock at both facilities a complete inventory of CCA transmitter and QRK turntable parts. In addition, we will store, in depth, products manufactured by outstanding vendors and distributed by CCA such as:—CBS, Andrew, Sparta, Spotmaster, Electro–Voice, Marti, Scully, Ampex, Magnecord and McMartin.
NEW HAVEN RADIO IS ALL CHANGED.

WHAT HAPPENED?

WNHC HAS PULLED AHEAD OF THE OTHER CONTEMPORARY STATION.

IN WHAT TIME PERIOD?

ALL DAY. LEADS 6 A.M. TO 12 MIDNIGHT SUNDAY THROUGH SATURDAY IN THE TOTAL SURVEY AREA.

WHAT SURVEY?

ARB NEW HAVEN-WATERBURY APRIL-MAY, 1969*

HOW COME?

IT’S A TRIANGLE STATION JUST LIKE WFIL IN PHILADELPHIA

*Subject to limitations available on request
WLBT loses license, FCC its dignity

Chief Justice Burger's swan song as appeals judge backs White's decision, puts licenses on the line

An obviously angry U.S. Court of Appeals for the District of Columbia last week eviscerated the FCC, stripped the license from WLBT(TV) Jackson, Miss., a station accused of racism in its programming, and directed the commission to invite new applicants for the Jackson channel 3 facility involved.

The decision—the last that Chief Justice Warren E. Burger wrote as a member of the court of appeals—was probably unprecedented in the tone of its condemnation of the commission and extraordinary in taking the resolution of the WLBT case out of the hands of the so-called “expert agency.”

But the implications of the decision go beyond the WLBT case itself, particularly when viewed against the background of the Supreme Court decision of June 9 upholding the constitutionality of the commission’s fairness doctrine and personal-attack rules (Broadcasting, June 16). Those two decisions, Washington communications attorneys said last week, have produced a new “and dangerous” regulatory climate in Washington.

Broadcasters brought up in a businessman’s tradition to regard the frequencies they use as “theirs” now know—if they didn’t already—that they are simply “fiduciaries” of a great public resource, as Supreme Court Justice Byron R. White said three weeks ago, and Judge Burger said last week. “It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount,” Justice White said.

Judge Burger underscored that point. “The infinite potential of broadcasting to influence American life renders somewhat irrelevant the semantics of whether broadcasting is or is not to be described as a public utility.” (Broadcasters have always clung to the Communications Act assertion that they are not “common carriers” as protection against being required to sell or give time to anyone requesting it.) “By whatever name or classification,” Judge Burger wrote, “broadcasters . . . must meet the highest standards which are embraced in the public interest concept.”

Beyond this agreement on the role of the broadcaster in relation to his audience, the White and Burger opinions complement each other in a way likely to heighten the risk factor in broadcasting. Justice White wrote that “it is the right of the public to receive social, political, esthetic, moral and other ideas and experiences which is crucial here.”

This language would appear to leave licensees vulnerable to challenge from members of the public who feel they have been denied access to a wide range of “ideas and experiences” (not merely those in the areas of politics or public affairs).

And the Burger opinion, in which Judges Carl McGowan and Edward A. Tamm joined, makes it plain how the commission is to regard members of the public who bring such complaints—hospitality, as “an ally,” not “an opponent.” What’s more, it also provided at least the basis for argument that the burden of proof is to be on the licensees, not those making the charges.

Private communications lawyers—and some commission attorneys as well—see the decision as encouraging community groups to file protests against license-renewal applications. The rise of such groups prepared to challenge the broadcasting establishment, with competing applications of their own or with protests against license renewals, is already a fact of life. And one attorney said that, in view of the WLBT decision, licensees must now regard protests against their renewal applications to be as dangerous as competing applications.

Indeed, the National Citizens Committee for Broadcasting, which is conducting a public campaign to persuade the commission to review the performance of television stations in the top 150 markets (Broadcasting, June 23), was jubilant. Ben Kubasik, the committee’s executive director, called the decision “just the start.”

The general counsel of the NCCB is Earle K. Moore, the attorney for the United Church of Christ, leaders of the Jackson area Negro community and United Church of Christ at Tougaloo, near Jackson, in the appeal that led to last week’s decision. The church and its co-complainants have been opposing renewal of the WLBT license since 1964.

Dr. Everett C. Parker, director of the church’s office of communications, said the decision “indicates that the people of the United States still have some protection for their rights against governmental agencies that fail to enforce the laws they were created to enforce. It is a salutary thing and a landmark decision.”

He expressed regret that the WLBT management had forced the church’s hand by what he said was its unwillingness to cease discriminatory practices. He said the “enlightened attitude” of the management of KTAL-TV Texarkana, Tex., which has reached an
agreement with protesting black groups who were assisted by Dr. Parker's office (Broadcasting, June 16), is "indicative of what the majority of broadcasters really will do when lack of service is called to their attention."

Dr. Parker's office has assisted groups that have filed protests against Kaye Puyallup, Wash., and KEQW Paradise, Calif., but is not a participant in those actions. Dr. Parker said the church will not file any protests unless it finds situations it feels cannot be resolved by other means. The church, he said, seeks "friendly relationships" with broadcasters.

The church's appeal on which the court ruled last week was from the commission action last year renewing the Lamar Life Insurance Co.'s license for WLBT. The vote on the commission action was 5-to-2, with Commissioners Kenneth N. King, and Nicholas Johnson issuing a sharp dissent (Broadcasting, July 1, 1968).

Last week's decision marked the second time Judge Burger had written an opinion overruling the commission in the WLBT proceeding. In 1966 he held that the commission had erred in not permitting the church and its co-complainants to participate as parties in the station's renewal proceeding, and in granting the station a license renewal—even if for only one year—without the hearing they had requested.

The commission in 1965 had granted WLBT the short-term renewal principally because of the allegations made by the complainants, who had accused the station of promoting the segregationist point of view (even to the extent of cutting off network programs dealing with the civil-rights issue), of ignoring the programming needs of the area's Negroes, who account for almost 50% of the population in the station's service area, and of referring to Negroes in a derogatory manner. The station denied all of the charges.

A large share of the criticism dispensed by Judge Burger last week was directed at Examiner Jay Kyle, who conducted the renewal hearing. Judge Burger said the examiner had improperly treated the church and its co-complainants as "interlopers" and appealed to have been guided by "a curious neutrality-in-favor of the licensee."

Judge Burger said the "public intervenors, who were performing a public service under mandate of this court, were entitled to a more hospitable reception in the performance of that function. As we view the record, the examiner tended to impede the exploration of the very issues which we would reasonably expect the commission itself would have initiated; an ally was regarded as an opponent."

Judge Burger was particularly harsh on the examiner and the commission for placing the burden of proof on the intervenors rather than the station—contrary, he said, to the court's "mandate. " It was not the correct role of the examiner or the commission to sit back and simply provide a forum for the intervenors," he said.

The Communications Act allows the commission discretion in allocating the burden of proof in license-renewal hearings triggered by petitions to deny. Accordingly, commission attorneys feel that Judge Burger's holding on the issue should be confined to the facts in the WLBT case. Judge Burger stressed that the probationary license grant given WLBT was a sign that the licensee had not yet demonstrated that a renewal would be in the public interest. He also noted that the commission in 1959 had found the licensee "wanting" in performance of its fairness-doctrine obligations.

However, groups challenging license renewal applications would find language in the opinion to support an argument that the burden of proof should be on the licensee. At one point, Judge Burger said a "public" intervenor is like a complaining witness who presents evidence to police or a prosecutor whose job is to make an investigation to determine if there is possible cause to believe a violation has occurred.

Judge Burger noted that Examiner Kyle recommended—and the commission granted—a three-year license renewal after concluding that the complainants had "woefully failed" to sustain "their serious allegations."

Then he commented: "The examiner and the commission exhibited at best a reluctant tolerance of this court's mandate and at worst a profound hostility to the participation of the public interest intervenors and their efforts."

Judge Burger expressed "profound concern" over the handling of the case, and a lack of confidence in the commission's capacity to remedy the defects the court had found. Normally, an appeals court that overturns an agency's decision simply remands the matter for further proceedings in line with its findings.

But, Judge Burger wrote: "The impatience with the public intervenors, hostility toward their effort to satisfy a surprisingly strict standard of proof, plain errors in rulings and findings lead us, albeit reluctantly, to the conclusion that it will serve no useful purpose to ask the commission to reconsider the examiner's actions and its own decision and order under a correct allocation of proof. The administrative conduct reflected in this record is beyond repair."

"In view of this finding—and the conclusion that the record does not sup-
port the commission's decision—the court said WLBT's license "must be vacated forthwith." The commission was directed to invite new applications for the WLBT license.

The court did not disqualify WLBT from filing an application, and it said the commission could allow WLBT to operate on channel 3 pending completion of the hearings. But it also said the commission could consider impounding the station's net earnings pending conclusion of the case.

One application has already been tendered—by a racially mixed group called Civic Communications Inc. Civic, which filed its proposal in March, also asked the appeals court either to delay a decision in the WLBT case until the commission decided whether or not to accept its application that matter is pending—or to instruct the commission to open the proceeding to new applicants (Broad-

Stanton warns about 'playing it safe'

He says CBS won't permit FCC personal-attack rules to affect news decisions

The Supreme Court's landmark opinion upholding the FCC's fairness doctrine and personal-attack rules (Broadcasting, June 16) is a matter of "grave concern" for broadcasters and would be unconstitutional if applied to newspapers but will not be allowed to affect news decisions of CBS News.

That was the word last week from Frank Stanton, president of CBS Inc., in a three-page memorandum circulated Friday (June 27) to officers and department heads of CBS and its groups, division and subsidiaries. It took substantially the same tack as a terse, earlier CBS statement on the decision's implications for news broadcasts, but reflected a milder view of its likely effect on entertainment.

Dr. Stanton made clear that CBS had never challenged the fairness doctrine—only the personal-attack rules. Therefore his emphasis in evaluating the court opinion was on the effect that the personal-attack rules might have.

He left no doubt that "if the [FCC's] implementation of these rules proves onerous, we will take advantage of available legal channels to seek redress and a clarification of the law." But he expressed hope that the commission's administration of the rules would not make that task necessary.

In an interpretation much less opti-
mistic than one offered a few days earlier by an FCC aide (see this page), Dr. Stanton said the decision “gives to a government agency the authority to make and enforce editorial judgments on broadcast content” by upholding “a procedure which would be clearly unconstitutional if applied to the print media and which may have the effect of inhibiting robust discussion of public issues which the First Amendment seeks to insure.”

“We at CBS hope that it will not have the adverse effect on broadcast journalism which we have envisioned,” he continued. “Indeed, we are deter-

minded, within the limits of our capabilities, not to allow the decision to affect the level or quality of programming which involves the presentation of views on controversial issues. . . .

“Our objection was not to the fairness doctrine, but to the personal-attack rules. In order to avoid that self-censorship which we believe is the most serious risk presented by those rules, we are adopting the policy of not allowing the rules to affect news decisions. Normal news judgments will apply in assignments, interviewing, writing, editing, choice of subject matter and persons to be interviewed.

“We shall make no judgments for the purpose of avoiding the consequences which the FCC rules may bring into play. Such judgments could only result in abdication of our responsibility to the public and to the American tradition of a free press. Where the rules do come into play, we will, of course, fulfill their requirements.”

The brief statement CBS issued shortly after the court decision came down had anticipated no change in CBS News practices but suggested, subject to further study, that there might be “extremely unfortunate consequences” for nonnews programs (BROADCASTING, June 16).

In his memo last Friday, however, Dr. Stanton said that “on the entertainment side, we do not believe that the personal-attack rule is applicable since— in most cases—the programs do not involve ‘the presentation of views on a controversial issue of public importance.’ On the other hand, the rule appears to apply to some talk and discussion pro-

grams.

“The problem is one of interpretation. How will the court and the FCC define a ‘presentation of views’; a ‘controversial issue’; an issue of ‘public importance’?”

Dr. Stanton said that, over-all, “the important thing to bear in mind” is the extent to which the decision will “curtail resourcefulness and otherwise prove inhibitive.”

CBS, he further pointed out, “will resist any tendency toward resultant blandness and ‘playing it safe’”, and will “take our cue from the court’s own cautionary words that we should not ‘suddenly prove timorous’ because of this decision.”

He expressed hope “that in the case-by-case evolution of the personal-attack rule the FCC will have the wisdom to encourage the free and vigorous expression of controversial views, and to support broadcasters against those who would repress or interfere with this freedom of expression.

“The honesty, character and integrity of individuals or groups who are in the public eye and whose decisions vitally affect the public welfare represent a vital ingredient of public discussion. We trust that, in its interpretation of the term ‘personal attack,’ the commission will not seek to restrict such discussion.”

In the only other official network comments on the court decision, president Julian Goodman of NBC said that, though “disappointing,” it need not deter broadcasters from providing “the widest possible treatment of all controversial issues” (BROADCASTING, June 23).

Dr. Stanton

CASTING, March 17). The court did not act on this request, but its decision presumably moots it.

One of the stockholders in Civic is Aaron Henry, a Clarksdale, Miss., pharmacist, who is one of the complainants in the WLIB case. Other principals include Charles Evers, executive director of the Mississippi chapter for the National Association for the Advancement of Colored People, who is the new mayor of Fayette, Miss.; Mrs. Paul Derian, the Democratic national committeewoman from Mississippi, and Hudding Carter III, editor of and 20% partner in the Delta Democrat Times, of Greenville.

There was no indication last week whether either the commission or the station would attempt to appeal the decision to the Supreme Court. The commissioners had not yet begun to focus on the matter. And Paul Porter, counsel for the station, while saying that “we will avail ourselves of all legal remedies,” was not yet prepared to say what the station’s next legal step would be.

Spirovack sees more freedom in fairness

Broadcast newsmen should be afforded greater freedom, not less, as a result of the landmark Supreme Court decision on fairness (BROADCASTING, June 16), and the news executive’s role in setting station policy probably will be enhanced.

This appraisal of the fairness decision was offered by Edwin P. Spirovack, legal assistant to FCC Commissioner H. Rex Lee, to more than 130 broadcast newsmen in New York June 21 at the Radio Television News Directors Association’s eastern regional confer-

cence. AP was host to the conference.

Mr. Spirovack told newsmen that while the ruling “ushered in a quiet revolution,” it “does not mean you’re up against the wall in the film-editing room.”

“As working journalists,” Mr. Spirovack said, “you know the nongovernmental limits and the freedom in your job. One aspect of your employment has changed, however. Its emphasis has shifted to a greater freedom in programming and reporting.” As to what stations must do because of the fairness ruling, he said:

“The NAB [National Association of Broadcasters] radio and television codes have, for some time, stated it well: In code language, ‘televisio provides a valuable forum for the expression of reasonable views on public issues of a controversial nature.’ The television broadcaster should seek out and develop with accountable individuals, groups

BROADCASTING, June 30, 1969
Compromise on cigarette advertising?

Tighter self regulation in NAB codes is talked up as alternative to federal action

Broadcasting seems to survive by 11th-hour decisions, and it has worked its way right up to another one, this involving $220 million in cigarette advertising.

Technically the Cigarette Labeling Act of 1965, which called for a health warning on cigarette packages but prohibited stronger restraints, expired today. Practically, the act will stay in force until Congress decides what to do next.

The House has passed a six-year extension of the current law (Broadcasting, June 2), and the Senate Subcommitte on the Consumer begins cigarette hearings on July 21. Under the new House-passed measure, the federal regulatory agencies would be prohibited from imposing their own strictures on cigarette marketing or advertising. But two agencies have already moved to initiate new rules if not prevented by congressional action.

The FCC has proposed a rule that will bar all cigarette advertising from the air (Broadcasting, Feb. 10).

The Federal Trade Commission begins hearings this week on its proposal to make the health warnings much stronger and to require such warnings in all cigarette advertising (Broadcasting, July 8, 1968 et seq, see page 32).

Into this government activity the broadcasters must ride a somewhat spattered white horse, hoping that their new attempts at industry self-regulation will return the sheen to their stead.

What it boils down to is that broadcasting faces the loss of some $220 million in cigarette billings unless the Senate, where anticiigarette forces are strong, can be persuaded either to adopt the House bill or to pass some other measure that will continue the holding pattern the FCC and FTC find themselves in.

At the moment the key to the situation is the Senate Consumers Subcom-
Compare audience shares—see where WPRL-TV fits in.

The dynamic Indies of Philadelphia and New York!

WPRL TV | 9% better than WNEW-TV
50% better than WOR-TV
52% as strong as WPIX-TV

Incredible as it may seem, WPRL-TV on the air only 8½ years, with as yet incomplete local UHF penetration (92%), disadvantaged rating performance via the built-in bias of Philadelphia's diaries vs New York's electronic measurement, still manages to...

(1) equal or better three out of the above six day part units of the New York Indies
(2) surpass WNEW-TV between 5 and 7 PM, M-F
(3) equal or better WOR-TV 5-7 PM M-F and in prime time
(4) reach 1,600,000 unduplicated Philadelphia homes every week.

Call that successful? Well, maybe, but we're just getting started!

If you are wisely investing your advertising dollars on the potent New York Indies... dollar for dollar you'll do "equal or better" with WPRL-TV.
July 8 meeting. Although he stopped short of predicting just what the code board would recommend, he felt that a package plan encompassing three or four elements could come forth.

"One thing is for certain," he said, "the code board's attitude is changed from a year ago." For several years some code board members and the code staff have been unsuccessful in their attempts to get stronger rules on cigarette advertising. With the prospect of a ban on all cigarette advertising staring them in the face it appears that the reluctant broadcasters are ready to acknowledge that something should have been done before and had better be done now.

One long-term proposal—and the strongest one that ever received staff endorsement—that could be recommended by the TV code board would be a ban on on-camera smoking in commercials. This proposal was originated by Howard Bell, NBC's code director and subsequently defeated every time it came before the code board. This time it has a chance.

Although the boards voted it down on June 20, the code boards are sure to take up and may well pass a proposal by NBC's Peter B. Kenney that calls for a "phase-down" of cigarette brands based on their tar and nicotine content as established by Federal Trade Commission tests. It would be the industry's own form of a tar derby.

The Kenney plan would call for broadcasters annually—beginning with the fall of 1970 and concluding within five years—to drop advertising for cigarettes containing higher quantities of tar and nicotine. In the first year those brands with the highest quantities would be found unacceptable; in the second year the list of acceptable brands would be further reduced by eliminating the next highest tar-nicotine group. That procedure would be followed until only about the 20% of brands—those with the least amount of tar and nicotine—would be allowed on the airwaves.

The phase-down plan was being talked about widely in Washington last week, and it was understood that the leadership of the Senate Commerce Committee and the Consumers Subcommittee looked upon it as the "kind of thinking the industry should be doing." One source on Capitol Hill called it a "serious attempt" by broadcasters to do something meaningful. "It isn't a cosmetic change," he said; rather it is "an important initiative."

If the code boards and subsequently the parent radio and TV boards accept such a proposal, then broadcasting stands a chance of getting Senate support for the House bill. And such action would prevent the FCC and FTC from imposing their more stringent rules.

If the NAB should go the phase-down route it would also probably have to go to the Justice Department's Antitrust Division for a ruling on whether allowing only certain cigarette brands to be advertised would be within the law. One source close to the situation said he thought if NAB made such a request, Justice would consider the action a "reasonable restraint of trade and wholly within the law."

The plan offered by Mr. Kenney had originally restricted the phase-down to the "upper 60% to 80% of brands in the FTC tar and nicotine reports. However, before the resolution came to a vote the percentage figures were deleted.

Mr. Kenney's proposal bears similarity to a plan that RKO General had intended to implement for its stations but never did. In May RKO was considering setting a ban accepting advertising for any cigarette brand that had more than 1.3 mg nicotine and/or 18 mg tar.

If the broadcasters fail to convince the Senate subcommittee of their intentions to at least cut back on the cigarette brands, considered because of their tar and nicotine content to be the most hazardous to health, then the alternative, according to the spokesman, is a "ban," as the FCC has proposed, on all broadcast cigarette advertising.

The genesis of the phase-down plan may have come from within the FCC itself. At the time it announced its proposed rulemaking banning all cigarette commercials, the commission said it would consider an exemption to an over-all ban to permit advertising that would inform the public about ciga-

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26 (BROADCAST ADVERTISING) BROADCASTING, June 30, 1969
rettes low in tar and nicotine content and related filter aspects.

However, there is some question among broadcasters as to just what the commission would allow in such advertising if a general ban were in effect. There are many who doubt whether the FCC could or would achieve such a result. In the absence of legislation, would the FCC allow advertisers to continue showing cigarettes as objects of pleasure or would it require advertising for low tar and nicotine cigarettes to be restricted to a stand-up announcer in a simple set extolling the virtues of the product?

Limiting cigarette advertising to such an approach—without the jingles, woodland settings, etc.—is another matter, of course. They can restrict cigarette advertising to commercials that are only factual statements about the cigarette. If they ordered an end to the "beautiful people" type spots, broadcasters would be answering one of their critics' major contentions: that cigarette smoking is made to look glamorous and thus induces children and young-agers to smoke.

In his statement formally announcing the Senate hearing, Senator Moss noted that both the NAB code and the tobacco interests' cigarette advertising code "accept the premise that advertising directed toward young people is unacceptable." Until there is an "adequate understanding of the impact of advertising on the perceptions and attitudes of young people," he continued, the subcommittee cannot determine who "should act: the FCC, the FTC or Congress itself."

Although the FTC is holding hearings on its proposed stronger warnings this week and although the FCC's deadline for comments on its advertising ban is July 6, the broadcasters are aware that there is still time for them to come up with what one called a "meaningful, responsible" proposal since "it is clear the agencies won't set an effective date for their rules while the subcommittee is in session."

That automatically pushes any new strictures back until mid-August at the earliest since the subcommittee has the second part of its hearings scheduled for Aug. 6 and 7, and could resume hearings in September if necessary.

If the Senate finally passes the House bill to extend the cigarette labeling act for six years, it appears unlikely that either the FCC or FTC would try and put their new rules into effect until Congress breaks in the fall.
The Better Half of

While you're at the office the chances are better than half that your better half is spending a lot of her time with television. (Some 65 percent of all U.S. women watch daytime television, averaging 11 viewing hours a week.) The odds are she's watching CBS.

We have a 33 percent audience lead over our closest rival (which is not who you think it is) and a 48 percent lead over the other network (which is the one you thought the first was). In other words, we reach almost half again as many homes as our longtime competitor.

Which is a neat trick for us. And for you as advertisers. Our lead is so clear-cut, it's easier for you to decide where you can do best for your products.

And while we're cutting fancy figures, here are some more. CBS has more of the top five, top ten and top fifteen daytime programs than the other two networks combined. And 1969 marks the fifteenth straight year we've led the league in daytime.

But we're not standing still. There's more audience magic up our sleeve for next fall. Gomer Pyle, who comes from five years of top primetime ratings. And a new serial, "Where the Heart Is."

CBS—where the girls are. An old saw, but it cuts true.

CBS

Based on NTIA household estimates, Monday-Friday, 10 am-5 pm, 1 June 1969, with yearly rating averages for 1955-1969 to date. Subject to qualifications available upon request.
Your Better Half.
Cigarettes placed on fall calendar

High court puts off issue; tobacco group says case not foreclosed by fairness

The Supreme Court has postponed until next term the question of whether or not to consider the FCC's authority to apply the fairness doctrine to cigarette advertising.

The court, in its final session of the 1968-69 term last week, asked the Department of Justice to express its views on the question, in view of the court's decision three weeks ago upholding the doctrine (BROADCASTING, June 16).

The department, in its brief in the appeal brought by the tobacco industry and broadcasting interests, had suggested that the high court defer a decision on whether to take the case until it resolved the fairness-doctrine issue.

The commission two years ago held that broadcasters who carry cigarette advertising must air spots warning of the health hazards involved in cigarette smoking (BROADCASTING, June 5, 1967). And the U.S. Court of Appeals for the District of Columbia affirmed the commission action in a 2-to-1 decision last November (BROADCASTING, Nov. 25, 1968).

Since then, the commission has proposed a complete ban on broadcast advertising of cigarettes — provided Congress throws up no barrier.

The tobacco industry, led by the Tobacco Institute Inc., and broadcast industry representatives, including the National Association of Broadcasters, have argued that the commission ruling violates freedom of speech.

And the Tobacco Institute, in a supplemental brief it filed in the case, has sought to persuade the Supreme Court that its decision in the fairness-doctrine case does not resolve the issues in the cigarette proceeding.

The court held the FCC was within its statutory and constitutional authority in ordering WOOC Red Lion, Pa., to provide free reply time to an individual who said he was attacked over the station's facilities and in adopting personal-attack and editorializing rules to implement portions of the doctrine.

The Tobacco Institute noted that the court, in that decision, said that it was not ratifying "every past and future decision by the FCC with regard to programing" and that no question had been raised as to an "official government view dominating broadcasting." A question of such domination is presented by the commission's ruling, the institute said.

It also noted that the court had held that the commission has no mandate for arbitrariness." But, the institute added, the commission was arbitrary in applying the fairness doctrine to cigarette advertising. It said that no legislative or administrative history supports the ruling and that applying the doctrine to cigarette advertising and not to advertising for other products about which there is controversy is, in the court's word, "idiosyncratic."

The institute also used other arguments that have been made previously in the proceeding. It said the commission was arbitrary in issuing the ruling before offering interested parties an opportunity to comment. And it restated its views that the Cigarette Labeling Act prohibits the commission from requiring anticigarette spots. The act is scheduled to expire today (June 30), but a bill to take its place has been approved by the House of Representatives and is now pending in the Senate (BROADCASTING, June 23).

The broadcasters who oversee codes

When the National Association of Broadcasters' television code board meets in Washington July 8 to consider new rules on cigarette advertising, it will have a temporary new member from the NBC top echelon. Robert Kasmire, vice president for corporate information at NBC, will be the voting representative of the network. He replaces Ernest Lee Jahncke Jr., NBC vice president for broadcast standards, who left NBC two weeks ago (BROADCASTING, June 16). The networks designate their own representatives to the code boards.

Other members of the TV code board are: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman; Bill Michaels, Storer Broadcasting; Thad M. Sandstrom, WBBW-TV Topeka, Kan.; Alfred R. Schneider, ABC; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Reeve Owen, WTVC-TV Chattanooga, and Max Bice, KNTV-TV Tacoma, Wash.

Members of the radio code board, which meets July 9, are: John Alexander, WFLA Tampa, Fla., chairman; Virginia Pate, WSAV-Have de Grace, Md.; George A. Foulkes, WAAC Terre Haute, Ind.; Thomas Harrell, WSPB Salisbury, N. C.; Robert Wells, KULG Garden City, Kan.; Grace Johnsen, ABC; Richard Adams, WKXO Framingham, Mass.; J. Allen Jensen, KID Idaho Falls, Idaho; A. Donovan Faust, WSIX Nashville; Martin E. Pinsky, CBS, and E. J. Patrick, KAVI Rocky Ford, Colo.

FCC accepts KNXT ratio of cigarette fairness

Striking down a petition opposing the license renewal of KNXT-TV Los Angeles as "without merit" the FCC last week told Action on Smoking and Health's John F. Banzhaf III that the CBS-owned station had complied with fairness-doctrine obligations with regard to cigarette advertising.

In response to Mr. Banzhaf's Nov. 15, 1968, petition opposing the KNXT license renewal, the commission said that when the station's total performance is considered, "we are unable to conclude that it is deficient."

Mr. Banzhaf and ASH had contended that monitoring KNXT from Aug. 19 to Aug. 23, 1968, showed a ratio of about 8.5 cigarette advertisements to one anti-smoking message between 5:45 and 11:30 p.m. and that the total length of the cigarette spots in ratio to the anti-smoking message was 13 to one.

In reply to commission queries, CBS said that, during July, August and September last year, the number of commercials to anti-cigarettes in spots from 6 to 11 p.m. was 252-62, 194-31 and 251-48, respectively—or ratios of about four to one in July, six to one in August and five to one in September. It said the lengths of cigarette and anticigarette advertisements (including news reports and discussion programs) were in ratios of about seven to one in July, 10 to 1 in August and eight to one in September.

The commission concluded that the average ratio of cigarette to anticigarette spots in sample periods during those months averaged about five to one during prime time and that, with a few exceptions during coverage of the 1968 political conventions, at least one anti-smoking spot was carried each evening in August between 6 and 11 p.m.

Agency appointments:

- Golden West Airlines, Los Angeles, commuter airline has named Compton Advertising, Los Angeles to handle advertising budget of more than $500,000.
- Travel America Inc., Chicago, has named E. H. Brown Advertising there to handle national advertising that includes radio tests currently and TV spot in the fall. Initial budget is $500,000.
- Hunt-Wesson Foods Inc., Fullerton, Calif., has named Chiat/Day, Los Angeles, to handle all institutional and industrial products; Stern, Walters & Simmons, Chicago, will get several major new products.
Ad threats hover over AAF agenda

But organizational changes and workshops dominate five-day program in N.Y.

The advertising community meets for five days this week amid hospitable New York surroundings—out of range of the slings and arrows Washington has been throwing at advertising, particularly cigarettes, in recent weeks. The official agenda of the American Advertising Federation, New York, convention reflects few of the hot issues currently beseeming the industry, but given the present climate, it’s hard to see how they will be ignored.

Indeed, the “threat to advertising” will be the watchword of a luncheon address today (June 30) by Ward Quaal, president of Won Continental Broadcasting Co. And a Tuesday morning panel will explore the “future and advertising.” Moderating will be S. Watson Dunn, head of the advertising department of the University of Illinois, with panelists Thomas Dillon of BBDO; John Johnson, editor and publisher of Ebony magazine; Daniel Seligman, senior staff editor, Time magazine, and Walker Sanbach, executive director of Consumers Union.

Keynoting the convention will be Donald N. Kendall, president of PepsiCo. Other featured speakers will be Walter E. Terry of D’Arcy Advertising, AAF chairman; Howard H. Bell, AAF president; George Wald, Nobel prize winner, who will discuss student unrest and “its prognosis,” and Joe Garagiola. NBC sports commentator.

A showcase session on the “world of advertising/world of ideas,” using audiovisual presentations on the latest ad techniques, will feature Carl Ally of Carl Ally Advertising; William Bernbach of D’Arcy Advertising; George Bulimore of L. Walter Thompson Co.; Ralph Carson of Carson/Roberts, and Duke Marx of Marx Advertising. Gail Smith, general director of advertising, General Motors, will moderate.

Important housekeeping details are up for AAF membership scrutiny this week. Proposed by-law changes that were adopted by the board of directors last February will reduce the size of the AAF board from 93 (actually 134, counting extraneous advisory members with board voting rights) to a more manageable 39. The new board will be composed of a chairman; president; three vice chairmen from the western, central and eastern AAF regions; secretary-treasurer; four chairmen from the council of governors, Interassociation council, women’s activities branch and junior division; 16 district governors; the immediate past AAF board chairman, and 12 directors-at-large.

The by-law changes also propose a reduced executive committee, from 19 to 11 members. The proposed reductions were made necessary by the growth of AAF which now comprises 180 ad clubs, 500 company members from individual advertising agencies, and 28 ad and media associations.

Also scheduled for the business session, which will be held Tuesday (July 1), are election of new national officers.

AAF’s new “advertising woman of the year,” Jane Trahey, president of Trahey/Wolf Advertising, New York, was to have been honored Sunday (June 29) at a morning presentation.

Five advertising workshops are scheduled for the Monday afternoon session. Moderating a creative panel will be Shirley Polykoff of Foote, Cone & Belding, with panelists Jo Foxworth of Jo Foxworth Inc., Helmut Krone of Case & Krone, and Robert Pliskin of Benton & Bowles.

Herbert Manelove of BBDO will moderate a media panel with participants Bernard Kanner of B&B, Sam Vitt of Ted Bates, Paul Roth of Kenyon & Eckhardt, and John Meskill of Warwick & Legler. A production panel will feature Carl Sturges of Young & Rubicam, as moderator with Dick Miller Associates, Dr. Val Appel of Brudin-Appel, Richard Levine of Carl Ally Advertising, and Bob Gage of DDB.

A sales promotion panel will feature Austin Johnson of B&B, as moderator with Tom Clark, director of special products, General Foods, Charles Thorpe, manager of promotion services, Warner-Lambert Pharmaceutical, and Ray Helsel, vice president of food sales, Pepsico. Paul Gerhold heads a research panel with participants Edward Barz of FC&B, Arthur Pearson, marketing research director, Bristol Myers, and Dr. Arthur H. Wilkins of Grey Advertising.

AAF: leave smoking to Hill

Trade associations say FCC can’t adequately answer health questions

The American Advertising Federation has struck the first blow in—and at—the FCC rulemaking aimed at banning cigarette advertising from radio and television.

AAF said the commission lacks the scope and expertise needed to deal with the health issue raised by cigarette smoking, and should defer to Congress on the problem. It also said the commission’s proposal raises a serious free-speech question.

AAF filed its comments Friday (June 27), 10 days ahead of the deadline, as the Senate Subcommittee on the Consumer prepared to consider a House-passed bill that would replace the Cigarette Labeling Act of 1965, which is due to expire today (June 30) (see page 24).

The proposed legislation would require a tougher health-hazard warning on cigarette packages than is now provided for by law, but would bar federal agencies from going any further, such as requiring such warnings in advertising or prohibiting cigarette advertising.

The AAF agreed that cigarette smoking raises a public health issue that “is a proper concern of government” but said the problem requires a consideration of “highly complex and intersecting (if not conflicting) interests” which can only be resolved by Congress.

It noted, for instance, that although the issue involves the health of cigarette smokers, the government spends $50 million annually to subsidize the tobacco industry and has $750 million invested in its inventories. “It only states the obvious to say . . . that this is an absurdity,” AAF said. “But, it should be equally obvious that the Federal Communications Commission is not the agency to correct this absurdity.”

AAF said the constitutional question raised by the proposed ban also requires commission deference to Congress on
the issue. AAF said that although the commission said its proposal is "limited to this unique situation and product," the rationale behind it could oblige the agency to interfere with a wide range of program content, contrary to the First Amendment and the no-censorship provision of the Communications Act.

It cited the study now being conducted by the surgeon general into the relationship, if any, between violence on television and in society. If the study should find there is a connection, AAF asked: "How can we now presume that the commission would not act in this new situation?"

AAF also said there is serious question as to how much good would be achieved at the expense of such an "elegant program of censorship." It noted that cigarette consumption continues "at a high rate" in Great Britain, despite a ban on television advertising of cigarettes since 1965. AAF quoted British Embassy figures showing that consumption rose from 112 billion cigarettes in 1965 to 119.1 billion in 1967.

Is FTC conducting academic exercise?

Trade Commission opens three-day hearing on cigarette health warning

The witching hour is upon the Federal Trade Commission. A four-year moratorium imposed by Congress on FTC efforts to enact a rule requiring a so-called "death" warning in all cigarette advertising expires today (June 30).

On Tuesday morning (July 1) two days of long-promised commission hearings on the proposed warning will commence but the total effort appears progressively to be an academic exercise, what with related Senate hearings due in mid-July and August, the broadcast industry moving toward more evident self-regulation, and the looming possibility of Congress imposing another pre-emption on FTC action against cigarettes (see page 31).

Nevertheless, the stage is set with many old and some new antitobacco and few pro-tobacco faces due to appear before the commission.

The FTC formally expressed its intention to go ahead with the proceedings in May (Broadcasting, May 26), with the announced intention of adopting the following rule: "It is an unfair or deceptive act or practice . . . to fail to disclose, clearly and prominently, in all advertising that cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema, and other diseases."

And last week it rebuffed a motion to forestall the hearings made by the Tobacco Institute and a strong suggestion from the American Advertising Federation and others that the cigarette issue would be better left up to Congress. By a 3 to 2 vote, in which FTC Chairman Paul Rand Dixon and Commissioner A. Everett MacIntyre cast the dissenting ballots, the commission dismissed the pleas and ordered its staff to prepare for the hearing.

Attorney H. Thomas Austern—representing the institute and American Tobacco, Brown & Williamson, Liggett & Myers, Philip Morris, Lorillard Corp., and R. J. Reynolds—had requested a 60-day stay of the hearings pending completion of possible congressional action. "The entire legislative process . . . will be directly relevant to the preparation of data, views and arguments on the proposed rule," Mr. Austern said. "The submission of written and oral presentations without full benefit of this congressional activity will seriously prejudice the interests of petitioners."

W. Theodore Pierson of Pierson, Ball & Dowd, representing AAF, noted that the commission's proposal "amounts to a piecemeal and simplistic approach to a highly complex problem with respect to which there can be little confidence that such action will contribute significantly to the goal of reducing cigarette consumption or the possible health hazards involved. However much the commission's proposals may salve its conscience," he said, "it does not solve the problems. Only Congress has the power to consider the broad range of intertwined interests and adopt effective and equitable solutions."

Both Messrs. Austern and Pierson are scheduled to appear Wednesday (July 2) before the commission as are Donald Tiggelbeck, manager, market development of Pittsburgh Activated Carbon, a division of Calgon Corp.; Paul H. Larrue, a Chicago attorney representing American Chemosol Corp., and Fred S. Royster, chairman, Committee of Growers of U.S. Tobacco.

These four protobacco spokesmen are counterbalanced on Wednesday by Warren Braren, former director of the New York office of the National Association of Broadcasters' Code Authority, who scored broadcast self-regulation efforts last month before the House Commerce Committee as "virtually nonexistent" (Broadcasting, June 16). John Banzhaf III, executive director of Action on Smoking and Health, who prompted the FCC's application of the fairness doctrine to cigarette advertising, will also appear.

preceding the protobacco spokesmen

Curtis says they have a 'cabal' at the FTC

Politics reared its ugly head on the Federal Trade Commission's doorstep again last week as Senator Carl T. Curtis (R-Neb.) charged that a "cabal of present FTC commissioners" plans to frustrate future commission appointments of President Nixon.

The senator contended that if the "scheme of the present commissioners and the present chairman is effectuated, the new chairman of the commission, whom President Nixon will appoint, will become a mere figurehead stripped of the powers transferred and entrusted to him. . . . " If this cabal . . . succeeds," Senator Curtis claimed, "the Nixon administration will be prevented from setting a new course for the commission and rectifying the mistakes of the past."

The senator's charges, which he inserted in the Congressional Record, were prompted by FTC Chairman Paul Rand Dixon's published plan to require full commission approval of all staff appointments. Senator Curtis also said he was "advised that certain commissioners, all appointed by our last President, claim that they—not the chairman or new chairman—have the right to hire and fire personnel and to organize the commission as they see fit."

The FTC chairman was vested with those administrative functions nearly 20 years ago by President Truman, the senator noted, because blunt politicking in the commission required executive reorganization. And Senator Curtis bolstered his criticism with choice excerpts from the "Nader's Raiders" report which was highly critical of the agency's conduct in consumer affairs (Broadcasting, Jan. 13).

Chairman Dixon's plan, he said, would have the effect of "freezing in office almost all nonclerical staff members of the commission . . . the same political staff that has infested the FTC in the past." If the plan is stifled, Senator Curtis said, then "this bipartisan agency will again resume its important and constructive role in our nation's economy."

President Nixon will have his first opportunity to make a commission appointment when Commissioner James M. Nicholson's term expires Sept. 25. Chairman Dixon and Commissioner A. Everett MacIntyre are Democrats, Commissioners Philip Elman independent and Mary Gardner Jones Republican.

32 (Broadcasting Advertising)
WLEE TAKES RICHMOND

- WLEE has captured the Richmond "Spendables." (Adults 18-34).
- For two solid years, WLEE has delivered more of this big-buying audience than any other station in the Richmond area.
- So the next time you want to sell Richmond, put your money on the winner.

WLEE is now sold by radio


Audience measurement data are estimates only, subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.
will be a parade of witnesses and accompanying retinue from the medical community. William H. Stewart, U.S. surgeon general, will be the lead-off witness Tuesday, accompanied by Dr. Paul Kotin, director, National Institute for Environmental Health Sciences; Dr. Kenneth M. Endicott, director, National Cancer Institute; Dr. Theodore Cooper, director, National Heart Institute, and Dr. Daniel Horn, director, National Clearing House for Smoking and Health.

Also speaking will be Dr. Luther L. Terry, former surgeon general, and chairman, National Interagency Council on Smoking and Health; Dr. Charles E. Tate Jr., chairman, Florida Committee on Smoking and Health; Dr. Lewis E. January, American Heart Association; Dr. Sol R. Baker of the American Cancer Society; Dr. Robert H. Brownling, National Tuberculosis and Respiratory Disease Association, and Bentley J. Blum, president, Smoke Watchers International, New York.

WTOP-TV adopts 30 base rate

WTOP-TV Washington moves to a 30-second base rate in its new rate card, effective Tuesday (July 1). There are separate rates for 30-, 20- and 8-second spots in the new card with minutes priced at twice the 30-second rate.

Robert A. J. Bordley, national sales manager, said the new card "reflects the greatly increased demand for 30's." The top 30-second rate, listed for AA time, "in and adjacent to network prime movies, specials and other designated programs," is $1,000.

The majority of TV stations represented by John Blair & Co. went to a 30-second base rate six months ago (BROADCASTING, Jan. 22).

New NSI's will be easier reading

Added markets will have only 5 demo columns; pre-emptions will be separate

Advertising agencies and TV salesmen who have been complaining that rating reports are overloaded with demographics can get a shorter one from the A. C. Nielsen Company’s next season—one reminiscent of reports issued in long ago TV days.

It will have five columns of demographics instead of 45, and it stems from an expansion of the markets to be measured in October and May as part of the Nielsen Station Index service for 1969-70. Nielsen officials were scheduled to make their first sales presentation on the 1969-70 service last Friday (June 27).

Another new feature of the 1969-70 NSI will be the introduction of a new "preemptions excluded" section. Ratings of regular series that are preempted during the report period will be shown both with and without the preemption program’s rating averaged in, and the preemption’s rating will also be shown separately. In the basic NSI report, regular programming that was preempted will be starred to alert users to check the preemptions-excluded section for details.

The October measurements, which in the past have covered the top 23 markets, will be expanded to 70 markets, and the May reports will be expanded from 70 markets to 100.

The October expansion, officials said, is to give agencies more help in their buying for the first-quarter of the following year, in recognition that reports from NSI’s November all-market sweeps tend to arrive too late for that purpose.

The May expansion, they said, is intended to give a broader reading of the effects of daylight saving time and the start of the rerun season on audience levels, as well as to provide summer buying information.

It is in the new May and October markets that the abbreviated report form, with only five columns of demographics, will be introduced. The 23 markets that in the past have been measured in October, and the 70 that have been measured in May, will continue to be reported in full, with viewership broken into 45 columns of demographics.

But the markets being added in May and October will be reported in what Nielsen officials call "the timebuyer’s friend," showing for each program period only the metro rating and share, the Designated Market Area ranking and the following demographics: households, total women, women aged 18-49, total men and total children.

These, officials said, represent all the information buyers want in 90% of the cases—and the full 45-column breakouts for these markets will be available on tape.

Officials said they anticipate no increase in price of the basic NSI service but that the "timebuyer’s friend" reports would be offered separately to stations and agencies "at a modest cost."

Another departure in the 1969-70 NSI is that weekly Designated Market Area reports, in the past offered only

How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended June 15, 1969 (net time and talent charges in thousands of dollars)

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<tbody>
<tr>
<td>Monday-Friday</td>
<td>$ ——— $ 15.9</td>
<td>$ 97.7 $ 2,684.6</td>
<td>$ 351.7 $ 8,240.9</td>
<td>88</td>
<td>$ 449.4</td>
<td>2,039</td>
<td>$ 10,942.4</td>
<td></td>
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<tr>
<td>Monday-Friday</td>
<td>1,462.3</td>
<td>34,214.4</td>
<td>2,755.5</td>
<td>66,361.7</td>
<td>2,009.3</td>
<td>56,769.1</td>
<td>948</td>
<td>6,227.1</td>
<td>21,826</td>
<td>57,372.2</td>
</tr>
<tr>
<td>Sunday-Saturday</td>
<td>767.4</td>
<td>24,145.9</td>
<td>720.3</td>
<td>26,083.3</td>
<td>560.3</td>
<td>15,160.1</td>
<td>271</td>
<td>2,048.0</td>
<td>6,389</td>
<td>65,389.3</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>524.5</td>
<td>7,963.7</td>
<td>568.7</td>
<td>17,954.0</td>
<td>414.2</td>
<td>15,683.0</td>
<td>99</td>
<td>1,507.4</td>
<td>2,223</td>
<td>40,700.7</td>
</tr>
<tr>
<td>Sunday</td>
<td>251.0</td>
<td>3,482.9</td>
<td>158.5</td>
<td>5,282.7</td>
<td>94.0</td>
<td>5,487.9</td>
<td>22</td>
<td>503.2</td>
<td>516</td>
<td>14,253.5</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>1,414.1</td>
<td>121,033.9</td>
<td>5,778.3</td>
<td>163,828.5</td>
<td>5,579.3</td>
<td>162,899.9</td>
<td>445</td>
<td>15,499.1</td>
<td>10,365</td>
<td>447,452.3</td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td>339.3</td>
<td>9,763.5</td>
<td>32.5</td>
<td>1,967.7</td>
<td>435.6</td>
<td>11,710.3</td>
<td>81</td>
<td>807.4</td>
<td>1,896</td>
<td>23,441.5</td>
</tr>
<tr>
<td>Total</td>
<td>$ 7,486.0</td>
<td>$ 200,621.2</td>
<td>$ 10,111.5</td>
<td>$ 283,262.5</td>
<td>$ 9,444.4</td>
<td>$ 275,668.2</td>
<td>1,954</td>
<td>$ 27,041.9</td>
<td>45,695</td>
<td>$ 759,551.9</td>
</tr>
</tbody>
</table>
to stations, will be made available to agencies too.

In addition to expanding the May and October markets, NSI will continue to measure all markets in November and again in February/March, plus approximately five markets in December, 20 in January/February, nine in April and 70 in July.

The NSI presentation is to be shown to agency, advertiser, station-rep and other clients and prospects over the next several weeks by George E. Blechta, vice president and NSI product manager; Bill Hamill, NSI vice president in charge of Eastern agency sales and their associates.

It stresses that spot television is "a giant medium of tremendous change," and one of the changes it notes is the proliferation of preemptions for special programs at both network and local levels—which led to introduction of the "preemptions-excluded" section of the NSI reports.

The presentation also contains an updating of plans for Nielsen's computerized spot-TV timebuying service, formerly called "Teleprocessing in Timebuying" or TNT (BROADCASTING, Dec. 30, 1968, et seq) but now called "Telavail."

Mr. Blechta said plans for the system had been refined as a result of conferences with 40 agencies and advertisers and 15 reps last fall and winter. It is now envisioned in a series of stages that will be made available to clients as they become ready.

Work on the initial stages is under way and "if all goes well" may be expanded to include work with agencies, probably in the Chicago area, next spring. No thought has been given to pricing the computer service, according to officials.

They said Telavail is envisioned as an on-line computer system to expedite spot-TV buying without changing the traditional relationships between agency and rep.

Thus, in "stage one," called "ARC" for "availability request center," agency buyers, instead of telephoning reps individually, would feed availability requests and campaign specifications into the Nielsen computer. The computer would automatically pick out all reps for all stations in the markets specified by the buyer and transmit the requests and specifications to them simultaneously. The reps would then compile their availability lists and submit them to the buyer personally, as now.

("ARC" was said to be the principal difference between TNT and Telavail. Under TNT, the computer would not transmit avail requests directly to the reps but would have sent a list of all stations and reps for the desired markets back to the buyer, who would then have contacted the reps individually.)

In stage two of Telavail, the computer would add the job of analyzing and ranking availabilities and campaign schedules on request from the agency.

Nielsen officials said they hope to get internal pilot programs going on stages one and two this fall. Both stages, they said, have been designed and are currently being programmed.

Stage three, later, would handle such chores as budget control, post-buy analysis, estimates, trafficking, billing and talent payments. Stage four would handle order and confirmation control, and the final stage, five, would offer additional computer systems for corporate pool buying by agencies.

In addition to plans for Telavail, officials reported, Nielsen already is offering an agency budget allocation (ABA) service, allocating budgets by rating points or dollars according to sales-market areas, which they said is currently used by nine agencies. The nine are all Procter & Gamble agencies but were said to be using ABA for other clients as well.

Clients from minorities are goal of new agency

Zebra Associates, New York, has been formed as a full-service advertising agency with the racially integrated staff that will handle a limited number of companies owned by members of minority groups.

President of Zebra is Raymond A. League, who is resigning from J. Walter Thompson Co. where he was the agency's first black account executive. Zebra's executive vice president is Joan Murray, who has been a WCBS-TV New York newscaster and now serves as a member of the station's community affairs department and as the co-host of the Opportunity Line TV program. She said last week she hopes to continue in broadcasting.

Herb Lubalin, president of Lubalin, Smith & Carnase, New York, has been retained by Zebra as graphic design consultant.

Zebra's initial accounts are All-Pro Chicken Brooklyn, a franchise chain; Le Mans, a New York men's clothing store, and the First National City's Bank's Capital Corp. The agency has offices at 1180 Avenue of the Americas; phone is 586-2160.

'First Tuesday' fully booked

Seventeen advertisers have bought NBC News's First Tuesday for the third quarter. The two-hour news program is televised the first Tuesday of each month on NBC-TV (9-11 p.m. NYT). The sponsors are Bristol-Myers Co. (Dowell-Dane Bernbach), American Home Products Corp. (John F. Murray Advertising Agency), John H. Breck Inc. (Young and Rubicam), Buick Motor Division of General Motors (McCann-Erickson), Cannon Mills Inc. (N.W. Ayer & Son), Carter Products (Sullivan, Stauffer, Colwell & Bayles), Del Monte Corp. (McCann-Erickson), The Gillette Co. (BBDO), The Kellogg Co. (Leo Burnett Co.), Miller Brewing Co. (Mathisson and Associates), Norwich Pharmacal Co. (Benton & Bowles), Proctor & Gamble Co. (Benton & Bowles), Savings and Loan Foundation (McCann-Erickson), Shell Oil Co. (Ogilvy & Mather), Warner-Lambert Pharmaceutical Co. (J. Walter Thompson Co.), Weyerhaeuser Co. (Cole & Weber Inc.) and J. B. Williams Co. (Parkson Advertising Agency).

FTC now wants just one word changed

The Federal Trade Commission's 10-year-old case against Geritol is still alive, but an FTC majority last week said it "hoped" for an end to the dispute in the near future. In its latest attempt to ban from Geritol advertising all claims that the product relieves "tiredness," the FTC advised J. B. Williams Co., Geritol's manufacturer that deletion of the word "power" from its commercials ("Geritol builds iron-power") would bring them into line with a 1967 order banning misleading advertising of Geritol.

The FTC told Williams in a letter last month that it would be "favorably disposed" to close the case if the offending word were eliminated. The firm
replied that it would do so, and that it would eliminate all implications that the product relieves "tiredness" in the vast majority of individuals.

Last week's statement was adopted by a vote of 3-to-2, with Commissioners James Nicholson and Philip Elman dissenting. Commissioner Elman, in a statement, noted that this incident is the second of its kind since issuance of the 1967 order, and recalled that the FTC had previously warned Williams that civil contempt proceedings would be instituted unless the firm complied with the order.

Commissioner Elman called on the FTC to end its "fruitless haggling" and take the company to court. He said the commission should have taken such action last year. Absent this strong action, the commission should have taken such action to end the seemingly endless haggling and to try again to settle the issue and report back to court on July 14. He said he would be available to assist if needed.

Charles H. Tower of Corinthian Broadcasting, chairman of the all-industry committee, said that in relation to the over-all contract "not a lot of dollars" are at stake in the disputed point, but that it represents "a lot for a few stations."

He said the committee was fighting for "the principle that broadcasters never have paid and should not pay for what does not go on our air."

He also expressed hope "that cool heads will come up with a fair solution." Mr. Tower also reported that ap-

Business briefly:

**Timex Inc.**, through Warwick & Legler, both New York, will sponsor **Timex Presents the All-Star Circus: the Official Circus Hall of Fame Awards Show** on Saturday, Sept. 6 (9-10 p.m., EDT) on NBC-TV.

**Employers Insurance of Wausau**, Wausau, Wis., through J. Walter Thompson, Chicago, will partially sponsor **60 Minutes** on CBS-TV beginning Tuesday, Sept. 30.

**Sunbeam Appliance Co.**, Chicago, through Foote, Cone & Belding and Perrin & Associates, both Chicago, plans largest promotion to date starting in the fall for its beauty and personal care lines of appliances. Major market spot TV will be included. Increased local advertising will be made possible through co-op funds.

**Bristol-Myers Co.**, through Sullivan, Stauffer, Colwell & Bayles, both New York, will sponsor **The Archie Special**, an animated cartoon adapted from the "Archie" comic strip, on CBS-TV, Sept. 14 (7:30-8 p.m. EDT).

**United Motor Service**, through Campbell-Ewald, both Detroit, has renewed as sponsor of the daily, 10-minute American Information Radio Network Tom Harmon Sports Show.

**National Biscuit Co.**, through McCann-Erickson, both New York, will sponsor Dr. Seuss's *Horton Hears a Who*, a half-hour animated special on CBS-TV during the 1969-70 season.

**Singer Co.**, through J. Walter Thompson, both New York, will sponsor a repeat of its *Singer Presents Elvis* special on NBC-TV, Sunday, Aug. 17 (9-10 p.m. EDT).

**American Express Co.**, through Ogilvy & Mather, and Colgate-Palmolive, through Ted Bates, all New York, have bought into *Emphasis* and *News on the Hour* on NBC Radio.

Also in advertising:

**Moving time** - Greener, Hiken, Sears, station rep is moving its New York offices from 20 East 53d Street to 527 Madison Avenue this week.

**New Address** - Campbell-Ewald Co., Detroit, has opened a new office in Pittsburgh at one Oliver Plaza.


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**Programming**

**TV music harmony goes off key**

New ASCAP contract signing stalled by protests over auditing methods

It was back to the drawing boards again last week for the painfully negotiated ASCAP/TV music-license deal, despite informal approval of the proposed contract by approximately 90% of the basic stations involved.

Another snag had developed, one more in the seemingly endless series of hitches that have occurred during the last eight years the contract has been in negotiation.

The All-Industry TV Stations Music License Committee, which has been supported by 350 to 360 TV stations in its negotiations, and the American Society of Composers, Authors and Publishers took their latest dispute back to court last Tuesday (June 24). The court told them to try again.

The problem this time relates to a provision in the proposed contract giving independent auditors for ASCAP a right to check stations' claimed broadcast revenues—on which their ASCAP fees are based—against the broadcast revenues they report to the FCC.

After the all-industry committee had distributed the proposed new contract to stations (Broadcasting, May 26), it developed that some broadcasters include some nonbroadcast revenues—such as money received from rentals of a studio for a civic meeting—in the "broadcast revenues" they report to the FCC.

ASCAP contended that the figures reported to the FCC must be controlling because they provide an authoritative check on the accuracy of the revenue figures that stations report to ASCAP.

The all-industry committee took the position that payments have always been based on what the contract calls "receipts from sponsors," that nonbroadcast revenues have never been subject to ASCAP fees and should not be now.

Presiding Judge Sylvester Ryan of the U.S. Southern District Court in New York, which is involved because the case originated as a fee-filing suit brought by the committee in 1961, advised the negotiators to try again to settle the issue and report back to court on July 14. He said he would be available to assist if needed.

Charles H. Tower of Corinthian Broadcasting, chairman of the all-industry committee, said that in relation to the over-all contract "not a lot of dollars" are at stake in the disputed point, but that it represents "a lot for a few stations."

He said the committee was fighting for "the principle that broadcasters never have paid and should not pay for what does not go on our air."

He also expressed hope "that cool heads will come up with a fair solution." Mr. Tower also reported that ap-
In & out of home share of audience:

6 AM-10 AM
UP 75%

10 AM-3 PM
UP 33⅓%

3 PM-7 PM
UP 50%

7 PM-Midnight
UP 83⅓%

Growing with uninterrupted quarter-hours of beautiful music!

* Pulse: Jan.-March, 1969. Subject to limitations as stated in Pulse
Survey regulations are ‘onerous burden’

Robert Lee chides FCC on points to be covered in program surveys

FCC Commissioner Robert E. Lee says the commission is imposing an “onerous burden” on broadcast applicants by requiring them to adhere to “the most elaborate and exacting standards” in making program surveys.

He commented in a dissenting statement issued last week in connection with the commission’s order denying application for the assignment of license of WCAM Camden, N.J., from the city to McLendon Corp. (Broadcasting, June 23).

The commission, in a 4-to-1 decision, with Chairman Rosel H. Hyde concurring in the result, held that McLendon had not demonstrated that it planned to operate the station as a Camden outlet rather than as one serving the Philadelphia metropolitan area, in which it is located. In arriving at that conclusion, the commission said McLendon had not made an adequate program survey.

And in making that point, the commission provided the most explicit directions yet on what it expects from applicants in reporting on the four elements they are required to cover in their survey.

“... the applicant or licensee is expected to elicit information as to the community’s needs, problems, and issues, not the audience’s current broadcast programming preferences.” The commission also said he should consult with a representative range of groups and leaders, and demonstrate by a cross-sectional survey or other method that the range of those contacted “is truly representative” of all elements of the community. And those consulted must be identified.

The applicant should “list all significant suggestions as to community needs received through consultations with community leaders and individ-
coverage rules, American Cablevision argued that a system at Sault Ste. Marie, Ont., receives signals identical to those received by Michigan subscribers, and that these viewers would lose service if program exclusivity were required. The commission replied that the federal regulatory system took priority over franchise terms and private agreements with foreign governments.

V&G Cable Service, owner of a system at Wheeling, W. Va., was cited for alleged violation of rules in duplicating certain programs of WSTV-TV Steubenville, Ohio. Rust Craft Broadcasting Co., WSTV-TV licensee, had requested program exclusivity; V&G did not oppose the request but did not respond to a commission inquiry on it.

Senator Murphy, actors plug pay-TV benefits

Pay television got a formal boost on Capitol Hill last week from Senator George Murphy (R-Calif.).

Speaking at a news conference, the senator referred to pay TV as “free choice TV,” and attacked the campaign waged against the newly authorized service as an attempt “to infringe on the basic rights and properties of the free-enterprise system.”

Senator Murphy’s reference was to the court battle and publicity barrage presently being conducted by the nation’s theater owners against pay TV, which was approved on a limited basis by the FCC late last year (Broadcasting, Dec. 16, 1968).

The senator also argued that subscription service could provide viewers with a wider selection of programs if given a “fair chance to compete,” and predicted that it would have a “tremendous economic effect” on the motion-picture industry.

Joining Senator Murphy at the news conference were Penny Singleton, national secretary of the American Guild of Variety Artists, best known as “Blondie” in over a score of films; Hugh O’Brien, representing the Screen Actors Guild, and George Wein, producer of the Newport Jazz Festival.

Miss Singleton said the advent of pay TV would “rebuild” the motion-picture industry while giving viewers “the right to see what they want to see” without relying solely upon the discretion of commercial TV executives.

Mr. O’Brien found it “ironical” that the same theater owners, who now oppose pay TV, once opposed what they now term “free TV.” Another irony, he said, is that the theater owners who oppose pay TV are those who have urged the public to “save free TV” often charge $5 to $8 for televised boxing matches. “They’re talking out of both sides of their mouths,” he charged.

Hyde takes to task pay-TV opponents

Chairman attempts to dispel ‘monster’ image seen by theater owners in controversial service

FCC Chairman Rosel H. Hyde has labeled as “totally unfounded and untrue” the charges leveled by theater owners in their campaign to persuade the public and Congress to oppose pay television, whose establishment has been approved by the commission.

“Subscription television will bring new program fare not now available to the public, and will do it without commercials which are a necessary element of an advertiser-supported system,” Chairman Hyde said last Tuesday in an address before the Electronic Industries Association annual convention in Chicago (also see page 66).

And “despite what some opponents of the new service have claimed,” he added, “the commission was very careful to see to it that subscription television will supplement rather than supplant free television.” He noted that the commission has adopted a number of restrictions to make sure that pay television will not become the “monster” theater owners have pictured it in messages presented on their theater screens.

The restrictions limit pay television to one system in communities having at least four free television stations, and are designed to prevent subscription television from siphoning off the kinds of programming viewers are accustomed to having free television provide.

Chairman Hyde expressed confidence that the new service will bring valuable diversity and a challenge to free television which will result in improvements in that service. He said pay television does not represent fundamental change in the system of free television but rather, “a fundamental
step in accord with our system of free enterprise—of maximum diversity for the American people.

The question of whether pay television will become established is now being considered by the U.S. Court of Appeals for the District of Columbia. The commission order authorizing the creation of such a system has been appealed by the National Theater Owners of America.

Pay television isn’t the only service the commission wants to integrate into the national television system, the chairman noted. CATV is another. Here, too, he said, the aim is to provide the benefits of diversity without undermining the television broadcast service.

He said the commission has recognized that CATV could be a major force in providing diversity through the originations of its programs. The chairman said he is personally very much in favor of such originations, “for I believe it to be one of the most significant contributions CATV can make.”

Program notes:

‘Monitor’ on blacks: NBC Radio’s Monitor has started a new series of special reports, entitled “Action America,” focusing on the positive actions being taken to improve life in the black communities and to provide better racial understanding.

News in review: Metromedia Radio News is producing a half-hour weekly review of world news developments titled Metrolog. The new series, distributed to MRN clients, features MRN correspondents and actualities.

If at first . . .: The comedy, Barefoot in the Park, which has played on stage and as a motion picture with Caucasian performers as leads, will be developed by Paramount TV for ABC-TV as a pilot for a projected half-hour situation comedy series starring a Negro couple. This will be Paramount TV’s second try at adapting the comedy for television. Last season Paramount made a pilot of Barefoot for CBS-TV with white performers in the lead, but the network turned it down as a serial.

New CATV Service: Actron Corp., a division of Reeves Production Services, announces its new Syndicated Service, which will provide distributions to CATV systems with production, post production and syndication services. Actron will transfer any visual source to format video-tape or film, duplicate the desired number of prints in each format and design a bicycle system for the individual distributor.

School showing: National Instructional Television will distribute One Nation, Indivisible, as a series of five 30-minute programs to junior and senior high schools this fall. The Westinghouse Broadcasting-produced series was originally shown on around 100 stations in May 1968.

AP finds country music swinging at full speed

An AP inquiry sampling radio-station interest in a country-music feature brought inquiries described as “phenomenal” by Robert Eunson, AP’s assistant general manager in charge of broadcast services. He said AP will begin “Nashville Today” daily features, five days a week, in mid- or late July.

The AP carried a notice on its radio news wire two weeks ago offering members a daily interview with a different country-music personality, with interested member stations to be sent demonstration tapes and rates. By last Thursday (June 26), AP said it had received inquiries from “almost 400 stations, representing every state in the country and including 45 stations in Canada.”

The tapes, Mr. Eunson explained, will be designed as five-minute shows with three-and-one-half minutes of interview and two breaks for commercials. “But stations with imagination,” he said, “could add music and expand the air time.”

Initial tapes include interviews with Buck Owens, Ernest Tubb, Hank Snow and John Hartford, AP said. Bud Brown, who will conduct the interviews, is a veteran Canadian announcer-radio show producer who has close association with country music and with Nashville, where he now lives.

BBC investiture feed on all U.S. networks

Starting at different times tomorrow (July 1), the three TV networks will present the investiture of Prince Charles as the Prince of Wales. They will carry the live color coverage of the British Broadcasting Corp. by satellite.

NBC will be first on the air with an expanded four-and-a-half-hour version of the Today show from 7 to 11:30 a.m. EDT. The sponsors of the first two-hour segment are those that regularly appear on the show.

The ceremony will be seen on CBS from 8 to 11:30 a.m. General Foods, White Plains, N. Y. through Young & Rubicam, New York, is the sole sponsor. The network will also carry a special report with highlights in the evening (10-10:30 or 10:30-11).

ABC-TV will broadcast the ceremonies from 9:30 to 11 a.m. Sears, Roebuck and Co., through J. Walter Thompson Co., Chicago, is the sponsor.
A look at TV affiliates' compensation

New FCC policy permits public disclosure of details of contracts between networks and member stations

By two's and three's, a public file of documents is accumulating in the office of the network study group at the FCC in Washington which in time will probably attract the interest of many licensees with network affiliations, or of their attorneys. For the documents are radio and television network affiliation contracts.

Commission rules had for years required the filing of such contracts, but they had always been kept confidential. Under rules adopted by the commission three months ago, however, affiliation contracts filed after M-y 1 are being made available for public inspection—at the offices of the affiliates as well as at the commission (BROADCASTING, March 24).

Thus, a licensee with an affiliation can learn the kind of deal that an affiliate of the same network in another market or a different network in the same city has made—which is one of the things the commission had in mind in making the contracts available for public inspection. Public disclosure would promote competition, the commission said. BROADCASTING will run capsule reports on the television contracts, on which most interest centers, as they are filed.

In arriving at the compensation they pay television affiliates, the three networks follow basically similar formulas. But the contracts allow affiliates and networks considerable flexibility in working out their arrangements.

The principal factor permitting flexibility, of course, is the basic network station rate. This ranges from zero in some cases to several thousand dollars for stations in major markets. Deductions from compensation otherwise provided for, which are to cover network expenses, are not always the same. In addition, not all affiliates have first call. Some sections of contracts are completely rewritten to cover special arrangements; CBS even has a separate form it uses to record temporary agreements with stations taking programs not cleared by affiliates.

In arriving at their clearance payments, ABC and CBS multiply the network's station rate by a compensation percentage (which varies according to the time of day), then by the fraction of an hour substantially occupied by a program for which compensation is paid, then by the fraction of the aggregate length of all commercial availabilities during the program occupied by network commercials. Each deducts 20.5% of the station's network rate week to cover expenses, including payments to American Society of Composers, Authors and Publishers and Broadcast Music Inc. and interconnection charges, as well as sums for other fees.

NBC pays its affiliates on the basis of "equivalent hours." While some hours are termed full rate (prime time, Monday through Sunday), others are 50% rate, some 35% rate and some 20% rate, depending on the time of day. Compensation is stated in terms of equivalent hours. For instance, each hour program broadcast during a 50% rate period (5 p.m.-6 p.m., 11 p.m.-1 a.m., Monday through Sunday, and 4 p.m.-5 p.m. Saturdays and Sundays) is equal to half an equivalent hour.

The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, as a means of "sharing the overhead cost," the resulting figure is multiplied by the network station rate. And NBC pays the station a stated percentage of the result of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

In addition, NBC standard contracts contain special provisions covering the Today and Tonight shows. The first and third half-hours of the Today program are reserved for sale by the station without any cooperative program charge; the second and fourth, for sale by the network without any compensation to the station. Compensation for network participating announcements in Tonight are computed on the basis of an equivalent hour value of .04167 each.

There follows a brief summary of the television affiliation contracts now on file at the commission:


**KORN-TV** Mitchell, S.D. (Mitchell Broadcasting Co.). Contract effective May 12, 1969, to May 12, 1971. First call right. Network rate, $300; compensation paid at 30% prime time; program delivered to station's control board. Compensation is computed by multiplying all amounts due station by 116.667%.

**KWTV (TV)** Sw. Jose, Calif. (Standard Radio & Television Co.). Contract replaces one dated June 29, 1967; is effective from July 2, 1969, to July 2,
1971. First call right. Program delivered to station's control board. Network rate, $500; compensation paid at 30% in prime time.

WAWO-TV Wausau, Wis. (Midcontinent Broadcasting Co. of Wisconsin). Contract replaces one dated Aug. 17, 1967; is effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to wkow-tv Madison, Wis. Network rate, $475; compensation paid at 30% in prime time. Compensation is computed by multiplying all amounts due station by 116.667%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

Wxow-tv LaCrosse, Wis. (Midcontinent Broadcasting Co.) Contract is effective July 2, 1969, to July 2, 1971, or until such time that station goes on air, whichever is later, and to continue for two years. First call right. Program delivered to wkow-tv Madison control board. Network rate, $100; compensation paid at 30% in prime time. Compensation computed by multiplying all amounts due station by 116.677%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.


KecC-tv El Centro, Calif. (Tele-broadcasters of California Inc.). Contract effective Nov. 22, 1968, or such time as a station began operating, and continued for 24 months. First call right. No network rate. ABC will reimburse station $510 monthly as its share of line costs; station is to arrange for rebroadcast of kabc-tv Los Angeles network programs.

WABG-tv Greenwood, Miss. (Mississippi Telecasting Co.) Contract replaces one dated Aug. 23, 1967; is effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to Jackson, Miss., studios. Network rate, $325, compensation paid at 30% in prime time. Compensation is computed by multiplying all amounts due station by 116.677%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.

WtvC-tv Chattanooga (Fugu Industries Inc.). Agreement amends existing contract to extend it from July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, $550; compensation paid at 30% prime time.


Wmur-tv Manchester, N.H. (United Television Co.). Contract replaces one dated June 17, 1968; is effective April 27, 1969, to April 27, 1971. First call right. Programs delivered to AT&T test board in Boston. Network rate, $300. Compensation is computed by multiplying all amounts due station by 116.677%. Deductions limited to 3.59% of compensation due station, to cover ASCAP and BMI clearances.


ABC rebuts Mutual complaints over network

ABC, responding last week to Mutual Broadcasting System's request that the FCC reconsider its approval of ABC's four-network service, maintained that Mutual's brief was "essentially a re-creating" of issues already dealt with by the commission.

Mutual's principal points were that the FCC had disposed of issues raised by Mutual in earlier filings in "a most summary fashion" and that there were inconsistencies in different FCC orders relating to ABC's four networks (Broadcasting, June 16).

ABC argued that Mutual fails "to recognize, as the commission did, that all factors do not remain completely static once you proceed to an operational status."

Mutual had found "a complete reversal of position" with regard to the selling of ABC's four networks in combination. ABC maintained that while the commission had found the selling practices to be an area for future inquiry, it "nevertheless found that the specific practices cited did not exist."

Also, ABC added, "the commission has never ruled that group sales or discounts as such were contrary to the public interest."

ABC also suggested that Mutual's losses of affiliates results from a lack of innovative and compatible program techniques relevant to contemporary needs.

Noting that its operations are subject to continuing FCC oversight, ABC said it will continue to review its four network service to insure full compliance with commission rules.

ABC also stated that in compliance with a ruling of the FCC in its last month, ABC last week said it had issued cancellation notices to 49 stations divided among three of its networks. No FM network affiliates were involved.

Earl Mullin, vice president in charge of station relations, said all of the markets involved are secondary or tertiary and in each, ABC will still maintain at least one affiliation. The cancellations are effective at the close of broadcast day on Sept. 20, except for kliz Brainerd, Minn., which leaves the Information Network on Sept. 30.


Entertainment Network—wlhow Aiken, S. C.; kspy Alexandria, La.; kryo Big Springs, Tex.; wkwey Bristol, Va.; wdat Daytona Beach, Fla.; wtai Eau Gallie, Fla.; wokl Eau Claire, Wis.; wroa Gulfport, Miss.; kobe Los Cruces, N. M.; klin Lincoln, Neb.; wtor Mariana, Fla.; kuzn West Monroe, La.; wrac Racine, Wis.; kjoy Stockton, Calif.; kawa Waco, Tex.; watw Waterbury, Conn.; wbmk West Point, Ga.; wneg Tooele, Ga.
Programs delivered to station's control board. Network station rate, $725; compensation paid at 30% prime time.

WBJS-TV Jackson, Tenn. (Jackson Telecasters Inc.). Contract replaces one dated Aug. 24, 1967; is effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to AT&T test board in Memphis, Tenn. Network rate, $250; compensation paid at 30% prime time. Compensation is computed by multiplying all amounts due station by 116.66%. Deductions limited to 5.9% of compensation due station to cover ASCAP and BMI clearances.


CBS:

KTXS-TV Sweetwater-Abilene, Tex. (Grayson Enterprises, Inc.). Agreement automatically renews contract, as of May 14, 1969, that was effective June 4, 1967. First call. Programs delivered to station. Network rate, $275; compensation paid at 32% prime time; deduction limited to 60% of network rate weekly.

Five "station broadcast agreements," under which CBS offers sponsored programs "from time to time" to stations in markets where it has full-time affiliates are also on file. In each case, stations arrange for pickup of programs, and CBS deducts from its compensation all ASCAP, BMI and other fees.


NBC:

KREX-TV Grand Junction, Colo. (XYZ TV Inc.). Contract replaces one dated Nov. 21, 1966; is effective April 15, 1969, for two years. No right of first refusal. Station to pick up programs at own expense from KOA-TV Denver. Network rate, $300 as of Sept. 1 (it had been $250), in full-rate periods. Compensation rate, 30%; no waived hours. Full provisions for compensation in connection with Today and Tonight shows.

KPLC-TV Lake Charles, La. (Calcasieu Television and Radio Inc.). Contract replaces agreement dated May 18, 1965; effective June 1, 1969, for two years, self-renewable. Right of first refusal. Program delivered to station. Network rate, $275, in full-rate period; compensation rate, 30%. Compensation waived on 24 hours monthly.


However, manner in which compensation formula is applied from Feb. 1, 1969, through Dec. 31, 1969, differs from that outlined in standard contract. In converting hours to equivalent hours, half-hour programs in full-rate and 50% rate periods are to be valued at 60% of the applicable hourly rate, and the Huntley-Brinkley half-hour in full-rate and 50% rate period is to be valued at 80% of the applicable hourly rate.

In addition, waived compensation during this period is to be computed by dividing the total amount otherwise payable to the station for sponsored programs in full-rate periods by the number of hours of such programs, then multiplying the result by 24.

In one other change, compensation for network participating announcements in the Tonight show are to be compensated on the basis of an equivalent hour value of .075 each.

WINS-TV Augusta, Ga. (Fuqua National Inc.). Contract replaces one signed Oct. 10, 1967; is effective Sept. 1, 1969, and terminates all programs provided but in no event longer than two years. No right of first refusal. Programs delivered to station. Network rate, $850, in full-rate periods: compensation rate, 33 1/3%; no waived hours. Half-hour programs in full-rate and 50% rate periods are to be valued at 60% of the applicable hourly rate.

WHVT-TV Meridian, Miss. (Delta Communications Corp.) Replaces agreement signed May 31, 1968; effective July 1, 1969, to run two years, and self-renewable. Right of first refusal. Programs delivered to AT&T test board in Jackson, Miss. Station will pay for remaining importation of signal. No compensation.


KGTV-TV Fayetteville, Ark. (Noark Broadcasting Inc.). Contract effective Dec. 1, 1968, until termination of programs provided but in no event for period longer than two years. First refusal. No compensation.


WXMG-TV Panama City, Fla. (Gray Communications Systems Inc.). Renews agreement dated Oct. 12, 1967; effective Oct. 11, 1967, to run two years, and self-renewable. Right of first refusal. Programs delivered to station. Network rate $300 as of Sept. 1, 1969; is now $250. Compensation paid at 30% in prime time; 24 waived hours. (Media section continued on page 59)
Local radio’s voice for a better tomorrow

The numerous awards earned by stations bear evidence to the medium’s public-service efforts in these troubled times.

The sounds of Sinatra, Schubert, Shankar and Steppenwolf are still spinning; clairvoyants still tell the all-night talkmaster that California will slip away into the Pacific any day now; Vietnam bulletins are still a tattoo in the steady drum of 24-hour news formats.

But, in increasing frequency, radio is giving pause in such daily schedules to serve as an instrument for social concern, to demonstrate its community conscience. That conscience has been evident for a long time, but it was heightened during 1968 in the wake of two assassinations and widespread urban and campus unrest that gave new urgency to more programming for minority groups and interests, to bridging the communications gap between generations and social strata and to involving community and station in projects like Call for Action (see page 58).

And equally significant, radio has found a strong editorial voice to express outrage at ineffective city governments blind to problems of trash collection and inadequate housing or to explain the intricacies of teachers’ collective-bargaining demands and the election process.

Radio’s programing and editorials received last year numerous national and regional, and incalculable local awards from many charitable, social, institutional and patriotic foundations, associations and organizations. To discover what the radio stations of America are doing in public-service programming today, Broadcasting queried national and regional award winners who received honors between May 1, 1968, and May 1, 1969. Their programs and editorials are typical of what is currently being aired.

But radio is finding more than a “when you’ve got it, flaunt it” image in public-service programs. Yes, they are promutable and they do look good on an FCC license-renewal form. More important, they are plainly good business. For a hard-hitting documentary or participation in Call for Action or an informative editorial achieves for radio station identification in the local community at a fraction of the cost similar efforts require of television.

When radio viewed difficult community issues last year, it attempted to achieve a dialogue between antagonists who, more often than not, were merely screaming epithets at each other. Wzz Boston pitted nine community leaders with widely divided opinions on local control over neighborhood schools, in a marathon 22-hour discussion. Acrimonious talk followed trust and relationship-building which was followed by insight-seeking as the participants confronted one another in a 17-foot square area, complete with several mattresses available for short naps.

The entire session was taped and edited to 11 hours; an additional four-hour segment was included to permit the participants to comment on their experiences, and listeners were invited to call in with their own impressions and questions. This 15-hour audience-involvement - in community - problem-solving experiment (called T-Group 15) was aired Dec. 30, 1968, by wzz without commercial interruption, and won for the station a national award from Sigma Delta Chi.

Wlib New York brought specialists from government, business, labor, education and from both the militant...
We didn't get this award for the second time in three years by taking our American Heritage for granted. WBAL Radio II.

The George Washington Medal was presented to WBAL Radio/Baltimore for outstanding achievement in bringing about a better understanding of the American Heritage.
Where some of the top honors went

A cross-check of the numerous national and regional awards that have accrued to radio reflect the medium's constructive influence on our way of life. The major portion of the honors earned by radio in the year preceding May 1 were reported in Broadcasting. The following highlights are not intended to be a full summary of these awards, but rather a sampling of some of the accomplishments:

American Bar Association Silver Gavel awards: WMAL Washington; WEEI Boston.

American Legion Auxiliary Golden Mike Awards: KQV Pittsburgh.


Broadcast Pioneers 'Mike' Award: WGLL Lancaster, Pa.

Broadcasters Promotion Association Awards: KNEW Oakland, Calif.; KGO San Francisco; CHL Toronto; KARD-FM Wichita, Kan.; WLS Chicago; WCCO Minneapolis; WILF Philadelphia.

Catholic Broadcasters Association Gabriel Awards: KXMO St. Louis.


International Association of Fire Fighters International Awards: CFRR Toronto.


National Headliners Club: KDKA Pittsburgh, KGO San Francisco; WHOPHopkinsville, Ky.; WXYX Cleveland; KFWB Los Angeles.

Ohio State Awards: *KUOM Minneapolis; WPQI Hartford, Conn.; *WHA Madison, Wis.; WMCA New York; WNEW New York.

National Safety Council Public Service Awards: KGO San Francisco.

George Foster Peabody Awards: WEEI Boston; WQXR New York; WJR Detroit.


San Francisco State College Awards: KQV Pittsburgh; WQXR Cleveland; WBGU Bowling Green, Ky.; KXK Los Angeles; WNEW New York; WLIB New York; KQV Pittsburgh; *WBUR Boston; WAVE Louisiville.

Sigma Delta Chi Distinguished Service Awards: KWAB Los Angeles; WBB astronauts; WCRB Waltham, Mass.

*Non-commercial stations

and moderate wings of the black community together for a series of 13 half-hour programs entitled, What Must Be Done. Created and produced by WLIB Vice President Sam Chase, the series attempted to elicit suggestions from the panelists as to what solutions could be found to solve the ghetto crisis. Listeners were invited to achieve a community-station dialog by phoning in with questions or comments about the panel's suggestions. What Must Be Done earned a Broadcast Media award from San Francisco State College.

Noncommercial WUSB-FM Boston, operated by Boston University, conducts a nightly one-and-a-half-hour program, The Drum, which serves a twofold purpose: Relevant programming to the black community is aired ("soul" music, interviews) with members of that community in Roxbury serving as on-the-job trainees on the program, working as producers, directors, reporters, record librarians, continuity writers, tape editors, recordists, news editors and studio technicians. Group-owner Knight Quality Stations, which has given a grant to the project, will hire five trainees who successfully complete the training program. Other sponsors are the New England Telephone Co. and WCRB Boston. A Broadcast Media award given by San Francisco State College was earned by The Drum.

Among the documentaries about social issues that radio aired was a WMCA New York, series on migrant farm workers in New York, which successfully wrought a change in state policy that now includes migrants under a model housing code. A review of the series on WCBS New York noted that "what is extraordinary about WMCA and [the series] is the follow-through which rallied forces to the station's point of view that brought results. A station that persists until its convictions are translated into community action is really serving in the public interest."

The Edward R. Murrow Documentary award of the Radio-Television News Directors Association was presented to WMCA for that series.

A six-part series, entitled The Golden Years, earned KYW Philadelphia the American Political Science Association award for "excellence in public affairs reporting." The series portrayed the plight of senior citizens on welfare who face reduced state subsidies to their nursing homes.

A half-hour documentary series, Sunday News Close-Up, won two national awards for WNEW New York. A Broadcast Media award from San Francisco State College was earned for "Robert F. Kennedy: A Tribute," a one-hour program written after the assassination of the senator, subsequently rebroadcast five times that memorial weekend, and pressed into a recording, 10,000 copies of which were sold at cost to the public.

An Ohio State Award was conferred
It's been another rewarding year.

This year, we received:

A George Foster Peabody Award for "Kaleidoscope" with Mike Whorf. This is the most coveted award a broadcaster can earn.

A national Associated Press Award "for Outstanding Contributions to AP News Reports in 1968."

Three 1st Place Michigan Associated Press Awards:
1. For "General Excellence of Overall News Presentation." The most significant of all AP Awards.
2. For "General Excellence of Individual Reporting."
3. For "Best Hard News Documentary."

A citation and resolution of appreciation from the Southeastern Michigan Council of Governments for an "outstanding contribution to understanding of local government." This was the only award given.

A Certificate of Recognition from the National Conference of Christians and Jews for the documentary program "Psychology of Rebellion." The certificate reads: "For exemplary discharge of the responsibility of mass media... by making a telling contribution to the eradication of prejudice... through creative educational public service programming in the vital area of human relations."

We don't know what to say. Except thanks.
on WNEW's *A Child Again*, which was cited as a "searing and sobering insight to the tragedy and motivation, the disillusionment and despair of many so-called hippies and flower children in the urban centers of this nation."

A weekly half-hour investigative series, entitled *Spotlight '69*, and produced by station newsmen, earned WPOP Hartford, Conn., a 1969 Ohio State award. Among the topics aired were "The Law of the Gun" (gun control), "J.F.K. Remembered," "Martin Luther King Remembered" (an overview of Dr. King's life and work), "Sergeant Pepper and Other Titles" (a look at the Beatles and their contributions to music) and "Alcoholism and the Housewife."

WFBM-FM Indianapolis won a Major Armstrong award for *It's a Public Affair*, five-minute specials broadcast six times weekly. The specials dealt with such subjects as a racial profile of Indianapolis, how community leaders kept the lid on in summer 1967 by solving ghetto-associated problems, and a two-part investigation into panic peddling techniques used by a real estate agent to frighten residents in an integrated Indianapolis neighborhood into selling their homes.

*Decision '68*, a 45-part series of programs two-and-a-half minutes each explaining the intricacies of the political process in an election year, earned an award from the American Political Science Association for KQRS San Francisco and the series' author and producer, Robert Vainoski, KCBS director of editorial and public affairs.

Noncommercial WHA Madison, Wis., operated by the University of Wisconsin, received three national awards. Two Ohio State University honors were for the "How Now, Cow?" segment of the *Wisconsin on the Move* series. The program was cited for providing "specific historical information, readily correlated to the classroom, and a more fundamental and profound lesson in the ways of change and progress." "The Pride and Prejudice: An American Heritage" segment of the *Inner Core: City Within a City* series on urban ghetto problems was cited by Ohio State with the following: "Months of preparation produced this program—which many years have made necessary. This documentary effort may hasten the time when a similar program is necessary."

A Major Armstrong award was given WHA for its "Anatomy of a Gyp" segment, also part of the *Inner Core* series.

KDKA Pittsburgh won a National Headliners award for "outstanding radio public service" for its four-part series on possible fire dangers inherent in Dixmont, a mental hospital. After the third part of the series was broadcast, KDKA said, the Pennsylvania state government found a new fire truck for Dixmont.

Noncommercial WAMU-FM Washington, licensed to American University, received a Major Armstrong award for "excellence in educational broadcasting" for its one-hour program, *Mike Dole's Block*. The program dealt with the activities of a Vista volunteer. WAMU-FM also received two certificates of recognition from the National Association of Educational Broadcasters for the *The Next Fifty Years*, a 13-week series on the future of urban planning.

KABC Los Angeles documentaries and editorials earned recognition from the National Conference of Christians and Jews with two awards last year: one, for a documentary report on how the Watts Manufacturing Co. was providing aid to that ghetto's "hard-core unemployables"; the other, for an editorial offering proposals for effecting racial harmony between local citizens and the Los Angeles Fire Department.


An Edward V. McQuade Radio-TV honorable mention from the Association of Catholic Newsmen went to KRSO San Francisco for *Memorial to Robert F. Kennedy*, a special broadcast June 9, 1968, featuring two San Francisco speeches of the late senator.

An increasingly heard editorial voice from radio was evident throughout 1968 to mid-1969 in the variety of subjects tackled. The troubled Pittsburgh school system was the target of two series of editorials by KQV Pittsburgh, which won national awards. *The New Three R's*, a series devoted to student-teacher relationships and first broadcast in 1967, earned the Golden Mike award of the American Legion Auxiliary as "America's best local radio program for youth."

*Teacher Turnoff*, an editorial series on teachers' efforts at collective bargaining, earned an award from San Francisco State College. Another such award went to an editorial series, *Kids and Sex*, designed to combat venereal disease through wider sex education.

"My brother died last night of sepsis, after a long, lingering illness. And it was such a pity too, as society had seemed on the verge of a cure. But, it just didn't come in time. He was too young to die, and his sickness was too old to live." Those opening words of an editorial written by WCRB Boston President Ted Jones about the death of Martin Luther King earned the Sigma Delta Chi Distinguished Service award in the area of radio editorializing. A series of editorials based on a series called *You and Your Environment* also earned for WCRB an award from the United Press International Broadcasters Association for radio editorializing.

Strong editorial stances by KGO San Francisco earned national and regional recognition in the form of three major awards. A series of seven editorials, entitled *Steps Towards Sanity*, aired in June and July 1968 and received the National Headliners Club award for "consistently outstanding radio editorials."

The series appealed for stringent new gun controls in both state and city in the wake of the Robert Kennedy as-
An independent station should take great pride in being an independent. You do your own thing, your own way and can point to the results with legitimate pride.

It used to be that one of the prices of being independent was a more limited national—international news and sports operation.

When ABC introduced its modern concept of network radio, we changed that forever...along with a lot of other old-fashioned ideas in networking that hadn't kept pace with the growth of what makes a network possible...stations like yours.

Each of our networks has a limited inventory of programming, because we're designed to offer only what a network can do best...and no more!

When you talk about network radio with ABC, you'll find it's a whole new business.

Try it...you'll like the bottom line.
In recognition of WGN’s continued Dedication to Quality, Variety and Frequency in Traffic Safety Broadcasting.

WGN Radio—for the eighth year—gratefully acknowledges the coveted Alfred P. Sloan Award for “Distinguished Public Service in Highway Safety.” This represents another group-station accomplishment.

We are particularly gratified with the special recognition accorded our new Jet Ranger Trafficopter Service—a WGN innovation—and our expanded award winning week-end programs: “Traffic Central,” “Northwestern Reviewing Stand” and “Signal 10”.

We share this recognition with the organizations listed on the following page whose generous co-operation made this award possible.

WGN
IS
CHICAGO
the most respected call letters in broadcasting
sensation. According to KGO, it pro-
vided the largest single volume of
listener response in its history; 2,000
letters were turned over to the San Fran-
cisco Board of Supervisors, which later
enacted a strong gun control ordinance.
A KGO series of five editorials entitled
For the Safety of Our Children, aired in
February and March 1967, received the
National Safety Council Public Ser-
vice award in October 1968 for "dis-
tinguished service to accident preven-
tion." Written by Lee Rashall, KGO
editorial director, the series revealed
widespread failures to comply with a
California state law establishing earth-
quake safety standards for the state's
public schools. The series appealed for
prompt and sweeping legislative and
enforcement action to safeguard an
estimated half-million California school
children attending classes in substand-
ard school buildings.
According to several state legisla-
tors, that series proved influential in
generating appropriate legislation and in
increasing county compliance with state
school building laws, which had been
ignored for over 30 years.
A joint project of KGO's news, edi-
torial and public-service departments
produced, We Speak for Our Most Piti-
able Minority—series of "mini-docu-
mentaries," editorials and spots, aired
from October to mid-December 1968
which criticized California mental hos-
pitals and proposed wholesale budget
cuts in the state's mental health pro-
grams. Less than two months following
the close of the broadcasts, Governor
Ronald Reagan called for the largest
mental health-budget vet in Califor-
ia, $28 million over the preceding year.
The project, produced and aired for
about $16,000, earned for KGO an Ed-
ward V. McQuade Radio-TV award
"for distinguished programming in the
field of social justice," a regional honor
presented by the Association of Cathol-
ic Newsmen.
"Brotherhood is a feeling. No one
can teach it to you. You either feel it
or you don't. But, if you don't, think
of this—Can any one of us truly say
that any man is not his brother? How
are you feeling today . . . brother?"
That lyric set to the rock tune, "Get
Together," was one of 30- and 60-
second spots written and produced by
Julian H. Breen, director of production
and community services, for WABC New
York. The public-service spots last year
won the 1968 Brotherhood award of
the National Conference of Christians
and Jews, presented to WABC for its
"independent leadership, creative imagi-
nation and cooperation . . . to augment
the objectives and purposes of the
NCCJ."
The quality of radio cultural, educa-
tional and entertainment programing
is evident, in part, in four national

Thank you for your part in helping us win the Alfred P. Sloan Award

Chicago Police Department
City of Chicago Traffic Engineering Center
Cook County Sheriff's Police
Highway Minutemen
Illinois State Highway Police
Illinois Toll Road Minutemen
Indiana State Police
Michigan State Police
Northwestern University Traffic Institute
Wisconsin State Patrol
State of Illinois, Department of Public Works and Buildings
Governor's Traffic Safety Board
Allstate Insurance Company

Former Massachusetts Governor John Volpe, now secretary of transportation, records Christmas message to Vietnam servicemen during WEEI Boston "Voice of Christmas" campaign.

awards that went to WQXR New York. Its Steinway Hall series, featuring well known pianists, won a Peabody award and an award from the National Federation of Music Clubs. WQXR-sponsored "Young Artists Competition" for high school student-pianists in the New York City area received an award from San Francisco State College. WQXR-FM also won Major Armstrong recognition for "excellence in FM broadcasting."
A Peabody for radio education was won by WEEI Boston for The World Tomorrow, a daily five-minute science oriented series presented by Dr. Leonard Reiffel. The series is sponsored by Raytheon Co., which uses its time slots primarily for recruitment purposes.
A Silver Gavel award from the American Bar Association was also given to WEEI and Paul Benzaquin, telephone-talk moderator, for a series of four features dealing with the American system of law and justice presented on Benzaquin's Notepad during 1967.
"The Language that Saves," a 13-part series on 20th Century American poetry, earned an Ohio State University award for noncommercial KUOM Minneapolis. The University of Minnesota-operated station broadcast the series during January and February 1968.
Noncommercial WUSY-FM Philadelphia received two Major Armstrong awards last year "for excellence and originality in creating and presenting superior FM programs": one for The Stokowski Story, a series of 28 one-hour broadcasts with narration, interviews and music of conductor Leopold Stokowski; the other, for "Their Thing—Our Thing; Drugs," one of four half-hour programs, entitled Society's Chil-
dren, a series dealing with the mental

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Increased dialogue between blacks and whites is evident in radio’s public-service programming. Several segments of the Inner Core series presented by WMA Madison, Wis., was cited by Ohio State, with the following notation: “This documentary effort may hasten the time when no similar program is necessary.” WMA received three national awards.

health overtones in the middle-American generation gap.

A one-hour five-a-week program of narrative and music called Kaleidoscope won a Peabody award in radio public service for WJR Detroit and Kaleidoscope’s creator Mike Whorf. The program was cited for its “exursion into the mind of man and the world he has made for himself” with a “skillful blending of writing, music and production. . . .”

Radio has always been a traditional conveyance for charitable causes and often ingenious promotions.

WEOL Boston received a regional honor for “meritorious service” from the U.S.O., earned for cosponsorship of the “Voice of Christmas” project in which a WEOL mobile unit visited several shopping centers to record personal messages to be sent to a relative serving in the armed forces overseas. WEOL editorials also received a National Mass Media Brotherhood award from the National Conference of Christians and Jews for its 240 editorials broadcast during the year.

KABC Los Angeles received an award from the Internal Revenue Service for “an outstanding contribution to the greater understanding of the federal tax laws,” by helping IRS locate taxpayers who had not received their 1967 tax refunds. For three months last year KABC broadcast the names of 6,800 unfiled taxpayers, three an hour, 24 hours a day, at a total cost to the station of $75,000.

WCAU Philadelphia also received awards from the Jewish War Veterans of the U.S.A. and the Muscular Dystrophy Association. The JWV 1969 Brotherhood award was presented “in recognition of [the station’s] outstanding contributions in the field of human relations through [its] discussion program, Two Way Talk.” The MDA award was presented for WCAU’s aid “in the fight against muscular dystrophy” through the Two Way Talk format. KCBS San Francisco also received a Distinguished Public Service award from MDA.

A 90-minute panel discussion on heart diseases earned the southeastern regional Heart Association certificate of achievement for WDRE Delray Beach, Fla.

Radio has also become an increasingly important medium of news and information. “Outstanding achievements in news coverage” were presented by the Associated Press Radio and Television Association to WDRE Delray Beach, Fla.; WCAM Philadelphia; WJR Detroit; WBBM Baltimore; KROK Oklahoma City (943 news contributions to the wire service); WION Ionia, Mich. (324); KNOW Butte, Mont., and WCAU Athens, Ga.

Political coverage of the Kentucky delegations at both the Republican and Democratic conventions, and coverage of the 1968 Kentucky race to fill Thruston B. Morton’s vacated seat in the U.S. Senate won a National Headlines Club award for WTOP Hopkinsville, Ky. The award-winning category was for news coverage in markets of under 250,000 population.

The 29th annual awards competition of the Freedoms Foundation of Valley Forge, Pa., this year saw a multitude of honors placed on broadcasters. Foundation recognition is increasingly becoming a “bread and butter” honor for broadcasters who air editorials and specials, and conduct promotions of a patriotic nature.

KABC Los Angeles won two foundation awards, one of which was for its 12 midnight to 5 a.m. series of Kooky Calls. KABC personality Ray Briem makes telephone calls to persons with night work in small and medium size towns across the country to discuss the town’s location, population and areas of interest.

KABC promoted Kooky Calls by flying one of the most popular recipients of the call, George Naegeli, for a week’s stay in Los Angeles. Mr. Naegeli, 72-year-old police dispatcher from Blackstone, Va., and his wife were greeted by a crowd of over 1,000 at the airport, and toured Disneyland, Catalina, Anaheim Stadium and the Universal studios. Meetings were set up with Los Angeles Mayor Sam Yorty (who proclaimed “George Naegeli Week” in the city); city officials, the California Angels baseball team, and assorted film celebrities. KABC also published a 24-page booklet, detailing in photographs and captions Mr. Naegeli’s visit, available at cost to listeners.

The promotion cost KABC about $2,500 for air fare, hotels and all expenses for the couple. But, in return, the station received 5,000 requests for the booklet (4,000 were sold) and over 50 newspaper stories concerning the visit. According to Robert M. Walsh, KABC production manager and coordinator of the trip, “the campaign was one of the most successful because of its warmth and because of the interaction of average people.”

KABC received a second foundation award for a series of Remember the Pueblo broadcasts that also aired nightly during Mr. Briem’s show. Mr. Briem aired tapes made up of the fruits of the station’s monitoring North Korean short-wave radio for information about the seized spy ship, as well as interviews with members of the crew’s families. The cost to KABC was about $300, and during the campaign it received about 1,500 responses from its audience.

An unusual month-long “Fly Your American Flag” promotion copped a foundation award for WKY Oklahoma City. The station, in conjunction with its TV outlet, initiated an official proclamation of June as “Fly Your American Flag” month last year. Then it ordered from Pepper-Tanner Inc., Memphis, 50,000 flags (at a cost of eight cents each). The flags were distributed to grocery, department stores and chambers of commerce for eventual retailing at 19 cents each.

WKY urged local civic and business organizations and listeners to fly their flag at home or on their automobiles. Appropriate promotional spots were cut, which featured the governor, well-known Oklahomans, and the President.
WMAQ Radio... we’re more than just good company.

We’re good.

Good at reporting and documenting the news, making it meaningful to Chicagoans. In months past, our nearly 40 News and Public Affairs Specials have won five major awards:

- National Headliners’ Award
- Catholic Broadcasters’ Gabriel Award
- American College of Radio Arts, Crafts, and Sciences Award
- Illinois Associated Press Award
- The Major Armstrong Award

WMAQ Radio News and Public Affairs Specials—interpreting issues that confront our listeners... taking an active interest in the community. Get to know our serious side. WMAQ Radio, The Good Life station. It’s a winner.

The NBC Radio Station in Chicago.
A follow-up to the promotion WXY staffed jotted down license plate numbers of those cars displaying the antenna flags. When the numbers were checked out the station aired the following message: "WXY wishes to salute the John A. Patriotic family for proudly displaying their American flag on their automobile."

"The Heritage Thought for the Day," a minute-long program broadcast daily since Jan. 1, 1968, earned a foundation award for WYZZ (FM) Wilkes-Barre, Pa. The program, which is sponsored by the American Asphalt Paving Co., has such titles as "How Much Federal Aid Did the Pilgrims Get?" "The Greatest Freedom March was the One in Covered Wagons" and "I Didn't Have a Very Happy Childhood Either" dealing with such subjects as individual responsibility, fiscal solvency and fundamental character traits.

An editorial entitled "For Whom the Bells Ring" and broadcast July 4, 1968, earned a foundation honor certificate for KGO San Francisco.

A Foundation award went to KCBS San Francisco for an editorial entitled "The Right to Recruit." The editorial commented on a movement by a small group of students at San Francisco State College to deny employment recruiters for Dow Chemical, a company engaged in the production of Vietnam war materials, and for the Marines the right to interview students on campus. The KCBS editorial concluded: "When Americans refuse spokesmen of opposing views the opportunity to be heard, this nation and its entire system is in serious danger of collapse."

A June 13, 1968, editorial attacking a new, strange disease, "American Criticismitis" earned WSM Highland Springs, Va., a foundation honor certificate. The editorial recommended "a strong dose of patriotism" as a cure.

KSFQ San Francisco won a foundation award for its 45-minute program, "Help! Police!" which explored the changing role of the law enforcement officer in these difficult times of urban unrest. The program featured the views and comments of San Francisco Police Chief Thomas C. O'Toole.

A July 4, 1968, editorial brought an honor certificate from the foundation to WBT Charlotte, N.C., and hundreds of audience requests for reprints and rebroadcasts. The editorial said, in part, "this country must have another Declaration of Independence, independence from hatred and selfishness and greed...from the apostles of something for somebody who try to hide the fact that the 'something' can be provided only by those who have produced it by working. The agitators who preach those counterfeit doctrines must be overwhelmed by the gathering wrath of the American people."

A tribute to the nation's servicemen on Veteran's Day, Nov. 11, 1968, by KRSM (FM) Phoenix earned an honor certificate, while The Story of Our Country in Praise and Verse, a 15-minute week-end series dealing with significant historical and current events, won an award for WCPA Clearfield, Pa. The series is produced by officials of the Clearfield area school system.

A foundation award went to WRFD Columbus-Worthington, Ohio, for a June 1968 editorial entitled "Congress and the Courts," which called on Congress and the courts to "take a look at the rules that protect the criminal at the expense of his victim and society and take corrective action where needed." KXL Portland, Ore., received its sixth foundation award for its Message for Americans series. The program, formerly sponsored by the National Hospital Association, has been broadcast since 1962. The winning segment this year was "My Country—'Tis of Thee I Sing," a four-part five-minute patriotic feature aired in October 1968 and prepared by John Salisbury, director of news and special projects for KXL.
apart... wallowing in self-pity... who make a display of deploring their birth into a world which—to use theirissy expression—they didn't make... I've had it with people who are setting about deliberately to rip up mankind's noblest experiment in decency."

A series of "Get Out the Vote" radio spots, aired two weeks prior to the presidential elections, earned KGQ Seattle a foundation award. The series keyed as a "reminder to responsible Americans" featured the recorded comments of eight past Presidents and stressed to prospective voters that "the history of a country is an on-going creative process. Taft, Roosevelt, Wilson, were part of history past. You are about to become a part of America's future history." The series cost KGQ $1,250 in air time; it was produced for all of $85.

A five-minute May Day editorial earned WIBW Topeka, Kan., a foundation award. Aired on May 1, 1968 and written by Thad Sandstrom, WIBW general manager, the editorial stressed that this is a "nation of laws... which preserve, protect and defend the rights of the individual."

Congressional Medal of Honor recipient Major Merlyn H. Dethlefsen was the subject of a 25-minute documentary produced by KGQ Enid, Okla., tracing the history of the award and outlining the exploits of Major Dethlefsen in the Vietnam war, his life and background. First aired on Feb. 12, 1968 the special earned KGQ a foundation honor certificate.

Another foundation honor certificate went to noncommercial KOCX Corvallis, Ore., for a segment of its weekly Report to the People, which features Oregon Governor Tom McCall. Governor McCall, a former news and political analyst for KGQ-TV Portland, provided commentary for a July 1, 1968 airing on freedoms and liberties in the U.S. and the urgent need for recommitment to the American ideal and for its expansion to cover all men.

A massive promotion involving 400 public-service spots garnered 5,000 portable radios for servicemen in Vietnam and a foundation award for WABC New York. The station invited its listeners to send in their old and new transistor radios when it learned that many men lacked receivers to pick up broadcasts of the Armed Forces Network.

Programs and editorials are not the only achievements for which radio stations are honored today. Stations can also be cited for their creativity in broadcast promotion. "74 in San Francisco" won in the station promotion category of the 1968 American Television & Radio Commercials Festival. The spot was subsequently recorded by Command records.

Among the recipients of Broadcasters Promotion Association awards were:

KGO San Francisco; KARD-FM Wichita, Kan.; WLS Chicago; KNEW San Francisco, and WFL Philadelphia.

A radio station can also be unexpectedly thrust into public service by a dramatic news event. WXYX Cleveland received a National Headliner Club award for its coverage of events surrounding police pursuit of an alleged killer. Because the assailant was a faithful listener of the station, WXYX aired a personal appeal for surrender from his family. Subsequently, Bill Clark, WXYX news director, was summoned to the assailant’s hideaway and persuaded the frightened man to give himself up to police.

Now, that’s public service.

Helps Pittsburgh police

WTAE-AM-FM-TV Pittsburgh aided local police in the capture of sniper Robert Michniak on the top of that city’s 7th St. Bridge last week. From WTAE-AM-FM’s traffic helicopter, Charles McGrath, WTAE-TV cameraman, fed reports to police that facilitated the capture of the sniper. WTAE-TV’s filmed story was used on ABC-TV that evening along with Mr. McGrath’s taped report.

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Ad Council sets pace for radio

Volunteer group adopts 20 public-service campaigns as primary efforts

For 27 years radio has labored with The Advertising Council "for the public good," as the council's slogan declares. In the past year radio networks and stations contributed broad coverage to 20 major, top-priority public-service campaigns conducted by the council, and also gave additional free time to 73 of the council's secondary causes.

The circulation contributed last year to the major campaigns of the council by the radio networks alone—ABC, CBS, Mutual and NBC—is estimated at four billion listener impressions. The additional support given to the campaigns by local radio stations, while almost impossible to estimate, would easily double or triple the network figure.


The council sought support for Invite and Welcome Foreign Visitors, conducted for the U.S. Travel Service. With more tourist dollars pouring out of the U.S. than in, it is hoped that this campaign will ultimately reverse the gold flow. The mental retardation campaign was phased out and replaced by rehabilitation of the handicapped in cooperation with the Department of Health, Education and Welfare.

In the coming months the council will undertake additional new radio campaigns, including the 1970 Census and Technical Education and Training. The Council has found radio useful in reaching special audiences. (For the Equal Employment Opportunity campaign, The Supremes, The Blossoms, Jay and The Americans and other musical groups recorded spots to reach minority group audiences through radio stations with the message "things are changing.") Plans for the 1970 census campaign, which will educate citizens on to the importance of the census and urge cooperation, include special-audience radio material. The Technical Education and Training campaign encouraging high school students who do not go to college to take two years of technical training, it is expected, will help alleviate the shortage of technicians in industry and government.

The primary new project for the council will be a drive to combat inflation and inflation psychology. President Nixon has taken special interest in this campaign the theme of which will be "inflation can be stopped." A booklet written by the Joint Council for Economic Education will be offered. The council has found radio to be very effective in producing requests for campaign booklets.

The Advertising Council and its volunteer agencies have been very successful in recruiting well-known entertainers and personalities for their radio spots. The latest Traffic Safety Campaign enlisted the help of actor Jack Webb, and humorists Bob & Ray. Henry Gibson, of NBC-TV's Laugh-In, recorded anti-litter poetry for Keep America Beautiful. Melvin Douglas has recorded spots for Crisis in Our Cities, while USO radio spots include the voices of Martha Raye, Bob Hope, Francis Langford, Anita Bryant, Arthur Godfrey, Bob Considine and Charlton Heston, all of whom have visited servicemen. Mel Blanc worked for Peace
Looking for Philadelphia's 18-34 Crowd?

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WFIL delivers 62% more Adults 18-34 on a quarter hour average than any other station. Monday through Sunday. From 6 am to midnight.

A TRIANGLE STATION Represented by Blair Radio.

April/May '69 ARB. Figures are estimates only. Subject to limitation of source material.
Corps Volunteers, producing spots that are receiving great play on college radio stations.

An effort has been made to offer radio spots of a wide variety, aimed at current diversified programming. This summer's radio kit for the Smoky Bear forest fire prevention campaign contains material designed for top-40, middle-of-the-road, news-talk, and country-western stations. Among the celebrities who made spots for the Smoky campaign are Willie Weatherly and Ben Vereen, cast members from the musical "Hair," folk singer Judy Collins and comedienne Carol Burnett.

The latest radio project at the council is a recorded spot promoting public service advertising, the work of the council and the contributions by media, advertising and business. The brainchild of Harold Neal Jr., president, ABC Radio Stations, and vice chairman of the council's promotion Committee, the 60-second spot talks about "a different kind of advertising" and closes with the statement, "this station is proud to contribute its share." The spot is currently being aired on all ABC-owned and operated radio stations and will be played on the ABC Radio Networks. The spot is being offered through the council, to other radio networks and stations.

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

Radio encourages city to act

Teaming with Urban Coalition, stations seek out both the problems and answers

Want to participate in a sure-fire inexpensive public-service campaign that may solve some of your city's problems and serve to further identify your station with the community? Try Call For Action, a community-involvement project conducted by the Urban Coalition in conjunction with participating radio stations and volunteer civic groups in major U.S. cities.

Thus far, CFA has apparently proved successful in several cities where it has been tried. In New York City the station that originated the Call For Action concept six years ago, wMCA, has its CFA number listed on many tenement walls as the number to call when a problem with government must be solved. In Washington the CFA program proved so effective, with the cooperation of wWNC, that the city government took over and made part-time "civil servants" out of CFA volunteers.

In various stages of preparation are legislation on all levels of government last year.

In presenting the award Ohio State noted that the series and CFA "is a superb, almost unique, model of grassroots community service. A beautiful lesson in how a consistently enterprising metropolitan station can muster intensive volunteer cooperation to further its outstanding staff effort. This is the kind of shrewdly planned public education that really counts in all quarters."

Minority groups study radio-TV at Columbia

Thirty-five members of minority groups have begun training for careers in broadcast and print journalism at the Columbia University Graduate School of Journalism in New York.

The students are taking part in an intensive 10-week program that ends on Aug. 29. Twenty of the students will be trained in television and radio news and the remainder in print journalism.

The university conducted its first summer program for minority-group members last year, training 20 men and women exclusively in broadcast journalism. All students who sought positions on radio and TV news staffs were placed upon graduation.

CBS gets Harlem show

The Harlem Cultural Festival, which has featured top-name entertainers for three years, will have its first nationwide audience July 28 when CBS-TV will broadcast the opening one-hour Program of the Year at 10 p.m. EDT.

Five more one-hour programs will be filmed for syndication by Tulchin Productions, New York, in cooperation with the New York City Parks department and the Harlem community. The July 28 program will be sponsored by the Maxwell House division of General Foods, White Plains, N.Y., through Ogilvy & Mather. The festival had been carried on wNEW-TV New York independent.

Two get Kennedy awards

CBS and wMCA New York shared honors last week as winners of the first annual Robert F. Kennedy journalism awards in the fields of poverty, hunger, discrimination and unmet human needs. CBS won for its Black History, Lost, Stolen or Strayed, and wMCA for its continuing special coverage of the problems of poverty and discrimination in New York City and the state. Mrs. Robert Kennedy made the presentation of the awards at a dinner in Washington.

Congressional Medal of Honor recipient Major Merlyn H. Deltheisen was subject of KGWA Enid, Okla., documentary, which won Freedoms Foundation honor certificate.

CFA programs in Detroit, Minneapolis, Cleveland, Denver and San Antonio, Tex. Call For Action is currently running in New York; Philadelphia (through WFL); Altoona, Pa. (WFBC); New Haven, Conn. (wWNC), and Chicago (WIND).

CFA is conducted by the Urban Coalition, which recruits volunteers (usually married women with children) from local established organizations to answer telephones. With a participating station the coalition finds a target problem (trash collection, housing, etc.) and solicits complaints from the public via spot announcements, usually about 10 a day for several weeks.

What's expected of the station? Free air time for the spots, furniture, a couple of typewriters and three to five telephones for the volunteers.

CFA volunteers collate calls, gather data and attempt to solve a listener's complaint through government channels. Meticulous day-by-day call backs to complainants insure whether or not official action was taken, and if not, why not.

If official action is not achieved, CFA may urge the participating station to editorialize or do a documentary on the target problem, using the data that CFA volunteers have collected.

One such documentary series on consumer fraud aired on wMCA grew out of CFA and won for the station this year an Ohio State University award. Exclusive of the thousands of free hours devoted by the volunteers, the four-part series was completed in about 100 man hours of station personnel time; the programs cost about $200 for 40 minutes of air time. The wMCA series helped to spur a flood of consumer activity.
FCC is irked over charges by GT&E

Four attorneys representing General Telephone of Illinois and GT&E Communications Inc. last week found there is a limit to the kind of "vigorous advocacy" the FCC will accept in pleadings. The commission, in an unusual action, publicly rebuked them for making "unsubstantiated charges".

The rebuke was delivered in an order denying the companies' petition for reconsideration of a May 28, 1969, action prohibiting General and GT&E from placing in operation CATV distribution facilities in Bloomington or Normal, both Illinois.

The commission had directed the companies, which are under common ownership, not to begin service until a cease-and-desist order against them had been resolved or they had been granted permission to proceed. The action was taken on the petition of TeleCable Corp., one of three applicants, including GT&E, applying for CATV franchises in Bloomington and Normal in the spring of 1968. TeleCable, noting that GT&E had published announcements that it intended to begin service in Bloomington in June 1969, asked for temporary relief to preserve the status quo pending the show-cause proceeding.

The attorneys who were the subject of the commission's rebuke are Vernon C. Maulson, who represents General, and George E. Shertzer, Donald P. McCormick, and David H. Lloyd, who represent GT&E.

The commission singled out two passages in the petition for reconsideration signed by all four attorneys. One said that the commission's action in the proceeding thus far "have been taken with such patent disregard of any standard of fairness—let alone due process—that GT&E and GTI have no confidence that this petition—no matter what its merit—will receive favorable consideration."

The other, in a footnote, said the companies are aware that the commission "staff 'controls' the information" provided the commissioners. "Thus," the footnote added, "to the extent there has been unfairness—and that is a very substantial extent—GT&E and GTI realize that it reflects on the staff's prejudices."

The commission said the remarks are unsubstantiated and stem "only from the parties' dissatisfaction with the decision." It added that "vigorous advocacy is to be encouraged in the hearing process but that 'unfounded, intemperate and irresponsible charges cannot be countenanced.'"

"In fact," the commission said, "it must be condemned if we are to maintain respect for the administrative process and for the official actions of those charged with the responsibility for administering the law.

The commission indicated that a repetition of such action would warrant formal censure proceedings.

Senate shelves print bill while Justice looks on

The Senate Antitrust and Monopoly Subcommittee last week placed the controversial "newspaper preservation" bill on deferred status until the Justice Department completes its latest look at a joint operating agreement between the Tucson (Ariz.) Star and Citizen.

The two newspapers are presently discussing with Justice how their agreement might be altered to accord with a ruling by the Supreme Court last March, in which the joint operation was judged to be in partial violation of the Sherman Antitrust Act. The court approved the newspapers' joint printing and circulation arrangement, but turned thumbs down on provisions for profit-pooling and fixing of advertising rates.

During subcommittee hearings earlier this month, Justice antitrust chief Richard W. McLaren said his department is deferring action against other joint agreements until its consideration of the Tucson case is complete. In its executive session last Thursday, the subcommittee unanimously voted similarly to defer action on the bill, which would exempt from antitrust action such joint agreements if one of the newspapers is in financial difficulty.

Somewhat surprisingly, the motion to defer action came from one of the bill's most influential backers, Senate Minority Leader Everett Dirksen (R-Ill.). The senator's action, and that of the subcommittee, apparently represented temporary accord with the Nixon administration, which through Mr. McLaren made known its opposition to the bill, and its attempt to bring existing agreements into line with the Supreme Court's decision. The subcommittee's chairman, Senator Philip A. Hart (D-Mich.), has been a vocal opponent of the bill, but is not believed to have much support for that view among subcommittee members.

Among the arguments in opposition to the bill is the charge that newspapers with radio-TV properties use broadcast profits to back anticompetitive practices; yet despite those profits, opponents claim, the papers could claim "failing" status under the bill and consequent antitrust exemption, based upon their financial status as separate entities.

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BROADCASTING, June 30, 1969

(THE MEDIA) 59
ownership guidelines
Litwin producing Interim report to NAB says FCC can formulate policy from study

The director of a study on the effects of common ownership on media content and influences says that preliminary findings indicate that it would not be wise for the FCC to adopt an across-the-board policy regarding common ownership. He also says the study promises to provide the basis for a flexible policy in that area.

George H. Litwin, who is an assistant professor at the Harvard Business School, made these statements in a progress report to the National Association of Broadcasters. NAB filed the report with the commission last week.

The Litwin study is one of two authorized by the NAB in January (Broadcasting, Jan. 20) in connection with its opposition to the commission's rulemaking proceeding aimed at barring the owner of one full-time station from acquiring another unlimited-time outlet—AM, FM or TV—in the same market. The aim of the proposal is to promote diversity in the viewpoints expressed over the air in individual localities.

Dr. Litwin, however, said the preliminary findings suggest that "common ownership in and of itself is neither detrimental nor favorable to the public interest." He said the question can be understood "only in terms of other variables."

But beyond the negative conclusion that he expects the report to reach—that no-fic rule would not be in the public interest—Dr. Litwin believes the study will provide a basis for the development of guidelines for public policy. It would, for instance, enable the commission to identify "multiple conditions under which common ownership would be clearly detrimental, neutral, and clearly favorable to the public interest," he said. And it should be possible to define those conditions with sufficient clarity to permit agreement on them "in any case."

The Litwin study is being conducted by the Motivation Research Group, a division of the Behavioral Science Center of Sterling Institute, of Boston, at a cost of $50,000.

Dr. Litwin expects the study to be submitted by July 31. Deadline for reply comments in the rulemaking proceeding—four times postponed—was Feb. 28. However, NAB will submit the report for the commission's consideration.

The other NAB-commissioned study, which was filed with the association's reply comments, was done by the American Research Institute for Political Communication Washington, at a cost of some $25,000. One of its major conclusions was that media are less influential in molding opinion than other forces operating on the individual.

One of the more unusual results Dr. Litwin says his group has already produced is an index capable of describing the influence wielded by each of the major media—newspapers, radio, television and magazines. Dr. Litwin said the index could be used to determine the potential and actual influence of each outlet and of common ownership groups.

The Litwin project study is based on an "intensive comparative study" of six markets—Baltimore, Houston, Denver, Miami, Spokane, Wash., and Bakersfield, Calif.

Dr. Litwin expects it to answer questions regarding decision-making in the areas of news, programing and commercial content; different practices of single- and commonly owned media and the resulting impact on the community; the effects of relatively high and low concentration of common ownership; and the effects of common ownership in larger and smaller markets.

WFMT group moves again to stymie sale

The Citizens Committee to Save WFMT last week went another round in its fight to bar ownership of the Chicago FM classical music station by WGN Continental FM Co. The Chicago group asked the commission to withdraw what the group said was temporary (180-day) authority granted to WGN to operate the station and restore operation to Gale Broadcasting Co.

The group succeeded last year in persuading the U. S. Court of Appeals in the District of Columbia to reverse the commission on its grant of the application for assignment of WFMT from Gale to WGN (Broadcasting, Aug. 5, 1968). The court remanded the case to the commission, which permitted WGN to continue operating the station pending further action.

The committee said WGN was given authority to operate after the remand under a provision of the Communications Act permitting operation for only 180 days. It said that much time has already elapsed and that the commission's order for a further hearing "no sooner than 60 days (from June 9, 1969)" would extend WGN's operation following the remand to 13 months. Accordingly, it said, WGN's operation "was clearly illegal."

Parent Tribune Co.'s control of WPIX (TV) New York, whose renewal is now under FCC investigation (Broadcasting, June 23), was also cited as presenting possible "serious prejudice" to the commission's consideration of the case. Also potentially prejudicial, the committee maintained, are such WGN actions as changing WFMT's studios and transmitter sites, adding personnel in executive positions, and including references to WFMT in advertisements relating to other Chicago properties owned by WGN.

The committee, in asking that the station's operation be restored to Gale personnel, said that "serious danger to the public interest" would result from continued operation by WGN.

In another filing, a splinter citizens group now represented by the former counsel for the WFMT committee, Harry Booth, asked that a prehearing conference scheduled for Thursday (June 26) by Hearing Examiner Basil P. Cooper be canceled or modified. The group said the conference was "premature" in light of "new considerations" in the case and the commission's June 4 order rescinding restrictive rulings imposed in a March hearing.

However, the conference was held, and the hearing was scheduled to start in Chicago on Sept. 3.

Three federal grants to bolster ETV

Three grants totaling $780,362 to educational TV stations in Idaho, Indiana and Ohio were announced Friday (June 27) by the U.S. Office of Education. The grants are being made available to the stations under the Public Broadcasting Act of 1967.

A grant of $334,605 is being made to the State Board of Education, acting as the Board of Trustees of Idaho State University, Pocatello, to help construct a new educational station on channel 10, Pocatello. The region to be served is now considered one of the largest "dark areas" in the national noncommercial spectrum. The station will bring ETV for the first time to the entire eastern section of Idaho, USOE said.

A grant of $314,070 is being made to Evansville-Vanderburg School Corp., Evansville, Ind., to help construct an ETV station on channel 9, Evansville. A local commercial station previously made time available for educational programs but was forced to suspend the service nearly two years ago.

ETV service in another part of the Midwest was lost when the Midwest Project for Airborne Television Inc. was closed down, USOE said. A grant of $131,687 to noncommercial WCET (TV) Cincinnati is to help that station fill the gap by enabling it to extend its coverage area.

60 (THE MEDIA) BROADCASTING, June 30, 1969
Examiner approves WHUT sale to Eastern

FCC Hearing Examiner Chester F. Naumowicz last week recommended approval of the assignment of WHUT Anderson, Ind., from WHUT Broadcasting Co. to Eastern Broadcasting Corp. The $650,000 sale was designated for hearing in February to resolve questions about Eastern's conduct as a licensee.

The February order requested determination whether Eastern had engaged in trafficking. Since 1960 Eastern has bought five stations and sold three of them. But Examiner Naumowicz noted that two of the stations—WILT Danville, Va., and WALT Tampa, Fla.—were sold because they were money losers. The third outlet was sold to finance the purchase of other stations in larger markets. The examiner concluded that this was a pattern of "trading up" to obtain properties in larger markets, and did not constitute trafficking.

The commission had also questioned the conduct of a promotional contest over Eastern's WCBS Springfield, Ill. The station circulated 100,000 $1 bills in the Springfield area, then offered prizes of up to $1000 each to listeners calling in with winning serial numbers. WCBS failed to make clear to its audience the actual odds of winning major prizes, the commission charged.

But Examiner Naumowicz found that Eastern had taken "reasonable" measures to conduct the contest properly, noting that legal advice had been solicited and rules had been adequately stipulated. The examiner also found that Eastern's commercial proposals for WHUT, questioned by the commission, were "judiciously evolved."

Eastern's properties are, besides WCBS, WATX Doylestown, Pa., and WHAP Hopewell, Va. Acquisition of WBOW-AM-FM Terre Haute, Ind., is pending FCC approval.

The quest in Queens for a cable franchise

American Television and Communication Corp., a Denver-based company, wants to move into the cable television field in New York City.

The company filed an application last week requesting a franchise for the borough of Queens, to be operated through a wholly owned New York subsidiary, Knickerbocker Communication Corp.

Knickerbocker is one of around 15 applicants seeking franchises in the city's five boroughs, and the director of franchises, Morris Tarshis, estimates there is room for only 10 to 12 more.

The borough of Manhattan is now divided between Manhattan Cable Television and Teleprompter Corp., with a third franchise holder, CATV Enterprises, just starting in the Riverdale section of the Bronx. These franchises were granted on what was termed an "experimental" basis, and Mr. Tarshis does not foresee any more franchises being approved by the Board of Estimate until some of the many regulatory problems are resolved.

Among the other applicants are group broadcasters RKO General and Bartell Broadcasters, and The New York Times, in association with Stuart Sheftel.

Was WOOK used in numbers racket?

Washington Community Broadcasting Co., which is challenging incumbent licensee United Broadcasting Co. for Washington stations WOOK and WFAN-TV, last week charged Wook with promoting, "in the guise of religion," a Washington numbers racket.

The FCC designated the competing applications, filed in September 1966, for hearing earlier this month (Broadcasting, June 9).

Community charged that Wook broad-
casts Sunday religious programs featuring regular and guest preachers whose spiritual guidance is often laced with thinly veiled tips on illegal numbers games. The tips, it was said, are usually couched in the form of Biblical references, “such as ‘74 psalm and the 7th verse’ for the numbers lottery tip to play 747.”

The group argued that Negro-oriented WOOK exploited its listeners, many of them ghetto dwellers, by addressing the programs to “destitute families who are easily tempted to seek a windfall by playing the ‘numbers’ lottery, especially if encouraged by the purported voice of a religious speaker on a supposedly responsible radio station.”

Richard Eaton, president and owner of United Broadcasting, denied all charges in Community’s brief, saying he was “convinced” of the sincerity of all preachers heard on WOOK. He disclaimed any knowledge of “aiding or abetting” any sort of lottery.

Community’s petition to enlarge issues in the hearing asked the commission to disqualify United because WOOC’s broadcast of the religious programs in question violates FCC rules concerning “advertisement of or information concerning” a lottery, is inimical to the commission’s “long established concern that broadcast stations not be used to aid illegal gambling,” and is contrary to the public interest by encouraging organized crime and exploiting the poor and uneducated.

The hearing on the competing applications is scheduled for Aug. 18.

Changin Hands

Announced:
The following station sales were reported last week, subject to FCC approval:
- WGVX Geneva, N.Y.: Sold by Straus Broadcasting Group to Trans-National Communications Inc. for about $300,000. The Straus stations are WMCA New York, WAll-AM-FM Middleton and WTLR Utica, all New York, TNC, which is buying WADS Ansonia, Conn., for $275,000 subject to FCC approval, also owns WUDO Lewisburg, Pa.; a recording company and TV production and distribution companies; 80% of the National Hockey League Oakland Seals; the New York Giants and the New York Jets football radio networks; Florida farms, and a Philadelphia bank. TNC board chairman and president is Ellis E. Erdman, who controls WTKO Ithaca, N.Y. WGVX is full time on 1240 kc with 1 kw day and 250 w night.

Scheduled Sales:
- WDBL-FM Roanoke, Va.: Sold by the Times-World Corp. to Jim Gibbons. Price was not disclosed but it is believed to be about $60,000. Times-World is selling its Roanoke Times and World-News and Galax (Va.) Gazette to Landmark Communications for an estimated $10 million. It is also selling WDBL to Gerald F. Boyd, Joseph Kelly Vodrey and families for undisclosed amount and WDBL-TV to the South Bend (Ind.) Tribune for a reported $10 million. Mr. Gibbons, former Washington sportscaster, owns WFMF-AM-FM Frederick, Md. WDBL-FM is on 94.9 mc with 14.5 kw and an antenna height of 1,940 feet above average terrain.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 81):
- WSSB Durham, N.C.: Sold by J. S. and Betty Beattie and Charles Estes to John Woods and others for $600,000. Mr. Woods is former production director for WHEC Rochester, N. Y. WSSB is full time on 1490 kc with 1 kw day and 250 w night.
- WRJN Racine, Wis.: Sold by the Journal-Times Co. (J. Donald McMurray and Carol Starbuck McMurray and others) to Sentry Insurance Co. for $450,000. Journal-Times Co. publishes the Racine Journal-Times and Sunday Bulletin and owns 50% of applicant for a new UHF TV station at Racine. Sentry owns WSPT-AM-FM Stevens Point, Wis. WRJN is full time on 1400 kc with 1 kw day and 250 w night.
- WRJN-FM Racine, Wis.: Sold by the Journal-Times Co. to J. William O’Connor for $60,000. Mr. O’Connor owns WRAC Racine and 35% of WCHU-TV Chicago. He also owns WBOx-AM-FM Terre Haute and WHUT Anderson, both Indiana, but is selling them subject to FCC approval. WRJN-FM is on 100.7 mc with 15 kw and an antenna height of 265 feet above average terrain.
- KBBR Freeport and KLJX-FM) Lake Jackson, both Texas: Sold by Sue B. Hairgrove and others to Wayne Marcy and George A. Mayoral for $225,000. Mr. Marcy owns 50% of WBOX-AM-FM Terre Haute, and Mr. Mayoral owns 48.2% of WJMR-AM-FM-TV New Orleans. KBBR is a daytimer on 1460 kc with 500 w. KLJX-FM is on 107.3 mc with 28 kw and an antenna height of 180 feet.

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69-16

BROADCASTING, June 30, 1969
above average terrain.


FTC aims at making data more accessible

The Federal Trade Commission has proposed to ease restrictions impeding access to materials in its confidential files, but the proposal may mean little more access than is accorded the public now.

A person currently desiring specific information, such as intra-agency mem- oranda and investigative reports, must file his requests, under oath, describing the material desired, his interest in it and the purpose for which the material will be used. The request must show "good cause" before disclosure of the information.

The proposed change would eliminate the oath and the showing of "good cause." However, the request for information may still be denied, as in the current rules, if the material contains or "constitutes a privileged communication or where the requested material consists of trade secrets, names of customers, or information which is customarily privileged or was received by the commission under an agreement that it be held in confidence." If the commission should decide to release the information, then the source of the material has 10 days to show "good cause" why it may not be disclosed.

The rule change was proposed to conform to the commission's "policy of favoring maximum disclosure to the public of information contained" in its files. Comments on the change are due July 16.

Antistrike bills get backlash on the Hill

Representative Emanuel Celler (D-N.Y.) last week called upon his House colleagues to reject proposed legislation that would prohibit the filing of strike applications against existing broadcast licensees.

In remarks inserted in the Congres- sional Record, Representative Celler said the bill "makes a mockery of the policy that the airwaves are licensed by the people and for the people and for pre- scribed periods only."

He also provided for the record an exchange of letters between himself and Theodore H. Walworth Jr., vice president-general manager of WNBC-TV New York. Mr. Walworth urged the congress-

man to consider filing or co-sponsoring an antistrike bill, and said that enactment of the proposed legislation would permit licensees to "avoid the harassment and uncertainties which threaten to destroy the industry, but the interests of the public will continue to be pro- tected."

In his reply, Representative Celler said: "What is needed, in my opinion, is more rather than less competition for the privilege of providing radio and television programing to the public." He added: "Your proposal to restrict new applicants to situations in which the [FCC] has already determined that renewal to the incumbent would not serve the public interest effectively prevents the commission from ascertaining what the public interest requires."

Representative Celler said he recognizes that "irresponsible applications may be filed in bad faith by applicants who have neither the intention nor the ability to back up their promises." The remedy, he said, "is to devise rules by which such applications can be sifted out and rejected, not to freeze existing license relationships forever."

The antistrike bill submitted by Sena- tor John O. Pastore (D-R.I.) and 18 co-sponsors is scheduled for hearings on July 15-16 before the Senate Communications Subcommittee. The measure would bar competing applications unless the commission in a prior action had denied a renewal of license to the incumbent.

The number of similar bills submitted on the House side reached 71 last week. The latest submissions came from Representa- tives Dan Kuykendall (R-Tenn.), H. R. 12353; John J. Rhodes (R-Ariz.), H. R. 12417; John N. Erlenborn (R-III.), H. R. 12350; Lee H. Hamilton (D-Ind.), H. R. 12382, and Donald D. Clancy (R-Ohio), H. R. 12397.

Cable free to start in Colorado Springs

KROO-TV) Colorado Springs and KOAA TV Pueblo, both Colorado, have reached the end of the road in their effort to block the start of CATV service in their market.

The FCC had rejected their request for a hearing on the proposal of Vu- more Video of Colorado to operate a system in Colorado Springs. And the U.S. Court of Appeals for the District of Columbia in March upheld the commission's decision (Broadcasting, March 31).

Last week, the Supreme Court refused the stations' request that it review the lower court decision—in ef-
fect, affirming it.

The stations had argued that the system's proposed importation of Denver signals posed enough of a threat to their viability, as well as to the development of UHF in the area, to justify a hearing. Since the market is below the top 100—it is ranked 138th—it is among those where CATV is presumed to make a positive contribution to public service, and where a hearing is not prescribed by the rules.

The stations had presented a massive study to support their economic-injury arguments. But the commission was not persuaded by it, nor was the appeals court.

The Supreme Court's refusal to review the case wipes out one problem for the stations. The appeals court two weeks ago had directed them to post a $200,000 bond if they wanted the court to maintain its stay on CATV operations in Colorado Springs pending the outcome of the litigation.

The order, believed to have been unprecedented, was issued on the petition of Vumore. It has invested $5 million in its Colorado Springs system and claimed it was suffering economic injury by being barred from initiating service. The bond would have been used to reimburse the system for losses if the high court had taken the case— and then subsequently decided against the stations.

‘Hard look’ may be due on rule waivers
Court says FCC cannot readily dismiss free speech issues in rule requests

The U.S. Court of Appeals for the District of Columbia has told the FCC that it cannot brush off a request for a rule waiver, when a serious freedom-of-speech contention is involved.

The court issued the ruling in remanding to the commission for further consideration a case in which a Chicago daytime station, WALT, represented by former UN ambassador and Supreme Court Justice Arthur J. Goldberg, sought a waiver of the clear-channel rules. The opinion was adopted by a 2-to-1 vote.

WALT, which operates on clear channel 820 kc, asked for a waiver of the clear-channel rules to permit it to operate on an unlimited time basis. The frequency is now shared by WBAP and WFAA, both Fort-Worth-Dallas, as the dominant stations on the frequency. It is one of 12 clear channels the commission has ruled are not to be duplicated at night; the commission has not yet ruled out allowing stations operating on them to use power in excess of the present 50 kw limit.

WATT proposed to directionalize its signal away from the areas served by WBAP and WFAA, and said its signal would not interfere except in regions receiving primary groundwaves service from at least one other station. Accordingly, WATT argued that its ostensibly violation of the clear-channel rules would not conflict with the policy underlying those rules.

Furthermore, it said, the commission's failure to waive the rules under those conditions violates the First Amendment's policy of freedom of expression. WATT said that the constitutional requirement obligates the commission to draw its rules as narrowly as possible to give the widest possible play to freedom of expression.

The commission, which returned the application as unacceptable, rejected this contention simply by referring to cases in which the commission's regulatory authority was upheld in the face of First Amendment challenges. But the court did not find this sufficient.

Judge Harold Leventhal, who wrote the opinion in which Judge Spottswood W. Robinson III joined, did not rule on the First Amendment argument. But, he added: "When an application pleads, and offers factual material in support of, a non-frivolous First Amendment contention, an agency may not dismiss it with the routine treatment that might suffice in the ordinary case.

"We hold that the commission must state its basis for decision with greater care and clarity than was manifested in its disposition of WATT's claims, and demand for a clearer statement of reasons."

Judge Leventhal said the issue is whether the commission "may curtail access to broadcast facilities by applicants who, although technically in violation of a commission rule, will not be undermining the purpose or policy which the rule was designed to further."

Judge Leventhal, who discussed the manner in which waivers in general are to be considered, asserted that the commission's authority to promulgate rules of general application does not relieve it of an obligation "to seek out the 'public interest' in particular, individualized cases"—those where waivers are requested.

He said that an agency need not "sift pleadings and documents to identify such applications, but allegations such as those made by petitioners, stated with clarity and accompanied by supporting data, are not subject to perfunctory treatment, but must be given a 'hard look."

But Judge John J. Danaher, who dissented, felt the burden of persuasion in the case should be on the applicant, not the commission. And, he said, the application, when read with the engineering exhibit against the commission's standards, failed to sustain that burden, "and the commission so perceived."

Nixon explains his outlook to agencies

President uses cruises to reach members of FCC, SEC, FTC

President Nixon is making an unusual effort to expose members of the government's regulatory agencies, who have an enormous impact on the nation's economy, to his administration's views on matters in their areas of concern.

Early in his administration he invited members of the Securities and Exchange Commission to the White House for an informal chat, and he promised to have members of the other regulatory agencies for similar talks, in due time.

Last week, members of six regulatory agencies—including the FCC—and their wives were guests of the White House on two Potomac River dinner cruises, Thursday and Friday nights (June 26-27) aboard the presidential yacht, Sequoia. A third cruise is scheduled for July 10.

Commissioners Robert T. Bartley and Robert E. Lee took the river ride Thursday, and Chairman Rosel H. Hyde and Commissioner H. Rex Lee, Friday. Commissioners Kenneth A. Cox, James J. Wadsworth and Nicholas Johnson are scheduled for July 10.

The cruises, which White House aides hope to repeat in the future, were organized by presidential assistant Peter Planigan, whose area of responsibility includes the regulatory agencies. He and his assistants will join the regulators on the cruises.

The White House talks and cruises represent something of a departure in White House-regulatory agency relations. It is not unusual for a member of such an agency to serve his tour without ever talking to the President who appointed him, or to a successor. In part at least, this has resulted from a desire on the part of the White House to avoid the appearance of compromising the "independence" the agencies are supposed to exercise. There is also the danger of irritating members of Congress, who consider the agencies arms of Congress.

But the Nixon White House feels it is important that a "dialogue" be main-
tained between the administration and the agencies so that the regulators "know what the government is thinking." The cruises, which White House aides describe as "social," will provide some opportunity for the start of such a "dialogue."

Furthermore, the White House feels, the cruises will serve a useful purpose if they enable members of the various agencies to get to know each other better. Frequently two agencies, such as the FCC and the Federal Trade Commission, are involved in the same problems.

The invitations to the 44 members of the six agencies have been so distributed that no more than two or three members of an agency will be aboard on the same night. Besides the FCC and FTC, the agencies involved are the SEC, Federal Power Commission, Interstate Commerce Commission and Civil Aeronautics Board.

**Nobody answered mail so FCC pulls license**

KWAL Wallace, Idaho, last week was ordered to be off the air by July 31. The FCC dismissed the renewal application of Metals Broadcasting Co. on the grounds that the licensee had ignored FCC communications and failed to comply with rules requiring licensees to notify their communities that applications for renewal have been filed.

Metals did not reply to a May 29, 1968, commission notice of six violations found during a station inspection. Nor did it reply to a warning notice sent shortly thereafter, the commission said.

After four more letters, one advising that Metals had not satisfied the renewal publication requirements, the commission said it called the station, questioning its continued failure to reply. The commission said it advised Metals that copies of all correspondence would be mailed and that a prompt response was expected. More attempts to elicit the information were made May 29, June 4 and June 18, the commission said, and still Metals failed to file.

Violations assertedly found during the 1968 inspection included incomplete program logs that lacked entries for duty times of operators, station identifications and affiliations of political candidates.

KWAL, the only station in Shoshone County, is on 620 kc with 1 kw.

**Ford grant backs cable-TV study**

Rand Corp. report on program origination is expected in early fall

The Ford Foundation announced last week a $165,000 grant to the Rand Corp. for a study of cable television "and its possible impact on the evolution of the television industry."

The study, first underwritten by Ford in the CATV field, will be presented to the FCC and the public as separate reports on major CATV issues as soon as they are completed. The first report, on program origination, is scheduled for release in early fall. The entire study should be completed within a year.

In addition to program origination, topics to be included in the study are the interpretation of distant signals, the impact on conventional broadcasting stations, prospects for the emergence of new networks and expanded markets, division of regulatory functions among federal, state and local authorities, and the feasibility of devising a master plan for development of new facilities.

The study had its genesis in discussions between the Ford Foundation and the FCC following the commission's notice of proposed rules for CATV last December (Broadcasting, Dec. 16, 1968), according to the foundation. FCC Chairman Rosel Hyde said he was "pleased by the Ford interest" and "welcomes the study." The deadline for comments on the proposed rules is Oct. 5, and the FCC will not delay its decision specifically to await the Ford study, but Mr. Hyde commented that "just in the nature of things, it will take time."

The only other major report dealing with CATV was written by President Johnson's Task Force on Communications Policy, which generally favored a loosening of CATV restrictions (Broadcasting, Dec. 16, 1968).

Ford is sponsoring the CATV review, according to foundation president McGeorge Bundy, because of cable TV's "enormous potential" for achieving program diversity.

The foundation's assistance to noncommercial television since 1951 has been based on the same interest in diversity of programing, and Ford last week announced several grants in this field. (Total new grants in the TV area, including CATV study, amounted to nearly $9.5 million.)

National Educational Television received its continued support by an allocation of $7,463,000, in addition to a previously announced $700,000 grant for summer Sunday evening programs. The Corp. for Public Broadcasting was
granted $200,000 for promotion of the NET summer programs.

A grant of $50,000 for general support of the Area Educational Television Foundation, KERA-TV Dallas, continued a matching grants program, and the WGBH Educational Foundation, Boston, was given $26,000 for a feasibility study of a telecommunications link between selected U.S. and Canadian universities.

The Joint Council on Educational Telecommunications was granted $75,000 to keep the educational community abreast of developments in telecommunications, and Community Television of Southern California, KCET(TV) Los Angeles, was given $683,000 for the purchase and installation of a public television interconnection delay center. In addition, Ford provided $50,000 for studies of communications issues and $75,000 for travel and study awards in public broadcasting.

In another area, the foundation has granted $275,000 to the New School for Social Research, New York, to launch Community News Service and to continue an urban reporting project that brings news executives and community leaders together to exchange information. The Community News Service will be a daily wire service (in New York) staffed by black and Puerto Rican editors and reporters, starting this summer.

The service will be available to radio and television stations and other media on a subscription basis.

**Media reports:**

**Please stay tuned** • High-powered rifle bullets shot by vandals into the transmission line of WHTV(TV) Meridian, Miss., a fortnight ago, temporarily disrupted the station's 90-mile network studio link between Meridian and Jackson, Miss. Prior to repairs, WHTV(TV) switched to an off-air rebroadcast from WDAM-TV Laurel-Hattiesburg, Miss. and WLTB(TV) Jackson. Damage is estimated at $5,000.

**More training available** • A two-year degree program in broadcasting, with emphasis on vocational training, will be offered by Pennsylvania State University. A pilot class has been conducted and a second freshman class will be enrolled at the school's Wilkes-Barre campus in the fall. The program is aimed at providing qualified personnel for stations in small or medium-sized markets.

**Plenty of talk** • Cable television, mass media responsibilities and conglomerate ownership are among issues to be explored by the American Bar Association at its annual meeting in Dallas Aug. 1-15.

**A small challenge in R.I.**

A petition to deny renewal of WPJB-FM Providence, R.I., by a resident of Seekonk, Mass., was dismissed last week by the FCC, which at the same time granted renewal of the station's license to Providence Journal Co. John E. Donofrio had charged Providence Journal with, among other things, concentration of control, disproportionate attention to its stations in its newspaper coverage, and a lack of innovative programming.

The FCC said it found "no unresolved question of fact" or "any substantial allegations" justifying denial.

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**Equipment & Engineering**

**EIA updates its organization**

New chairman sees rise in color-set sales, plus an increase in both imports and exports

The Electronic Industries Association at its 45th annual convention in Chicago last week unanimously authorized implementation of a reorganization plan that includes regrouping of association divisions among other changes for more effective industry service and growth.

The EIA board of directors becomes a board of governors under the leadership of an industry-elected chairman as part of the plan, first presented at the EIA spring conference last March. EIA President Mark Shepherd Jr., Texas Instruments Inc., becomes the association's new chairman.

The EIA presidency becomes a paid office and includes responsibilities of chief executive officer of EIA, a role served until now by James D. Secrest, executive vice president, who retires. The EIA board elected George D. Butler as president under the new organization. He formerly was with Electra/Midland Corp., Kansas City, Mo.

Mr. Secrest, widely known through-out the broadcasting industry, had been executive vice president of EIA since 1952. He first joined the association in 1945.

In other respects the EIA reorganization plan:

- Retains the present divisional alignment but provides for voluntary grouping of divisions having mutual interests. EIA's consumer products division continues intact with all present officers re-elected.
- Provides for inter-divisional flexibility to handle new technologies, markets and products in common interest panels.
- Retains the various EIA departments to provide specialized services to the groups, divisions and panels.
- Provides for the establishment of new staff departments for legislative and congressional services and for administrative support.

After rising 4.4% to reach $24.2 billion during 1968, total U. S. factory sales of electronic products are expected to rise another 3.1% during 1969 to a high of nearly $25 billion. Mr. Shepherd reported. U. S. factory sales of consumer electronics this year are expected to increase 4.4% to reach $4.8 billion or more, he said.

Mr. Shepherd noted that when foreign label imports are added to the U. S. factory sales, the total market for consumer electronics passed the $5-billion mark in 1968 and should increase this year by more than 5%. He predicted particularly significant growth for color TV receivers and tape equipment.

Although component sales have held rather steady, Mr. Shepherd said, sales of color TV picture tubes are increasing at a rate of 10-15%.

Imports of electronics this year are expected to be 25% above the $1.4 billion mark of 1968, Mr. Shepherd said, while exports of U.S. electronics are expected to rise 10% above the 1968 figure of $2.2 billion.

The EIA membership's growing interest in exporting was reflected in a talk on the subject by an advertising agency executive. Harold Burson, president of Marsteller International, New
York, said language is only one small part of the problem but even that small part can be complex. He explained:

"'Body by Fisher' comes out 'corpsed by Fisher'. A 'hydraulic ram' turns up 'water goat'. Pepsi's 'come alive' appears as 'from the grave'. 'Gift' on a package in German is a warning: it means 'poison'. In one language, Mercury's 'big M' translates into 'bowel movement' and in Spanish Chevy's 'Nova' is Chevy's 'no go'." (also see page 39).

**Did land mobile influence SRI?**

AMST's Lindow asks FCC to check whether operators meddled in N.Y. monitoring

The Association of Maximum Service Telecasters has written FCC Chairman Rosel H. Hyde to express concern over a published report that land-mobile radio operators have influenced the manner in which Stanford Research Institute has conducted its monitoring of land-mobile radio in New York.

Lester W. Lindow, executive director of AMST, asked in his letter that the commission check into the report that AMST be allowed to discuss the results of the findings with commission and SRI representatives. Commission sources say there is no truth to the report.

SRI has been working for a year under contract to the FCC on a study of problems related to the land-mobile frequency shortage—interservice sharing of land and mobile radio channels and frequency-assignment principles, among them. The report, which had been scheduled for submission by today (June 30), is now expected "early in July," according to one commission official.

An interim report, based on monitoring in Detroit and Los Angeles, was taken by broadcasters as support for their position that poor spectrum management is the cause of land-mobile radio's problems (Broadcasting, May 5, 1969). The land-mobile forces, however, argue it is lack of spectrum space, and are urging the commission to turn over to them space now occupied by UHF television.

The report that concerned AMST, according to the letter that Mr. Lindow sent to Chairman Hyde, appeared in Industrial Communications' June 6 issue. It said that SRI monitoring in the New York area, "following recommendations from the land-mobile radio field on where and what to listen to, it is understood, indicates that substantially different results were received than had been the case from SRI's monitoring attempts in the Detroit and Los Angeles areas."

Mr. Lindow found disturbing the implications that land-mobile users were allowed to discuss SRI's New York monitoring with SRI representatives while AMST and other broadcasters were not allowed to contribute to such discussion. He said AMST is particularly concerned in view of its history of "appropriate interest in and concern with the land-mobile controversy and especially its deep concern for adequate monitoring."

The commission last week was checking into the report to prepare an answer. But at least one official familiar with the SRI project said any suggestion that SRI monitoring was influenced by land-mobile radio users was "not so."

"We've had ongoing discussions with all user groups, including broadcasters," he said. "Everybody's been talking to us. But the parameters of the study—to monitor all bands—were laid out at the beginning of the project, and nobody's had any effect on that."

**Satellite plan advanced by House**

Subcommittee wants more authority placed in OTM, new AID interest in TV

The House Foreign Affairs Subcommittee on National Security Policy and Scientific Developments recommended last week that responsibility for planning and implementation of American satellite broadcasting be vested primarily in three centralized, separate entities.

The Subcommittee's proposals were contained in its report of findings and conclusions developed from hearings held last month on the implications of satellite broadcasting for foreign policy. (Broadcasting, May 19).

Its primary recommendation was presented in these words: "In order to better coordinate U. S. telecommunications policy, particularly in the field of satellite broadcasting, a centralized authority with responsibility for policy planning and coordination should be established. Consideration should be given to upgrading the Office of Telecommunication Management within the Executive Office of the President to undertake that role."

The Subcommittee recommended that Intelsat be given responsibility "for establishing and maintaining the satellite portion of a worldwide space broadcasting system." This would entail such duties as procuring and placing in orbit all satellites of a nonexperimental nature, "according to the specifications of the user nations"; providing backup satellites operating telemetry and control, and generally performing "all functions associated with the space segment of the broadcast system," not to include programing. This projected role for Intelsat resembles that suggested by President Johnson's Task Force on Communication Policy, the Subcommittee report noted.

A third recommendation was the establishment of a "Center for Developmental Television," within the executive branch—preferably in the Agency for International Development, the report suggested—to plan and implement television policies in underdeveloped countries.

The Subcommittee expressed support for the suggestion of United Nations Secretary General U Thant that "the world body be given free use of Intelsat facilities for its peacekeeping and operational communications and informational requirements," whenever it makes "reasonable requests."

The report noted that while the hearings were not directed to any specific bill, they followed the introduction by Subcommittee Chairman Clement J. Zablocki (D-Wis.) of House Concurrent Resolution 236—which, the report stated, was intended to be "a lightning rod" for specific suggestions from witnesses on what points Congress should emphasize in expressing its will to the executive branch."

At the request of its chairman, the Subcommittee is taking no action on the resolution, but "will make its recommendations for executive branch action and await the response." The report added: "If, after a reasonable length of time, suitable progress has not been made within the U. S. government toward the goals outlined by the Subcommittee in this report, legislation may be required to convince officials of the will of Congress in the matter of satellite broadcasting."

**Technical briefs**

Six-figure contract *International Video Corp.* has been awarded a contract of more than $100,000 to equip a color TV studio for CATV operations in Sunnyvale, Calif. Foote, Cone & Belding Inc.'s PCB Cablevision Inc. is setting up a CATV in Sunnyvale that promises to offer subscribers 24 channels of TV programming from San Francisco, Oakland, San Jose, Sacramento, Salinas and Stockton, all California. The color studio is designed to permit local origination of color programs and will include one color video-tape recorder with electronic editing, and two monochrome video-tape recorders.
Heat in the ashes of a doused deal

Cable convention’s overriding question: how to recover from broadcasters’ rebuff

It was chilly in San Francisco last week, but inside the downtown Hilton hotel, where the 18th annual National Cable Television Association convention was being held, the heat was on. It was on the cable TV industry for several reasons, all related to the collapse of the previously negotiated NCTA-National Association of Broadcasters staff accord on regulating the future growth of CATV.

There was an effort to transfer the heat to commercial broadcasting. Indeed, in some cases blatantly, in others more subtly, many of the things said at the four-day meeting (June 22-25) helped stoke the pressures building up against the broadcasting industry as a result of the NAB’s board rejection on June 20 of the NCTA-NAB proposed agreement. So much was this a convention of reaction to the NAB rejection— at least in management and general sessions—it left one to wonder what everyone would have talked about if there had been no NAB-NCTA agreement in the offing.

Evidence of the turmoil created by the rejection of the inter-industry pact came on Thursday morning (June 26) when the NCTA staff, officers and board of directors, met to draft a statement to news media as to the new direction the industry would take in its relationship to broadcasters. But after four hours of debate, the some 20 cable industry leaders in attendance couldn’t agree on the language of a proposed statement.

At the outset of the convention, NCTA President Frederick W. Ford, with the June 20 resolution of the NAB board still a relatively fresh item, assured reporters that he would have a formal comment to make after consultation with his own board of directors. Again, later in the week, at a news conference meant to introduce newly elected Chairman M. William Adler to news media, Mr. Ford iterated the desirability of announcing a formal industry posture in its future dealings with broadcasters.

That posture, he indicated, would not be dramatically different from the one the cable industry already has shown. But apparently, Mr. Ford, a lame-duck official (he announced his resignation prior to the convention), could not swing a unanimity of opinion behind what he felt should be the industry’s response. It was promised, however, that NCTA would have a formal statement to announce this week.

The NCTA staff went into the convention under fire from some of its own constituents because of dissatisfaction over three concessions made to broadcasters: bargaining away of interconnection rights (interconnection of entertainment programming was forbidden in the proposed agreement), the limitation on broadcast signals to be carried by CATV systems (the proposal provided for three network and three independent signals) and for generally sacrificing too many small-market cable interests in favor of big-market cable futures. There were also mutterings among delegates going into the convention that since negotiations were called off on the initiative of broadcasters, any move by cable people toward renegotiation would be a considerable concession in itself and would almost surely mean that any new agreement would be harsher for the cable industry than the first one.

The storm clouds were gathering as early as the eve of the opening business session of the convention. A long-time small-market cable TV operator, a leader of that faction of the industry as well as an NCTA board member, greeted old friends with a handshake, a scowl and loud recriminations. “I tell you,” he said over and over again, “they’re selling us down the river.” He indicated clearly that by “they,” he meant the NCTA negotiators.

And more encouragement was added to that feeling at an early-morning panel the next day when FCC Commissioner Kenneth Cox publicly stated that in his personal opinion the NCTA staff had given away too much at the bargaining table (see page 70).

The biggest gun NCTA brought to bear against the broadcasters was Congressman Torbert H. Macdonald (D-Mass.) who, as chairman of the House Subcommittee on Communications and Power, was an interested onlooker to the NAB-NCTA negotiations. The luncheon speaker on the second business day of the convention, Congressman Macdonald measured his remarks carefully. But he did point out that the NAB decision to seek renegotiation of its staff’s previously announced avowal of cooperation with the cable TV industry “must bear the closest examination.” In the most telling line of his address, Representative Macdonald told convention delegates: “Subsequent developments will be watched closely by my committee and the Congress to see that the momentum gained thus far will not be dissipated.”

Another luncheon speaker, Dr. Gabriel D. Ofiesh, director, Center for Ed-
Scratching the itch to originate

Program promoters offer CATV everything from baby-sitting service to old movies

Maybe more than for anything else, the 18th annual convention of the National Cable Television Association will be remembered as the time when cable TV operators stopped thinking like faceless transfer agents for broadcast signals and started planning a future as full-fledged TV programmers. Certainly the representatives of such important TV supply houses as MCA Inc., United Artists Television and CBS Enterprises who were on the scene covering the convention, recognized the opening of what could be a new market.

While the giant suppliers, realizing that there are not enough dollars here yet to justify a hard sales effort, were essentially observers and reporters ("I sent my boss a six-and-half page report the first day I was here," note one of the major film supplier reps), some would-be program originators were making active pitches. New York-based Telemation Program Services, an operation of Telemation Inc., Salt Lake City, for instance, called a news conference to announce the formation of a non-interconnected cable-TV baby-sitting network. As described by the TPS president, Robert Weisberg, the proposed "network" is designed to bring in national advertising revenues for kid programs, mostly Saturday-morning cartoon-type shows, presented on a so-designated "baby sitting channel" of a local CATV system. TPS would supply the programs and sell the national spots (John Potter is western rep) to such advertisers as toy makers, breakfast-food producers, dairies.

TPS says it has 21 cable-TV systems, representing an estimated 128,000 subs-cribers, receiving its programs (the firm has been soliciting clients for two years), but won't start selling spots until it can offer national advertisers at least 250,000 subscriber homes. When the national dollars start coming in, charter affiliates will share in the revenues on a 50-50 basis with TPS once individual programming costs are recouped. Affiliates that sign after the advertising dollars start coming in will have to allow the first $150 to cover the programming service before sharing equally in the take. And if there's commercial time unsold on a national basis (the National Association of Broadcasters code limitations would be observed), the local systems could sell to local advertisers.

Also making a sales effort for local programming supply at the convention was a new organization, Audio Video Techniques, formed by several local commercial broadcasting executives from the San Francisco area. AVT demonstrated three video-tape shows, each consisting of five-six minute segments. One of the shows was designed for teen-agers, another for children and the third for women viewers. They would be taped, as was the demonstration program, using low-cost International Video Corp. color gear. As a program service for local origination on cable TV systems, each of the programs would have as an option a script that could be used by a live, local host.

Another program exhibitor at the convention zeroed in directly on the target that just about every cable TV seems to be seeking. "How to increase your profits through local program origination," was the pitch of Local Origination Television Services Inc. (LOTS), out of Hollywood, Chicago and Evans ville, Ill., made to cable TV operators. LOTS offered a program package containing full-length movies, children's cartoons and features, sports programming, women's shows, game shows, travel-adventure and entertainment specials, among other items, all delivered on one-inch video tape, and said to be compatible with local-news and special local-service programming generated by individual cable operators. Rates charged by LOTS for its full programming services to CATV systems would be $150 per month service charge and an additional $250 per month per each lot of 1,000 homes passed by the cable operation.

Besides the new-programing entities at the NCTA convention there was at least one old standby from early commercial television days, Official Films. Saying that it searched the world over" to put together a "swinging" international feature-film package for the cable-TV industry, Official Films was offering such titles as "Crime on a Summer Morning," with Jean-Paul Belmondo; and "Curves in the Road," with Gina Lollobrigida.

All of these product introductions were in addition to other, flashier, but previously reported programing developments for the cable-TV industry. There was the four-additional-channel (VIA special converter and with one channel playing movies before they played commercial over-the-air TV)

ucational Technology, Graduate School of Education, The Catholic University of America, Washington, trotted out familiar statistics about how many hours of commercial television the chil-
dren of the nation watch before going to school and how much more television viewing than education they con-sume by the time they leave high school. Dr. Ofesh urged CATV to give educators channels.

Appearing at a news conference after his election as national chairman of NCTA, Mr. Adler was quick to add to the pressure buildup. Mr. Adler ex-
pressed confidence—any broadcaster-cable TV agreement notwithstanding— that during his one-year administration he expects to see favorable legislation written, but not necessarily passed, in both houses of Congress. In Mr. Adler's view, this legislation would set forth "reasonable rules" for the guidance of the cable TV industry by the FCC or some other federal agency. "I expect Congress to go a good long way towards enacting such legislation in my year in office," he said.

Even San Francisco Mayor Joseph L. Alioto got into the act. Welcoming the some 1,200 registered delegates and the more than 2,000 other convention guests, he observed that "a commodity such as CATV is going to somehow find acceptance."

Addressing the first general luncheon meeting of the convention, NCTA President Ford expressed hope that President Nixon would direct Secretary of Commerce Maurice Stans to con-
vene a national radio and telecommunications conference to "provide the leadership for a complete review, re-
vision and updating of national com-
munications policy."

The action of the NAB board the week before made last week a difficult one for the cable TV industry. It was a troubled convention. The NCTA re-
action to this trouble was to pinpoint the blame—to say that the villain of the piece is the establishment in broad-
casting. CATV is poised to usher in a brave new world of communications, observers of the convention were con-
stantly reminded, but the vested inter-
est will have none of this.

The implication was clear: Make the broadcasters give in and accept the new wave.
Cox is roasted in NCTA climate

Commissioner bears brunt of cablemen’s anger at FCC’s ‘terrible job’ in regulating industry

For maybe the umpteenth time in his career, FCC Commissioner Kenneth A. Cox last week felt how it must have been for Daniel in the lion’s den. In what has become a familiar role for him, he appeared before a banquet-roomful of irate CATV industry constituents and answered angry questions of a panel of four prominent cable TV figures at the National Cable Television Association convention last week in San Francisco.

For nearly three grueling early morning hours (the session started at 7 a.m.) Mr. Cox gritted his way through a barrage of when-did-you-quit-beating-your-wife type inquiries. The very first question-statement put to Mr. Cox by James R. Palmer, president of C-Cor Electronics Inc., State College, Pa., set the tone for the interrogation.

“1 greatly resent the FCC in general and Commissioner Cox in particular for trying to put my customers out of business,” Mr. Palmer wanted Mr. Cox to know. Among other things, the commission directly, and its commissioner-in-attendance indirectly, were charged by Mr. Palmer and the other panel members—Lew Cohen of the Washington law firm of Cohen & Berfield; Frank P. Thompson of H&B American Cablevision, Rochester, Minn.; and J. W. Allen of Clear Vision TV Inc., Nogales, Ariz.—of the following:

- Protecting one free enterprise group (the broadcasters) from and at the expense of another (the cablecasters);
- Doing a “terrible job” of communicating the supposed “even-handed treatment” of the two industries;
- Placing much dependence on the FCC staff and particularly on one staff member, who was eventually identified as Henry Geller, the commission’s general counsel;
- Having limited knowledge of the CATV industry and failing to seek more information.

Throughout his time in front of the firing line, Mr. Cox held to his long-established and often-declared position on CATV: essentially, that it is the public interest that the commission seeks to protect by preserving established channels of free programming to the American public and by encouraging additional channels.

Mr. Cox also revealed some of his personal objections to the proposed and then rejected National Association of Broadcasters-NCTA agreement. Assuring the panel that he believes the negotiations between the two industry groups were in the public interest, and expressing “selfish satisfaction” because some of the recommendations were similar to what the commission had already recommended, Mr. Cox still admitted that “frankly, some terms of it would have troubled me if brought before the commission.”

The key thing that bothered him, he pointed out, was NCTA’s willingness not to interconnect for entertainment programming. He indicated that the NCTA negotiators gave up a “lot of potential” with this concession, that such a move would not serve the public interest, and would probably run into “serious trouble” at the Department of Justice, and if not there, then at the commission.

The focus was on how to fill those yawning channels even in the morning workshops where nuts and bolts are usually discussed. Televigil Systems Inc., a subsidiary of Television Communications Corp., reported on its first year of operation providing technical and training services in the fields of surveillance for industry, communities and institutions. Dr. J. Robert Burull of Viking Media Inc., Peoria, Ill., told how to solve CATV lighting problems in studios. Alan Raywid, an expert in cable-TV in the election campaign for the Humphrey-Muskie ticket, suggested that CATV operators “start now, don’t delay,” in providing “a constant output” to elected politicians.

Management seen as CATV problem

The cable-TV industry came out of last week’s NCTA convention with some harsh evaluations to consider. Amid bullish reports about the industry, an advertising agency executive and a financial expert each had some tough things to say about CATV, particularly about the industry’s current management.

During a panel on how Madison Avenue and Wall Street view the cable business, Louis E. Scott, who manages the Los Angeles office of Foote, Cone & Belding and also heads that agency’s cable television operations, said that although cable TV has the potential to outdo the telephone business, as well as commercial broadcasting, this challenge “far exceeds” cable’s current ability to cope with it. “You lack the leadership, the brains, the muscle, the cohensiveness to make cable communication what it ought to be,” Mr. Scott said. He advocated “a tough” national advertising and public-relations campaign costing as much as $3 million a year for the next two or three years, and pegged to the realistic promise of new products and services that CATV can bring.

Taking part in the same panel, Robert M. Wigod, senior securities analyst
for Paine, Webber, Jackson & Curtis, New York, assured the convention that the financial community basically regards cable TV as a "constructive" long-term investment. Still, there are some problems on a short-term basis.

Mr. Wigod cited them: CATV stocks are extremely sensitive to an opinion, regulation or agreement out of Washington that may have long-term implications; this sensitivity is increased by the thin markets for CATV stocks, and because these stocks "tend to be speculative priced."

And there is another important area of consideration, in Mr. Wigod's opinion—"the capabilities and objectives of management." He pointed out that among the questions the financial industry is asking itself about CATV are: "What are the long-term objectives of a company's management? And how capable is that management of carrying out its objectives?"

Cable opts for networking role

NCTA's Ford proposes six nonentertainment programing channels be fed CATV's via satellite

The National Cable Television Association had a kicker card in its hand when negotiating with the staff of the National Association of Broadcasters. It was played with perfect timing and for maximum effect last week at the 18th annual convention of NCTA in San Francisco.

A major provision (and major cable-industry concession) of the compromise agreement on CATV regulation worked out by the staffs of NAB and NCTA in May, but vetoed by the joint board of the NAB on June 20 (Broadcasting, June 2 et seq.), was to have no interconnection for entertainment programs in cable's future. The ace that outgoing NCTA President Frederick W. Ford laid on the convention table, during a panel discussion on "CATV via Satellite," was a way of matching, if not trumping the entertainment networking issue, while scoring vital public-service points with the FCC and Congress, among other influencers.

Mr. Ford proposed a service of six additional channels of programing for the CATV industry, devoted exclusively to nonentertainment product. The service would be distributed via a system that would combine use of a domestic communications satellite and CATV microwave trunk lines to interconnect millions of cable TV subscribers throughout the nation.

The outstanding features of this six-channel television network, according to Mr. Ford and G. Norman Penwell, NCTA engineering director, who also took part in the panel discussion:

- It would make CATV viable in major markets.
- It would allow for programing that would appeal to the minority interests of the audience.
- It would be amazingly cheap to set up and program.

Mr. Penwell estimated that the total cost of interconnecting 30 million CATV subscribers (described as a reasonable CATV potential that could be served" by 1975) would be $28.8 million annually, or less than $1 per subscriber per year. In Mr. Penwell's estimates the total cost of interconnection, including the cost for ground stations, would be $25.8 million a year. Total programing costs, he figures, would be $3 million a year.

As outlined by Mr. Ford, the six channels of the projected nonentertainment network might be used in the following manner:

- The Corp. for Public Broadcasting would be given two channels on a full-time basis to program toward "general public and culture interests" on one, and to instruct in a formal, educational way on the other.
- Weather service would be provided on a full-time, 24-hour basis by professional meteorologists who would put out weather summaries—with 10 to 15 minutes devoted to each time zone—covering the entire U.S. and updated continually.
- Medical and health information would be supplied for both the general public and the medical and hospital professions specifically.
- "Capital Hill" activities including congressional hearings and related activities in Washington would be covered comprehensively either live or by videotape replays.
- Selected reruns from the over-the-air TV networks of nonmass-entertainment programs, such as documentaries and specials devoted to current events.

Mr. Ford said that the NCTA staff began developing the proposed network several months ago. He pointed out that the proposal calls for the CATV industry to become "one of the prime users" of the satellite capability given to the Communications Satellite Corp. The object would be to create "more program options and a diversity of service" for the country's TV viewers.

"The concept would be to provide subscribers all local TV signals plus something else," Mr. Ford said. The extra would be the six additional chan-
Mr. Ford pointed out that the satellite network proposal "is in complete compliance" with the CATV agreement drawn up by the staffs of NAB and NCTA in that it does not call for the interconnection of entertainment-type programs. But, before making this point, Mr. Ford indicated that in light of the subsequent NAB decision to renegotiate the agreement, he debated whether or not to delete mention of the NCTA concession before deciding to "play it cool and leave it in."

In a news conference, referring to the same issue, Mr. Ford explained that while the Comsat network to increase CATV programming was not specifically mentioned during the NAB negotiations, the thought of the cable industry carrying public broadcasting-type programming was discussed.

The costs of establishing and programming the new network were explained by Mr. Penwell, who noted that three of the channels of the proposed six-channel service would be programmed by outside agencies—the Corp for Public Broadcasting and maybe the National Educational Television Network for the cultural and instructional channels and possibly the Department of Health, Education and Welfare for the medical service channel. According to Mr. Penwell, this would leave only three channels where the CATV industry need worry about production costs. The congressional channel, he pointed out, would require the largest investment in staff and equipment. He estimated the need for a full-scale, mobile, three-color-camera system of broadcast quality, supplemented by at least three additional single color-camera systems with video-tape recording equipment.

To implement such a system, he said that a full-time staff of some 80 people would be necessary. In Mr. Penwell's estimates the aggregate tab for the congressional coverage—staff of 80, equipment costs, operating costs including those for video tape—would be about $2.2 million per year.

He also estimated that the total cost for producing the programming, including personnel—for the weather channel with the staff from the congressional channel helping to support this channel as well as the remaining one—and the amortization of additional equipment, would be about $300,000 per year.

The network replay channel, consisting entirely of video-tape recording of broadcast network programs, would be $500,000 annually. In Mr. Penwell's opinion, the largest single item there would be the cost of video tape and amortization of equipment.

Mr. Penwell's estimates for the cost of interconnecting the new network assume that by 1975, CATV will be serving 60% of the population within 35 miles of urban centers of 334 television-market cities or 30 million subscribers. Comparing the costs for various means of reaching these CATV subscribers with a six-channel service, Mr. Penwell contended that a surface system, using AT&T video and audio lines, and based on current AT&T tariffs, would amount to $126.5 million per year, or $4.20 per subscriber, or 35 cents per subscriber per month for the interconnection.

Another option offered by Mr. Penwell would have 36 strategically located service centers around the country using AT&T trunking from Washington. CATV and other private microwave systems would be used from the so-called service centers to each market city or suburb. The combined cost for such a mixed surface system, according to Mr. Penwell, is about $63.3 million per year for the full six-channel service, or $2.10 per year per subscriber, or 17.6 cents per month.

The NCTA proposal made last week calls for the use of a satellite service to interconnect the 36 service centers instead of the use of AT&T or any other surface means. CATV and other private microwave services would be used from these service centers to service individual CATV headends.

To stamp its proposal with substance and authority, NCTA brought into the convention a team of Comsat officials, including Robert B. Briskman, manager, domestic and special project office for Comsat, and Louis B. Early, manager of Comsat's engineering department.

Mr. Early reviewed Comsat's proposal before the FCC for a multiple-service domestic satellite system, and provided cost and technical estimates for accommodating within its system as many as six full-time TV channels for CATV. The Comsat speakers averred that considerable economies were possible in using satellites to interconnect CATV service areas nationwide for distribution of programs by cable TV operators.

Mr. Briskman indicated that by 1975 about 36 earth stations in a domestic-satellite system could deliver six channels of TV to 36 service areas, which would encompass most of the nation's CATV markets. He explained how it would be possible to trunk route the TV signals via satellite through an earth station to CATV headends. The CATV operator would then distribute the TV signals by land lines to their subscribers.

Mr. Briskman concluded with cost estimates, which did not include programming or land-line costs or eventual charges to subscribers. He estimated that by 1975, assuming a CATV market penetration of 25% to 75%, the satellite-earth station portion of the NCTA proposal would range from 80 to 92 cents per year to 27 to 31 cents per year.

Another member of the CATV-satellite panel, Irving B. Kahn, president, Teleprompter Corp., New York, immediately had some blunt questions for the Comsat team. "Who is going to be running this new show and under what ground rules?" he asked. "Is not the distribution process just as important as the satellite system?" "Perhaps more important?" "Do we need Comsat as much as Comsat needs us?"

Mr. Kahn supplied his own answers. Cable TV is "the most practical, economical and effective medium of distribution after the TV signals have been beamed to earth from the satellite," he said. The CATV industry "is entitled to not only the distribution function, but the operation of the satellite and the ground stations as well," he stressed.

Comsat, Mr. Kahn reminded his audience, is just in a managerial position and CATV should not act "as a supplicant for crumbs from Comsat's table but [function] as an equal participant." The CATV industry could open its own store—put up its own satellite, run it for less than Comsat, and not be restricted to "six rather miscellaneous channels," Mr. Kahn urged. He acknowledged, however, that it's more likely and practical for the present that Comsat would run the satellite system.
PACCT prepares for political action

New group campaigns for money and support in San Francisco

Among the booths of the some 80 exhibitors displaying their wares at the San Francisco Hilton hotel last week for NCTA conventioneers, was an innocuous-looking stand manned by the invariable pretty young lady. Yet the pink flyer she was handing out was less than innocent. "PACCT," it read, "Political Action Committee of Cable Television," and while the formation of PACCT had been previously known (Broadcasting, June 9 and 23), this obviously was its unveiling before a mass public.

The promotion material handed out at the National Cable Television Association convention really laid the essentials on the line: Political action and political education are PACCT's goals, this was made clear. It's the only way the industry "can pool funds to financially support members of Congress who endorse CATV's position and goals." The organization was formed specifically to "provide financial support to the CATV industry's friends in Congress."

And pains were taken to point out what PACCT isn't and what prospective members couldn't do. "PACCT is not a lobbying organization," it was stressed. System owners must make a personal, not a corporate, contribution. Corporate contributions are not legal. Also, it was indicated, system owners should give at least $99 per system.

Buried in the midst of this information was what is apparently a key and pointed incentive, "PACCT funds will help place CATV on an equal footing with the strong interest opposing its goals," potential contributors were informed. They also were told that "PACCT funds are needed now to assure a satisfactory settlement of FCC regulatory and copyright legislation presently pending before Congress."

The PACCT campaign didn't rely entirely on literature to promote its case. PACCT, although not an accredited activity of NCTA, was on display, prominently mentioned, active throughout the convention.

Washington CATV consultant Martin F. Malarkey, who is chairman and an organizer of PACCT, kicked things off with a pre-convention pitch to CATV industry manufacturers, urging them to get behind the new organization and citing a first-year goal of $25,000-$50,000, with $100,000 a year needed subsequently.

In his keynote address, outgoing NCTA Chairman Robert H. Beiss-wenger made indirect reference to the vacuum PACCT has set out to fill. "Nobody in Washington is taking care of you," he said, "and you must fight the battle yourselves in your own area with your own congressman."

NCTA Chairman-elect M. William Adler was more direct. Reporting to a general membership meeting, he noted the formation of PACCT and also urged all-out support for the organization.

PACCT's official debut was left for gala reception held at San Francisco's posh Fairmont hotel. It was billed as a "congressional reception," but though there was an estimated crowd of 450 on hand, legislators did not seem to be in the majority. In attendance and prominent because he was one of the few among the guests of honor was Representative Torbert H. Macdonald (D-Mass.), a speaker on the NCTA convention program. Besides this year's reception, PACCT supporters have more such goodies to look forward to. Contributors, it was promised, would become members of a "special key club" that hereafter would throw an annual reception at the NCTA conventions.

Hardware for the cable originator

Low-cost production gear featured at NCTA convention

The equipment exhibition of the 18th annual National Cable Television Association convention, held last week in San Francisco, was for the first time not dominated by parochial hardware such as trunkline amplifiers, directional taps, head-end mixers, and semiflex coaxial cable. Instead, as did most everything else at the convention, the equipment seemed to reflect cable TV's newly embraced predilection for program origination capability.

Undoubtedly one of the stars of the equipment show, for example, was International Video Corp., Sunnyvale, Calif., with the promise it held out to cable operators for allowing them to do live, mobile, color cablecasting with acceptable fidelity and registration at low cost.

Prominently displayed was IVC's previously introduced three-videon color camera, being offered to cable operators at the NCTA convention as a way to provide local cablecasts of broadcast quality for costs as little as one-third needed to acquire standard studio cameras.

Television Utilities Corp., Long Island City, N. Y., introduced a "mini-station" concept, said to be "pre-packaged, complete video systems, assembled, wired and ready to go." Four packages were being offered by TUC, deluxe and standard studio packages and deluxe and standard portable packages.

Also on exhibit was the TUC program originator, a self-contained unit that supposedly would allow one operator to present an entire day's programming using 16 mm films, 35 mm slides, photographs and other opaque and projected information.

All of this equipment, TUC emphasized, was designed specifically for CATV operators interested in program origination.

RCA, moving for the first time into the CATV field, also largely featured local-origination equipment. Much of RCA's emphasis was on a new one-tube color TV camera, designed especially for originating color shows on cable TV. The PK-730, as it's designated, priced at under $10,000 and weighing 45 pounds, was billed as the first color TV camera to use a single pickup tube instead of the multiple-tube systems used in previous designs. Reportedly, the new camera's design is based on a development out of the Stanford Research Institute in Menlo Park, Calif. RCA also showed an all-solid state monochrome camera priced at about $2,000; a control console for cablecasting operation, designed to permit system control by a single operator and priced at a modest $13,000; a compact slant-track TV tape recorder with color capability and specifically recommended for cable studio use; and a full cable TV system that, it was claimed, would allow cable operators to move into color film originations for an initial investment of less than $10,000.

Salt Lake City-based Teleman Inc. talked about its new non-duplication programer that uses a specially designed magnetic disk memory to program up to 1,400 events on 26 channels.

Teleman also exhibited for the first time this year a Plumbicon camera and a character generator, the latter equipment producing alphanumeric characters for display over any television system. The Teleman character generator system was offered to cablecasters as "an excellent way" to show election returns, sports scores and team standings, program credits, news flashes, program reminders, and the names of floats, bands, and celebrities in connection with the coverage of parades.
The Broadcasting stock Index
A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

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<td>17</td>
<td>16</td>
<td>17</td>
<td>2655</td>
<td>1635</td>
<td>1635</td>
<td>1,244</td>
<td>31,500</td>
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<td>Reeves Teleco</td>
<td>RBT</td>
<td>O</td>
<td>19</td>
<td>19</td>
<td>21</td>
<td>3545</td>
<td>1715</td>
<td>2,091</td>
<td>47,000</td>
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<td>Scripps-Howard</td>
<td>SDA</td>
<td>B</td>
<td>25</td>
<td>24</td>
<td>27</td>
<td>3145</td>
<td>2345</td>
<td>2,589</td>
<td>69,900</td>
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<tr>
<td>Sonderling</td>
<td>TFB</td>
<td>N</td>
<td>3655</td>
<td>3845</td>
<td>36</td>
<td>4345</td>
<td>3455</td>
<td>3,363</td>
<td>129,500</td>
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<td>Teft</td>
<td>TFB</td>
<td>N</td>
<td>3655</td>
<td>3845</td>
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<td>4345</td>
<td>3455</td>
<td>3,363</td>
<td>129,500</td>
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<tr>
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<td>96,852</td>
<td>96,562</td>
<td></td>
<td>98,892</td>
<td>128,800</td>
<td></td>
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Broadcasting with other major interests

| Acro          | AV           | N        | 26             | 26             | 28             | 4945     | 25      | 12,535                 | 383,900                       |
| Bartell Media | BMC         | A        | 121/4         | 121/4         | 133             | 2214     | 1214    | 2,101                  | 34,400                        |
| Boston Herald-Traveler | CCN | O        | 30             | 30             | 32             | 71       | 28      | 574                    | 17,200                        |
| Chris-Craft   | CWW         | L        | 121/4         | 121/4         | 133             | 1745     | 1214    | 3,620                  | 55,200                        |
| Cowles Comm.  | FWA         | N        | 36             | 35             | 405             | 47       | 34      | 5,073                  | 218,100                       |
| Gannett       | GCI          | N        | 36             | 37             | 385             | 42       | 3515    | 5,322                  | 214,200                       |
| General Tire  | GY           | O        | 205             | 205            | 206             | 3455     | 2055    | 17,402                 | 419,800                       |
| Gray Communications | O  | 95          | 95             | 10             | 125             | 9        | 475      | 4,800                  |                               |
| Lamp Communications | O  | 54          | 54             | 54             | 10             | 5       | 2,650               | 14,600                        |
| Liberty Corp. | LC           | N        | 16             | 16             | 154             | 2345     | 1545    | 7,038                  | 119,500                       |
| LIN           | O           | 114         | 114           | 104             | 33           | 1,141               | 18,600                        |
| Meredith Corp. | MDP       | A        | 425             | 485            | 485             | 5945     | 42      | 2,762                  | 144,300                       |
| The Outlet Co. | OTU       | O        | 2134           | 204             | 215             | 3045     | 205       | 1,229                  | 29,500                        |
| Plough Inc.   | PLO          | N        | 695             | 695            | 705             | 7255     | 6245    | 6,761                  | 476,700                       |
| Post Corp.    | O           | 185         | 20             | NA             | 40               | 17      | 566                  | 12,700                        |
| Rottens       | ROL          | N        | 3755           | 3555           | 3555             | 3845     | 3045    | 7,942                  | 297,800                       |
| Rust Craft    | RUS          | A        | 2855           | 305             | 3145             | 3855     | 285      | 1,169                  | 38,600                        |
| Storer        | SBK          | N        | 3653           | 37             | 62              | 3615     | 4,194               | 163,500                       |
| Time Inc.     | TL           | O        | 5053           | 53              | 574              | 10055    | 5056    | 7,211                  | 454,300                       |
| Wometco       | WOM          | N        | 1955           | 20              | 2045             | 2355     | 1855    | 5,723                  | 128,800                       |
| Total         |              |          | 98,892         | 96,852         |               | 98,892   | 128,800 |                         |                               |

CATV

| Ameco         | ACO         | A        | 114              | 125             | 114             | 1454      | 1045    | 1,200                  | 15,600                        |
| American TV & Communications | O  | 135         | 14             | 144             | 15             | 1,134               | 24,400                        |
| Cable Information Systems | O  | 315         | 35             | 45             | 5              | 3155      | 955     | 4,100                  |                               |
| Columbias Cable | O  | 115          | 12             | 133             | 15             | 1145      | 589     | 6,000                  |                               |
| Cox Cable Communications | O  | 18          | 18             | 133             | 23             | 1545     | 2,500               | 53,400                        |
| Cypress Communications | O  | 1314        | 133             | 145             | 23             | 1545     | 2,500               | 53,400                        |
| Entron        | O           | 455         | 45             | 5             | 41             | 455      | 607      | 3,000                  |                               |
| H & H American | HBA       | A        | 145             | 16             | 165             | 2015     | 138      | 4,975                  | 93,300                        |
| Sterling Communications | O  | 85            | 8              | 916             | 1015            | 500      | 5,300               |                               |
| Telepromoter  | TP           | A        | 5254           | 604             | 645             | 7054     | 4614    | 999                    | 66,200                        |
| Television Communications | O  | 145         | 16             | 185             | 20             | 1255     | 2,090               | 36,500                        |
| Vikas         | VIK          | A        | 2853           | 305             | 333             | 2355     | 1,795               | 56,800                        |
| Total         |              |          | 18,778         | 381,400         |               |          |          | 381,400               |                               |

New chairman, stock issues at Taft board

Taft Broadcasting Co. held its annual board of directors meeting last week at its Cincinnati headquarters, electing former executive committee chairman Charles S. Mechem Jr. board chairman and chief executive officer to succeed David S. Ingalls, who was elected vice chairman. Lawrence H. Rogers II was
re-elected president—a post he has held for six years.

In addition to re-electing all other officers, the board declared a dividend of 15 cents per share, payable Sept. 15 to stockholders of record Aug. 15.

At the annual stockholders meeting prior to the board meeting, stockholders re-elected existing directors and added another—David S. Ingalls Jr., son of the vice chairman. Taft stockholders also authorized creation of a class of 2 million shares of preferred stock. According to Mr. Mechem, the stock will be used for “future expansion or acquisition,” but there are presently no plans to issue any of the stock.

Broadcast entrant aims to go public

Publishers Co., Washington-based printer and publisher which intends to enter broadcasting, has filed a registration statement with the Securities and Exchange Commission offering 350,000 shares for public sale.

Of those shares, 330,000 are being offered by the company and 20,000 shares are being sold by stockholders. Adams & Peck, New York, is offering them at $38 per share maximum.

Of the net proceeds of the stock sale, $2 million will be used for working capital and the balance for business acquisitions. Publishers is seeking FCC approval to buy WONS and WBMG(FM), both Tallahassee, Fla., for $399,000 and several weeks ago announced plans to purchase WKKW-AM-FM Wheeling, W. Va., for $649,000 (Broadcasting, June 9).

Publishers has outstanding 750 shares of class B common and 1,452,099 shares of common stock. Edgar A. Merkle is board chairman and Charles W. Lockerly, president.

Blair goes from curb to the big board

Trading in the stock of John Blair & Co., the only publicly owned station-representation firm, moved from the over-the-counter market to the New York Stock Exchange Tuesday (June 24).

John P. Blair, retired head of the company he founded 36 years ago, bought the first 100 shares at $26 a share. The price dipped later to $25.25 but recovered and closed for the day at $26. The ticker symbol is “BJ”.

Blair, a leading TV and radio rep, is also engaged extensively in printing activities, and last week announced an agreement in principle for further expansion by acquiring City News Printing Corp. for $9 million.

For the three months ended March 31, Blair had reported net earnings of...
$823,000 on revenues of $8,972,000, up from $533,000 earnings on $7.1 million revenues in the 1968 period (BROADCASTING, May 5). There were then approximately 2,264,000 shares outstanding. Since then a secondary offering of about 308,000 shares has been completed, and the number of authorized shares has been raised from 2.5 million to 7 million (BROADCASTING, May 19).

Blair will exchange 304,999 shares of its common stock for the outstanding shares of City News at the rate of 0.4865 shares of Blair for each common share of City, and also will exchange 34,055 shares of its common stock for the outstanding convertible preferred stock of City.

City News Printing Corp. supplies a broad range of specialized printing services including newsprint publications and circulars, direct mail, book jackets and children's books. It had approximate sales of $17 million in 1968.

Company reports:

Corinthian Broadcasting Corp., New York, reported record revenues and earnings for the fiscal year ended April 30. Revenues for the period were 31% above those of last year. TV times sales increased 8% with local sales showing the largest gain.

For the year ended April 30:

1969 1968
Earned per share $1.25 $1.15
Sales 25,469,005 19,451,519
Net income 4,215,428 3,896,960
Shares outstanding 3,384,259 3,384,259

Note: 1969 figures include operations of Standard Reference Library Inc. from its acquisition Sept. 9, 1968.

Avco Corp., New York-based diversified company and group broadcaster, reported a decline in sales while net income remained about the same for the six months ended May 31:

1969 1968
Earned per share $1.75 $1.85
Sales 440,371,000 476,542,000
Net Income 27,053,000 27,812,000
Average shares outstanding 11,371,323 10,379,732

Note: 1969 figures include earnings of Seaboard Finance Co. since its acquisition Jan. 21, 1969, amounting to $2.796,000 or 25 cents per share. 1969 figures also include net profit from sale during first quarter of 50% interest in Meredith Avco Inc. which amounted to $2.057,000 or 18 cents per share.

Outlet Co., Providence, R.I., department-store chain and group broadcaster, in an unaudited statement reported a 17.7% increase in net income and an 8% increase in sales and broadcasting revenues for the three months ended May 3:

1969 1968
Earned per share $0.23 $0.21
Sales-broadcasting revenues 14,086,191 13,040,400
Pretax income 668,850 597,204
Net income 337,128 286,310
Average shares outstanding 1,352,775 1,184,032

*For three months ended April 30, 1968.

Financial notes:

- Metromedia Inc. has an agreement in principle to acquire "Bravo," the national magazine of concert-goers, from the Diners' Club Inc.

- Paramount Pictures Corp., Hollywood, subsidiary of Gulf & Western Industries, is acquiring a substantial stock position in Commonwealth United Corp., engaged in television and movies. Paramount, is acquiring, besides debentures and warrants to purchase common stock, a total of 400,000 shares of Commonwealth's outstanding 7.6 million common shares. In all Paramount will pay Commonwealth United $12 million for the securities package.
**Promotion**

'HYPOING' CHARGE BRINGS FTC DECREED

The Federal Trade Commission has provisionally adopted a consent order prohibiting WHIC-TV Pittsburgh, and its owner, Cox Broadcasting Corp., from engaging in promotional practices designed to increase its audience during rating sweeps.

The commission charged that the station employed "hypoing" in connection with a contest it aired during a period when the Pittsburgh market was being surveyed by the American Research Bureau and A. C. Nielsen Co. The hypoing, the commission said, was designed to cause the research companies to publish inflated audience data for WHIC-TV, which would have the "tendency and capacity" to mislead advertisers and their agencies.

WHIC-TV conducted a "Spot the Stars" contest from Feb. 15 to Feb. 28, 1967, when the research companies were making their market sweeps. To win, viewers had to obtain certain names and numbers broadcast at random times between 4:30 p.m. and midnight. The commission found that the prizes offered for "Spot the Stars" were of greater value than other WHIC-TV-run contests, and that no cosponsor or copromoter shared in the contest's cost, unlike other WHIC-TV promotions.

During the run of the contest the commission said WHIC-TV placed 14 half-page ads in area newspapers, which the station does not "ordinarily" do for other contests. The station also placed 149 other ads in print not related to the contest for a period of 29 days during which the audience sweeps were made.

The commission said the ads "were substantially greater in number than [WHIC-TV] usually placed during comparable periods of time."

WHIC-TV and Cox, in the agreed-upon order, were prohibited from "conducting or participating in any unusual contest or give-away, or engaging in any unusual advertising or promotional practice in the Pittsburgh market, which is calculated or designed to temporarily increase the size of their broadcast audience."

The consent agreement is for purposes of settling the complaint and does not constitute an admission of law violation. Further violation of the order, once it becomes adopted, would incur a fine of up to $5,000 for each infraction.

**CBS REP PLANS PROMOTION**

CBS Radio Spot Sales reported last week that starting on July 7 each of the 12 CBS-represented radio stations will hold two separate two-week promotional efforts designed to provide agencies and clients with updated information. During each of the two week periods, the general sales manager of the station, sales personnel and on-air personalities will call on agencies and clients in New York, Chicago, Los Angeles and San Francisco. They will be assisted by CBS Radio Spot Sales officials in these markets.

**Broadcast advertising**


Patrick E. Costello, president, Costello Advertising, Boston, joins Daniel F. Sullivan Co. agency there as VP.

Donald W. Cuthrell Jr., local sales manager, WTR Norfolk, Va., appointed local sales manager, WTR-TV there.

Mort Zimmerman, account executive, RKO Television Representatives Inc., New York, appointed director of sales development and client relations. Robert Murphy, media research supervisor, Kenyon & Eckhardt, New York, joins RTVR, Chicago office, in newly created post of research director.

James L. Dodd Jr., with Mead Packaging, Atlanta, joins Scripto Corp. there as director, advertising-public relations.

Melinda Moore, market researcher, Fortune magazine, New York, joins WCBS there as sales service supervisor.

Edward Graham, local sales account executive, WOAI-TV San Antonio, Tex., appointed local sales manager.

Whitney Harris, account executive for KSAN-FM San Francisco, appointed sales manager.

William Watts, co-manager, Charleston (W. Va.) studios, WSAZ-TV Huntington, W. Va., appointed regional sales manager.

Patrick J. Downs, VP-business manager, San Diego Padres baseball club, joins kogo San Diego, as director of special sales.

**James Craig dies at 76**

Mr. Craig became chairman of CCBS when the group was formed in 1936. He joined National Life in 1913 as an agent in Dallas, was named president in 1943, chairman in 1953 and honorary chairman in 1965. During this time he also served as chairman of WSM Inc., licensee of the radio and TV stations. He was a member of the board of directors of the National Association of Broadcasters from 1935 to 1943.

He is survived by his wife, Elizabeth Wade and three children (Mrs. William C. Weaver Jr., Mrs. Walter M. Robinson Jr., and C. A. Craig II).

Mr. Craig died last Thursday (June 26). Mr. Craig suffered a stroke last Feb. 16. Funeral services were Saturday (June 28).
ABC names sales managers

Art Sulzburgh, general sales executive, Jack Mahoney, Chicago network sales, Bob Chambers and Steve Caspers, account executives, all ABC Radio, appointed sales managers, Contemporary, Information, Entertainment, and FM Radio networks, respectively. Messrs. Sulzburgh, Chambers and Caspers will continue to be based in New York and Mr. Mahoney will remain in Chicago.

Jan Schultz, with Alberto-Culver Co., Melrose Park, III., appointed advertising director.

William Flory, VP, marketing services division, Harris Trust and Savings Bank, Chicago, appointed to advertising advisory group, Foundation for Full Service Banks. Group is working with foundation’s agency, Dancer-Fitzgerald-Sample, in developing national advertising program.

Raymond A. Burke Jr., copywriter, Harper & Steers, New York, joins Wilson and Acree, Charlotte, N.C., as associate creative supervisor.

Edward Deedy, local sales manager, WNER Worcester, Mass., appointed station manager.

James H. Rosenfield, director of daytime sales, CBS-TV, New York, appointed director of eastern sales. He is succeeded as director of daytime sales by Thomas Leahy, account executive, there.


George Martin, composer and orchestrator of score for Beatles movie “Yellow Submarine,” joins Herman Edel Associates, New York, which supplies music for commercials, as composer-arranger.

Harry R. Rolfe, media supervisor, Erwin Wasey Inc., Los Angeles, joins Drackett Co., Cincinnati, as advertising media analyst.

John E. Aldern, sales manager, KOA Denver, resigns. No future plans announced.

Keith Shaffer, associate media director, BBDO, Detroit, joins Byer & Bowman, Columbus, Ohio, as media director.

Dave Wygant, account executive, WTTG-TV Washington, joins WUSA-TV there, as sales manager.

John Limpert Jr., account supervisor, Ted Bates & Co., New York, named VP.


Media

George L. Hagar, general manager, WQXI-TV Atlanta, also named VP, Pacific and Southern Broadcasting, parent corp.


James A. Bedwell Jr., general sales

NCTA elects Adler


manager, WHBQ-AM-FM Memphis, appointed general manager.


Donald Starnes, formerly general sales manager, KTEV(TV) El Dorado, Ark.-Monroe, La., joins WATU-TV Augusta, Ga., as station manager.

Jack Liddy, formerly with WCBS-TV New York, joins WSMS-TV Fort Lauderdale, Fla., as general manager.

Paul English, program manager, KITE San Antonio, Tex., appointed general manager.

Tom Kennedy, general sales manager, WJAR Providence, R.I., joins WSVP West Warwick, R.I., as general manager.

Lyle Davis, with promotion department, KMAK Fresno, Calif., joins KGUD-AM-FM Santa Barbara, Calif., as general manager.

William Luchtman, general manager, WMIL-AM-FM Milwaukee, named VP.

Donald L. Sandberg, director of field services, National Instructional Television Center, Bloomington, Ind., appointed director of newly created general services department. He will oversee field, publication, information, business and customer-service operations.

Charles B. Brakerfield, WREC-TV Memphis, Harold F. Gross, WJTM-TV Lansing, Mich., and E. K. Hartenbower, KCMO-TV Kansas City, Mo., elected to CBS-TV Affiliates Advisory Board, districts four, five and six, respectively.


Joel Monson, music teacher and band director, in Casper, Wyo., joins KAWY (FM) there as station director.

Wells leaves Storer bureau

Linton Wells, who opened the Washington news bureau of Storer Broadcasting Co. and who has been Washington correspondent for the group for the past seven years, retires effective July 1. Prior to joining Storer he was with NBC and CBS, both New York.

Charles Tolep, international traffic manager, Screen Gems, New York, joins CBS Enterprises Inc. there as director of operations.

Peter C. Kouris, producer-director, WFLF-TV Philadelphia, joins Charles Fuller Productions, Tampa, Fla., a division of OmniMedia Inc., as broadcast production head.

Bob VanDerhyden, production director, WHN New York, appointed to newly created position of program manager.

Barry E. Gaston, operations director, KFHF-AM-FM Wichita, Kan., joins WSBA-AM-FM, York, Pa., as program director.

Joel Wolfson, producer-director, WMAQ-TV Chicago, joins KPIX(TV) San Francisco, in same capacity.


Hy Silverman, research director, Robert E. Eastman & Co., station representatives, New York, joins Independent Television Corp. there as director of research.


David R. Chase, formerly program director at WLW(TV) Indianapolis, joins WXYZ-TV Detroit as program director.

News


William Evenson, newscast producer and associate producer during Nixon-Humphrey campaign, with NBC News, New York, joins WOAI Miami, as news-
Roy Mapel, with KiML Gillette, elected
president Wyoming AP Broadcasters
Association.

Dick Tuchscherer, WKRS Waukegan,
elected president, Illinois AP Broadcasters
Association.

Roger Craib, KBOL Boulder, elected
chairman, Colorado AP Broadcasters
Association.

Promotion

Bill Cook, PR director, Milici Adver-
tising Agency, Honolulu, named VP-
PR.

Alvin von Auw, assistant VP, informa-
tion department, AT&T, New York,
named VP.

Russell Smith, director of information
services, KCBS San Francisco, named
director of advertising and sales pro-
motion for WBAM-AM-FM Chicago.

Donald Reeve, formerly with Hill &
Knowlton, New York, joins Reed's and
Farris, Los Angeles, to establish PR
department.

Marc Levitt, assistant to directors of
publicity and advertising, Radio City
Music Hall, New York, joins The
David Frost Show there as publicity
manager.

Sandra Hamer, publicity director,
WKBF-TV Cleveland, appointed promo-
tion manager.

Steve Fayer, special assistant to general
manager, Kaiser's WKBG-TV Cambridge-
Boston, also appointed audience promo-
tion director for all Kaiser stations.

Salvatore L. Rain, formerly with CBS
Laboratories, Stamford, Conn., and
Avco Lycoming, Stratford, Conn., joins
Visual Electronics Corp., New York,
as director, advertising and public
relations.

Robert Harris, formerly with Tom Jef-
ferson, PR firm in Miami, joins WTVJ
(TV) there as promotion manager.

John E. Derbyshire, PR manager, Sy-
lyria Electric Products Inc., New York,
joins Chapman-Nowak & Associates,
Syracuse, N.Y., as PR director.

Dan McCombs, PR director, KCBO San
Diego, joins WJFK Detroit, as PR/
promotion director.

J. Clyde Parker, assistant promotion
manager, KOTV(TV) Tulsa, Okla., ap-
pointed promotion manager.

Al Korn, director of advertising and
promotion, RKO General's WNAC-TV
Boston, appointed director of informa-
tion services, RKO Television Repre-

Mary Turner, assistant promotion man-
ger, KNEW-TV San Francisco, ap-
pointed director of advertising-sales
promotion, KSAN-FM there. Both are
Metromedia stations.

Robert R. Crittendon, with Beckman
Instruments Inc., Fullerton, Calif., ap-
pointed corporate manager, advertising
and sales promotion.

Equipment & engineering

David H. Elliott, former director of
Peace Corps in India, joins Memorex
Corp., Santa Clara, Calif., as VP-ad-
ministration.

Raymond V. Schneider, manager-CATV
products, Times Wire and Cable Co.,
Wallingford, Conn., named VP-CATV
products.

George W. Finkhousen, with profes-
sional products division, Electro-Voice
Inc., Buchanan, Mich., appointed as-
istant VP.

George A. Mayo, engineering staff,
Washington news bureau, Westing-
house Broadcasting Co., appointed
engineering director.

Moortimer Goldberg, operations en-
gineer, CBS Radio, New York, appointed
director of technical operations, WCBS
there.

Harold C. Blakeslee, national sales
manager, video products, Bell & How-
ell Co., Lincolnwood, Ill., named to
newly created post of national sales
manager, industrial and educational
products, International Video Corp.,
Sunnydale, Calif.

Patrick R. J. Court, VP-research and
development, International Telemeter
Corp., Los Angeles, joins Television
Presentations Inc. there in newly
created post of VP, western operations.

Charles Martin, sales engineer-service
manager, Electronic Sales Corp., Salt
Lake City, joins Visual Electronics
Corp., New York, as sales engineer for
broadcast products in Nevada, Hawaii,
and Northern California.

Ronald A. Polster and A. A. Sroka,
both division managers, Ampex Corp.,
Redwood City, Calif., named VP-gen-
eral manager, special products division,
and VP-general manager, professional
audio products division, respectively.

Edwin Raymond, senior project en-
gineer, CBS-TV engineering and develop-
ment department, New York, appointed
assistant director, engineering services,
CBS Television Stations division there.

Gilbert Rubin, with Optimedia Systems
Inc., Clifton, N.J., appointed opera-
tions manager.

Ray Allen, director of marketing,
Audio Magnetics Corp., Gardena,
Calif., named VP-sales.

Emery T. Chace, manager, broadcast
sales, General Electric Co.'s imaging
devices operation, Schenectady, N.Y.,
named marketing manager.

Allied fields

Ronald Miziker, formerly with Avco
Broadcasting, Cincinnati, joins Walt
Disney Productions, entertainment di-
vision, Disneyland, Anaheim, Calif.,
as coordinator of special projects.

John W. Pettit, attorney, Hamel, Mor-
gan, Park and Saunders, Washington,
elected chairman of board, Educational
Communication Association there.

Lloyd Hatch, Los Angeles field office
supervisor, Sindlinger & Co., Norwood,
Pa., marketing and research firm, ap-
pointed administrative supervisor. John
Murray appointed director of special
research projects. Both will based in
Pennsylvania.

International

Peter Mills, account representative, J.
Walter Thompson Co., Toronto, named
VP-general manager. Ronald Boychuk
appointed media group head.

W. A. Caton, controller, radio regula-
tions division, federal transport depart-
ment, Ottawa, appointed technical con-
sultant, Canadian Association of Broad-
casters there.

Deaths

Glenn C. Siddall, 52, manager, WRBL
Columbus, Ga., died June 15, of heart
attack. He is survived by his wife,
Clare, and son.
Sidney Rechtelnik, 59, administrator of station promotion, NBC, New York, died June 18 in Beth Israel hospital there after short illness. He had been in NBC's promotion department since 1962. Mr. Rechtelnik is survived by his daughter and son.

William A. Costello, 65, former ambassador to Trinidad and Tobago and former White House correspondent, died June 20 in Tobago after heart attack. He joined CBS in 1941 as radio correspondent, became Far East news director, based in Tokyo, in 1946 and served as CBS White House correspondent during 1952-53. Following five years as counselor on international affairs, he became White House correspondent in 1958 for Mutual, and was national correspondent until 1966. He was nominated by President Johnson in 1967 to ambassadorial position and served in Port-of-Spain until his retirement last April.

Wendell Williams, 55, formerly manager and VP of Hollywood office of Leo Burnett Co., died June 18 in New York, of heart attack. Mr. Williams joined Burnett in 1949. He was made VP for agency in 1955, resigning last January. He is survived by his wife and daughter.

Walter Tolleson, 60, died June 16 in San Francisco, of heart attack. With NBC more than 20 years, he last served as manager, network sales, before retiring in 1965. He is survived by his wife, Helen, and two sons.

John Tackaberry, 56, writer for Jack Benny and other top Hollywood comedians since early 1940's, died June 24 in Hollywood.

Judy Garland, 47, movie star, died June 22 in London of accidental overdose of barbiturates. Her television appearances included short-lived weekly series on CBS. She is survived by her husband, Mickey Deans, and three children.

Mr. Seligman, 51, former ABC executive and founder of Selmurl Productions, died June 20 in Los Angeles, of heart attack. He was assistant to Leonard Goldenson, when ABC president was VP in charge of theaters for Paramount Pictures in late 40's. Mr. Seligman joined ABC in 1953 as writer-producer in Los Angeles, became general manager, KABC-TV there in 1955 and ABC VP in 1958. In 1960 he formed Selmurl Productions. Executive producer of many ABC series, his credits include: Combat!, Garrison's Gorillas, Day in Court and General Hospital. He is survived by his wife, Muriel, and five children.

### For The Record

As compiled by Broadcasting, June 18 through June 25 and based on filings, authorizations and other FCC actions.

**Abbreviations:*** Ann.—announced, ant.—antenna, aud.—aural, CATV—community antenna television, CH.—critical hours, CP.—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw.—kilowatts, kV.—kilovolts, LS—local station, mc—megacycles, mod.—modification, N.—night, PSA—presure service authority, SCA—subsidary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w—watts, *—educational.

**New TV stations**

**Applications**


**Actions on motions**

- Chief, Broadcast Bureau, granted request by Sioiom Inc., and extended time to June 20 to file reply comments in matter of amendment of rules to add VHF TV Channel to Mount Vernon, Ill. (Doc. 18485). Action June 18.


Rulemaking petitions

- **KFCT-TV** Concord, Calif.—Requests rulemaking proceeding to delete ch. 42 from Pittsburgh and allocate it to Concord, both California. Ann. June 20.


Call letter application

- **L & S Broadcasting Co., Jacksonville, N. C.** Requests WLNS-TV.

**Existing TV stations**

**Final actions**

- **KOLD-TV** Tucson, Ariz.—FCC granted mod. of condition on May 21 grant of transfer of control of Old Pueblo Broadcasting Co. from Tom Chaeney, Gene Autry, Ina M. Autry, Anne L. Kerney, E. S. Mitten-dorf and Frank W. Beer to Universal Communications Corp. Condition required Edward W. Scripps Trust to divest itself of all ownership interest in Evening News Association within 120 days. modified to require divestment by the Scripps Trust of all ownership interest in Evening News Association in excess of 1% within 120 days from June 19. Action June 19.

- **WSKG(TV)** Binghamton, N.Y.—Broadcast Bureau granted license to cover permit for new station. Action June 17.

- **KVOS-TV** Bellingham, Wash.—FCC granted application for renewal of license, by KVOS Television Corp., condition on outcome of hearing in progress involving anti-trust charges against Wometco Enterprises Inc. (parent) by Antwin Theatres
KBX Winston-Salem, N. C.—Broadcast Bureau granted CP to change from 1500 kw, 1 kw-D to 1500 kw, 10 kw-D. Hearings held; conditions. Action June 18.

WWDA Wisconsin Dells, Wis.—Broadcast Bureau granted license covering installation of auxiliary transmitter, specify type trans.: station location same as trans. license. Action June 25.

WUPR Utuado, P. R.—Broadcast Bureau granted license covering installation of auxiliary transmitter. Action June 25.

**Actions on motions**

Chief, Office of Opinions and Review, in Sumiton and Cullman, both Alabama (Sumi.-Fort Payne), Action proceeding, dismissed as to applicants, Millar Jr. and James Jerdan Bullard for leave to file interlocutory appeal for review in excess of 10 pages. (Docs. 18204-9). Action June 25.

**New AM stations**

- **FCC** approved joint request by eight applications for St. Louis AM on 1390 kc (former WSL) for assignment of granted amendment of Victory Broadcasting Co. and dismissal of other seven applications, sub-jected to a report of an investigation of St. Louis AM for failure to observe parent liability forfeiture, April 12 (Docs. 18205, 15754-56, 17570-9, 17576, 64, 65 and 66; granted motion for further extension of time to file briefs, filed April 16 (Doc. 18205-20). Action June 20.


**New FM stations**

**Final actions**

- Broadcast Bureau granted CP to station WRCY, 101.7 mf, Charlotte, N. C., for extension of time, filed March 25 (Doc. 17908-1). Action April 17.

- Broadcast Bureau granted CP to station KARR, 89.1 mf, Bakersfield, Calif., for extension of time, filed March 25 (Doc. 17908-2). Action April 17.

- Broadcast Bureau granted CP to station KFXC, 92.7 mf, Charlotte, N. C., for extension of time, filed March 25 (Doc. 17908-3). Action April 17.

- Broadcast Bureau granted CP to station WCCP, 90.1 mf, Charlotte, N. C., for extension of time, filed March 25 (Doc. 17908-4). Action April 17.

- Broadcast Bureau granted CP to station WKNB, 107.5 mf, Asheville, N. C., for extension of time, filed March 25 (Doc. 17908-5). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-6). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-7). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-8). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-9). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-10). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-11). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-12). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-13). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-14). Action April 17.


- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-16). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-17). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-18). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-19). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-20). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-21). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-22). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-23). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-24). Action April 17.


- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-26). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-27). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-28). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-29). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-30). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-31). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 94.7 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-32). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.1 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-33). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 92.5 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-34). Action April 17.

- Broadcast Bureau granted CP to station WQDE-FM, 104.9 mf, New Bern, N. C., for extension of time, filed March 25 (Doc. 17908-35). Action April 17.
Summary of broadcasting
Compiled by FCC, June 2, 1969

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,241</td>
<td>1,977</td>
</tr>
<tr>
<td>CP's on new stations</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Total on air</td>
<td>4,251</td>
<td>2,000</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>70</td>
<td>116</td>
</tr>
<tr>
<td>Total licenses eliminated</td>
<td>4,320</td>
<td>856</td>
</tr>
</tbody>
</table>
| Licenses deleted | 1 | 0 | 0
| CP's deleted | 0 | 0 | 0

\[\text{Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.}\]

\[\text{Includes FM's operating with STA's.}\]

\[\text{Includes two VHFs operating with STA's, and two licensed UHF's that are not on air.}\]

**New FM stations Application**

- **Grand Rapids, Mich.**—Grand Rapids Baptist Bible College and Seminary, seeks 90.1 kc at Algoma. Adj. height above average terrain 320 ft.: P.O. address: 1001 East Beltline Northeast, Grand Rapids 49505. Construction cost: 

  \[\text{\$4,000,000; year operating cost \$30,000; revenue not indicated. Principal: Mr. Shonert owns The Basketball College and newspaper.}\]

  \[\text{He also has 25\% interest in bank and owns farm. Action June 16.}\]

- **Falmouth, Va.**—Warren J. Shonert, FCC granted 95.3 mc at 3 kw. Adj. height above average terrain 171 ft.: P.O. address: 210 Main Street. Falmouth 22051. Construction cost: 

  \[\text{\$48,000; year operating cost \$30,000; revenue not indicated. Principal: Mr. Shonert owns Falmouth College.}\]

  \[\text{He also has 25\% interest in bank and owns farm. Action June 16.}\]

**Call letter actions**

- **Rojo Radio Inc., Egg Harbor, N.J.** Granted WRD(R)FM.

- **Charles H. Chablain, Bellefontaine, Ohio.** Granted WOGM(FM).

**Designated for hearing**


**Approved applications**

- **WEDR(FM)** Milwaukee—FCC approved for hearing application of Ottowa Stations Inc. for new FM on 103.1 mc in Milwaukee. Action June 23.
commission action by Chief, Broadcast Bureau. Following application of Robert E. Sewell for authority to withdraw WPXC-FM 107.3 from trans., site of WIZO-FM to maintain term of application affirmed, Action June 18.


26. Drafting report urging Commission to adopt new policy for assignment of licenses in light of experience with license applications. (Continued on page 92)

BROADCASTING, June 30, 1969

85
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5¢ or over billed at run-of-book rate. Statements for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity Listings require display rates and space only on display space.

All other classifications 35¢ per word—$4.00 minimum.

No charge for blind box numbers.

Applicants replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted—Management


Local sales manager. Newly purchased Atlantic coast station 5 kw in top 50 market, has major opportunity for high caliber, creative local sales man or small market local sales manager, 20-25 years, seeking to maximize his potential, develop into top-flight executive. Pre-requisites are brains, desire, and willingness to work. Salary plus available to strong. Send resume, references, photo. Box F-379, BROADCASTING.

Small New England station in pleasant college community desires experienced, mature, responsible, sales manager. Salary open. Set us. Box F-402, BROADCASTING.


Immediate opening in radio department Of Back to the Bible Broadcast. Be responsible for all sales activities. Salary within professional handicaps. Send resume, references to Box C-395, BROADCASTING.

Sales

Successful, pro salesman, preferably RAB trained. Salesman-er, ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Iowa opportunity for salesman or program man wanting top, high prestige job. Sales training offered. Send resume, references, photo. Box F-249, BROADCASTING.

Broadcast representative company, national, seeks sales executive for New York. Employers known. Salary F-367, BROADCASTING.

New FM station with new approach and unconventional, switched-on attitudes about radio wants good, dynamic, experienced woman, preferably married, with children. Full-time or part-time work available. Excellent working conditions and fringe benefits. Send resume to Box C-312, BROADCASTING.

First chance to own your own radio station. Excellent opportunity for a young man or woman. Full technical and business guidance. Reasonable cost. Send resume to Box F-452, BROADCASTING.

Opportunity to open a new FM station. Small community. Salary F-328, BROADCASTING.

First chance to manage a new FM station in small community. Send resume, references to Box F-395, BROADCASTING.

Immediate opening small FM station near New York City. Salary F-397, BROADCASTING.

Group One needs deejay. Top 40, CGW, MOR looks desired. Send complete resume, tape. Excellent opportunity employer. Bob Bushman, KBOX, Dallas, Texas 75338.

Immediate opening for first phone morning drive man—heavy on production—Modern Country music—KINK. Salary F-448. One position—Pulse rated No. 1 in 21-station market. Send tape, photo, resume, references, salary requirements to Jim Stone. Also need midnight to 6 a.m. first phone pick—Country and Western experience not required.

Experienced 1st phone, production minded announcer for new FM station. Send tape and resume to KYSN, P.O. Box 1715, Colorado Springs, Colorado 80901. 363-6145, nightly.

Midwestern group of stations within 100 mile radius of Chicago expanding station in southern Illinois area. Excellent salary, commission and fringe benefits. Call or write: Al Etten, station/sales manager, WKQW Radio, P. O. Box 848, Nauvoo, Ill. 62978.

Equipment salesmen—Manager of equipment sales division of nationwide chain. Must reside in Los Angeles area. Must have direct sales experience. Contact John Williams, 13151 36-050, Los Angeles, California 90024.

Equipment salesmen—Manager of equipment sales division of nationwide chain. Must reside in Los Angeles area. Must have direct sales experience. Contact John Williams, 13151 36-050, Los Angeles, California 90024.

Sales continued

Salesman—Hartford, Connecticut. If you're the kind of man who can sound the streets daily, you'll make $20,000 plus within a year. Come out of traffic. Experience to move into management. We are a young company, growing stations, and looking for a fourth. Must be close enough for interview. Call Mr. Lawrence Schwartz, 413-455-4111.

Announcers

First Class License, Chicago. Permanent, immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporar/MOR. Network affiliate. Excellent salary, opportunity unlimited. Must have FM resume, Rush tape, resume and photo to Box F-176, BROADCASTING.

Announcer—Rocky Mountain area sports oriented announcer needed immediately. Send resume, tape, photo. Shift would be roughly 3 to 9, 30% of work on FM, rest on AM. We are seeking a young talented man with mature voice who is a beginner. Person who applies should be willing to give us a little more of his time than the usual 6-months stepping stone plan. Send tape and full details including salary expected to Box F-255, BROADCASTING.

Experienced morning announcer with 3rd endorsed for MOR Wisconsin station. Excellent working conditions, benefits. Position is better than average pay plus competitive fringe benefits. If you are not the best morning man in your market do not apply. Send air-check and resume. All tapes returned. Box F-249, BROADCASTING.

First phone announcer for small south Florida station. Send tape, resume, and salary requirements. No maintenance. Box F-338, BROADCASTING.

First phone opportunity for experienced announcer. Excellent working conditions, salary expected to $6,000. Send tape and photo to Box F-373, BROADCASTING.

MOR station. Looking for a man that likes good production, is interested in production. Full western Texas city. Salarycommensurate with ability. Send tape and photo to Box F-395, BROADCASTING.

Immediate opening small FM station near New York City. Permanent. Box F-397, BROADCASTING.

Attorney


Announcers continued

Wisconsin AM/FM in Milwaukee metro area AM combo, MOR, News or sales an asset. Mature voice, air, Midwestern. No phone calls. Salary or commission. No experience required. Send qualifications and salary requirements to Box F-255, BROADCASTING. Small community job.

Modern country AM/FM operation has opening for right man! Must run tight, bright show, and like country music. Send tape, photo, resume, salary to Jack Rogers, WDEV, Merle, N. Y. No phone calls.


Ready to settle in a nice community, with a well respected station, at decent wages and excellent benefits? We need a good, young, high energy, sales manager, floaters or beginners. WYAK, Cedar, Indiana.

Salesmen—Announcer: Sales experience preferred WMCR, Oneida, N. Y.

Wanted—Professional sounding, experienced announcer. 1st class license desirable but not necessary. Send audition tapes to WMNS, Box 969, Morganton, N.C. No phone calls.

Announcer—immediately. Experienced. Excellent opportunity. WIVS, Lakeville, Minn. No phone calls.


First phone combo, no maintenance, world’s best climate. Most compatible staff Florida Cold Coast. Full time network. All fringe benefits and a great place to work. Call 1-205-275-5503 for manager.

A good announcer with 1st can become P.D. at WGCA. AM-FM combo in small town area. Good salary with 3 stations operating. Call Pinkney Cole, 314-586-9377. No Collect.

Technical

First Class Engineer wanted to work in completely live studio, full time maintenance, repair, and experimentation. No announcing or board duties. Box F-133, BROADCASTING.

Chief Engineer for midwest daytime, Non-Directional, Clean, successful operation. Fringe benefits. Send photo, resume, salary requirements to Box F-212, BROADCASTING.

Technical—Working engineer for non-directional, both AM & FM in the Rocky Mountain area. Modem with experience. No strong reservations. Must be able to work in environment which will make us sound like quality radio. Send resume, pay and fringe benefits, send full details to Box F-256, BROADCASTING. Please state salary expected.

Chief engineer for AM-FM in unusually pleasant small Pacific Northwest area. Immediate opening. Built in maintenance, including Marti a must. Present and recently added new equipment must be 100% dependable. Full time maintenance, including Marti. A must. Send complete history immediately, including present earnings. Box F-312, BROADCASTING.

Small southern Florida station needs chief engineer with some announcing ability. Send resume, tape. Box F-337, BROADCASTING.

We are looking for a Chief Engineer who understand the technical aspects of the business. Complete control of technical operation is required. Send resume, references, pay and fringe benefits, send complete details to Box F-255, BROADCASTING. Please state salary expected.
Situations Wanted Management continued

Sales manager or selling manager. Excellent record, reputation for promotion and growth in large, chain store type organization. Also group, South. Box F-378, BROADCASTING.

New England Area—Manager, currently employed—A-l producer—experienced all phases—raised $2,000,000 for charity; seeks college market—money and/or stock option. Box F-350, BROADCASTING.

General or sales manager. Creative, tough, New in top three markets. Outstanding. Box F-395, BROADCASTING.

Management or program director—11 years, radio-TV. All phases—top sports—married—family—college graduate—no duffer—7 years present position. Box F-391, BROADCASTING.

Experienced Community minded Gen. Mgr. with 1st phone, or 2nd in small market. Prefer Sales. Box in N. C. or Fla. 36 yrs. old—Married—available immediately. Phone 704-652-3670 or Box F-392, BROADCASTING.

Sales

Diane college trained, draft exempt, currently doing combo desires shift to full time sales. Big city boy looking for something in market of 100,000 plus. Box F-379, BROADCASTING.

People pleaser turning for sales/promotion position leading to management. Personalable young creative writer-salesman. Exceptional production man, $12,000 plus. Invest $ to toward big dividends. Write now: Paul Burcham, 101 Beverly, Columbia, Mo. 65201.

Field engineer, full or part time openings throughout U.S. Fm/satellite to share equipment generation. Write Robert I. Kimer, Box 2160, St. Alberts, Vermont or phone 802-524-2333.

Sitting at decision program director. Box F-102, BROADCASTING.

DI—newscaster, college degree, third endorsed, experienced, light board, creative, dependable, authoritative newscaster. Box F-131, BROADCASTING.

Top rated morning drive show, $75,000 midwest market—own production equipment and ear on either coast. Box F-144, BROADCASTING.

Young beginner: Broadcasting school grad seeks announcing position. Prefer CWB or MGR. Reto- cate anywhere. Available immediately. 3rd endorsed. Box F-271, BROADCASTING.

Talent in sports. Experienced. Make me an offer. Box F-273, BROADCASTING.

Morning personality, number 1 Pulse in medium market. Patriotism, good personality, humor, MA degree, tape, resume on request. All inquiries answered. Box F-303, BROADCASTING.

Top 40, male, top of local 5 market, is hungry. Box F-385, BROADCASTING.

Experienced announcer. 1st phone wants Maryland. Box F-324, BROADCASTING.

Exp. DJ—announcer. Experienced. Market available, immediately. Box F-392, BROADCASTING.

Experienced New York soul jock seeking employment. (212) JA-6655, or Box F-328, BROADCASTING.

Black DJ. Broadcasting school grad, soul, hop 40, some news. Box F-336, BROADCASTING.

Soul jock, first phone, sober, good money. Box F-341, BROADCASTING.

Young, married, versatile B.J. & Newscaster. Experienced, desires permanent position with future, in the south or southeast. Top 1 phone. Top 40, MOR, C&W. Box F-349, BROADCASTING.

Experienced announcer/salesman desires position with people who appreciate a gregarious and am- bitious talent. Present situation includes board shift, sales and station affairs. 3-yr. in present employ. Age 27—3rd end, pride in my work. Minimum resume, tape or written references upon request. Box F-355, BROADCASTING.

Sports minded station wanted...college market preferred...with lots of play-by-play. Seek place to test drive on the air. First phone Box F-357, BROADCASTING.

Situations Wanted Management

Twenty-five years experience all phases; ten in news-gathering, two in production...Contact Mr. W. Armstrong. Box 523, BROADCASTING.

Twenty-five years experience all phases; ten in news-gathering, two in production...Contact Mr. W. Armstrong. Box 523, BROADCASTING.

Training in production, production, others

Program director—MOR—West Coast some air, Yuma or Ascension...Excellent opportunity with good fringe benefits. Send tape, complete back- ground information, Box F-347, BROADCASTING.

Program director-production man for contemporary station. Must be good board man and capable of supervising. Send tape or opportunity. Box F-351, BROADCASTING.

Experienced Program Director for old established 5,000 Watter. Play-by-play experience desirable but not necessary, age 24. Box 11, Los Angeles.

General Manager/FM background who has solved the mystery of FM. I approach FM as radio and it works. If you seriously want your FM radio station to work, contact me. Box F-352, BROADCASTING.

General Manager-FM background who has solved the mystery of FM. I approach FM as radio and it works. If you seriously want your FM radio station to work, contact me. Box F-352, BROADCASTING.

Technical continued

Engineers strong in electronics theory and main reason to return to accredited college school. Full time positions. Good Pay. Excellent College Stipends. Plymouth State Teachers College, Grantham School of Engineering, 1505 N. Western Ave., Hollywood, Calif. 90027.

First phone—directional daytimer. Box F-378, BROADCASTING.

Small market engineer—Eager to work in top 50 market station. Honest, knowledgeable, complete computer family man. Call me today Roy Tobin—219-844-1230.

Chief engineer for ethnic progranmed station in the Hartford, Connecticut area. Write Robert I. Kimer, Box 2160, St. Albemar, Vermont or phone 802-524-2333.


Field service engineers, full or part time openings throughout U.S. Experienced to share opportunity. Send tape. Box F-352, BROADCASTING.

BROADCASTING, June 30, 1969

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Situations Wanted

**Technical**

Chief engineer; mature, twenty years experience, all markets. Prefer East. Available immediately. Box F-346, BROADCASTING.

Chief engineer, 5 days, own boss, maintenance only. Box F-361, BROADCASTING.

See my advertisement under "Announcers." Valuable experiences, AM/FM direct experience, sales, automation, etc. Radio Arkansas, High Springs, Florida, Ph 900x - 454-1737.

**NEWS**


Mature married, award winning, ex-investigator and lawman seeking news director position with future. Box F-289, BROADCASTING.

Excellent experience. B.S., Communications, seeks on-air and gathering position, market, 200 thousand plus. Box F-372, BROADCASTING.

**Programing, Production, Others**

College graduate, 3rd endowed, 3½ years experience. Enthusiastic, imaginative, strong and creative. Continuity. Box F-202, BROADCASTING.

15 years broadcast experience. 8 years with major group in top 50 market. Ready to move to medium market, AM or FM Program Director slot. Prefer Higher salary. Prefer employed, stable, married. Box F-216, BROADCASTING.

Group program director seeks single station in major market. Contemporary administrator. Proven success. Box F-224, BROADCASTING.

Experienced operations, traffic, continuity director, writer. Available July. Free to relocate. Travel. Familiar with educational, head program starts. Box F-329, BROADCASTING.

Wide experience—idea man. First phone, years of experience. I’ll make your station cogent. Box F-345, BROADCASTING.

Medium market program director seeks major market. National and local markets. Top 40, CGW, good voice, strong news. Box F-387, BROADCASTING.

**TELEVISION—Help Wanted**

**MANAGEMENT**

CATV Manager for large community CATV system. Must be imaginative, creative, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

TV station owned by growing group—must have station promotion experience—good salary—excellent location West. Box F-309, BROADCASTING.

TV station owned by growing group owner—must have production and TV station experience. Need top broadcast manager. Generally good salary—excellent location West. Box F-310, BROADCASTING.

Energetic and imaginative film production camera-man for group owned station in top ten market. Must be thoroughly familiar with Arriflex single/double system editing and photography. Documentaty and production. Should have direct film capability a must. Box F-356, BROADCASTING.

Announcers

Announcer who can direct or director who can announce needed by medium market VHF in midwest. Will spend most of your time doing whatever you do best but will have to do some directing. Immediate position available to learn directing. Send photo, audio tape, resume and references to Box F-809, BROADCASTING. An equal opportunity employer.

**Announcers continued**

Join the McLendon Station team. An immediate opening has been created for an announcer/personality at KCND-TV, Pembina, North Dakota. Ten years, top market, conditions and fringe benefits. Will consider (train) radio personality. Send photo, resumes, references to Box F-262-259, BROADCASTING. Send tape, picture and resume to KCND-TV, Box 191, KCND is an equal opportunity employer.

California CBS-TV affiliate needs weatherman or weathergirl for Monday-Friday. Must have some state experience. Primary requirement is bright, loose, extrovert type on-air personality. AM/FM direct experience helpful, but not necessary. No age limitations. Send resume and photo tape with first letter, or call to Philadelphia program director, KTVT, Box 10, Sacramento, Calif.

**Technical**

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position with progressive group.

Immediate opening for right man in number two engineering slot. TV serving large Southern market. Member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

TV Engineer-Technician for supervisory position of operation. TV experience plus University, college or formal training in electronics or radio production. Thirty years employment; high salary. Box E-267, BROADCASTING.

Opportunities for two staff engineers, one operator and one maintenance man. All new equipment, full color. RCA Call 419-637-2111, Miss. M. Christman, Chief Engineer, WBEV-TV, New Bern, N.C. 28560.

Immediate openings for inexperienced and experienced engineers. Must have first phone. Salary commensurate with background and experience. Send your resume to Mr. Roger Holt, Chief Engineer, WTVN, Box 1846, Columbus, Ca 31902.

Engineering Maintenance Position Available—Excellent working conditions—television & videotape experience required. Must have first class license—send resume to: NET Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

**NEWS**

TV Newsman, for top-rated Florida station. Good at reporting, writing, on-air. An equal opportunity employer—M-F. Box F-154, BROADCASTING.

Immediate opening, Sports-news combo. Radio and TV. Nine man staff, will be $22 in sports. Some play by play. Midwest medium market, good town. Also, due to draft, have full-time news opening. Send details, tape, photo to Box F-282, BROADCASTING, or call Jack, 310-364-4194. Equal opportunity.

Midwest independent UHF station is now auditioning candidates for News Director. We are a top 10 market station with a great management group. Send resume and references to Box F-340, BROADCASTING.

Good opportunity for TV working newspaper for upper Midwest ABC affiliate. Must be experienced writer—reporter—on-air performer. Send VTR and picture with resume and references to Mr. Joseph Carney, Director of Opera- tions, KMSP-TV, 405-1840, Minneapolis, Minnesota 55402 or phone 612-339-8811. An equal opportunity employer.

Newsmen for award winning radio and TV news department. Prefer man experienced in writing, reporting, producing and line reporting. Send resume, no tapes to news director, WSBT AM/FM-TV, 300 West Jefferson Boulevard, South Bend, Indiana 66601.

**Programing, Production, Others**

Major southeastern state network production center seeks young creative production personnel. Package includes heavy continuing education and public relations experience. Producer-director ($8,000) minimum—2 years experience, degree. Producer—director ($6,000) degree experience, degree. Producer-director ($6,000) degree. Send resume to Box F-257, BROADCASTING.

Producer/Designer for AM woman’s talk show, top market. Should have two years experience producing similar program. Box F-330, BROADCASTING.

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those whose work and experience will be accepted. Box F-331, BROADCASTING.

Artist Midwest network VHF, layout, handletter, animation, some print and set design. Send resume and salary requirements to Box F-358, BROADCASTING.

Head director with some experience for small market Midwest Station. Excellent opportunity for advancement. Box F-360, BROADCASTING.

ITV Director—forward-looking metropolitan public television station needs experienced ITV director. Some background in teaching and instructional technology required. Salary competitive with market and community. Experience include full resume with reply. Box F-363, BROADCASTING.

ETV station staff producer-director. Experience 11,000. Owner operated, KCITA-TV, 1640 Como Ave., St. Paul, Minn. 55108.

**TELEVISION**

Situation Wanted Management

General Manager, Twelve years experience as g.m. in both VHF and UHF. I know inside and out, plus the inner details of accounting, programing, promotion and engineering. Community oriented family man; wants growth opportunity and will put your best foot forward. Need greater financial ability. Present employer knows I’m looking. Box F-239, BROADCASTING.

Operations/Program manager. Nineteen years experience; twelve years present market, Prefer East—Southeast. Box F-342, BROADCASTING.

Sales manager or general manager, medium to large market. Makes right decisions, good sales closer. Widely known, top leader, finest references. Family, college grad, age 45. Stable. Entire career in broadcasting. Currently employed. Box F-343, BROADCASTING.

TV station manager will consider relocation. Twenty years experience in television administration, sales, and programing. Early 40’s. Excellent record and excellent references. Box F-344, BROADCASTING.

Television department coordinator with major college desires association with University or Junior College to develop CCTV. ITV and Instructional Television. Twenty-two years commercial television experience plus University faculty position teaching undergraduate and graduate studio production courses in TV Management, Sales, Programing, Production and Operations. Available late August. Box F-354, BROADCASTING.

General manager or sales manager-professional broadcast management; outstanding profit & sales performance; sound judgment; good experience; excellent contacts and references. Seek opportunity and challenge. Write For 403, BROADCASTING.

**Sales**

Local salesman, proven top earner major group, mature, experience every department. Seeking eveve news sales or administration. Box F-350, BROADCASTING.

Television salesman with invaluable experience in sales, programing and production. Box F-333, BROADCASTING.

Announcers

TV Staff announcer, long experience seeks move to higher level position. Prefer South. Box F-359, BROADCASTING.

**Technical**

Engineer manager, twenty years top experience, 14 years management. Exceptional references. Looks top job with solid organization. Box F-371, BROADCASTING.
BROADCASTING, June 30, 1969

FOR SALE—Equipment


FOR SALE—Equipment

Newman—TV field reporter million plus market. On-air radio nation's third market. Also, wire service, newscodes, network newswriting. Looking for right spot in TV news. Box F-375, BROADCASTING.

Newman—One

Black announcer-newscaster, 20 years in network audio work with NBC, WBCH, WPIX, KW, WBKZ. Excellent Cond. $25,000. Contact: W. M. Christman, chum engineer, KMAL-TV, New Berlin, N.C. 28060. Telephone 919-617-2311.

E.M. transmitter, model HRD-V, 1 watt, CH/2.12, under warranty, Valparaiso, Indiana $500.00. L. A. Pierce, Chief Engineer, Station WBBM-TV, 650 N. McClurg Court. Chicago, Illinois.

Amplex 300-C tape recorder. First $750. Full track. Phone 816-254-8948 or Box F-450, BROADCASTING.

MISCELLANEOUS

Desjays! $11,000 classified gag lines. $10.00. Un-censored. Sells. Send analysis with catalog free. Edmund Oriein, Mariposa, California 95338.

Voice Drop-in Los Angeles success sound can make you number 1. 50 professionally taped comedy drops only $5.00. Broadcast Associates, 6158 Debs, Woodland Hills, California 91364.

Coverage Maps: Attractive, effective, copyright-free, including art, trade composition, reliable market facts. For details, write: Ken Felten, 141, Ambassador, Pa. 19002, Phone 215-613-0637.


Happy Huffman Enterprises offers a complete one-letter service for only $35.00. Our subscribers say: It’s the most intelligent use. Riverdale, Arkansas. 72117.

Complete audio service—We provide 24 hour audio checks from all media and specialized programs—Music for your station. Only $100. Feedback Productions, 520 5th Ave., N.Y. 10036.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Granville Hills, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Elkins Institute, 4119 East Lake Street, Minneapolis, Minnesota.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, La. Phone 423-1132.

The nationally known six-weeks Elkins Training for an FCC first class license. Convenietly located on the Loop! Elkins Institute, 1510 South Halsted, Chicago, Illinois.

Elkins is the nation’s largest and most respected name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran’s Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75215.

The Masters. Elkins Radio License School of Atlanta offers the Highest Quality first class license at the best price. Write Elkins Institute, 39 Spring Street, Atlanta, Georgia 30309.


INSTRUCTIONS continued

Radio Engineering Incorporated Schools have the following accreditations: First Class FCC Radio License, and the FCC Radio Telephone License (famous 5 week course). Total tuition $360. Class begins at all R.E.I. Schools Aug. 4 and Sept. 8. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1380 North Tamiami Trail, Sarasota, Florida 33576. Phone (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fort Lauderdale, 3103 NE 17th St., Miami, Florida 33134. Phone (305) 754-7000. Fully approved. Class will begin Aug. 4. Call or write the R.E.I. School nearest you for information.

Follow the leader to a fast first phone. The nation’s original four week, accelerated course with new guaranteed results. Call tuition $595.00. Class approved, next class July 7th. Tennessee Institute of Broadcasting, 2105 Ave. South, Nashville, Tennessee. Phone 615-297-8084. Full approved.

Broadcasters are passing their first phone exam in twelve weeks tape recorded lessons at home, plus one week personal instruction. During 1965-67, one week sessions were held in Minneapolis, Seattle, Minneapolis, Washington, D.C., Portland and Los Angeles. An outstanding success rate has brought expansion to Detroit, Atlanta, Denver and New Orleans. Our 17th year plans include FCC course licenses. Bob Johnson Radio License School. Technical Institute, 8000 H.B. Road, Chattanooga Beach, Calif. 90258. Telephone 213-379-4691.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Fully approved for veterans. Low-cost dormitory facilities are available. Reservations required. Several months ahead advisable. Enrollment will be made Jan. 7, for information, references and reservations, write or call R.O. Box 4-105, Bartow, Florida, 33830. $2500.00. Fully approved for Veterans. Call (703) 599-3025.

Licensed by the New York State Department of education. 1st class FCC License preparation for people who cannot afford to make mistakes. Also available, Radio License School, 3rd Ave. & 46th St. New York, N.Y., 10022. Phone (212) 647-7600.

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Sales

Immediate Sales Opening
Chicago Office
Major Trade Publication
Excellent career opportunity for experienced, creative salesman who knows mid-west. Particularly the majors like Detroit, Cleveland, Twin Cities, St. Louis at passenger. Prefer graduate, under 40, married. living in or near Chicago. Salary and commission. Pension plan. Health benefits. Send detailed background, references, picture, to:

Box F-401, Broadcasting.

LONG ISLAND
SALES OPPORTUNITY
Largest coverage radio station on the Island has excellent opportunity for promotion. Excellent salary and benefits. Exciting concept in music and format makes this unique opportunity. Excellent future. Send resume or letter in complete confidence.
Malcolm E. Smith, Jr. Pres.
Long Island Broadcasting Corp.
Islip, Long Island, N.Y. 11751

SALES MANAGER-INVESTOR
Northeast—Important Market Small station at bottom needs dynamic sales manager, Willing to sell piece of station to right man.

Box F-332, Broadcasting.

SALESMAN
I have an opening for a good salesman who will have his own multi-state territory west of the Mississippi. This is a salary job—no commision—with excellent fringe benefits.

Box F-404, Broadcasting.

Help Wanted—Announcers

RARE OPPORTUNITY—CLEAR CHANNEL
50Kw is looking, and listening for that spark of friendly sincerity that makes you interesting and fun to hear. You've mastered the technique of communicating your personality with few words, and have the combo timing necessary to make format move. Off mic you're aware of your community, well-educated, knowledgeable, responsible.

WE HOPE THIS IS YOU
If so, one of the nation's great facilities is interested. First step: resume of personal/professional background, "reduced" air-check. No calls.

Alan Wilson, Administrative Assistant in Employee Relations
WHAS, INC.
520 West Chestnut Street
Louisville, Kentucky 40202

Announcers continued

Long Island
New York—Los Angeles
Chicago—Detroit—Philadelphia
America's finest contemporary radio station in one of the top five markets is modestly seeking a great personality DJ. You will be well paid. Good luck!

Box F-322, Broadcasting.

Announcers continued

TALK SHOW MODERATOR
Wanted for major market Florida station. Do your talking where the weather is tops year round. We're looking for a pro who knows how to handle controversal subjects, guests, and listeners for a daily phone-in show. Great opportunity with a highly successful station. Rush tape, resume, salary requirements to:

Box F-335, Broadcasting.

Technical

Sound Maintenance Engineer
Needed for large 5-studio complex in N.Y. Experienced in motion picture recording equipment Selwyn systems, recording equipment. Equipment, recording consoles, optical recorders, installation. Contact: Ron Brown, Recording Studios, Inc., 100 W. 71st St., NY, 212-757-9955.

Programing, Production, Others

Editorial Researcher-Writer
Community Affairs Director
New position with ABC Owned Station in Houston. Requirements: college degree, research and writing experience in radio, TV or print. Must be willing to dig for facts—talk to community leaders; present views clearly. Send resume with references and any supporting material to:

Ronald L. Sack
Vice President & General Manager
KXYZ Radio
1602 Fannin Bank Building
Houston, Texas 77025

Help Wanted—Announcers

I can put excitement in your sound, dialogue in your pocket! Former Station Owner, Dynamic Sales Executive and Ken Administrator, interested in Station Management, New York City or on sparking your NBC Corporate Headquarters. Highest References.

Box F-185, Broadcasting.

Situations Wanted Management

Situations Wanted Programming

Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U.S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

Columbia School of Broadcasting
4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000
(Not affiliated with CBS, Inc. or any other institution)

Situations Wanted Programming

#1 #1 #1 #1 #1

FIVE STATIONS NUMBER ONE!

#1 They are current effects of
GRAHAM & RICHARDS! Is it possible
you could use a #1 rating for your
radio station(s), contact Gra-
ham at 3104 Belmont Blvd.
Nashville, Tenn. 37212. Writ-
estories in Top 40, MQR
and Modern Q&W program-
ing.

#1 #1 #1 #1 #1

TELEVISION—Help Wanted
Management

TV STATION MGR.
Heavy In Advertising Sales
KBAK-TV-CBS Affiliate
Bakersfield, Calif.

 Replies Confidential Write:
Burt I. Harris
Harriscope Broadcasting Corp.
10989 Wilshire Blvd.
Los Angeles, Calif. 90024

Broadcasting, June 30, 1969
**Television continued**

**Technical**

**TV NETWORK TECHNICIANS**

Applications from all races welcomed

Minimum two years of specialized technical training either on college level or recognized technical school. 3rd class radio telephone license required. Some practical experience necessary.

Excellent salary, opportunity and growth potential.

Send detailed resume to Box 1856, 125 West 41st St., New York, N.Y. 10036

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**CATEY TECHNICIANS**

Knowledgeable, Maintain 30 mile top quality, solid state, aerial plant. Good wages. Good working conditions. Metropolitan New York area. Write:

Box F-386, Broadcasting.

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**News**

Newscaster-Commentator

Top Florida TV market. Experienced only need apply. Strong delivery. Authoritative. Good eye contact. Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer.

Box F-304, Broadcasting.

---

**Press Information Writer**

Immediate opening for someone to assume a challenging position with one of the Nation's top broadcast groups. Position entails writing of news releases, handling of station talent and press parties. We prefer someone who has had experience as a TV writer, however, we will consider a good journalism graduate. Company offers a good starting salary, excellent fringe benefits program and good promotion possibilities.

Send samples of news writing and detailed confidential resume including salary history to W. H. Wills, Promotion Director, WLWT, Aveco Broadcasting Corporation, 140 West 9th Street, Cincinnati, Ohio 45202.

Equal Opportunity Employer M/F

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**Programing, Production, Others**

**TEACHING OPPORTUNITY**

Instructor to teach TV production, Junior College. Boston. Begin late August. Minimum requirements: Bachelor's degree (Master's preferred), five years professional TV production experience, including color. Send complete resume and financial requirements to:

Box F-202, Broadcasting.

**BUSINESS OPPORTUNITY**

**STATION REP FOR SALE?**


Box F-348, Broadcasting.

**Employment Service**

**THE AMPS AGENCY**

BY BROADCASTERS FOR BROADCASTERS

We have successfully placed qualified personnel, including those of the minority and trainees. Call or write us for all of your personal needs.

**THE AMPS AGENCY**

All Media Placement Service

1924 Wilshire Blvd., Los Angeles, Calif. 90005

Telephone 213-388-3116

**WANTED TO BUY—Stations**

**CASH FOR AM RADIO AND TV PROPERTIES**

In top 60 markets. Must have positive cash flow. Principles only. All inquiries given quick confidential attention.

Marsh Media, Ltd.

P. O. Box 925

Amarillo, Texas 79105

(806) 373-1787

**ACQUISITIONS**

Highly-rated, well-financed station seeks broadcasting acquisitions in top 250 markets. Must be profitable. Can offer cash or stock and retain manage. Principal reply in confidence to:

Box F-327, Broadcasting.

**INTERESTED IN ACQUIRING**

Radio Station in small market, preferably in Virginia, or North Carolina. Financially responsible. All replies held Confidential.

Box F-370, Broadcasting.

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**For Sale Stations**

**STATIONS FOR SALE**

1. **TOP FIFTY MARKET.** Pacific Coast state. Priced $330,000. Terms to qualified buyer.

2. **CENTRAL STATE.** Exclusive. $175,000. Terms.


4. **CALIFORNIA.** Medium market FM. $125,000. Terms.

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**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH

NEW YORK, N. Y.

265-3340

**Need help? You Can't Top A**

CLASSIFIED AD

in

**Broadcasting**

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**Wash. small daytime**

**97M SOLD**

Pa. small FM

160M 29%

**Ohio small daytime**

200M Cash

Fla. small Coastal

85M 29%

**N.Y. medium profitable**

700M Cash

Okla. small FM

100M 29%

**Ore. medium AM & FM**

175M 50M

M.W. major daytime

200M 50M

**S.E. major profitable**

1031M Merger

West major AM & FM

425M 28%

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**CHAPMAN ASSOCIATES**

media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

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BROADCASTING, June 30, 1969
(Continued from page 85)


* XalPtx AM-FM Paradise and KEGR Chico, both California—Seeks transfers of control of KBRZ and WBZT-AM-FM to Carl L. Shipley, former executive of Fort National Bank; executor of estate of William T. Davenport (50% before, 100% after). No consideration involved. Proposed sale announced June 23.

* WBBF Radio Galveston, Tex.—Seeks transfers of control of WWBR-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.


* KZLY AM-FM New Orleans, La.—Seeks transfers of control of WYAI and KZLY-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* KWSL Radio Union Beach, N.J.—Seeks transfers of control of WJSL and KWSL-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* WAKC-FM Capitol Heights, Md., and WAKC-AM-FM Capitol Heights, Md.—Seeks transfers of control of WAKC-MF and WAKC-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* KGRL AM-FM Arkansas City, Kan.—Seeks transfers of control of WQRL and KGRL-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* XHLM Radio Yuma, Ariz.—Seeks transfers of control of KXLM and XHLM-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* WSXI Radio Montgomery, Ala.—Seeks transfers of control of WSXI-FM and WSXI-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* WIXL Radio Wilmington, N.C.—Seeks transfers of control of WIXL and WIXL-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* WBBF Radio Galveston, Tex.—Seeks transfers of control of WWBR-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

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* WAKC-FM Capitol Heights, Md., and WAKC-AM-FM Capitol Heights, Md.—Seeks transfers of control of WQRL and KGRL-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

* KGRL AM-FM Arkansas City, Kan.—Seeks transfers of control of WQRL and KGRL-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

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* WBBF Radio Galveston, Tex.—Seeks transfers of control of WWBR-AM-FM to John W. West (50% before, 100% after) to William S. Davis (50% after, none before). No consideration involved. Proposed sale announced June 22.

Joseph Roland Barbera (r)—co-founder, executive VP (title of president is shifted back and forth), Hanna-Barbera Productions Inc., Hollywood; b. March 24, 1916, New York City; hired as animator and writer, MGM Studios, Culver City, Calif., July 7, 1937; (rest of career same as above); m. Sheila Holden of London, England, Sept. 25, 1964; children (by former marriage)—Lynn, 27; Jayne, 25; Neal, 23.

The duo responsible for filling the gap on Saturday morning

The division encompasses TV production, both live and animated; commercial production; educational pictures; industrial films, and sales and training films. It also is involved in franchising more than 4,000 merchandise items.

Also high on their list of prime activities is a major new amusement park and recreation area for the Midwest that is being planned by Taft Broadcasting and Coney Island Inc., a Cincinnati amusement park operator. The designing and creative work for this would-be leisure-time complex (its completion is projected as being two or more years in the future) is likely to be largely in the hands of Quick Draw McGraw’s originators, and Bill Hanna and Joe Barbera are as delighted over the prospect as a couple of kids on their first visit to Disneyland.

But along with the excitement of the future there has been a recent, major disappointment, The New Adventures of Huckleberry Finn, which was given prime-time presentation by NBC-TV last season only to suffer quick cancellation, was H-B’s first live action/animated evening series. But then, too, of course, there’s always the ever-popular Flintstone series, reportedly distributed around the world that the sun never sets on Fred and his friend Barney Rubble.

The sun rose on the careers of Joe Barbera and Bill Hanna in 1939 at the MGM studios in Culver City. Young Joe, from the East Side of Manhattan and Brooklyn, who used his lunch hours away from a bank job on Wall Street to peddle his cartoon doodlings to magazines, and Bill Hanna, the son of a man who built station houses for railroads, and who himself had a hand in putting up Hollywood’s Pantages theater, worked practically side by side for two years before striking a partnership. Mr. Hanna, as director and story man, and Mr. Barbera, as animator and writer, developed an idea for a different theatrical cartoon series. That was the birth of the world’s most famous cat and mouse tandem, "Puss Gets the Boot," the cartoon was called and after making 125 "Tom and Jerry" animated shorts for 20 years, Bill Hanna and his colleague Joe Barbera lost their jobs at MGM.

They set their sights on TV—convinced they could adapt a method to fit the economy of the medium—and by using much less complicated techniques (among which were far fewer drawings), smaller budgets ($45,000 to $50,000 for five minutes compared to $3,100 for TV), and turning out much more product (48 minutes a year for MGM; 90 half-hours at the peak of TV), Hanna and Barbera became household names.

The sale to Taft Broadcasting was the culmination of 10 intensively active years in television. It brought security and broadened perspectives. Did it also bring complacency? "I haven’t felt yet as if I would want to sit back and watch the butterflies," comments Joe Barbera.

BROADCASTING, June 30, 1969
Editorials

Purely political

The programing proposal presented last week to the National Cable Television Association by its president, Fred Ford, is as blatant an excursion into raw politicizing as the lobbying plan circulated earlier this month by the so-called Political Action Committee of Cable Television.

Mr. Ford promises a cable network linked by satellite and microwave and providing six channels of nonentertainment programing as follows: two for the Corp. for Public Broadcasting, one for weather information, one for reruns of documentaries and Public Broadcasting, one and microwave and providing maintenance of noncommercial stations, thus relieving Congress of supplying such funds, and a way for politicians in Washington to get television exposure on a channel all their own. There is no way for commercial broadcasters, even if they were that cynical, to match the NCTA's offer.

What he is offering is a way to distribute CPB programing at no expense for the maintenance of noncommercial stations, thus relieving Congress of supplying such funds, and a way for politicians in Washington to get television exposure on a channel all their own. There is no way for commercial broadcasters, even if they were that cynical, to match the NCTA's offer.

Put the programing proposal alongside the political action committee's open campaign to raise funds for congressmen who favor CATV causes and you must conclude that the CATV establishment has given up the fight for its cause on its merits.

The courts: second thoughts

June 1969 could go down as the month to be mourned in broadcasting circles. On June 9 the Supreme Court denied broadcasters full-blown First Amendment protection in the Red Lion fairness-doctrine case. Two weeks later the second highest court handed the FCC its most humiliating defeat by ordering cancellation of the license of WLBT(TV) Jackson, Miss., and throwing the channel 3 facility up for grabs. The case involved allegations of racial prejudice.

Causing greater anguish is the fearful fact that the author of the three-judge appellate court's decision was the new chief justice of the United States, Warren E. Burger. Important passages in the Burger opinion bore striking resemblance to the reasoning of Associate Justice Byron White in the 7-0 opinion of the Supreme Court issued a fortnight earlier. The courts were in agreement on the fairness doctrine as enhancing rather than abridging First Amendment protections.

But, while these opinions are gloomy beyond definition, they are far from the end-all of a free, potent broadcast press. They place a new premium on broadcast performance by making it easier for newcomers and pressure groups to contest renewals and even wrest assignments from present licensees. Only events of the immediate future will show whether the penalty of extinction will be meted out in other than the most extreme cases of unfairness or arrogant disregard of new law. The burden of proof against complaints, however crack-pot, now is upon the back of the broadcaster.

There is a legal maxim that bad cases make bad law. Red Lion, involving a reactionary preacher who bought time on a controversial station owned by yet another preacher, who refused free time to the complainant, was hardly an ideal atmosphere in which to plead First Amendment rights. The Supreme Court did hold up its considera-

tion of Red Lion until the Radio Television News Directors Association case involving the personal attack-political editorializing aspect of the fairness doctrine could be argued simultaneously. But the highest court gave RTNDA short shrift, apparently regarding it as a hitch-hiker.

Justice White was careful not to foreclose future challenges of the fairness doctrine but said the court would "deal with those problems if and when they arise." He cited four possibilities that would "raise more serious First Amendment issues."

The White reasoning was scarcity all over again—an issue as fallacious as the notion that anybody can start a newspaper, when New York, the world's greatest city, is able to support only three metropolitan dailies against 11 television stations and some 50 radio stations.

How can the scarcity argument hold water when, according to the FCC's annual report, there were more than 23,000 broadcast service authorizations (covering in excess of 8,000 licensed stations) in 1968? There were 900,000 citizens-radio licenses "for an unending variety of business and personal services" plus 260,000 amateur radio licenses. Over-all the FCC approved more than 5.1 million "radio authorizations" in 1968 for all kinds of services.

Justice White was wise in not slamming the First Amendment door. Last week the court overturned a 1937 landmark of a renowned jurist—Justice Benjamin N. Cardozo. It involved double jeopardy—a provision of the same Bill of Rights that begins with the First Amendment.

We go along with the "news operations as usual" judgments of Dr. Frank Stanton of CBS and Julian Goodman of NBC, in the wake of the Supreme Court opinion. Good broadcasters have few fairness-doctrine problems precisely because they are fair broadcasters. They won't sell time to opportunists so there's seldom occasion to provide time—free or paid—for rebuttal, except under Section 315 conditions.

The First Amendment fight must be continued. The campaign for passage of the Pastore amendment against frivolous "strike" applications now must be intensified. The right First Amendment case will come along as surely as the perfection of lasers and other channel-splitting techniques, shooting down the scarcity cliché by making the supply of available channels virtually inexhaustible.

"I liked it better as a vast wasteland."
Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.
West Texas Television Network

PROUDLY ANNOUNCES THE ADDITION OF STATION . . . . . . .

KMONAHANS
KODESSA abc
KMIODLAND
TELEVISION — CHANNEL 9

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LUBBOCK, TEXAS
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REPRESENTED BY INC.

KMOM-TV
MONAHANS, ODESSA & MIDLAND, TEXAS
ADAM YOUNG/VTM INC.

KWABAB-TV
BIG SPRING, TEXAS
REPRESENTED BY INC.

KLBK-AM RADIO
LUBBOCK, TEXAS
REPRESENTED BY INC.

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Where else can you find such COMPLETE COVERAGE of the West Texas Market

An ARB Net Weekly Circulation of
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KMOM-TV 91,200 HOMES

OVER 297,000 TV HOMES

West Texas Television Network
4 GREAT TV STATIONS SERVING 7 GREAT TEXAS CITIES
You get more for your money in color control and fidelity.

A The TK-44A can deliver the kind of color you like. No more old-fashioned painting which always unbalances grey scale. Reason: the "Chromacomp."

B The TK-44A can bring your sponsors' products to the home TV screen in truer-to-life color than any other lead-oxide camera. Reason: "Chromacomp."

C The TK-44A can give you the highest degree of color-match with any color camera you own. No other camera can offer you this important operating advantage. Reason: the unique "Chromacomp" Color Masker.

D The TK-44A can increase picture sharpness without causing a corresponding increase in noise. Reason: the unique comb filter Contour Enhancer.

E The TK-44A can produce life-like color at all light levels. Even at 15 foot candles, it can still deliver full video levels. Reason: optics 30% more efficient than the No. 2 camera.

In the months ahead, we will tell you why the new TK-44A offers you more for your money in operating flexibility. But if you want complete details now, call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA...Totally Responsive
"For courage and conviction in editorializing to calm the city during a time of difficult racial tensions. The 1968 Sigma Delta Chi Award for television editorializing goes to station WOOD-TV, Grand Rapids, Michigan as well as to its News and Editorial Director, Dick Cheverton."

(WE CARE...THANK YOU FOR CARING.)

WOOD-TV
GRAND RAPIDS, MICHIGAN
Local TV puts its best foot forward
Public-service programs, though expensive to produce, earn community, national recognition for excellence

There's a lot more to television than just taking the network feed. If anyone doubts that fact, he should talk to network officials about the amount of time stations are preempting for locally produced programming. That's the kind of programming television is often attacked for not having in quantity, but is seldom given credit for the amount it does produce. And it produces more than most people realize.

In 1969 most television stations can and do offer locally produced specials; programs that have moved out of the Studio A-four-people-at-a-desk show, into the streets, countryside and even into other nations. It is rare for such programs to make money. Most stations would be happy just to break even on their public-affairs programming. They realistically expect those programs to produce a debit on the ledger while becoming an asset in the community.

A station that intends to accurately portray the plight of minority group A and gives the production crew enough time to research and film the story can usually turn on its viewers. It will find the populace writing to the people featured in the program, offering them clothes, money, food, jobs. The television medium has finally learned how to merge such emotional causes with real entertainment values and therein lies the success of the documentary and news special.

To look at what the television stations of America are doing in public service programming today, Broadcasting asked the national and regional award winners for their help. Their programs are typical of what is being done all over the country.

Realistically, more seems to be done in the larger markets because there the stations can usually more easily absorb any major financial losses such programming incurs. But smaller markets are generally doing similar programs on a smaller scale.

Perhaps WXYZ-TV Cleveland is a good example of what is happening in modern-day local programming. Since September 1965, the station has run a weekly, half-hour locally produced series, Montage. The efforts of the two production crews that go with that umbrella title cost the station more than $150,000 a year. If the three commercial positions in each week's program were sold out, the yearly income would be about $50,000. Thus Montage has been a red-ink item. But the show is in its fourth year, and there has to be a reason.

The fact that the series generates community and individual reaction would be enough. For the public has responded to various Montage segments: It has offered to send money to a poor family in Appalachia; it has deluged the station with requests for information on a new water-survival technique; it has invoked the blessings of God and the damnations of Satan for an episode on a faith healer.

Montage has also proven to be an

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The tearful face of a 17-year-old widow was testimony to the hell of war in the WSB-TV Atlanta special, The Return of Private Youngblood, which told the soldier's story after his death.

The streets of New York are not the safest place in the world, particularly for Overtia Dempsey, pastor of the Upper Park Avenue Baptist Church. He wages war on dope peddlers in Harlem and now carries a revolver when he goes out on the streets. His story was told in the WNBC-TV prime-time special "We Are All Policemen," part of the Crime and the Community series.
award winner. Since its inception it has received a total of 34 awards. In the May 1, 1968, to May 1, 1969, period designated by Broadcasting for its study, the series garnered nine major awards: Freedoms Foundation, National Conference of Christians and Jews, American Legion Auxiliary, New York International Film and Television Festival, San Francisco State College, Catholic Broadcasters Association, Ohio State University and American Association for State and Local History.

It would seem unlikely that a television station would tailor a program so that the show could qualify for an award. Such devious endeavors aren't needed because there are more than enough awards to go around from an uncountable number of groups, associations, organizations, societies—each looking for a particular type of pro-

once could follow the dialogue. So it purchased four pages in that day's Philadelphia Daily News and reprinted

The Young Greats told the story of a self-help group operating in the ghetto.

award. And if a national organization does not take cognizance of a given program—and the program merits it—there will surely be a local group ready to offer it honors.

There are other stations that have won three, four, five or six awards for as many programs. Some stations have won a half-dozen awards for a single program. Such a program has to be a cut above the ordinary because it has to win under six separate sets of criteria.

In the following story Broadcasting has taken a look at some of the programs that have won national or regional awards between May 1, 1968, and May 1, 1969. The subject matter of the programs runs from continuing excellence in news coverage to a four-day, three-hour per-day epic on the marijuana problem. The budgets, too, have been varied—from $175 for a half-hour show to over $300,000 for a one-year project.

Following then are brief descriptions of some of the award winners, a representative sampling of what the television industry can do and is doing today.

A rare approach to year-end news review, an eight-and-a-half-hour summary of 1968, made WMAQ-TV Chicago a winner of a San Francisco State College Broadcast Media Award and the 1969 Jacob Sher Award. 1968: *Year Unpredictable* was sold to 18 participating sponsors and was aired from 8 a.m. to 4:30 p.m. on Saturday, Dec. 28. On the following day a capsule version was carried 8-11:30 a.m.

Virtually the entire WMAQ-TV news staff was involved in the research, writing and editing and production of the program. Reporter-writer teams were assigned to various subjects, such as politics, the Vietnam war, student unrest, assassinations.

*Year Unpredictable* required a 250-page script and was contained on 20 reels of video tape. More than 1,200 newswriter hours, 130 camera crew hours and 600 hours of film editing were required for the production. Jim Ruddle was anchorman for the program and John Gibbs was executive producer.

The year-long attack on accidental deaths in New Orleans, carried by WWL-TV under the umbrella title *Project Life*, used a combination of documentaries, spots, editorials, news items and special promotional efforts. Included were seven feature-length documentaries, more than 80 editorials and cooperation with more than 30 civic, religious, governmental and business organizations in various safety campaigns. Expenses, time and talent cost more than $300,000, and the entire project ran without commercial sponsorship.

Some results from *Project Life* were immediate, others were long-range. Following editorials on specific traffic fatalities, the city voted to require motorists to wear helmets. One show pinpointed the city's 10 most dangerous locations for motorists and by year's end accident frequency and fatalities were down in nine of the 10 areas.

The project has won a variety of local and national awards, the most recent being the public service award of the National Safety Council. *Project Life* was handled by WWL-TV's special projects department, whose head, Phil Johnson, received an Alfred P. Sloan Award for the project.

*Operation Crime Stop,* part of the WGN-TV Chicago documentary series based on the activities of the city's police department, received an award from the New York International Film and Television Festival.

The Blue Light is a documentary series, originated by the station in 1964 and produced in cooperation with the police department. "Operation Crime

Stop" was in production for nine months and was aired in prime time on Aug. 22, 1968.

The documentary followed police on raids at three bookmakers' wire rooms, showed a policeman patrolling a beat and illustrated how a locked car can be stolen in 10 seconds. The program was produced and directed by Frank Hart.

WCKT-TV Miami received critical acclaim for its one-hour special *Partners in Crime* which garnered an Ohio State award. The program contained dramatizations of the public's reaction to crime being committed in front of its eyes. It was originally telecast in November 1967 and repeated in January 1968.

To film the public's reaction, the WCKT documentary unit placed hidden cameras in several locations around Miami. Then with the cooperation of various police departments, station newsmen staged a crime wave. The public's reaction to the crime itself was filmed and made a part of this special

When WFIL-TV Philadelphia first programmed its special The Young Greats, the station wanted to be sure the audi-
In this summer of 1969, our nation and the world are faced with a series of crises and problems which none of us can disregard.

Consider for a moment: There is the grave possibility that full-scale war could break out once more in the troubled Middle East; pressures for change and modernization have brought new ferment to the Catholic Church. Closer to home, our society continues to struggle with the problem of relations between the races, the issues of Medicare and abortion law reform.

Throughout the summer months, ABC News is presenting eleven 60-minute news specials, under the title of “Summer Focus ’69.” ABC News’ Frank Reynolds is hosting this vital series which utilizes all the resources of ABC News to bring ABC viewers these thought-provoking examinations of the issues of the day.

Think about it.

Monday, June 2, War in the Mideast?
Thursday, June 5, Abortion
Thursday, July 3, It Can Be Done
Monday, July 7, Operation Breadbasket

Sunday, July 13, Welfare
Sunday, July 27, Black Mood on Campus
Friday, Aug. 1, The Right to Live
Monday, Aug. 4, Ferment and the Catholic Church
Thursday, Aug. 7, Black Fiddler: Prejudice and the Negro
Friday, Aug. 15, The Violent Americans
Sunday, Aug. 24, To be Black
study. Gene Strul was executive producer and Duke Uridge was director.

In a one-month saturation approach, WNBC-TV New York, covered Crime and the Community during May 1968. The project included 20 public affairs programs. One episode, a prime-time hour on "We Are All Policemen," was the recipient of the Radio-Television News Directors Association's Edward R. Murrow award. It was the concluding program in the series designed to alert New Yorkers to the growth of crime.

The winning documentary explored methods citizens in the metropolitan area are applying to cope with crime. It covered citizen group activity in Harlem, Manhattan and the suburbs. The program was produced and written by Bernard Morris.

A half-hour commentary on fires and the men who fight them garnered two awards for KELO-TV Sioux Falls, S.D. The Firemen was honored by the Northwest News Association, a six-state group, and the International Association of Firefighters.

Originally telecast in prime time on Oct. 2, 1968, during fire prevention week, the program earned praise from firemen and the public. A repeat prime-time showing on Nov. 19, 1968, received a great deal of locally generated publicity after the station urged local fire chiefs to publicize the showing. The local chiefs induced stories in more than a dozen weekly papers.

The documentary, with much on-scene filming of fires, is primarily narrated by the firemen themselves. Dick Briggs was in charge of production.

For its special, The Friendly Menace, a series of dramatizations on child molestation, WTVJ(TV) Miami wanted a time slot with a large audience of youngsters, so it pre-empted Lassie on June 9, 1968.

The program, produced by Chuck Zink with the cooperation of the Dade County Public Safety Department, used an audience participation format with eight dramatized situations. Test forms were distributed to all students in the Dade and Broward counties elementary schools.

The Friendly Menace, designed to use television's ability to informally instruct and educate children was sponsored by Velda Farms. The dairy ran no commercials during the program, carrying only opening and closing billboards. Velda sponsored a repeat of the program in the same time period earlier this month. The special won an Ohio State award.

KNBC(TV) Los Angeles won an International Association of Fire Fighters award for its documentary Fire Boss. The half-hour special, produced by Lee Giroux, tells the story of the highly trained, crack fire-fighting units which move into action when the Los Angeles area is threatened by seasonal brush fires.

More than 75 station employees and nine free-lance writers, producers and cameramen were involved in the production of POTpourri: The Many Views of Marijuana on KCET(TV) Los Angeles noncommercial station. The production wound up as a 12-hour piece that played 7:30-10:30 p.m., March 11-14, 1968. An edited version of the original broadcast was shown on KCET last summer and a three-hour version is now being shown on other National Educational Television outlets.

POTpourri, was in preparation for three months and earned an Ohio State award and the NET affiliate award. Among the best performers in POTpourri were Stan Freberg, Les Crane and William Conrad.

The program cycle included background on historical and biological facts, films on the current Los Angeles scene, a study of marijuana as a family problem, discussions on the law with viewers who phoned in and a look at the future of marijuana laws and effects on the lives of youths.

Each night's telecast began with "World of the Weed," a half-hour study of marijuana. The second half-hour on the first and third nights was turned over to a film study "The Current Scene," which covered the Sunset Strip, controls at the Mexican border, police reports, interviews with hippies and high school students.

On the second and fourth nights, that second half-hour looked at "Marijuana as a Family Affair," which opened with a simulated "bust" of a teen-ager by police. Included were voice-over comments by teen-agers who had been arrested for marijuana possession, plus interviews with teen-agers, parents and lawyers.

The next 90 minutes each night featured panel discussions augmented by viewer calls. The final one-hour segment each night featured looks at Project Dawn, a youthful Drugs Anonymous, the views of young people, expectations of drug users and predictions for the future.

KCET attributed more new station memberships (contributions of 515 or more) to POTpourri than any other single program in its history.

The civil rights movement, the problems of the cities and the residents of the inner cities continued to be extensively covered.

On March 25, 1968, WFIL-TV Philadelphia inaugurated a new prime-time series of one-hour monthly specials Assignment: The City. The first episode was "The Young Greats," the story of a former ghetto gang leader whose Young Great Society is rebuilding a slum world. The program, repeated six weeks later, turned out to be one of the most honored of the year, garnering six awards: National Academy of Television Arts and Sciences, Catholic Broadcasters Association, San Francisco Film Festival, National Association of Television Program Executives, Ohio State and Job Film Fair of the American Foundation on Automation and Employment. In addition, the series won a National Headliners Club award.

The Philadelphia Gas Works spon-
The horrible moment of impact and death is past. It happens everywhere, every day. But in Evansville, Indiana, at least, WEHT-TV has the nerve to ask WHY. What was the cause? Why did it happen?

No mere cliche campaign, this twice-daily WHY series is committed to the premise that dangerous traffic conditions and dangerous drivers, on the open highway or on Main Street, must never be considered inevitable. Life is too precious. Whatever contributes to its destruction on the road must be dealt with firmly, now, before it can cause tragedy.

This is why the WHY series was created by WEHT-TV more than two years ago. This is why News Director Tim Spencer has the nerve to rub some people the wrong way. This is why the Automotive Safety Foundation has presented Tim with the coveted Alfred P. Sloan Award for Distinguished Public Service in Highway Safety, for the second consecutive year.

WEHT-TV has the nerve to ask WHY, over and over. To drive home a message that can't be ignored.
The black man’s view of his own life in writings, music and on the streets of Philadelphia was covered in *Now Is the Time* first aired by **WCAU-TV** Philadelphia in December 1967, and rebroadcast by viewer demand, in January 1968. The one-hour special was carried in prime time in both instances and sponsored by the Philadelphia Gas Works.

*Now Is the Time*, winner of a National Conference of Christians and Jews award, was designed as an anthology of the American Negro’s attitudes toward himself and the white man from before the Civil War to the present. Osie Davis and Ruby Dee read excerpts from poems, plays, novels, essays and news statements of such diverse Negro spokesmen as Martin Luther King, James Baldwin, Malcolm X and Langston Hughes. Mixed with the readings was on-location illustrative and impressionistic film of Philadelphia Negroes going about their daily lives. The music was drawn from compositions penned by Negroes. The program was produced by Inez Gottlieb and Joan Fiore and directed by James Crum.

The six-state Northwest Broadcast News Association honored *Voices of the Inner City-1968*, a half-hour documentary first aired by **WITI-TV** Milwaukee in December 1968. On April 17, the telecast was repeated.

The documentary, brought in for about $300, took a look at the hopes and frustrations of Milwaukee’s inner-city residents. The program was produced by Fred Cowley and directed by Pat Holder.

The attack of a group of Negroes on four white people imprisoned in their car last summer in Grand Rapids, Mich., was downplayed by broadcast media—by mutual consent. However, rumors of the event grew and racial tension began building. To get the real story out and attempt to calm the city, **WOOD-TV** went on the air with an eight-minute editorial which was honored by Sigma Delta Chi “for courage and conviction in editorializing to calm the city during a time of difficult racial tension.”

The editorial described the incidents, noted the reluctance—out of fear for their lives—of witnesses to identify the assailants and said the attack had been more harmful to the push for civil rights than it was on those trapped in the car.

Around-the-clock coverage of the eight-day riot which roared through Detroit in the summer of 1967, resulted in **WJBK-TV** receiving an on-the-spot news coverage award from the Radio-Television News Directors Association. When the disturbances broke out on July 23 the station went on 24-hour service with hourly news updates and often longer reports. In addition to its own coverage, **WJBK-TV** became the control center for CBS News activities, and prepared special color film reports for the Australian and Netherlands television services. The Detroit segment of a July 26 half-hour special on violence was handled by **WJBK-TV**. That special was sent via satellite to the British Broadcasting Corp.

For the first time in its six-year history the station award of the National Academy of Television Arts and Sciences went this year to a noncommercial outlet, **WHA-TV** Madison, Wis. for its two-and-a-half-hour program, “Pretty Soon Runs Out.” The documentary on the plight of urban relocation

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**Kelo-TV** Sioux Falls, S.D., had its camera crews out in all sorts of weather to accurately show the work of The Firemen. Most of the program was narrated by firemen themselves.

**CBS News** correspondent Harry Reasoner (r) and his eldest son, Stuart, were co-hosts of this **WCAU-TV** Philadelphia special, Pull the House Down. The one-hour, prime-time program dealt with the demands the younger generation is making on society and studied their goals and their objections to standards of the past, as described by members of the new generation.
DDT. Other chemicals. Sewage. Each year, millions of pounds of pollutants wash down from farms, cities and factories. Threatening marine life, a vital food source. Already fishermen report that fluke, porgy, weakfish and sea bass have all but disappeared from New York waters.

WCBS-TV broadcast the story: “DDT/SOS,” a special televised report on the growing concern over the rising level of DDT, among other pollutants, in ocean fisheries. Experts were interviewed. Facts documented. A warning clearly sounded. “The first time...a television station had

the courage and wisdom to put on this kind of program,” saluted Michigan Congressman John Dingell, who heads a Merchant Marine and Fisheries subcommittee. Conservation-minded Supreme Court Justice William O. Douglas, appearing on a follow-up broadcast, declared: “...this should be on every television station in the United States.”

“DDT/SOS” was aimed at the heart of a matter of urgent concern to the community. By the station that has always taken community matters urgently to heart...CBS Owned WCBS-TV.

“There’s a dead sea twenty miles from New York. Nothing lives there.”
The cameras showed a mixture of documentary and artistic elements. Wardenburg, an air wave, was part of a year-long technology campaign in Wisconsin—one year in the planning, one week on the air—to involve the entire citizenry in some perplexing urban problems.

"Pretty Soon Runs Out," produced by the University Extension of the University of Wisconsin and Willis-Wardenburg Films, New York, was a mixture of documentary and debate. The cameras showed the problems of urban relocation and covered the discussions, often heated, between slum landlords, city officials and victims of the urban relocation.

The one-week series was carried on the state's noncommercial stations and extended through pickup by commercial radio stations and delayed playback by both commercial and noncommercial TV stations in Wisconsin and Minnesota.

It started in June 1967, and has been on the air ever since. It has been picking up awards almost since its inception. The Opportunity Line, originated by WBBM-TV Chicago and since then used as a model by some 80 other stations, this year received a National Conference of Christians and Jews award. Opportunity Line has been carried 1-1:30 p.m. on Saturdays and during 1968 was also seen in four prime-time editions. The series has been co-sponsored by Western Electric and Illinois Bell Telephone.

Opportunity Line, produced in conjunction with the state employment service, is aimed at helping disadvantaged members of minority groups find jobs and job training. To date more than 170,000 calls have been handled since the series began, and some 70,000 men and women have either found jobs or assistance. Each week the program is built around a theme, such as: back to school; job opportunities for veterans; employment for handicapped, in-plant training programs.

The series is also adaptable to current conditions. On a week when the possibility of violence existed in Spanish-speaking neighborhoods, a special Spanish-language edition was scheduled.

A half-hour documentary, which follows a weekend prisoner, won a New York International Film and Television Festival award for KNBC(TV) Los Angeles. Take a Giant Step tells the story of the Watts Manufacturing Co., which makes tents for the government and provides jobs for the otherwise unemployables in Negro poverty areas. The program centers on Lester Johnson, 21, who is serving a jail sentence on weekends. He is followed through his apprenticeship as a sewing machine mechanic.

What's a Man's Worth, a documentarian and...
Southern California's Mexican-Americans. A widely-scattered, troubled people with an urgent need to belong. Some are immigrants. Others are fourth and fifth generation American citizens. Most resent the lack of understanding in the community. A resentment giving ominous rise to a new militancy.

KNXT seized the opportunity. Result: "The Siesta Is Over," a three-part, prime-time exploration of an important minority group. The series defined problems. Exploded misconceptions. Conveyed the increasing agony of those who live in the barrios. The result of grinding poverty and prejudice. An entire program was devoted to education, including an examination of racism charges which have led to student unrest.

"The Siesta Is Over," hailed by La Opinion, the number one Spanish-language newspaper in Western America, as "an excellent reporting job," probed deep into the heart of one segment of the community for the well-being of all segments. Produced by the station that has always taken community well-being deeply to heart...CBS Owned KNXT.

"We're Americans. Yet we're made to feel like strangers."

THE FIVE CBS OWNED TELEVISION STATIONS
WCBS-TV NEW YORK
KNXT LOS ANGELES
WBBM-TV CHICAGO
WCAU TV PHILADELPHIA
KMOX-TV ST. LOUIS
The story of a Negro college’s rise to educational and athletic prominence via a successful football team was shown by WABC-TV New York in Grambling College: 100 Yards to Glory.

York International Film and Television Festival.

The program noted that Freedom National Bank of New York has made it possible for qualified borrowers in Harlem and the Bedford-Stuyvesant section of Brooklyn to get money, and it described the bank’s efforts in helping to rebuild the ghettos. It was produced and written by Hal Levenson and sponsored by United Air Lines.

Another WNBC-TV series Speaking Freely received an award from the National Conference of Christians and Jews for its Jan. 28, 1968 episode. On that program, series host Edwin Newman talked with Charles Evers, Mississippi field director for the National Association for the Advancement of Colored People. Joseph Michaels is executive producer of the series.

A series of 21 editorials dealing with civil rights and the need for better understanding was carried on WFBM-TV Indianapolis. The series, researched and written by Jim Hetherington and Evie Birge, was the winner of a Radio Television News Directors Association award.

Among its editorial conclusions, the station advocated a federal housing law; implementation of recommendations in the President's Commission on Civil Disorders and New Jersey Racial Disorders Commission; an end to panic selling that followed integration of an Indianapolis neighborhood; a change in local placement policies to achieve racial balance in faculties; and better communication among public and private sectors.

Six months of planning and production went into WCAU-TV Philadelphia's Pull the House Down, a look at the demands being made upon society by the youth of today. The one-hour prime-time special aired Dec. 26, 1968, and sponsored by the Philadelphia Gas Works, won a San Francisco State College award.

CBS News correspondent Harry Reasoner and the oldest of his seven children, Stuart, 21, were co-hosts of the study of today's rebellious youth, their goals, their impatience and their objections to past standards. Pull the House Down studied the rebellion of today’s generation as it listened to the young describing themselves, the influence on their lives of such items as drugs and the Vietnam War. The special was written by John Wideman, a creative writing teacher at the Universi-

WBBM-TV saw a way to help: “The Children Are Waiting.” A compassionate look into the world of these special children. A unique feature of the full-hour prime-time broadcast was an “action line” phone for prospective foster parents interested in sharing their homes — and their lives — to call. In a single week following the broadcast, over 6,000 families did so and received applications (compared to 1,600 calls during all of 1968).

“The Children Are Waiting,” winner of a local Emmy for its “highly effective direct action approach,” was television that got right to the heart of a community need. Produced by the station that has always taken community needs to heart...CBS Owned WBBM-TV.

“There must be people out there willing to help these children.”

THE FIVE CBS OWNED TELEVISION STATIONS
WCBS-TV NEW YORK
KNXT LOS ANGELES
WBBM-TV CHICAGO
WCAU-TV PHILADELPHIA
KMOX-TV ST. LOUIS
head of the family from the Appalachian hills of southern Ohio. The boy's credo is one of love of the land, of God and of his family. He is intent on helping his brothers and sisters through school.

The problems of teen-ager/police communications were probed as part of the half-hour series, Teen Beat on KNBC(TV) Los Angeles. The give-and-take program, which featured former Los Angeles Police Chief Thomas Reddin, was produced on location at John H. Francis Polytechnic High School in Los Angeles and was the winner of a Freedoms Foundation award.

In July 1968, the American Baptist Convention honored what was then a two-year-old project of KFRE-AM-TV Fresno, Calif. In 1966 the KFRE stations had begun Dropouts Anonymous, an education campaign that includes—each year—two live-and-film TV specials, a one-hour radio special, 27 weekly spots on TV and radio, monthly on-air editorials and periodic reports within regular news shows. Dropouts Anonymous has enlisted community leaders in an around-the-clock campaign to keep students in school and return dropouts to school. Through May 1, 1968, the program was credited with getting more than 2,500 student dropouts back in school in the Fresno area. When Look Magazine named Fresno as one of its All-America cities in 1968, it credited the KFRE stations’ project as a key factor in the selection.

The success of the project turned up the two biggest reasons for school dropouts: need for financial assistance and the use of drugs. With this information, two other projects were started: CHORE (Citizens Helping Others Receiving Education) in 1967 and FACTS (Finding Answers, Caring Through Service) in 1968.

Limited to high-school students, citizen volunteers interview candidates to CHORE and, on the average, more than 70 youngsters a month are placed in semi-permanent jobs through the project.

FACTS, which also finds volunteers (many former addicts) manning phones to give advice on drug use and abuse began with a one-hour documentary. In January a second one-hour show was produced. In February, a half-hour special, LSD, Trip or Trap, was aired for the first time. It has been carried three times since. And in February, KFRE-TV ran a three-hour, 40-minute, prime-time special Target Drug Abuse.

The basic Dropouts program has since been picked up by several other stations.

An Ohio State award went to wpsx-TV Clearfield-University Park, Pa., for its program “Do You Recognize?”, part of the station’s Meaning in Art series. The series of art instruction in the primary grades, is designed to stimulate a child’s sensory awareness in object perception as a basis for learning to experience art forms. The award-winning episode’s production cost was $3,500.

WABC-TV New York used the built-in football hysteria on the eve of the 1968 Super Bowl game as a form of promotion for its one-hour special Grambling College: 100 Yards to Glory. The documentary of the all-Negro college in Louisiana was carried by the station on Jan. 13, 1968. Exactly seven months later, on July 13, ABC-TV preempted a network hour, 8:30-9:30 p.m., to air the locally produced special on the college which in the past 20 years has produced more pro football players than any other college in the country.

The WABC-TV special, which won an award from the National Association of Television Program Executives, details the story of Grambling and its rise to educational and athletic prominence through the success of its football team.
Pennhurst, a state institution for the mentally retarded. Where antiquated facilities were strained to almost twice their normal capacity. Where patients were sometimes brutalized by staff members. Where at least one borderline case was thrown in with the hopelessly retarded.

WCAU-TV took action: "Suffer, the Little Children." A bare-knuckle television investigation, in five parts, of the scandalous conditions at Pennhurst, along with a call for specific, immediate corrective steps. The call was heard. Public response was one of outrage. And resulted in attention from the governor who subsequently acted on many of the station's recommendations.

"Suffer, the Little Children," a Sigma Delta Chi award-winner for "public service on television" in the Greater Philadelphia area, went straight to the heart of a community problem. Produced by the station that has always taken community problems to heart...CBS Owned WCAU-TV.

“They’re human beings. Why are they treated like animals?”
coastal Carolinians have trusted channel five and Charlie Hall to give the facts calmly and accurately with no sensationalism. For 16 years, Charlie’s even flown into the “eye” of three storms in hurricane research aircraft. “Windy”, he says. ...and that’s putting it calmly.

**WCSC-TV5**
South Carolina’s Oldest VHF Station.

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**WHAT’S A NICE GIRL LIKE HER DOING IN A PLACE LIKE THIS?**

This is Pat Evans—sensitive, sympathetic, sincere and interested in the many and varied problems that affect people of the WBRZ coverage area. The Documentary Department at Channel Two, which Pat has headed for years, brings into focus such conditions as poverty, drug abuse, educational inadequacies and other sources of human indignity that cry out for community action. Few stations in markets of similar size can boast a Pat Evans. We thought you’d like to meet her.

---

and its coach Eddie Robinson. The documentary was written and produced by Jerry Izenberg and based on an article he had written for *True* magazine. It was sold participating on WABC-TV and was co-sponsored on ABC-TV.

In February 1968 the Classroom Teachers Association called a strike of the schools in Dade County, Fla. For the 17 days of the strike WCIC-TV Miami devoted five to seven minutes daily within the 6-7 p.m. news bloc to reports and editorials on the subject. The coverage earned the station a National Headliners Club award.

The strike, called because of low salaries, inadequate classrooms and too many children in the classes, was covered by four newsmen who daily prepared the commentaries. More than 1,000 letters and 1,000 phone calls were received by WCIC-TV commenting on the station’s coverage.

A five-part special report of KPIX-TV San Francisco’s early evening *Eyewitness News* was responsible for the station’s receiving an award from the Association of Catholic Newsmen for “distinguished programing in the field of social justice.” Reporter Mike Lee spent one month preparing “Where Has All the Love Gone,” a look at the Haight-Ashbury district where the flower children and hippies have been replaced by drug users and criminals.

Living history is the way the station envisioned it, and a trip to Washington by 40 youngsters turned out just that way for WABC-TV Cincinnati. The one-hour documentary, *Skipper Ryle’s Jet Set: Destination Washington*, aired Aug. 25, 1968, from 7-8 p.m. focussed on the trip the 40 made to Washington to meet with their legislators and tour the capital city. The program won a Freedoms Foundation award.

The program was conceived as the first in a series intended to stimulate an awareness of past and contemporary national events. The tripartite project involved selecting the 40 students from 40,000 entrants, filming the trip, and airing the program. The special was later made available to area schools as a teaching aid for history and government classes.

The trip to Washington included a White House tour, a visit to the Bureau of Printing and Engraving, lunch with the legislators on Capitol Hill, visits to the city’s memorials and monuments and a 40-minute visit with then Vice President Hubert Humphrey. Each step of the way was filmed by WABC-TV.

In addition to the airing of the special in Cincinnati, a separate screening was held in Washington the following month for top government officials and the news media.

WNYE-TV New York, a noncommer-
The alphabet. Twenty-six simple steps to literacy. In the Greater St. Louis area, there are 100,000 adults who never learned it. Those without even a rudimentary education required to meet today’s social and economic needs.

KMOX-TV does something about it. On air—with such instructional series as “PS 4,” begun in 1959, which teaches basic English, reading, writing and figuring to the disadvantaged. Off air—with such continuing projects as the Reading Service, a monthly bulletin of suggested books and classroom activities related to television, distributed to some 735 local schools, colleges and libraries (nearly a million copies since 1961). With special seminars on the educational uses of television conducted for interested local groups. (Forthcoming seminars will zero in on schools in underprivileged areas.) The list goes on… and on.

Commercial television as an active, practical aid to learning is a heartening development in community betterment. Pioneered by the television station that has always taken community betterment to heart… CBS Owned KMOX-TV, “First in Service to St. Louis.”

I'm 87 years old. I'm writing my first letter thanks to you.

THE FIVE CBS OWNED TELEVISION STATIONS
WCBS-TV NEW YORK
KNXT LOS ANGELES
WBBM-TV CHICAGO
WCAU-TV PHILADELPHIA
KMOX-TV ST. LOUIS
News service is our thing.

The awards come naturally.

KELO-LAND TV is the newsroom, the weather service and a major communications center for 74,000 square miles of American heartland. To fulfill this responsibility, our KELO-LAND TV cameras range every square mile of it — with our 13-vehicle ground fleet, 2 aircraft units, 4 portable videotape units, and 141 correspondents, photographers and news stringers.

KELO-LAND TV is proud to make available, for screening by high school and college classes in journalism and broadcasting, these award-winning subjects: "Special Report from Tornado Disaster Area," 1st Award for Outstanding Achievement in TV News Programming; and "The Firemen," 1st Award for Outstanding Achievement in TV Documentaries.

Both awards were presented by the Northwest Broadcast News Association and the University of Minnesota.

special station operated by the city's board of education, received an Ohio State award for the "Subtraction" program in its Math K-2 series. The series is designed to provide teachers and supervisors of primary grades with the mathematical concepts and skills needed for more effective implementation of new curriculum bulletins.

At a time when protest marches were gaining attention all over the country, wirtn-tv Washington, N.C., had a camera crew follow 1,000 Boy Scouts on a nonprotest 100-mile Pilgrimage to Bath and St. Thomas Episcopal Church, the oldest church in the state. The week-long march was reported on regular newscasts and the film clips were then assembled into a half-hour special which was a Freedoms Foundation award winner.

The special, produced by Walter Stiles, followed the scouts on their march, designed to demonstrate love for God and country, from Seymour Johnson Air Force Base near Goldsboro to Bath and the church. At a river near the church some scouts were filmed throwing handmade crosses into the waters to be carried out to sea and to other nations as symbols of a peace pilgrimage.

It took wfbm-tv Indianapolis more than a month to produce the half-hour documentary Voice from the Ballot, which was originally aired July 14, 1968, and repeated on Jan. 5. The documentary detailed the importance of a single vote and described the life of a legislator and the legislative process in Indiana. It won a Freedoms Foundation award.

Parts of the film were shot in the Indiana house and senate chambers and the general assembly was called into a special unofficial session for one day's filming. The leads in the documentary were professional actors. The special was produced by Bill Sprague of the WFBM production center and directed by Jane Shick, acting director of information of the Indiana Legislative Council. Miss Shick noted that during the last 61-day assembly session some 400 to 500 children, who were visiting the state capitol on educational tours, viewed the film daily.

Keyed to an Edmund Burke quotation, wtvf-tv Columbus, Ga., ran a series of 60-second public service spots from April to October 1968 urging citizens first to register and then to vote.

The animated color film spot centered on the quotation: "All that is necessary for the forces of evil to win in the world is for enough good men to do nothing." The video opened on a spell-out of the word "nothing" accompanied by a ticking clock. The quotation was read off-camera as blotches of color hit the screen. The quotation was repeated until toward the end of the spot the screen was dark with run-together color. The voices over then asked: "Are you registered to vote?" or "Will you take the time to vote?" The closing phrases were changed for the primary and general elections. The series of "Nothing" spots earned a Freedoms Foundation award.

WTVM spent an estimated $3,000 on production, man hours and air time.

News coverage in general and in particular for the 1968 Mannington, W. Va., mine disaster, produced two awards for wntc-tv Pittsburgh. The National Headliners Club honored the station for "consistently outstanding newscasting." The National Press Photographers Association's award was given for team filming of the mine disaster in which 78 men lost their lives. The station had a crew on the disaster scene for 12 days and shuttled film from the site to Pittsburgh via helicopter.

Outstanding achievements in cooperative news coverage earned an AP Radio and Television Association award for wwtv-cadillac, Mich. The station was particularly cited for traveling perhaps "more distance from home base to provide Wirephotos than any other member in Michigan."

A combination of "traditional good humor and a modern attentiveness to illustration" won a National Association of Television Program Executives award for Weather with Ward Allen and Albert on wftv-tv Milwaukee. The weather is a segment of the station's 6 and 10 p.m. daily newscasts. Ward Allen is the weathercaster assisted by

The activities of the Chicago police have been documented by WGN-tv in its Blue Light series, 'Operation Crime Stop' followed police on bookie raids and on a patrolman's beat.

86 (SPECIAL REPORT: The Many Worlds of Local Television)
The Alfred P. Sloan Award is one of the most prestigious, most sought after awards in broadcasting. It is presented sparingly, and only for the most outstanding accomplishments.

On a local station level, this national award is given in three categories: The Station Award, The Producer Award, and the Creative Writing Award.

Last year, WWL-TV won the Station Award and the Producer’s Award for its pioneering program, “Project Life.”

This year, WWL-TV has won the third award—for Creative Writing—for a series of editorials that led to the first comprehensive revision of Louisiana highway safety laws in decades.

WWL-TV has now won all three of the Sloan Awards—a record that has not been equalled by any other television station in the United States.

But more important than the awards are the lives and property that WWL-TV has helped to save.

This is our real reward!

**WWL-TELEVISION**
SERVING NEW ORLEANS PROUDLY
WKY-TV reports on 20 years of stewardship

Twenty years ago, WKY-TV transmitted Oklahoma's first television signal with high hopes and dreams. For two decades we have strived to give true meaning to such words as service and stewardship. We have bared our heads with respect to our flag... bowed our knees with humility to man's spiritual needs. We have tried to remember that "our" voice means the other fellow's as well as our own. That "our" beliefs mean more than one viewpoint. That "our" rights are outweighed by our responsibilities to the area we serve. Now we are 20 years old. Short-lived in terms of life-span, yet we are pardonably proud of our record of service.

As WKY-TV moves into its 21st year, we recognize that our responsibilities are greater than ever. We shall continue our precious heritage of operating in the public interest, convenience and necessity.
In 20 years, leadership has become a tradition.
As Oklahoma’s first television station, it was only natural that WKY-TV has been first in most areas of programming and community service.
But many of these “firsts” didn’t just happen from being on the air ahead of everyone else in Oklahoma. They are the result of being extremely interested in our audience and the communities in which we live . . . and trying to make things better for both.
The first televised tornado warnings in the nation.
Helping to establish the Red Cross state-wide blood bank.
The first murder trial ever to be televised in the nation.
The establishment of a state-wide eye bank, with 1,328 corneas processed to date.
The exposure of a teenage marriage mill that resulted in corrective legislation.
The in-depth reporting of a flying saucer stock fraud after which the General Counsel of the SEC wrote “I know of no similar instance where a television station has made a greater contribution to the Federal Securities Law.”
Truth Broadcasts and the establishment of Fly the Flag Week.

THESE ARE ONLY A FEW OF THE HIGHLIGHTS. How many have there been?
The total changes daily. Last year, WKY-TV devoted over $1,250,000 in air time to public service programs and announcements.
There are many other achievements to which WKY-TV points with modesty, such as being the first local television station in the nation to telecast in live color. Of significance beyond our own communities were the engineering studies of the directionalizing of television signals made in cooperation with the Television Allocation Study Organization and our continuing assistance in the study of severe weather by the National Severe Storms Laboratory.
We report these facts on our twentieth anniversary with pride and awareness of the efforts of the entire industry.
Sometimes
we rock the boat a bit.

On purpose. To get our point across.
A campaign for greater conservation measures for Cobi Country's lakes, streams and coastal waters is bound to dash spray on a few cheeks.
Cobi Country is a land of rare enchantment. And of great responsibility for those entrusted with its channels of communications.
Fulfilling this responsibility is a constant effort of the COBI TV stations.

Ernie Crisp, photographer, and Bill Sprague, director, focus on actor Russ Reed, who played the part of a legislator during the filming of Voice for the Ballot for WFBM-TV Indianapolis.

Albert, an alley cat puppet which is mastered by Jack Dublon, a WITI-TV announcer.

There can be more to a children's show than just cartoons and WJBK-TV Detroit has made profitable use of that knowledge. The station has received a National Association of Television Program Executives Award for the best children's program for its Woodrow the Woodsman daily early morning series.

The program, carried 6:30-7:30 a.m., is a mixture of film and video tape in which Woodrow interweaves entertainment and instruction for the younger set. One series carried on the show was on the various states in the nation—their resources, historical sites and picturesque scenes. Woodrow is produced and directed by Julian Craggs: Clayton Conroy plays Woodrow and Lawson Deming voices the animals.

A little more than a month after U.S. Army Private Boyd J. Youngblood left his Mountain City, Ga., wife and home, for his overseas tour of duty, he was killed in Vietnam. The 22-year-old soldier left a 17-year-old widow who became a high-school graduate during the month her husband died. The story of Private Youngblood, told after his death, by his friends and relatives, was the subject of a WSB-TV Atlanta documentary, The Return of Private Youngblood.

The station's cameras were at the airport when the plane bearing his coffin landed, on June 29, 1968, and the film crews followed until the soldier had been buried. The documentary was aired on Dec. 21, 1968, after more than 350 hours had been put in on the filming and production.

The Return of Private Youngblood won a southeastern regional award from Sigma Delta Chi and it was honored in the Pictures of the Year Television Newsfilm Competition co-sponsored by the National Press Photographers Association and the Oklahoma School of Journalism. The documentary was produced and written by Hal Suit WSB-TV news director.

In February and March 1968, a newsman from WIBW-TV Topeka, Kan., was in Vietnam to talk to Kansas assigned to the war zone. The five weeks of daily broadcasts was later turned into a half-hour special, Phong's New Boots and Other War Stories. The special was first seen in prime-time on May 14, 1968, repeated on Saturday afternoon, May 25, 1968, and repeated in prime time again last month, on May 21.

The documentary, written and narrated by Al Austin, the newsman on the scene, earned a Sigma Delta Chi award. Phong's New Boots focused on the human element of the Vietnam War and encouraged a deeper understanding of U.S. participation in the war. The documentary was sponsored by Southwestern Bell, Hill Packing Co., and Sewell D-X, and allowed WIBW-TV to break even on the project.

WJIC-TV Hartford, Conn., won a Freedoms Foundation award for its documentary The Other Voices. The program dealt with the military draft and was aired on July 3, 1968.

The Other Voices followed a mem-
1969. So Far!
The city council was to vote on funds for bonding procedures designed for overcrowding, lack of staff and deterioration of facilities at the school. The committee's report resulted in a $6 million allocation for emergency repairs and purchases; a recruitment program for additional attendants, and formation of task force to study Pennhurst's long-range problems.

The variety of program material available to stations seems unending.

"Air Traffic—Crisis in the Sky," a half-hour, prime-time segment of the kpix San Francisco Reports series last September, focused on the problem of overcrowded airways and a variety of opinions on how to lessen the congestion. The program, recipient of a San Francisco State award was produced by Jim Crum. Production ran more than four months and included filming in New York, Los Angeles, Washington, Boston and San Francisco.

An eight-program historical series, California, sponsored by Pacific Gas & Electric Co., made kron-tv San Francisco the winner of an Ohio State award, a San Francisco State College Broadcast Media award and a Western Heritage award from the National Cowboy Hall of Fame.

The half-hour series began May 6, 1968 with "Of Gods and Galileans," an episode that looked at California when the Spanish and English explorers found it. The "West" was pictured as not only a geographic location but a country of mind.

Other episodes in the series were: "The Sword and the Cross," "A Gathering of Giants," "Barons in Buckskin," "Bonanza Kings," "Steel Across the Sierra," "Last Frontier" and "Boom or Bust."

For outstanding reporting in the cardiovascular field, two programs in the Research Project series on wnb-c-tv New York received the American Heart Association's Howard W. Blakeslee award. The half-hour programs honored were "Gas Surgery: The New Hope for the Heart" and "Computers and Your Heart."

The series, telecast Saturdays, 4:30 p.m., is co-sponsored by Associated Hospital Service of New York and United Medical Service. Jay Miller is the producer and director.

A program first seen on Dec. 6, 1967, was still gathering in awards this year as wmaq-tv Chicago added one from the Freedoms Foundation to its accolade list for The Giants and the Common Men. The one-hour documentary, sponsored by Commonwealth...
FOUR ACES!

JACK HOGAN, RIGHT, WZZM-TV13'S NEWS DIRECTOR, RECEIVES ONE OF THE FOUR AWARDS FROM MICHIGAN'S GOVERNOR WILLIAM C. MILLIKEN.

THE MICHIGAN ASSOCIATED PRESS DEALT US A WINNING HAND — FOUR FIRST PLACE AWARDS.

WEST MICHIGAN TELECASTERS, INC., SERVING GRAND RAPIDS, MUSKEGON • KALAMAZOO (TV12)
P. S.

Usually an afterthought, but with us P. S. means

PUBLIC SERVICE
and comes
FIRST

WJBF-TV
AUGUSTA, GEORGIA

Named Television Station of the Year 1968 by the Georgia Association of Broadcasters

"...presented because we found them to be greatly involved in so many factors of community life, which, in our opinion, is the wherewithal of being a broadcaster."

WJBF
CHANNEL 6
AUGUSTA, GEORGIA
Represented by HR

Edison, was shown twice in 1968 on March 28 and Dec. 3. The special, more than a year in the making, used historical photos and modern footage to recount Chicago's history from its founding as Fort Dearborn to present day. The focal center was the Graceland Cemetery and the story was told through the lives of the well-known, and little-known people buried there.

The sponsor purchased additional prints of the special and made it available for special showings in schools and to community groups. To date more than 75 such showings have taken place.

A trio of half-hour documentaries—on the history of protest in the U.S., an examination of the "new left," and a study of the Cuban airlift—was carried on WCKT-TV Miami in 1968. The programs were recipients of an award from the All-American Conference to Combat Communism.

Flags of Protest, carried in February, traced the history of protest in the U.S. from colonial times to the present day civil rights and anti-Vietnam movements. Making his first appearance as a TV narrator was Florida Governor Claude Kirk. A copy of the program has been placed in the state archives and the documentary has been the model for a film which the National Association of Real Estate Boards is releasing nationally. Four newsmen worked four weeks on the production.

The look at The New Left came in July in a program that illustrated its roots, structure, connections and examined the attitudes of the youths feeding the movement. The program traced the history of the new left and its evolution from the U.S. Communist party to its present relation to socialist movements.

The Meaning of the Cuban Airlift, aired last November raised the question of whether the 4,000 Cuban refugees who arrive in Miami every month are really Fidel Castro's way to rid himself of the dissident, the unproductive elderly and the children. WCKT traced the history of the airlift and followed refugees from their arrival in Miami through settlement in the U.S. A news team went to Washington and filmed congressmen unhappy with the U.S. Cuban policy. The production was handled by four newsmen in two weeks.

A program shown three times on WCBS-TV New York and later on CBS-TV's Camera Three series won an Ohio State award for the station for "a significant and pace-setting accomplishment both in television production and in ballet."

"Limbo" was produced by WCBS-TV's Ray Abel for the Repertoire Workshop program exchange series of the CBS-owned television stations. It presented an original dance composition by avant-garde choreographer Alwin Nikolais, as danced by members of his troupe.

In preparation for six weeks and taped in two days, the abstract fantasy utilized a variety of electronic visual effects to achieve the total integration of the dancers' movements with various colors and light patterns, shapes and sounds.

The initial broadcast in prime time on July 9, 1968, was sponsored by Bishop Industries. "Limbo" was repeated twice on WCBS-TV before the network series picked it up. Besides achieving critical acclaim, the program's technical achievements attracted industry attention with the station receiving "several hundred" requests from ad agencies and producers for a brochure explaining how the visual effects were achieved.

WWL-TV New Orleans went to a shipyard, an ice house, the lake, an old fort, a park and an art museum to film Fashion Is, a one-hour special featuring top American designers and women's clothes. The prime-time special was produced for an estimated $8,000 and carried on Sunday, Sept. 22. It received a National Association of Television Program Executives award.

The program was produced in cooperation with seven of the city's leading fashion stores. Filming took three weeks for the special which was described by NATPE as being "more than a unique display of high fashion... It became a tribute to beautiful women everywhere."

New Performers—Chicagoland '68, an original musical revue with 26 area...
TWO
DISTINGUISHED
AWARDS
FOR TWO
DISTINGUISHED
PROGRAMS...

"The School That Would Not Die"
National Academy of Television Arts
and Sciences "Special Citation"
Award—Regional Winner

"A Place Called Parish Prison"
1969 Ohio State Award of the American
Exhibition of Educational Radio-
Television Programs—Social
Sciences Category

WDSU-TV, New Orleans, continues to set
the broadcast standards for community
involvement and service

WDSU-TV’s contributions to its community
year after year have helped make it the
most "believable" station in the market
... a situation that affects WDSU-TV’s
advertising, too. See our man at Blair
for the facts.

WDSU-TV
CHANNEL 6 NBC IN NEW ORLEANS
Represented by Blair Television

BROADCASTING, June 23, 1969
A study of the crowded skies was the subject of the KPIX Reports series on KPIX(TV) San Francisco. 'Air Traffic—Crisis in the Sky' included location shooting and interviews in Boston.

high school students made WMAQ-TV Chicago a recipient of an award from the National Association of Television Program Executives. Carried from 7:30-8:30 p.m. on Sept. 12, 1968, the taped special was sponsored by the American Dairy Association.

The performers were chosen from several hundred students who began auditioning in May. Weekly rehearsals were conducted in June and July and the program was taped late in July. The three boys and three girls selected as leads each received $500 scholarships from the station. A seventh scholarship was awarded to a cast member selected by the performers.

Music, dance and literature played a part in three awards garnered by non-commercial WRTW(TV) Chicago. The station received a San Francisco State College award for its January 1968 production of the opera Falstaff; a National Educational Television award for excellence for its September 1968 production of Michelangelo: A Portrait in Dance, and a Peabody award for its five-year-old weekly series, Book Beat. Falstaff and Michelangelo were produced by John Sommers and directed by Richard Carter. Robert Cromie, host of Book Beat, received the Peabody award for “filling a neglected niche with taste, humor, unvaryingly high standards of purposeful inquiry.” Book Beat, produced by Mr. Cromie and Robert Bohacek, is carried on 150 ETV's.

WAVE-TV Louisville, Ky., took a look at the philosophy and way of life of an isolationist couple in the Harlan Hubbard Story. The half-hour documentary, made for $1,100, was originally carried Oct. 4, 1968, and repeated on May 17, both 7-7:30 p.m. The program has since been carried on the other stations in the Norton group and has been requested by nongroup outlets.

WAVE-TV's cameras followed Harlan and Anna Hubbard through their daily lives of seclusion and contemplation in Payne Hollow, Ky., along the Ohio River. They live without any modern convenience and have in effect cut themselves off from the world. Necessary electrical power for film ing night sequences came from a generator on a boat docked near the Hubbard's property.

The program received an award from San Francisco State College.

WWJ-TV Detroit had a crew working for more than two months to prepare a one-hour documentary showing the "human" side of Henry Ford. The program, aired July 28, 1968, won a Freedoms Foundation award.

Henry Ford the Man was designed to show that the auto builder had other traits other than being just a stubborn employer. The documentary, produced by John Rogers, included film which had never before been publicly shown of Mr. Ford with his friends Thomas Edison and Harvey Firestone, or Mr. Ford on ice skates and on camping trips. Intermixed were newly taped recollections of his friends and relatives.

The program cost $3,800 including air time.

WZZM-TV Grand Rapids, Mich., received an award from Variety Clubs International for its half-hour special "Variety, the Spice of Life." The telecast, which showed Grand Rapi ds' Tent 27 and the work it does in helping needy and handicapped children, was part of the Success series. The series is devoted to individuals, groups and organizations in Michigan who have achieved fame and success. The special was sponsored by the Union Bank and Trust.

America's natural resources also have their spot in award-winning television programming.

One episode in a $54,000 series made KFME(TV) Fargo, N.D., noncommercial station, an Ohio State winner. "The Little White Schoolhouse" was a part of the Red River Land series.

The series is designed to acquaint children with the history and cultural advantages of the Red River Valley. Ron Salak is the producer-director.

KRON-TV San Francisco had a production team working for more than a year in developing a one-hour prime-time special John Muir's High Sierra. The program, first aired on Dec. 15, 1967, and repeated on March 25, 1968, was sponsored by the Pacific Gas &
We have special reasons to feel right at home serving the Milwaukee public!

We are Milwaukee! We're home-owned. Employee-owned. Our problems are Milwaukee's problems. We live them; we understand them. We help resolve them. Milwaukee is at home with WTMJ-TV because WTMJ-TV is at home with Milwaukee. We go forward together. You can feel right at home in Milwaukee too—through Harrington, Righter & Parsons.
Electric Co., and won an award from the International Film & TV Festival of New York.

Basis for the filmed documentary of the Sierra Nevada mountains were the writings of John Muir, an explorer and naturalist. The documentary follows the 212-mile John Muir Trail from the floor of Yosemite Valley to the top of Mount Whitney. Bob Anderson was the writer-producer of the special.

A one-hour tour of "The Great Swamp," part of the wnbr-tv New York New York Illustrated series, was a study of a New Jersey wildlife refuge. Aired on June 15, 1968, the program received an Ohio State award for giving urbanites the incentive to explore the wildlife parks and preserves.

wwtv(tv) Cadillac, Mich., received a joint award from The Advertising Council, National Association of State Foresters and U.S. Department of Agriculture's Forest Service for outstanding public service in forest-fire prevention. The award noted the station's efforts in assembling fire weather data and the frequent reports of state conditions during periods of high fire danger.

With plenty of holidays on the calendar, stations have been able to come up with topical programming.

Produced for about $175, Christmas Is earned a San Francisco State award for kfme(tv) Fargo, N.D., noncommercial outlet. The half-hour program was carried on Dec. 22, 1968, and dealt with various aspects of the Christmas holiday from commercialism to traditions, the religious aspect and the music.

A folk duo, Come Listen, performed original music while much of the video was a collage of stills, freshly filmed scenes, bits of movies and camera cards. The program was written, produced and directed by James Williams.

wbc-tv Boston took a modern approach and used a program of original music and dance to compare Biblical times with today. In And the Disciples

**Documentaries vary in type**

Many specials are referred to as documentaries. But just what is a documentary?

Two weeks ago at the Emmy award ceremony in New York, Merv Griffin prefixed the news awards winners with an explanation of a documentary.

“There are two kinds of documentaries: The cultural documentary and the news documentary. The cultural documentary shows you what you’re missing by staying home watching television. And the news documentary makes you realize that instead of sitting in front of your television set, you should be out doing something about what you’re looking at.”

Departed, the station used the music and dance to allegorically relate apathy toward the passion of Christ to the apathy of today's society towards violence and injustice. The special received an award from the National Conference of Christians and Jews.

For years Atlanta had gone without a July 4th parade, but in 1961 wsb-tv proposed to fill the breach with a Salute to America parade. Since that time the parade has been an annual event, both to attend in person and view on television. The 1968 edition, with the theme “What So Proudly We Hail,” was the recipient of a Freedoms Foundation award.

An estimated 400,000 persons lined up on Peachtree Street and thousands more watched on television as the two-and-a-half mile parade, led by Grand Marshal John Wayne, went by. Mr. Wayne also received the Salute to America award, given to performers and artists who have made unique contributions to patriotism. The only other recipient has been Bob Hope. The parade and telecast was promoted with hundreds of 60-, 20- and 10-second on-air spots plus 30 ads in print media. More than 6,000 man hours were put in by station personnel.

Emphasis on patriotic events, both off air and on air made wbr-c-tv Birmingham, Ala., a Freedoms Foundation winner. The station's activities included:

- Nomination of Vietnam veteran Captain Anthony P. Normand as the Alabama Broadcasters Association's man of the year. He was so honored by the ABA at its 1968 spring convention.
- The annual Independence Day celebration, which consisted of three days of patriotic observances throughout the city saluting the armed services. Wbrc-tv was host to more than 200 military personnel during the three day event, which culminated with 70,000 spectators witnessing a fireworks display.
- The Nov. 11, 1968, telecast of the annual World Peace Luncheon and Veterans Day parade honoring Generals Law, Norstad and Admiral Thomas Moorer.
- Continuation of the "Message from Home—Vietnam" project, which offers relatives of men serving in Vietnam to film a message which is shown to the servicemen. Filming is done between Nov. 1 and 15 and is screened in Southeast Asia between Thanksgiving and Christmas. The project is now in its fifth year.

The wbr-c-tv involvements in patriotic events were not sponsored and it is estimated the station spent $25,000 on them.

On July 3, 1968, wnc-tv Pittsburgh presented a half-hour special On My Honor, aimed at honoring the Boy Scouts and the ideals of the American flag. The documentary focused on Pittsburgh's Chester H. Lehman Memorial, which was given to the Allegheny Trails Council of the BSA by the Lehman family. Featured in the program was Jimmy Stewart's reading of "You Are the Flag" written by cartoonist Milton Caniff. The special, written and produced by Fritz Kleibacker, wic-tv director of public affairs, was sponsored by the Natural Gas Co.'s. The program received a Freedoms Foundation award.

Wfla-tv Tampa-St. Petersburg, Fla., took an editorial stand against Jose Feliciano's version of the National Anthem during the 1968 World Series. The editorial, carried in the 6 p.m. local newscast the same night, denounced the "young, far-out, swinging producers—the cute, self-styled sociologists of tomorrow [who attempt] to deliberately degrade our national heritage." The editorial, written by Jay Faraghan, program director, noted that if any other pop versions of the song were to come down network lines, they
St. Louis stood up for Up with People and KTVI. And for three successive evenings, March 12, 13, and 14, it was standing room only, as the internationally famous UP WITH PEOPLE performed in the St. Louis Kiel Opera House. One viewer summed it all up this way: "The utterly fantastic performance galvanized the entire audience into a fervor very seldom experienced and the standing ovation after ovation was a deeply expressed tribute to the wholesome entertainment." Just one more reason why Greater St. Louis looks to KTVI as their community-minded station.
would be cut off and a "traditionally accepted rendition" inserted locally. The editorial won a Freedoms Foundation award.

Using a spot campaign, WRC-TV won a Freedoms Foundation award for its "Do You Have a Minute for the Minute Man?" The campaign was designed to remind New Yorkers of their historical heritage.

WRC-TV Washington received a Freedoms Foundation award for its 1968 Labor Day special, "Encore American."

The 90-minute program featured military bands in concert. Included were the U.S. Army band and chorus, the U.S. Navy Band and the Sea Chanters, the U.S. Air Force Band and Singing Sergeants and the U.S. Marine Band.

For a July 4, 1968, special, KRON-TV San Francisco turned to the multilingual California Girls' Choir and a program of American patriotic tunes. The half-hour, prime-time special featured 22 of the girls in the 50-girl choir. "This Land in Word and Song" was the recipient of a Freedoms Foundation award.

"This Is My Country," a one-hour musical tour through American history won a Freedoms Foundation award for KSL-TV Salt Lake City and noncommercial KBUV-TV Provo, Utah, co-producers of the special. The program was carried on Memorial Day 1968 on KSL-TV and twice in October and once in November on KBUV-TV. "This Is My Country" was adapted from a stage presentation at the Bountiful, Utah, high school and drew talent from the entire area. The program included patriotic prose, poetry and songs about average people and heroes.

There were only some of the more prominent award-winning programs that won national or regional awards during the year surveyed. Many other programs on many other stations, while not winning such awards, won local and regional acclaim throughout the viewing areas of their sponsoring stations.

Programs and editorials are not the only achievements for which television stations are honored today. They can also be cited for their creativity in promotion and research.

Among the recipients of Broadcasters Promotion Association awards have been KTUL-TV Tulsa, Okla. and WCAU-TV Philadelphia.

KTUL-TV developed a set of 10-second on-air promos for entertainment and station image that featured a tiger, a snake-charmer, a go-go girl and a magician. The spots tied visual and audio in the spots, such as when the go-go girl was going through her routine, the voice-over noted "When you get tired of the same old grind, ... turn to channel 8."

WCAU-TV was a winner for its 60-second teaser spot for the Philadelphia Eagles pre-season football games. The video was entirely made up of action footage and the first 50 seconds of audio was music only. Voice-over promoting the games was used only in the final 10 seconds.

An American Research Bureau innovator award went to WFOA-TV Jackson, Fla. for the Contact Poll, telematic each Friday on the early and late evening newscasts. The Contact Poll is a public opinion, random-sample survey designed to sample community and area opinion and trends as a base and background for news stories, in-depth studies, editorials and documentaries. The results are shown through rear projection, film, art work and other illustrative material. (The foregoing special report was written by Sherm Brodey, senior editor, Washington.)
"...a beam of light in the smoky darkness of my smoker's world."

RKO Television believes "Public Service" programming should use the full scope of television's unique power to involve, intrigue and educate. To do so, RKO selects subjects of vital concern to the community and presents them in forceful productions during prime time evening hours.

An example of this philosophy is RKO's current series on smoking. The "beam of light" comment from one of many letters, reflects general viewer response. News media also have been unstinting in their praise.

"...A TREMENDOUS PUBLIC SERVICE"  
Boston Herald Traveler

"...FASCINATING...EXCELLENT TELEVISION"  
Cue Magazine

"...CONSTRUCTIVE CONTRIBUTION TO EDUCATIONAL TV"  
New York Times

"...POWERFUL...GUTSY"  
Variety

RKO TELEVISION  
A Division of RKO General, Inc.

WNAC-TV Boston  
WHCT Hartford  
WOR-TV New York  
WHBQ-TV Memphis  
CKLW-TV Windsor-Detroit  
KHJ-TV Los Angeles
Advertising Council executives launched a new public-service campaign, "Inflation Can Be Stopped," when they met with President Nixon in Cabinet Room of the White House earlier this month. The project was developed by council officials as a response from the business community to problems of inflation. More than $8 million is expected to be contributed to the project in time and space.

Gordon Kinney, a council vice president, suggests that too often observers in business and government are more impressed by hour-long network documentaries on the same critical problems that the council deals with in 60-second spots. Religion in American Life received three-quarters of a billion home impressions last year, he says, and "the Sunday morning religious programs would take years to do that."

He attributes the new, high levels of circulation that council spots are receiving to higher quality, color films: "Five years ago I was told by one network, 'if you don't improve the quality of your films, we won't accept them.'"

Judging Ad Council spots by the same standards applied to commercial efforts, the council is encouraged, despite last year's drop-off in acceptance. All Ad Council spots are in color now, and in the coming year the council will experiment for the first time with 30-second spots in its traffic-safety campaign. The council's radio-TV committee, headed by Samuel Thurm, advertising vice president at Lever Brothers, is even giving consideration to approaching the networks on the idea of piggy-backing public-service messages.

Ad Council President Robert Keim sees a trend toward more joint involvement of government agencies and citizens groups in council projects. The council has served to unite different groups working on similar problems. He cites as an example the new drug abuse campaign the council is engineering for the National Institutes of Mental Health, the Justice Department and the National Council on Drug Abuse. Says Mr. Keim: "We were able to bring even government agencies together that were developing collaterally but independently."

A review of the five leading council campaigns for 1968 reveals a generous response from the television industry. Circulation and dollar figures are for the calendar year 1968.

* Traffic safety: The Ad Council notes a steadily decreasing death rate over the 23 years it has conducted a traffic safety campaign for the National Safety Council. Last year, the death rate per vehicular mile showed a 4% drop.

Traditionally, the traffic-safety campaign is the leading campaign in terms of coverage, receiving great prime-time support around the major holidays. In 1968 an estimated $40 million in local and network television time was con-

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- STUDIO TIMING
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  - Time of day
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**A Little Knowledge About Arthritis**

_can make the difference between control and crippling._

_Something can be done._

_For facts...for help, call on The Arthritis Foundation_  

_Let's help each other._
C. W. Carri

when the great grey ships come in

Thank God for peace! Thank God for peace.

to greet the men who will

"The people wait at the haven's gate"
tributed to safety, down from the $50 million donated in 1967, but still number one. Election campaigns and anti-cigarette spots are thought to have robbed this campaign of much free time. A. C. Nielsen Co. reported 3.5 billion television home impressions for traffic safety last year, compared to 4 billion the previous year.

The 1968 campaign, which emphasized the use of seat belts, was created by Needham, Harper & Steers Inc.

* United Community campaigns: After years in third place on the council's circulation list, the United Community campaigns drive moved into second last year, pushing the U.S. Savings Bond campaign back into the fifth position. The 1968 campaign raised $750 million, the largest amount ever raised for voluntary health, welfare and recreation services.

United Community campaigns received $33 million in television time, up from an estimated $27 million in 1967. Network coverage rose to nearly 3 billion television home impressions, from under 2.5 billion a year earlier. A longer campaign and the use of higher quality color spots were cited by the council as reasons for success.

The annual campaign for the United Community Funds and Councils of America is voluntarily created by BBDO.

* Continue Your Education: The drive for the U.S. Department of Labor urging young people to stay in school is one of the council's several campaigns that touch on urban and racial problems. The Ad Council feels so encouraged with the results of this campaign that it is switching its emphasis in the coming year from the high-school drop-out to the high-school graduate. The new campaign, sponsored by the Department of Labor, the U.S. Office of Education and the National Industrial Conference Board, will suggest that high-school graduates who are not college-bound get a technical education.

The Continue Your Education campaign enjoyed a sharp rise in television exposure last year, with an estimated dollar value of $20 million, compared to $12 million the previous year. Network circulation: 2 billion impressions, compared to 1 billion a year earlier.

The volunteer coordinator of Continue Your Education is Charles Corcoran, executive vice president, Commercial Communications Inc. The volunteer agency is Ogilvy & Mather Inc.

* American Red Cross: The high number of national disasters and the war in Vietnam have been an added burden to the Red Cross; thus last year the Ad Council was requested to give expanded support to the Red Cross campaign. The amount of coverage the Red Cross spots received moved the campaign from sixth to fourth place. One reason offered for its apparent success is the serviceman theme—"Put your money where your boys are."

The Red Cross campaign received an estimated $20 million in television support last year—the biggest year in the Red Cross campaign history—compared to nearly $14 million the year before. Network circulation was 1.8 billion home impressions, compared to 1 billion the previous year.

The American Red Cross campaign is created by J. Walter Thompson Co. H. Naylor Fitzhugh, vice president, special markets, Pepsi-Cola Co., is the coordinator.

* U.S. Savings Bonds: The Savings Bond campaign was off last year, dropping from its traditional second place among all council efforts to the fifth spot. An estimated $20 million in TV time was donated last year, down from $30 million the previous year. Nielsen reported network circulation at near 2 billion home impressions, compared to 3 billion a year earlier.

James Fish, vice president, advertising & marketing services, General Mills, is coordinator, and three agencies create the advertising: Leo Burnett, McCann-Erickson and Fred Wittner Co.

Just below the top five campaigns are a series of drives that fall into a range of $10 million to $18 million of contributed TV time: Keep America Beautiful, Peace Corps, Aid to Higher Education, Prevent Forest Fires, Zip Code and Help Prevent Crime. Three campaigns were phased out last year or dropped to make way for new campaigns: United Nations, Equal Employment Opportunity and Mental Retardation. Three new campaigns received council and television help: Crisis in Our Cities, Invite and Welcome Foreign Visitors and Rehabilitation of the Handicapped.

New attention has been given to urban and racial problems by beefing up such programs as JOBS, Youth Opportunity and Religion in American Life, which has abandoned its old attend-your-church-or-synagogue theme for a new campaign urging Americans to help the disadvantaged.

New projects which the council hopes to develop in the upcoming year include combating inflation, drug abuse, and hunger and malnutrition. The 1970 census will provide a challenge to the council, which will urge citizens to file questionnaires early and assure them of privacy.

While the council gets a complete report of network support for its campaigns, it is currently planning steps to get more detailed measurement of time donated by local stations. It is believed that there is time being contributed by stations that is not being measured or reported.
“Product of Conflict”

The road to the Vice Presidency has been an odyssey of conflict and triumph for this son of a Greek immigrant who rode the crosscurrents of politics as a minority party candidate to become Baltimore County Executive, Governor of Maryland and Vice President of the United States. WMAR-TV will document his story on Channel 2, Tuesday evening, July 1st, from 7:30 to 8:30 PM. A copy of this program is being presented to The National Archives, Washington, D.C.

Stations wishing to telecast this colortape documentary should contact Director of Public Affairs, WMAR-TV, Baltimore, Md. 21212.
Will NCTA resume its hard line?

Lack of success of pact with NAB seems important topic at meet in San Francisco

What now? That's the question uppermost in the minds of cable TV operators meeting for the 18th time at the National Cable TV Association convention this week.

Hard on the heels of last week's decision by the National Association of Broadcasters calling for further negotiations on the agreement drawn by the staffs of NAB and NCTA, the anticipated 3,500 cable operators rallying in San Francisco are expected to shift their focus back to what it calls before it dealt with NAB and NCTA.

This was (1) to secure ameliorative legislation against what CATV people call onerous FCC regulation, (2) to persuade Congress to include a compulsory license provision in the pending copyright legislation now being considered by a Senate committee, and (3) to look at other services to fill up the undeniable abundance of channels available on CATV.

The forum for relief FCC regulations is the House Commerce Subcommittee on Communications. This group, with Representative Torbert Macdonald (D-Mass.) as chairman, held hearings last month that featured the public release of the final report of President Johnson's task force on communications policy. That report, the contents of which became widely known last December, favored CATV as promising more diversity in television programming. But it made no great impact on the Macdonald hearings. Representative Macdonald is one of the featured speakers at the convention.

Aimed at making sure congressmen and senators know of CATV and its problems, and using the carrot of campaign contributions to insure attention, is a new organization formed only earlier this month: Political Action Committee of Cable Television (Broadcasting, June 16). This was organized by Martin Malarek, a CATV consultant, as chairman, with Charles Walsh, legislative counsel of NCTA, as secretary-treasurer. PACCT's goal is to raise $100,000, and toward that end it is holding a reception this evening (June 23) at the convention.

In the copyright field, cable TV is seeking a provision written into the pending new copyright law that would require copyright holders to grant licenses to CATV systems covering the TV programs they pick up and relay to customers. Payment would be a modest percentage of gross income (0.1% has been mentioned by CATV spokesmen) payable to a central collection agency. The copyright bill is under consideration by Senator John McClellan (D-Ark.) and his Copyright Subcommittee.

Perhaps the most significant answers to the question of CATV's troubled future may be seen from the number of sessions at the convention devoted to program origination—known as "cablecasting" to cable TV operators.

Cablecasting is the subject of six separate sessions, principally of the nuts and bolts category during the three full convention days. But, in addition there are other sessions, such as on "Preparing Advertising Material for Local Origination," or the talk by Louis E. Scott of Foote, Cone and Belding advertising agency which has entered CATV ownership itself with four systems. Mr. Scott's talk is entitled "Madison Avenue Views the Cable TV Business." Also listed is a discussion of auxiliary services under the title: "Revenue for CATV," as well as a talk on political cablecasting.

Also highlighting the origin of the convention meeting are two new programing services scheduled to be offered to CATV operators. The first, called "Gridronics," is by Television Communications Corp., multiple CATV owner. Gridronics is said to be a programing concept that consists of four channels of information, education and entertainment, with the fourth a closed-circuit type of transmission for professionals, like physicians. This was due to be disclosed in detail yesterday.

The second new program service, announced last week, is being offered by Information Network Inc., San Francisco. It is said to consist of six separate and continuous channels, ranging from news and sports to weather and stock market and special features. David Shuirman, a former San Francisco advertising agency executive and one-time broadcast executive, is president and principal owner of INI. And for the first time the Tape-Athon Corp., Inglewood, Calif., is offering a music library developed for CATV that is capable, the company says, of having commercials injected between musical selections.

Also new to CATV, but of more technical nature, are the concepts that have been publicized in recent months of specially designed, CATV-only receivers, announced by the British Rediffusion International Ltd. and by Hamlin International Corp., Seattle. Rediffusion also is promoting its own low-frequency system of cable TV. Both are expected to be showing wares and holding conferences outside the formal convention meetings.

Other highlights of the convention are expected to be a talk by Robert Wigod of Paine, Webber, Jackson and Curtis on "Wall Street Looks at the CATV Industry," a panel on satellites and CATV on which a number of executives of the Communications Satellite Corp. are scheduled to sit, as well as the customary panels on CATV industry's problems with telephone companies, state utility commissions, FCC activity, and underground installations.

What will be his last resort to an NCTA convention is expected from Frederick W. Ford, the paid president of the association who is leaving his post at the end of the year. Mr. Ford, a former chairman and commissioner of the FCC who became president of NCTA on Jan. 1, 1965, announced his decision to return to law practice last May. An NCTA selection committee of four met for the first time in Washington last week.

Convention exhibits

The following is a list of manufacturers who will be showing their latest products along with established lines at the National Cable Television Association convention in San Francisco.

Aberdeen Co.

Booth 211

Headquarters: 11515 West Jefferson

(Continued on page 110)
How to win a dirty war at sea.

For years, some oil tankers have dumped their leftover "persistent oils" at sea. These are oils not easily broken up by sea bacteria. The Government forbids dumping them in certain areas near shore where they might harm marine life and foul the beaches.

Humble forbids its tankers to dump them anywhere at all.

Our research people also are working on other ways to keep the seas and beaches clean. Examples: better dispersants to help break up oil slicks; safe, efficient compounds for cleaning oil from beaches; and agents that solidify oil to prevent spillage into the seas in case of accident.

The ocean belongs to all the people. Some day it may provide food for a hungry world. Those who use it should leave it as clean as they find it. That's what Humble is trying to do.

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

Humble is doing something more.

Humble Oil & Refining Company
America's Leading Energy Company
What’s happening at the NCTA convention

The official agenda for the 18th annual National Cable Television Association convention, June 22-25, at the San Francisco Hilton hotel, San Francisco, follows. Equipment exhibits are listed on page 106.

Registration Sunday, June 22—10-8 p.m. Monday, June 23—8-5 p.m. Tuesday, June 24—8-5 p.m. Wednesday, June 25—8-1 p.m. Ballroom floor.

Exhibit Hours Sunday, June 22—1-8 p.m. Monday, June 23—9-9 p.m. Tuesday, June 24—9-6 p.m. Wednesday, June 25—9-6 p.m. Hilton Plaza, Imperial Ballroom, California Room, Garden Room, East Lounge, and North Lounge.

Monday, June 23


Opening Session—9:15 a.m. to noon. Continental Ballroom Parlor 5, 6.

Chairman’s Annual Report—9:15 a.m. Robert Beisswenger, NCTA national chairman.

Official Welcome—10 a.m. Joseph L. Alioto, Mayor of San Francisco.

Cable Television: The Communicator—10:15 a.m. Bill Daniels, Daniels & Associates.

Madison Avenue Views the Cable Television Business—11 a.m. Louis E. Scott, Foote, Cone & Belding.


General Management/Engineering Session—2:30 p.m. to 5 p.m. Continental Ballroom, Parlor 5, 6.

CA TV via Satellite—2:30 p.m. Moderator, Benjamin J. Conroy Jr., Communications Properties Inc., Panelists: Robert D. Briskman, manager, domestic and special project office, Communications Satellite Corp. Louis D. Hinton, director, rates and revenue requirements division, COMSAT; George V. Hart, technical staff, engineering economy department, COMSAT; Frederick W. Ford, NCTA president; G. Norman Penwell, NCTA director of engineering; Nathaniel E. Feldman, consultant to RAND Corp.; Irving B. Kahn, Teleprompter Corp.; Frank Norwood, executive secretary, Joint Council on Educational Telecommunications.

Wine Tasting Party—5:30-7 p.m. Continental Ballroom. Courtesy of California CATV Association and The Winegrowers of California.

Tuesday, June 24


Cablecasting Session #2: Local Origination with Slow-Scan Techniques—8 a.m. Continental Ballroom Parlor 1. Carl J. Wenzinger, Visual Electronics Corp. Glen Southworth, Colorado Video Corp.


**Luncheon**—12:30 p.m. Continental Ballroom, Parlor 4, 5, 6. Moderator: Jack Crosby, NCTA immediate past national chairman. Invocation: The Right Reverend Monsignor Francis A. Quinn, director of Catholic television and radio activities. Address: Representative Torbert H. MacDonald (D-Mass), chairman, House Subcommittee on Communications and Power.

**Annual Membership Meeting**—2:30 p.m. Continental Ballroom, (NCTA Members Only)


**Chairman's Annual Reception**—6 p.m.-7:30 p.m.

**Annual Banquet**—7:30 p.m. Continental Ballroom

**Wednesday, June 25**

**Cablecasting Workshop Session #4: Preparing Advertising Material for Local Origination**—8 a.m. Continental Ballroom, Parlor 1. Moderator: Greg Liptak, Gencoe. Panelists: Mimi Barash, Richard Wiles, both Barash Advertising Inc.


**Thursday, June 26**

**NCTA Board of Directors Meeting**—9 a.m.-noon. Tamalpais Room.
(Continued from page 107)

Boulevard, Culver City, Calif. 90230.
On display will be samples of model
A, D and E clamps, cable spacers and
wiring for CATV systems.
Personnel: George Acker.

Ameco Inc.

Booth 301-302, 330-332

Headquarters: 2949 West Osborn Road,
Phoenix 85002.
Featured will be headend and
distribution equipment, coaxial cable and
two new amplifier types.
Personnel: Bruce Merrill, Gay Kleykamp, Earl Hickman, Doug Turner and Sid Mills.

American Electronic Labs Inc.

Booth 148-149

Headquarters: Box 552, Lansdale, Pa.
19446.
The display will feature a working model of slope and gain control sys-
tems using dual pilot carrier generators for solution of temperature problems in CATV systems.
Personnel: David Biberman, Mordi
dei Weiss, Sam Colodny, Pat Bartol, Max Spector, Marvin Athans and Irving Faye.

American Pamcor Inc.

Booth 328-329

Headquarters: Valley Forge, Pa. 19481.
Shown will be CATV connectors and
splicers, aluminum cable featuring cap-
tivation of center conductor heat-
shrinkage tubing, and submersible splice closures for direct burial.

Ampex Corp.

Booth 324-325

Displayed will be a VTR 5100 black-
and-white record and playback ma-
chine and a 7500 color recorder. Also featured will be a new VTR 7800-16 with color editing, CC-330 black-and-white Plumbicon cameras, CC-324 black-and-white cameras, monitors and
accessories.
Personnel: Bill Murphy, Bob Dressler, Hank Bogardus, Paul Chalhant, George Foster and Bill Carpenter.

Anaconda Electronics Co.

Booth 222-224, 237-238, 252

Headquarters: 1430 South Anaheim
Boulevard, Anaheim, Calif. 92803.
The Sealmatic cable will be on display,
plus new test equipment including
Model 9300 system spectrum an-
alyzer, Model 8903 modulator, 8800
series amplifiers and a line of passive
devices.
Personnel: D. Crist, K. Hollings-
worth, D. Yearick, V. Tarbutton, D.
Nelson, J. Emmick, A. Zimmerman, J.
Hubbell, D. Roberts, G. Rogeness and
A. Shiel.

The Associated Press

Booth 230

Headquarters: 50 Rockefeller Plaza,
New York 10020.
On display will be the new solid-
state Data-Vox 440, an automatic elec-
tronic system for feeding news reports
directly into CATV systems.

Benco Television Corp.

Booth 235-236

Headquarters: 724 Bugbee Street, Jack-
sonville, Fla. 32207.
On display will be CATV headend, distri-
bution and passive devices equipment,
including a completely transistor-
zied headend channel processor,
Benavac Mark II.
Personnel: C. J. Evans, M. W. Town-
send, John Caapon, John Spisar, James L. Spoon and Harry D. Gray.

Blonder-Tongue Laboratories

Booth 102

Headquarters: 9 Alling Street, Newark,
N. J. 07102.
New items on display will include the
BTV solid-state, economy system using
LP45P solid-state and 4661 AC
in-line power supplies, the Dual-Guard
solid-state MCA headend, and the
model 4671 automatic over-voltage pro-
tector model.
Personnel: Isaac S. Blonder, Leon J.
Knize, Michael Adamchak, Raymond
F. St. Louis, Samuel M. Stone, Ray-
mond Makela.

Burnup & Sims Inc.

Booth 167

Headquarters: 2269 Indian Road, West
Palm Beach, Fla. 33402.
Displayed will be a series of pic-
tures of services and scope of the com-
pany along with transparencies showing
different operations.
Personnel: Milton Lewis, Herman
Lawrence and Jim Graham.

CAS Manufacturing

Booth 305-309

Headquarters: 3301 Royalty Row, Ir-
ing, Tex. 75060.
Introduced will be a complete line of
MATV, CCTV, ETV, and CATV
equipment.
Personnel: John Campbell, Preston
Spradlin, Ben Campbell, Bob Welch, Lynn Murlin, Bob Carter, Ray Moore, John Rogerson, Paul Mattern and Don
Parks.

Cascade Electronics Ltd.

Booth 326-327

Headquarters: Electronics Avenue, Port
Moody, B. C.
On new equipment displayed will be the
Unimatic series of trunk-line amplifiers
along with the regular line of CATV
amplifiers directional taps and couplers
and passive devices.
Personnel: George Spencer, R. Pat
Brown, Tom Goodall, Merrill Flynn,
Jerry King, Phillip Allman, Malcolm
Bradshaw, Joe Derocher, Sid Welsh,
Stan McKelvie, Larry Scaber, Gart
Pither, Bud Shepard, Tom Athans, Car-
roll Courtine, Danny Forbes, Don
Larkin, Benny Hammond and Derry
Cook.

Catel Corp.

Booth 513-514

Headquarters: 517 Marine View Ave-
ue, Belmont, Calif. 94002.
On display will be standard line of headend equipment, plus new television
demodulator, FM processor, headend
turn key and antenna site survey serv-
ices.
Personnel: Paul Fung, Jim Hurd, Ralph Calhoun, Clyde Blylevan, Dennis
Williams and Bill Carson.

CATV Marketing Inc.

Booth 515-516, 210

Headquarters: 4265 First Street,
Pleasanton, Calif. 94566.
Services offered include free market-
ing studies, feasibility studies, market-
ing analyses, computer billing programs, consultant services and a service that
comes into the community and sells
CATV to consumer on direct sale
basis, with design promotional material,
design media advertisement exposures
and TV-radio commercials.
Personnel: Lisa Best, Sherri Raap,

110 (SPECIAL REPORT: NCTA Convention Preview)
RCA Vidicons...

First in broadcasting, CCTV, space

RCA invented the Vidicon. So it's only natural that more TV cameras use RCA Vidicons than any other kind. More broadcast cameras. More CCTV units. Now they take off in NASA and ESSA project satellites where there's no margin for error.

Think of that when you replace Vidicons next time. Ask your RCA Industrial Tube Distributor how you can step up with RCA. Step up resolution with separately-connected mesh electrode types. Step up sensitivity by selecting Type II photoconductor types. And step up over-all performance with RCA Vidicons—made in the same plant, with the techniques, controls, and quality assurance checks used to make the Vidicons that gave us our first close-up look at the moon.

RCA Electronic Components | Harrison, N.J. 07029

Use This Short Form Step-Up Selector

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Notes: *types feature separate mesh electrode construction. †indicates Type II photoconductor.

And, RCA has many other types for industrial, commercial, and educational closed circuit TV—such as 4476, 7262A, 7735, 7735A, 8134, and 8573A.

Join the Big Phone-In. Call your RCA Industrial Tube Distributor. He supplies dependable RCA Vidicons—plus technical data in the newly revised catalog CAM-700A.
Donald Opperman, Jeff Marcus, Mark L. Van Loucks, David Cassell, Ken Baker, Don Jones, Gale Newman, Noah Mandell and Bob Mathews.

C-Cor Electronics Inc.

Booth 319

Headquarters: 60 Decibel Road, State College, Pa.

The display will introduce the company's three new high-level concept amplifiers in a thermal case design. Also featured will be the series 100, 200 and 300 amplifiers, the new E-210 line extender and the model 2202 low noise antenna preamp.


Collins Radio Co.

Booth 103-105

Headquarters: Dallas 75207.

Two different microwave video relay systems will be shown—the MW-109E long-haul system featuring IF heterodyne repeater with video drop capacity, and the MW-808D short-haul remodulating system for the CARS band. Microwave test equipment will also be on display.


Jerry Conn & Associates

Booth 407-408

Headquarters: 1070 South Colebrook Avenue, Chambersburg, Pa. 17201.

Trimline Connectors will display new connectors; Altec Laboratories will feature new line extenders and antennas, and passive devices, cable clips and samples of Berkshire cable will also be shown.

Personnel: Arthur Davy, Ralph Logan, Mark Ronald and Jerry Conn.

Craftsman Electronic Products

Booth 256-258

Headquarters: 133 West Seneca Street, Manlius, N. Y. 13104.

New products on display include 25-channel converter, directional taps for dual cable systems, flat response stripline directional coupler, coaxially seized connectors and an underground tap.

Personnel: Daniel N. Mezzalingua, Joe Ostuni, Matt Lysek, Bill Down, Joe Gibbs, Bob Greiner, Ken Siegel, Floyd Vincent and Bob Bird.

Daniels Management Co.

Booth 505

Headquarters: 2930 East Third Avenue, Denver 80206.

Services offered include CATV brokerage, appraising and consulting.

Personnel: Bill Daniels, Alan R. Harmon, Dick Zell, Jerry Buford, Tom Johnson, Bill Ross, John Saeman and Glenn Littlejohn.

Davis Manufacturing

Booth 401-402

Headquarters: 1500 South McLean Boulevard, P. O. Box 1801, Wichita, Kan. 67201.

On display will be 20-4-4 rubber-tired trencher with SP-40 direct burial cable plow attached.

Personnel: David Woolf, Bob Giles and Jim Hansen.

Delta Electronics Ltd.

Booth 406

Headquarters: 70 Ronson Drive, Rexdale, Ont.

Featured will be typical CATV system which will show antenna site equipment, trunk and distribution units and subscriber connection devices. These include a VHF/FM single channel amplifier, model ML66; TC-1 transistorized crystal controlled VHF converter.


Dynair Electronics Inc.

Booth 244-246

Headquarters: 6360 Federal Boulevard, San Diego 92114.

A new TV special effects generator, the Mini-Split SE-260A and the VS-226A switcher/fader will be on display.


Entron Inc.

Booth 107-110

Headquarters: 2141 Industrial Parkway, Silver Spring, Md.

Displayed will be the new line of Spectramax CATV distribution equipment. Also exhibited will be the complete ensemble of main amplifiers and line extender amplifiers, all enced in newly designed cast housings, and all passive devices.


Essex International Inc.

Booths 321-322

Headquarters: 3712 Upper Mt. Vernon Road, Evansville, Ind. 47712.

On display will be new amplifiers, as well as a variety of splitters, taps, switchers and cables.


Fort Worth Tower Co.

Booth 264

Headquarters: 5201 Bridge Street, P. O. Box 8597, Fort Worth 76112.

On display will be towers, reflectors and equipment buildings.


GBC CCTV Corp.

Booth 517-518

Headquarters: 89 Franklin Street, New
York 10011.
The display will feature closed-circuit TV cameras, monitors, lenses, video sensor and the V-F 202 viewfinder camera.

Personnel: Irving Solotoff, Steve Lefkowitz, Harry Lefkowitz.

General Cable Corp.
Booths 517-518

Headquarters: 730 Third Avenue, New York 10017.
Air and foam trunk and distribution cable and drop wires, video pair cable and miniature video cable, cable clamps, aerial lifts, ventilators, heaters and air drying and cable pressuring equipment will be shown.


Gilbert Engineering Co.
Booth 255

Headquarters: 3700 North 36th Avenue, Phoenix 85019.
Along with a full line of coaxial connectors, the display will feature a new line of center conductor connectors and Dynaphone and Ultraphone cables.


Graybar Electric Co.
Booth 304

Headquarters: 420 Lexington Avenue, New York 10017.
On display will be products of various manufacturers of construction material which is primarily used in CATV industry including hardware and fittings for aerial facilities, strand and lashing wire, underground installation equipment, line and hand tools, reels and pedestals.


J. R. Hampton & Associates
Booth 411

Headquarters: 5109 South Newton, Littleton, Colo. 80120.
Demonstrated will be all the equipment necessary to air the firm's cable television bingo program.

Personnel: Jack Hampton, Jim McGuire and John Himes.

Hewlett-Packard
Booth 412

Headquarters: 1501 Page Mill Road, Palo Alto, Calif. 94304.
The new 4920A coaxial cable fault finder will be shown. The 4901A cable fault locator and the 4905A ultrasonic translator detector will also be on display.


HTV Systems Inc.
Booth 266

Headquarters: 10 Monroe Street, East Rochester, N. Y. 14445.
Featured will be the capability for two-way use of coaxial cable, demonstrated by model L20-L amplifier case which houses not only the standard combination trunk and bridging amplifiers for regular VHF band, but also necessary filters and separate amplifier to transmit spectrum from 10 mHz to 40 mHz for auxiliary services.

Personnel: Jim Confeld, Dave Coe and Jack Cauldwell.

International Video Corp.
Booth 113-115, 124-126

Headquarters: 675 Almanor Avenue, Sunnyvale, Calif. 94086.
On display will be IVC-600 low cost, high performance 1" color video-tape recorder; IVC-800 1" helical scan color video-tape recorder; IVC-800 1" color video-tape recorder with electronic editing capabilities; IVC-120, IVC-100 series low cost, high quality broadcast color video camera with external sync generator, and IVC-230 film chain.


Jerrold Electronics Corp.
Booth 201-209, 212-221

Headquarters: 401 Walnut Street, Philadelphia 19106.
The SST simultaneous sweep transmitter will be shown; the FXA4 amplified flexitap and the ASA-260 automatic slope amplifier will also be on display.


Kaiser CATV Corp.
Booth 239-243, 247-251

Headquarters: 2216 West Peoria Avenue, Phoenix 85020.
The Phoenician XR series of extended range CATV distribution equipment will be introduced along with the regular Phoenician line.

Personnel: Robert W. Behringer,

Lindsay Specialty Products Ltd.

Booth 413

Headquarters: 50 Mary Street West, Lindsay, Ont.

On display will be trunk and distribution line amplifiers, directional active taps, Colorflex modular directional multi-taps, trunk line splitters, directional couplers, and the DWP series of directional wall plates. A line of new test equipment and complete lines of passive devices and CATV antennas will also be shown.

Personnel: John Thomas, Frank Pennypacker, David Crowhurst and Mark Beggs.

Microwave Associates Inc.

Booths 501-502


On display will be solid-state microwave relay equipment including the BX series designed for the CARS band.


3M Co.

Booth 112, 127

Headquarters: 3M Center, St. Paul 55101.

On display will be full line of Scotch brand video tapes including both Scotch brand helical scan video tape and Scotch brand quadruplex.

Personnel: Jack Bondus, Hal Jones, Larry Drohman, John Nash and Jerry McCalla.

Modern Talking Picture Service Inc.

Booth 106

Headquarters: 1212 Avenue of the Americas, New York.

On display will be video-tape program material available on a free-loan basis.


Packard Bell Electronics

Booths 320-321

Headquarters: 649 Lawrence Drive, Newbury Park, Calif. 91320.

The new lightweight PB-9100 viewfinder camera, designed for small studios, will be displayed along with the modular Futurama studio console. Also on display will be the PB-9200 viewfinder camera and PB-940 high-resolution camera.


Philips Dodge Electronic Products

Booth 253

Headquarters: P. O. Box 187, North Haven, Conn. 06473.

On display will be full line of foam and air dielectric cables.


Philips Broadcast Equipment Corp.

Booths 503-504

Headquarters: One Philips Parkway, Montvale, N. J.

A local origination system including Plumbicon and vidicon monochrome cameras, remote pan and tilt units, video mixing units and an eight-hour tape cassette system will be shown.


Plastoid Corp.

Booth 259

Headquarters: 42-61 24th Street, Long Island City, N. Y. 11101.

On display will be 59U foam and solid dielectrics, house drop coaxial cables; 59/ and solid dielectrics, house drop coaxial cables with "E-Z" strip integrated messenger, and .412-inch O.D., .500-inch O.D. and .500-inch O.D. solid aluminum sheathed feeder and trunk distribution coaxial cables.

Personnel: Bill Grant, Kerwin McMahon, Martin Sacoda, Victor Burt, Thomas Gibbons and John Strasbourg.

Preformed Line Products Co.

Booth 153

Headquarters: Box 91129, Cleveland 44101.

Products on exhibit include guy-grip dead-ends, splices, telegrips, tele taps, telesplice, false dead-ends, lashing rods and guy guards.

Personnel: Robert D. Skilton.

Pruzan Co.

Booth 313-317

Headquarters: 1963 First Avenue South, Seattle 98134.

Special feature includes a mechanical man called "Whatchamacallit Line-man," a composite of a few of the CATV items stocked by the company.

Personnel: Jack Pruzan, Herbert Pruzan, William Keilwitz, Lloyd Hanna and Ferris Peery.

Quick-Set Inc.

Booth 137-138

Headquarters: 8121 Central Park Avenue, Skokie, Ill. 60076.

On display will be professional lines for closed-circuit television, TV broadcast and electronic instrument positioning equipment including tripods, podestals, table-wall-and-ceiling mounts, dollies, pan and tilt heads, cradle heads and cam heads. New products include #5230 Hercules cam-link head and #7230 Samson cam-link head.


Raytheon Co.

Booths 225-226

Headquarters: 141 Spring Street, Lexington, Mass. 02173.

On display will be the KTR-2A and KTR-3A microwave radio equipment.


RCA Commercial Electronic Systems Division

Booth 130-136, 139-145

Headquarters: Camden, N. J. 08102.

On display will be full line of color and black-and-white cablecasting equipment for local origination, featuring cameras, film systems, control consoles, lighting equipment and video-tape recorders.


RF Systems Inc.

Booth 150

Headquarters: 155 King Street, Cohasset, Mass. 02025.

On display will be a full line of an-
The best way to help yourself.

We don't pretend that all the good things we do are done from the goodness of the heart. What's good for the people we serve is also good for us.

So when we power companies help redesign and rebuild cities, help plan the way the country will live and look and work thirty years from now, or help educate and uplift the young, we do it for a lot of reasons.

We're good businessmen, for one thing. We go all out to make sure people get the low-priced, abundant, reliable electricity they need and want.

But we've also known for a long time that the way to make our business even better is to help improve life for the communities we live in—for you, for us, for everyone.

If that makes us look like good guys, we won't complain.

More than $20 billion for new plants, equipment in next ten years—jobs, opportunity...

Company taxes aid education...

Electricity low-priced, reliable, abundant for better life...

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1271 Ave. of the Americas, N.Y., N.Y. 10020.
tenna equipment including astrosat, parabolic from 20- to -60 feet in diameter, zig-zag antenna and all-band log periodic antenna. Demonstrated will be the application of array techniques to obtain better performance and co-channel rejection.

Personnel: Jim Hayes, Tom Walsh and Albert K. Fowler.

Rohn Communication Facilities Co.

Booth 303

Headquarters: 6718 West Plank Road, P. O. Box 2000, Peoria, Ill. 61601.

On display will be line of CATV-microwave towers, obstruction lighting equipment, microwave passive reflectors and related tower equipment.

Personnel: Dwight Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, Roland Ancitl, Gene Francis and Al Repsum.

Scientific-Atlanta Inc.

Booth 128-129

Headquarters: Box 13654, Atlanta 30324.

On display will be CATV headend systems and equipment such as QCA-7 and QCA-UHF antennas, series 6100 solid-state signal processor, series 6000 preamplifiers, power supplies, power dividers, modulators and demodulators.

Personnel: Tom Smith, Richard Walters, Paul Cooper, Ted Johnson and Andy Latford.

Sigma Industries

Booth 263

Headquarters: 1115 O’Brien Drive, Menlo Park, Calif. 94025.

Featured will be a line of molded enclosures, cas and boots, and various sizes of heat-shrinkable tubing.


Sod-Master

Booth 165

Headquarters: 3456 Washington Avenue North, Minneapolis 55412.

On display will be an accessory to the Pipe Piper model 140 which eliminates vibration of the wire as it is laid.


Spencer-Kennedy Laboratories Inc.

Booth 101

Headquarters: 1360 Soldiers Field Road, Boston 02135.

Featured will be System 18+, automatic level and automatic slope control equipment in conjunction with CASE (Computer-Aided System Evaluation) and model 7224 solid state 12-channel oscillator. Also on display will be dual pilot ALC/ASC trunk-line amplifiers that stabilize level and slope changes year-round and eliminate seasonal station adjustment.

Personnel: S. K. MacNown and R. A. Brooks.

Stromberg-Carlson Corp.

Booth 254

Headquarters: 100 Carlson Road, Rochester, N. Y. 14603.

Information on financing CATV systems will be available.


Superior Continental Corp.

Booths 232-234

Headquarters: Box 489, Hickory, N. C. 28601.

On display will be aerial and buried Coppergard and Alumagard coax, matching coax connectors, buried plant housings, TV equipment and accessory items.


Sylvania Electric Products Inc.

Booth 151-152, 159-160, 168-169

Headquarters: Box 268, Bedford, Mass. 01730.

On exhibit will be new 50,000:1 automatic wide-response light sensitivity TV cameras and a mobile television van.


Systems Engineering Inc.

Booth 147, 164

Headquarters: 804 North Broadway, Sylacauga, Ala. 35150.

The company’s line of CATV antennas will be shown.

Personnel: Mr. & Mrs. Rudy Riley.

Systems Wire & Cable Inc.

Booth 414

Headquarters: 3500 South 30th Street, Phoenix 85040.

Aluminum-sheathed coax cable will be on display.


Tape-Athon Corp.

Booth 161

Headquarters: 523 South Hindry, Inglewood, Calif. 90301.

On exhibit will be Background Music Center for studio use on weather scan channel, and a new system for local origination, capable of injecting commercial ads between music selections.


Teleman Inc.

Booth 116-123

Headquarters: 2275 South West Temple, Salt Lake City 84115.

New equipment on display will include TMC-2100LO television camera, TMP-2500 non-duplication switcher, TMM-203D dolly-up multiplexer, TVI-100 vertical interval data transmission system and Porta-Studio compact video control package. Also featured will be TMM-300 message channel, weather channel '97 automatic time/weather machine with "studio" capabilities and TMF-100 series video test equipment.


Telemat Co.

Booth 403

Headquarters: 185 Dixon Avenue, Amityville, N. Y. 11701.

Introduced will be a new RF modulator and a demodulator suitable for use with base band test equipment. Base band test signals will be displayed along with base band video transmission equipment.


Television Presentations Inc.

Booth 310-312

Headquarters: 375 Park Avenue, New York 10022.

Displayed will be a new CATV home receiver converter, the Gamut 26. A selection of Sterling movies and sample packages of programing will be also

116 (SPECIAL REPORT: NCTA Convention Preview) BROADCASTING, June 23, 1969
Conserve your courage for dealing with your clients:
a tape facility should not be an adventure.
exhibited.

Personnel: Bert Kittay, Ira DeLunen, Alan Cowe, Bob Allan, Patrick Court, Joe Assenheim and Morton Fink.

Television Utilities Corp.

Booth 506

Headquarters: 46-45 Vernon Boulevard, Long Island City, N. Y. 11101.

Featured will be four new local origination packages of equipment designed to provide complete turnkey facilities for local program and commercial originations. Each package will contain TV cameras with rear controlled zoom lenses, tripods or camera pedestals, and a master control station containing a sync generator, line and program monitors, switcher-fader special effects generator and other necessary equipment.

Personnel: Al Jenkins and Anthony Lopez.

Times Wire and Cable Co.

Booth 227-229

Headquarters: 358 Hall Avenue, Wallingford, Conn. 06492.

Featured will be a new low-loss cable, Dynafoam (polystyrene dielectric material).


USM Fastener Co.

Booth 111

Headquarters: 510 River Road, Shelton, Conn. 06484.

Powder-actuated tools for cable fastening will be featured.

Personnel: Lee Taft, John Gray and Donald Hogentogler.

View-All Television Products

Booth 146

Headquarters: 2510 Electronics Drive, Anniston, Ala. 36201.

On display will be full line of passive devices including splitters, transformers and taps.


Vikoa Inc.

Booth 154-158, 170-172

Headquarters: 400 Ninth Street, Hoboken, N. J. 07030.

On display will be Futura series of amplifiers, climatemaster, weathercaster, minicaster, duplomat and complete line of connectors and fittings, cameras and projectors.


Visual Electronics Corp.

Booth 260-262

Headquarters: 356 West 40th Street, New York 10018.

Introduced will be new components for the V7000 TV control system. A rapid cue and master file components system for retrieval and storage of videograph information will also be shown.

Personnel: Jim Tharpe, Carl Wenzinger, Oral Evans, Tony Matteo, John Siso, Salvatore Raya and Frank D'Ascenzo.

Whitney Blake Co.

Booth 231

Headquarters: 1565 Dixwell Avenue, New Haven, Conn. 06514.

A line of coaxial cable will be featured.

Personnel: Dave E. Karrman, Robert Kelsey and James Marth.

International

CKLW-TV seeks ownership relief

With license on the line, station says it must get U.S. ad revenues or be fully subsidized

RKO General’s CKLW-TV Windsor, Ont.-Detroit has asked to be declared exempt from Canadian foreign-ownership rules.

S. C. Ritchie, president and general manager of CKLW-TV, said that although most of the station’s viewers and advertisers were American, CKLW-TV was “an outstanding exception in Canadian broadcasting.” Being one mile from Detroit and surrounded on three sides by U.S. territory, CKLW-TV “protects and reinforces Canadian identity” in the “unique position” of being the Canadian center closest to the U.S.

He said that it had cost Western Ontario Broadcasting Co., the licensee, $3.5 million to operate CKLW-TV in the last fiscal year. Income from all Canadian sources, including the Canadian Broadcasting Corp., amounted to $365,000 while U.S. revenues reached $3 million. He observed that: “These essential relationships—of American revenue being eight or more times Canadian income—have prevailed in years of profit as well as years of loss.”

Despite all the U.S. influence, he stressed, Canadians have “complete operating autonomy” of CKLW-TV.

Mr. Ritchie explained the station’s position at the June hearing of the Canadian Radio-Television Commission in Montreal. He requested a renewal of CKLW-TV’s license and also asked for an exemption from the foreign-ownership requirements.

He said CKLW-TV develops considerable U.S. interest in Canadian institutions and also serves about 300,000 Canadians working in neighboring U.S. areas.

Canadian Broadcasting Corp. programs were shown during “prime viewing time”—from 9:30 p.m. to 11 p.m. —to a potential audience of 917,300 U.S. households and 20,000 households in Canada.

Mr. Ritchie said that CKLW-TV costs and earnings are pegged to the Detroit market simply because of the station’s proximity to the fifth-largest city in the U.S. “Feature films cost CKLW-TV as much as 10 to 20 times more than in similar-size Canadian markets,” he said.

He said a private affiliate in eastern Canada could pay $500 to $1,000 for a film while one in western Canada would pay $300 to $500. “To CKLW-TV,
Jane and her husband have picked both names. If it’s a girl, Sarah. Jonathan, if it’s a boy.

They’ve been putting the finishing touches on the nursery, and they’re very excited about the English pram due for delivery tomorrow. But there’s still a lot to do and buy.

We’re busy too, working in areas whose products will serve their child, and their grandchildren.

From tree farming to firefighting

For instance, we are now in the tree-farming business. Through ITT Rayonier Inc., we supply domestic and foreign industries with the basic raw material, cellulose, that goes into more than 6,000 products—such as rayon and acetate fibers, tire cord, cellophane, photographic film, papers, plastic, and paints.

Rayonier has planted 75 million genetically-improved seedlings, grown in their own nurseries, in one five-year period. In a little more than 20 years these are ready for harvesting. But before then, Rayonier permits the public to come and enjoy these new forests—to camp, fish, hunt, or picnic.

Another of our subsidiaries, Pennsylvania Glass Sand Corporation (PGS), mines a basic raw material, silica sand, used in the manufacture of glass, textiles, detergents, chemicals, adhesives, ceramic housewares and other such products.

From PGS also comes a raw material that’s used in the making of an air-dropped fire retardant, which has saved human lives and millions of dollars in forest reserves.

Under PGS’s management the mining of silica in flatland areas is the first step in the creation of clear lakes and wooded waterfront homesites. In hilly terrain, revegetation with trees and shrubs—even grass seeding—helps keep soil firmly in place as well as restoring the area’s natural beauty.

Changing needs of a changing world

Anticipating future demands of the world economy, we’ve diversified into a truly international corporation with almost 40 percent of our business in the service industries.

In the final analysis it is the profitable businesses like ours that are the source of all funds, through taxes, employment and investments, for making changes for the better—like low-cost housing, satellite communication, superhighways, medicare, fighting crime, the war on poverty, and conservation of natural resources.

ITT and you

Since we are a corporation dedicated to meeting the changing needs of a changing world, we have gone into many diverse fields—from natural-resource conversion to mutual fund management to industrial and commercial controls. (The thermostat in the new nursery carries our General Controls brand name.)

Our dynamic growth contributes toward a better life for you today and the realization of a brighter future for the people of tomorrow.

And that goes for Jane’s great-grandchildren, too!

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.
the cost would be $5,000 to $8,000." And the Windsor station pays "eight to 18 times more" for half-hour syndicated programs—as much as $1,800, he reported.

At CKLW-TV, a one-minute spot costs a U.S. advertiser $650, but the same for the top Detroit station is $2,800. CKLW-TV charges $120 for a one-minute Canadian commercial.

Mr. Ritchie said the station operated at a loss in 1968 and added: "It is demonstrable that a TV station in Windsor must be supported by American advertising or by a Canadian subsidiary. It is not viable otherwise."

In order to retain its license, CKLW-TV must either meet the foreign-ownership requirements or receive an exemption from the rules. A federal order-in-council issued last September forbids foreign control of Canadian broadcasting stations. In the order's simplest terms, foreign control is limited to 20% of voting shares in a Canadian outlet. The CRTC already has told RKO General's AM outlet, CKLW, to drop its American ownership or lose its license (BROADCASTING, April 7). Now the license renewals of CKLW-FM and CKLW-TV are being considered by the regulatory agency.

The CKLW-TV renewal is being opposed by a citizen's group called the Canadian Television Committee. Stanley Soteros, a secondary school teacher and spokesman for the group, said the committee is dissatisfied with the station's local, regional and national programming. He added: "Windsor's present service is not effectively owned and controlled by Canadians, and the service is provided not mainly for the 1.5 million Canadians within the transmitter's influence but rather for the nearby market of nearly 4 million Americans."

The CKLW Employees Group, in a brief supporting the renewal, said "some politicians and would-be politicians" are trying to scuttle CKLW-TV in favor of a publicly owned outlet—"something for nothing." A spokesman for the group, Don Daly, said there has been "a great deal of damage" to the station's image by such persons.

A publicly owned station, it was held, would not only duplicate CKLW-TV's services, but also drain taxes instead of paying them.

The group is made up of the station's 152 full-time employees who decided to appear at the CRTC hearing "free of any employer domination or coercion."

Programers pool resources for color

Two British program companies—Yorkshire Television and Anglia Television, with headquarters in Leeds and Norwich, respectively—have reached an agreement whereby the two companies can cut costs by sharing equipment and other facilities.

The proposed linkup, which is not a merger, is a direct consequence of the increased levy on advertising imposed by the Exchequer, and the heavy capital cost of preparing for color. It is estimated that the outlay for producing color programs is roughly double that of black-and-white production.

A spokesman for the Independent Television Authority said there was no reason why the two companies should not plan ways of achieving sensible economies, but that ITA would want to examine the details before any association was implemented. He added: "Mergers of different independent television companies are not forbidden by government regulations. We are the ones who can allow or forbid them."

It is thought, however, that the ITA would not conceivably encourage a fusion of the separate franchises which Anglia and Yorkshire operate.

Although none of the other program companies have indicated that they might also be embarking on similar arrangements, the Anglia-Yorkshire link-up could well set a precedent. The two companies might choose to combine their program scheduling since both serve neighboring program areas. Together, Yorkshire and Anglia have an audience of some 2.8 million homes along the east coast of England.

Senate okays Mexican treaty

The Senate last week formally ratified the U. S.-Mexican treaty governing those two nations' use of the standard broadcast band. The treaty, hammered out in Mexico late last year (BROADCASTING, Dec. 2, 1968), permits some 260 American daytime-only stations to operate presunrise on Mexican clear channels, and authorizes Mexican daytime-only U. S. channels to operate from sunset to 6 p.m. local time, among other requirements.

Famous Players bidders now total 40

Two major Canadian firms have expressed an interest in buying the communications assets of Famous Players Canadian Corp., according to George Destounis, president of Famous Players. He said that the Canadian Radio-Television Commission will decide which of about 40 offers will be acceptable after the two latest bids are studied and all are submitted to the CRTC.

Famous Players is controlled by Paramount International Films Inc., a subsidiary of Gulf and Western Industries Inc., New York.

In April the CRTC denied the application of Famous Players to transfer shares in its communications interests across Canada to a subsidiary company, Teltron Communications Ltd. The CRTC based its decision on the need to, in its words, safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada. The CRTC said it believed the transfer would not change the effective ownership held by Famous Players.

Famous Players has interests of about 50% in CFCH-TV and CKMI-TV Quebec City and in CCKO-TV Kitchener, Ont. It holds an interest of about 12½% in CHAN-TV Vancouver, B.C. It is a partner or sole owner in 21 cable systems stretching from Montreal to British Columbia.

Most of the communications licenses of Famous Players expire Sept. 1, 1970, and the CRTC has given the company until then to reduce the amount of foreign-controlled investment.

NCK gains $10 million in foreign ad business

Norman, Craig & Kummel last week announced that NCK/Europe has increased its billings by $10 million so far in 1969. New accounts at NCK Ltd., Great Britain, include a consolidation of all brands from Chesebrough-Ponds, several food companies, the Furniture Corp. of Great Britain and two fashion accounts.

Markenwerbung-NCK, Germany, has added Grand Marnier and Deutscher Ring, an insurance company; the International Wool Secretariat has appointed NCK agencies in Denmark, Sweden, Finland and Norway; and Colgate-Palmolive Co. has assigned additional products to NCK agencies in Denmark, France and Germany.

Mr. Ritchie

BROADCASTING, June 23, 1969

120 (INTERNATIONAL)
Median radio '68 profits rose in NAB station survey

The National Association of Broadcasters' annual financial survey of radio stations shows that the median station increased its pretax profit and revenues in 1968.

The report, compiled by NAB's department of broadcast management and based on a nationwide survey of radio stations' revenue and expense figures, shows that the typical station had a pretax profit of $12,700 last year—an 8.74% return on sales. The median station's pretax profit in 1967 was $9,000, or a 6.83% return.

Total revenues increased 10.3%—$145,700 last year compared with $132,100 in 1967—and time sales amounted to $146,600 in 1968 vs. $132,200 the previous year. Of that $146,600, $19,800 was derived from national and regional sales and $126,800 from local advertisers.

Expenses for the median station also increased, according to the report. In 1968 total expenses amounted to $133,000, of which $27,900 accounted for program costs and $21,200 accounted for administrative and general expenses. In 1967, the median station's expenses totaled $123,100, of which $23,600 were program costs and $19,400 were administrative and general expenses.

Responding stations expect an 8.9% increase in revenues in 1969.

Media Horizons plans to go public

The newly formed parent of the licensees of KMEO-AM-FM Phoenix; WRAN Dover, N. J., and WGNY Newburgh, N. Y., is going public.

Media Horizons Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 360,000 class A common shares and 120,000 class B common stock purchase warrants for public sale. The offering is being made in units—three shares and one warrant to a unit—at $30 per unit maximum, and the transaction is being handled through Blair & Co., New York.

Organized in January, the company acquired in May all the capital stock and partnership interests in the licensees of the Phoenix, Dover and Newburgh stations. It has also acquired all the capital stock of United Business Publications Inc., publisher of business and professional periodicals.

Of the net proceeds of the stock sale, $2.75 million will complete the purchase of the publishing company and the balance will be added to working capital.

Media Horizons has 446,145 class A common and 235,000 class B common shares outstanding, which have a combined book value of $1.62 per share. Joel W. Harnett, board chairman and president, and Martin Kenneth Cowan, executive vice president, own 28.6% each of the class B shares and management officials as a group, 74.1%.

Paine Webber offers free stock-market reports

Paine Webber Jackson & Curtis, the brokerage house, this week begins offering a free three-times-a-day stock-market report to radio stations in major markets.

The service is to be provided on an exclusive basis to one station in each area. It will consist of three-minute feeds, available at about 11:45 a.m., 12:45 p.m. and 3:45 p.m. (all EDT). The reports on market news are edited...
from a special series of daily reports written in Paine Webber's New York office and distributed to its 67 U. S. and overseas offices.

The broadcast reports are taped and fed into telephone-answering equipment. Subscribers are given the numbers of a WATS telephone line in New York, and a specific time period in which to call for their individual reports. Paine Webber, which credits itself on each broadcast, also will provide individualized introductions for subscribing stations that wish them.

A spokesman for the brokerage house said it is the only service of its kind being offered nationally by a brokerage firm. "We think we're offering a pretty good service because we can provide financial news exclusively for a station in its own market from where the action is."

Paine Webber has been experimentally providing the service for about 15 stations. A spokesman said some have been using the reports in their entirety—a few with local sponsors—and others have been incorporating highlights within regular news programs. Experiments also are underway with shorter formats.

The spokesman said it is hoped that the service will be picked up by "40 to 50 stations by the end of the year." He said that although the firm is interested primarily in providing it for markets in which Paine Webber has offices, it will be offered to stations in any major city.

Financial notes:

- Filmways Inc., New York, has declared annual dividends of 20 cents per share and 2% stock per share on the company's common stock, both payable Aug. 1 to shareholders of record July 7.

- Lamb Communications, Toledo, Ohio, CATV group operators and owner of WICU-TV Erie, Pa., reported net income of $347,800 or 13.9 cents per share on revenues of $2,199,200 for the fiscal year ended May 31. Shares outstanding totaled 2,494,361. No comparative figures were available because Lamb is shifting its accounting period from a calendar year to a fiscal year basis (Broadcasting, May 5).

- Columbia Pictures Industries Inc. has declared a regular quarterly dividend of 15 cents per share, payable July 15 to stockholders of record June 20.

- Stockholders of Columbia Cable Systems Inc. and International Cablevision Corp. have ratified the 54.5 million merger of International into Columbia Cable. Development of Columbia's newly acquired systems in Vero Beach and Fort Pierce, both Florida, and San Angelo and Ballinger, both

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 June 19</th>
<th>Closing June 23</th>
<th>Closing June 5</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>A</td>
<td>263  1/4</td>
<td>281  1/4</td>
<td>304  1/4</td>
<td>263  1/4</td>
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<td>$ 383,900</td>
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<td>126  1/4</td>
<td>161  1/4</td>
<td>221  1/4</td>
<td>12,101</td>
<td>34,400</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>C</td>
<td>30  1/4</td>
<td>32  1/4</td>
<td>71  1/4</td>
<td>28</td>
<td>574</td>
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<td>D</td>
<td>15  1/4</td>
<td>16  1/4</td>
<td>19  1/4</td>
<td>24  1/4</td>
<td>3,332</td>
<td>65,000</td>
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<td>Cowies Communication</td>
<td>E</td>
<td>1 1/4</td>
<td>1 1/4</td>
<td>14  1/4</td>
<td>17  1/4</td>
<td>12,101</td>
<td>34,400</td>
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<tr>
<td>Fawcett</td>
<td>F</td>
<td>38  1/4</td>
<td>43  1/4</td>
<td>43  1/4</td>
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<td>G</td>
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<td>40  1/4</td>
<td>40  1/4</td>
<td>35  1/4</td>
<td>3,522</td>
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<td>200  1/4</td>
<td>223  1/4</td>
<td>344</td>
<td>204  1/4</td>
<td>17,402</td>
<td>419,800</td>
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<td>12  1/4</td>
<td>9</td>
<td>4,700</td>
<td>14,600</td>
</tr>
<tr>
<td>Lamb Communications</td>
<td>J</td>
<td>200  1/4</td>
<td>223  1/4</td>
<td>344</td>
<td>204  1/4</td>
<td>17,402</td>
<td>419,800</td>
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<tr>
<td>Liberty Corp.</td>
<td>K</td>
<td>161  1/4</td>
<td>164  1/4</td>
<td>234  1/4</td>
<td>151  1/4</td>
<td>7,036</td>
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<td>LIN</td>
<td>L</td>
<td>1 1/4</td>
<td>1 1/4</td>
<td>14  1/4</td>
<td>17  1/4</td>
<td>12,101</td>
<td>34,400</td>
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<td>Meredith Corp</td>
<td>M</td>
<td>48  1/4</td>
<td>51  1/4</td>
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<td>201  1/4</td>
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<td>28,300</td>
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<td>70  1/4</td>
<td>72  1/4</td>
<td>62  1/4</td>
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<td>476,700</td>
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<td>30  1/4</td>
<td>17</td>
<td>2,566</td>
<td>12,700</td>
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<td>Rollins</td>
<td>Q</td>
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<td>30  1/4</td>
<td>7,942</td>
<td>297,800</td>
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<td>30  1/4</td>
<td>32  1/4</td>
<td>38  1/4</td>
<td>29  1/4</td>
<td>1,169</td>
<td>38,600</td>
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<tr>
<td>Storer</td>
<td>S</td>
<td>37  1/4</td>
<td>38  1/4</td>
<td>38  1/4</td>
<td>36  1/4</td>
<td>4,194</td>
<td>163,500</td>
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<td>Time Inc.</td>
<td>T</td>
<td>53  1/4</td>
<td>57  1/4</td>
<td>59  1/4</td>
<td>52  1/4</td>
<td>7,211</td>
<td>454,300</td>
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<td>Wometco</td>
<td>W</td>
<td>20  1/4</td>
<td>22  1/4</td>
<td>23  1/4</td>
<td>19  1/4</td>
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CATV

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<th>Stock Symbol</th>
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<th>Closing June 23</th>
<th>Closing June 5</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>Acomeo</td>
<td>ACO</td>
<td>129  1/4</td>
<td>141  1/4</td>
<td>143  1/4</td>
<td>101  1/4</td>
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<td>$ 15,600</td>
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<td>15</td>
<td>15</td>
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<td>Cable Information Systems</td>
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<td>5</td>
<td>5</td>
<td>3</td>
<td>955</td>
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<td>12</td>
<td>1,000</td>
<td>800</td>
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<td>181  1/4</td>
<td>191  1/4</td>
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<td>164  1/4</td>
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<td>53,400</td>
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<td>808</td>
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<td>4</td>
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<td>18</td>
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<td>10</td>
<td>6</td>
<td>500</td>
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<td>6</td>
<td>5</td>
<td>995</td>
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<td>18</td>
<td>18</td>
<td>12</td>
<td>2,090</td>
<td>36,600</td>
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<td>Vikea</td>
<td>VIK</td>
<td>30  1/4</td>
<td>30  1/4</td>
<td>30  1/4</td>
<td>23  1/4</td>
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<td>381,400</td>
<td>381,400</td>
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</table>
Texas, will cost $1,250,000 and is expected to be completed within a year.

Company reports:

Doyle Dane Bernbach, New York, reported a 4% increase in billings and a 10% gain in net income during the first half of the fiscal year. DDB also declared a quarterly dividend of 22 cents per share, payable July 15 to stockholders of record June 30.

For the six months ended April 30:

<table>
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<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
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<th>Closing June 22</th>
<th>Closing June 26</th>
<th>Closing June 29</th>
<th>Closing June 30</th>
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<td>Columbia Pictures</td>
<td>CPS</td>
<td>N</td>
<td>31</td>
<td>32</td>
<td>341</td>
<td>42</td>
<td>294</td>
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<td>CUC</td>
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<td>11%</td>
<td>121%</td>
<td>24%</td>
<td>10%</td>
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<tr>
<td>Disney</td>
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<td>75%</td>
<td>76</td>
<td>791</td>
<td>865</td>
<td>90%</td>
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<td>FMY</td>
<td>A</td>
<td>28</td>
<td>30%</td>
<td>31%</td>
<td>38%</td>
<td>28</td>
<td>1,079</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O</td>
<td>3%</td>
<td>359</td>
<td>41%</td>
<td>10</td>
<td>3%</td>
<td>666</td>
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<td>Gulf &amp; Western</td>
<td>GW</td>
<td>N</td>
<td>25%</td>
<td>28</td>
<td>293</td>
<td>50%</td>
<td>25%</td>
<td>15,700</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
<td>N</td>
<td>31</td>
<td>31%</td>
<td>32%</td>
<td>35%</td>
<td>31</td>
<td>8,059</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM</td>
<td>N</td>
<td>30%</td>
<td>33%</td>
<td>35</td>
<td>44%</td>
<td>31</td>
<td>5,762</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TA</td>
<td>N</td>
<td>30%</td>
<td>37%</td>
<td>34%</td>
<td>38%</td>
<td>30%</td>
<td>60,937</td>
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<tr>
<td>Trans-Lux</td>
<td>TLX</td>
<td>A</td>
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<td>27%</td>
<td>31</td>
<td>58%</td>
<td>25%</td>
<td>856</td>
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<td>20th Century-Fox</td>
<td>TF</td>
<td>N</td>
<td>23%</td>
<td>25</td>
<td>28%</td>
<td>41%</td>
<td>23%</td>
<td>7,072</td>
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<td>Warner-Reade Organization</td>
<td>O</td>
<td>8%</td>
<td>9%</td>
<td>10</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
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<td>Warner-Sever</td>
<td>WBS</td>
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<td>47%</td>
<td>50%</td>
<td>53</td>
<td>64%</td>
<td>38%</td>
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<td>Werther Corp.</td>
<td>WER</td>
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<td>13</td>
<td>12%</td>
<td>14</td>
<td>22%</td>
<td>13%</td>
<td>1,760</td>
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<td></td>
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<td></td>
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<td></td>
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<td>128,041</td>
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NGC puts fried chicken under its corporate wing

National General Corp., Los Angeles-based diversified company which is heavily engaged in television and movie production, last week announced plans to expand further by entering the fast-food-service business by agreeing to buy 33% of the stock (2.25 million common shares) of Performance Systems Inc., Nashville, for about $25 million.

PSI franchises the nationwide system of retail outlets selling roast beef and fried chicken under the name of country and western singer Minnie Pearl, and also franchises Royal Castle hamburger drive-ins in the Southeast.

NGC is expected to have representation on PSI's board of directors.

PSI earned $3.2 million on revenues of $13.4 million last year.
TIO circulates the Roper report

By direct mail and on-air promotion, it aims at opinion leaders and public

The Television Information Office is currently engaged in two major distribution projects to advance television's standing with the public. One is for opinion leaders; the other is for viewers generally, through their local stations.

TIO is slated to begin today mailings of copies of the latest Roper Research Associates' report on viewer attitudes toward TV—first made public by TIO director Roy Danish at the National Association of Broadcasters convention (BROADCASTING, March 31)—to some 40,000 opinion leaders throughout the U. S.

TIO stations, TIO is distributing—on request—a one-minute color-TV spot, shown in work-print form at the NAB convention, advising viewers that "you have a right to know."

These projects follow within days the launching of a TIO-NAB service that provides stations with weekly spot announcements advising viewers about outstanding programs they could have seen during the preceding week. With the cooperation of the UPI and AP, the announcement copy—in 60-, 30- and 20-second versions—is moved to stations on the AP and UPI broadcast wires during "clear" time in late hours each weekend ("Closed Circuit," June 16).

TIO's printing of the Roper report totaled 65,000 booklets, up 10,000 from the record set with the 1967 study. In addition to the 40,000 to be distributed directly by TIO, smaller lots have been or are expected to be ordered by individual broadcasters, broadcast groups, colleges and religious and other organizations.

One hundred copies will be sent to each TIO sponsor (member) at no charge, and additional copies are available at $12 a hundred to sponsors, $15 a hundred to nonsponsors.

The report, by President Burns W. Roper of the Roper research organization, details results of survey findings showing that, despite widespread attacks against television, viewers still rank it the most believable news medium, consider it their prime source of news, are watching it more and oppose government control of its news coverage.

A slide presentation with highlights of the findings is also being made available to TIO sponsors for use with local organizations.

The 60-second spot being distributed to stations on request depicts TV coverage of moon shots, the war in Vietnam campus riots, political events and the Olympic games and reminds viewers that television "took you there."

The copy emphasizes that "it's television's job to bring you all the news—the bad as well as the good—because your right to know is as old as America itself. The very First Amendment to the Constitution guaranteed freedom of the press—and that means television, too. And a free press enables you to know everything that matters to you—your world, your country, your community.

"That's why television has a special responsibility to cover all the important news, no matter how unpleasant it may be. . . ."

New outlets enter Soap Box competition

More than 70 television and radio stations across the country are sponsoring local runnings of the 32d annual All-American Soap Box Derby, the coaster-car building and racing competition.

New radio sponsors this year are KAYS Hays, Kan.; KJR Seattle, and KREM Spokane, Wash. New television stations include KAYS-TV Hays, Kan.; WLKY-TV Louisville, Ky.; WLCN-TV Knoxville; KIRO-TV Seattle; WSPA-TV Spartansburg, S. C.; KREM-TV Spokane, Wash., and WECT-TV Wilmington, N. C.

Local winners compete for $30,000 in college scholarships during Derby finals held Aug. 23 in Akron, Ohio.

Promotion tips:

Give a damn • Metromedia Inc. and its WNEW-TV New York have won Esquire magazine's 1968 Business in the Arts award. The award honored WNEW-TV's staging, producing, financing and broadcasting of The Harlem Cultural Festival and Metromedia for its support of the Fourth Inter-American Music Festival held in Washington last June. Metromedia was the only broadcaster among 24 winning corporations.

Social contribution awarded • Westinghouse Broadcasting Co. and its ad agency, Dechanty, Kurnit & Geller, New York, have won a Rutgers-Deutsch, Shea & Evans award for 1968 in recognition of product advertising of outstanding social significance. The award was given for an ad on WBC's TV documentary, One Nation, Indivisible, which was titled "Look at this picture. What do you see? The man? Or the Negro?"

Moon shot contest • WABC New York is offering as a prize a trip to Cape Kennedy to witness the lift-off of the Apollo 11 moon shot for the winning family in the station's latest contest. The listeners are asked to submit their suggestions as to what words should be spoken when man first steps on the moon.

Driving the point home • KAZ(TV) Nogales-Tucson, Ariz., is giving 24 carat gold-plated putters to its golfing clients and agencies in a summer promotion. Cards with copy such as, "Thank you for 'putting up' with KAZ," are attached to the putters.

CBS Radio selling itself • CBS Radio has distributed a promotional filmstrip to its affiliates. The 75-frame filmstrip is designed to sell the station locally to agencies and clients, and to be used as a promotional tool in theaters, on television, and with business and civic
organizations.
Free love • WWDG Washington has been dispensing compassion to its listeners for the past five weeks. For the first three weeks 275,000 female callers of "Compassion Line" heard a deep male voice tell them how much WWDG appreciated them. Now needy males are responding even more heavily to a sexy female voice with the same message. Total response has been over 600,000 so far.

Opry's founder honored • The late Judge George D. Hay, founder of the WSM Nashville's Grand Ole Opry in 1925, will be honored at memorial ceremonies July 4 at Forest Lawn Cemetery in Norfolk, Va. The memorial is financed by public contribution and benefit performances by county music performers. Irving B. Hill, general manager, WCMS Norfolk, is chairman of the Hay Memorial Fund.

Cummings to New York • Roy Cummings Inc., Hollywood public relations firm, will open a New York office at 140 East 28th Street, with Arthur Roberts in charge.

Shades of the Bijou • WPHL-TV Philadelphia distributed 10,000 bags of popcorn in downtown Philadelphia to illustrate its promotional theme: "Movies so new, you still smell the popcorn." The theme, being coordinated with newspaper and taxi-top ads, promoted the station's May prime-time movie schedule.

School days • In an effort to whet the appetite of high-school students for a career in broadcasting, 28 journalism students from local high schools are working at KOLN-TV Lincoln, Neb., in all departments for four weeks this summer. To lure the students into choosing broadcasting as a profession, the students will write news stories and promotion copy, work in the studios, and make client calls with KOLN-TV salesmen.

Fates & Fortunes

Broadcast advertising

Gerald B. Baldwin, broadcast supervisor-media relations, Young & Rubicam, New York, named VP.

Suzanne Masterson, account executive at KFOG (FM) San Francisco, appointed sales manager.

Robert E. Johnson, account manager, BBDO, New York, joins Benton & Bowles there as executive VP and director of creative services.

Roberta Bowen, copy supervisor; Philip M. Tocantins, account supervisor; M. Lawrence Light, senior associate research director, all elected VP's, BBDO, New York.

Burton Wanetik, formerly with NBC Radio, New York, joins Herbert Arthur Morris Advertising Inc. there as VP and director of marketing.

Leon Olshever, management supervisor, Max Factor account, Carson/Roberts/Inc., Los Angeles, named VP and elected to executive committee of agency.

Larry Gershman, manager, eastern office, NBC Television Spot Sales, New York, appointed sales manager, WNBC-TV there.

Charles Estlick, local sales manager, WOAI-TV San Antonio, Tex., appointed sales manager, Dallas office, Avco Radio and Television Sales Inc.

William H. Lucas, VP and account supervisor, RCA Records account, Grey Advertising, New York, joins RCA Records there as advertising and sales promotion manager.

John Torrey, TV program coordinator, WFBA-TV Dallas-Fort Worth, appointed sales service manager.

John J. Kane, VP-sales and marketing, Chicago & North Western Railway, Chicago, joins RCA, New York, as staff VP, product and market planning.

Dick Evans, account executive, KNWE Oakland, Calif., appointed local sales manager.

George Andrick, regional sales manager, WSAS-TV Huntingdon, Va., appointed general sales manager.

Edward M. Schultz, marketing director, Gillette Toiletries, Boston, named VP-marketing.

Joe Conway, VP and general manager, Storer's WIBA Philadelphia, named VP, national sales, Storer Broadcasting Co. Radio Division.

Wilson Fieldhouse, senior producer and copy group head, J. Walter Thompson, advertising and promotion director, STP Corp., Des Plaines, Ill., join Zimmer-McClaskey-Lewis Inc., Louisville, Ky., as supervisors, creative department.

Jerry Robertson, senior illustrator, U.S. Army joint command group, Vietnam, joins agency as art director.

Samuel H. Patterson Jr., promotion manager, Architectural Record magazine, New York, becomes merchandising manager for four ABC Radio networks there.

Edna M. Elwell, sales service manager, ABC Radio, New York, appointed to new position of sales administrator.

Richard Riker, order processing manager, appointed to new position of sales control manager. Carol Davis succeeds Mr. Riker as order processing manager.

Mr. Baldwin

Mr. Gershman

Mr. Reichel

Mr. Kwock

Mr. Lucas

Mr. Torrey

Donald L. Miller, VP, Campbell-Ewald Co., Detroit, appointed broadcast director for special projects.

John E. Cholakis, with Lois Holland Callaway, New York, joins Kenyon & Eckhardt there as senior television producer.

Marvin Katzman, data processing manager, Grey Advertising Inc., New York, named VP-data processing.

Larry Cooper, special assistant to general manager, WKBS-TV Philadelphia, joins J. M. Korn & Son Inc., there as VP-radio and TV.

Herb S. Brigin, account executive, KSFO San Francisco, joins KVT Seattle, as sales manager. Both are Golden West Broadcasters stations.

David F. Strube, with Avco Radio Television Sales Inc., New York, joins WWJ-TV Detroit, as sales manager.

James L. Hicks, formerly with Barickman & Sellers Advertising, Kansas City, Mo., joins Campbell-Ewald Co., Detroit, as broadcast producer and art director.

George W. Bamberger, senior VP, Earle Luddin Co., Chicago, named VP for sales and marketing, Booth Fisheries Division, Consolidated Foods Corp., there.

J. Robb McPherson III, account ex-
Robert account director. Chicago, joins executive, Sullivan, Stauffer, Colwell standards manager, NBC New York, Percy (Wij) Smith, formerly advertising standards manager, NBC New York, Patrick Communications International / Marketing-Patrick 126 William Cleveland, appointed general manager. Jules Bishop, appointed president, Comlab erations, Audience Studios Inc., Hollywood-Marilyn Beaudry, as Nowak WFBL national sales Scott and Madison Metro TV art N. Y., education Designs, New York, joins Dun- manager. KITE -AM manager of FM Laurinburg, Both are Reginald Martin, VP and general manager, wsdp Toledo, Ohio, named VP and general manager, wchs Miami. Both are Storer stations. Robert E. Pickett Jr., VP-station manager, weew Washington, N. C., joins Curtis Radio Group as group VP and VP-general manager, wewo and wsts FM Laurinburg, N. C. David G. Scribner, VP and general manager of Doubleday Broadcasting’s KITE-AM-FM Terrel Hills-San Antonio, Tex., named president, Doubleday Broadcasting, New York (group owner). Bill Hill, general manager, kfmt(TV) Beaumont, Tex., also named VP. Jules Blum, general sales manager, WJW Cleveland, appointed general manager. William L. Pope, manager, kral Raw- Reeves sets up new production division Reeves Telecom Corp., New York has combined Reeves Sound Studios, Reeves Video Division and Actron Corp. into Reeves Production Services Division. Executives of new division will be Bruce R. Lang, president, who was formerly assistant to the president, Reeves Telecom; John F. Vorisek, executive vice president, operations, and previously president, Reeves Sound Studios; E. Grey Hodges, senior vice president, marketing, and formerly acting general manager, Reeves Video Division, and John H. Barwick, senior vice president, and earlier, president, Actron Corp.

Programing
We helped build America. Now we keep it moving.

Santa Fe, in its 101st year is moving toward new ways to serve America's growing need for faster and more efficient distribution methods. Talk about fast service. We give you "Super C", the world's fastest freight train. Now running as a market-tester for Piggy-Back and container cargos between Chicago, Kansas City and Southern California.

Talk about communications. Our microwave network and data center uses third-generation computers to keep constant control of car movements, and to help develop new methods that serve you better.

How about capital expenditures? During 1969, we're spending $190 million for new equipment, modernization of facilities and development of new projects. For our equipment fleet we are acquiring 2,600 new freight cars, 90 high horsepower diesels, 25 remote locomotive control units, 1,263 vans for highway and Piggy-Back service, along with other vehicles.

We're completing a multi-million dollar expansion of our automated freight classification terminal at Kansas City. We're expanding diesel shops, Piggy-Back and automobile handling facilities for Chicago, Texas and California.

Other major improvements include the replacement of 417 track miles with continuously welded rail and the construction of a 31-mile spur track to serve new sulphur deposits in West Texas.

And we're constructing 2,000 miles of Gulf Central Pipeline to transport anhydrous ammonia from producing areas of Louisiana to the farmlands of central U.S.A.

We want to serve you better, no matter how you want to ship: by rail, by highway, Piggy-Back or container, and by pipeline. And through industrial development, we can provide plant sites across 13,000 miles of one of the fastest growing sections of the U.S.A.

We helped build America. Now we keep it moving.

C. Wheeler Coberly Jr., business affairs manager, 20th Century-Fox Television, Los Angeles, appointed business affairs director.


Henry F. Tanner, VP, merchandising division, Pepper & Tanner Inc., Memphis, named senior VP.

Gary Corry, formerly with WUBE Cincinnati, joins WXLI Atlanta as program director.

Alan Mitchell, executive producer, WIND Chicago, joins WQWO Fort Wayne, Ind., as program manager. Both are Westinghouse stations.

Jay Mitchell, formerly with WGL Babylon, N. Y., joins WHRF Riverhead, N. Y., as program director.

News

Robert Rodwin, foreign TV assignment editor, ABC News, New York, appointed manager, ABC Daily Electronic Feed, network's newsfilm syndication service there.


Donald Wayne, news and sports reporter, WQVI Wheeling, W. Va., appointed news director.

Hugh Morgan, newscaster, formerly with WINS, WNEW and WXIF, all New York, joins WNNC there in same capacity.

Glen Broman, public affairs specialist, Kennedy Space Center, joins WFYTV(AM) Orlando, Fla., as news director.

Stan Dale, WLS Chicago, joins news staff of WCFL there.


Frank Ashby, newscaster-sports director, KHTY Houston, joins KTAR-AM-FM-TV Phoenix, as newscaster.

Richard O. Bieser, assignment editor, Cox Broadcasting's WHQA-AM-FM-TV Dayton, Ohio, named news director. He succeeds Thomas Frawley, who will head group's new Washington news bureau. (Broadcasting, June 16).

Roger D. Priest, Central Catholic high school, Lafayette, Ind., joins WBAI there as news director.

Michael D. Vandevere, newsman, WFEI-TV Evansville, Ind., appointed news director.

Bruce B. Bakke, Iowa news editor and Des Moines bureau manager, UPI, appointed assistant news director, UPI, New York. He is succeeded by Larry J. Fruehling, formerly assistant bureau manager.

Ken Malden, promotion manager, WGBS Miami, appointed sports director.

William Paine, with KMIZ and KMBR (FM) Kansas City, Mo., joins WIP Philadelphia, as newscaster.

Mort L. Rosenblum, AP correspondent, Kinshasa, the Congo, appointed chief, Lagos, Nigeria bureau. He succeeds Arnold Zeitlin, transferred to Asia.

Euan Stace, London AP Bureau, appointed to fill Kinshasa post.

Ted Dooley, program manager, KCRA-TV Sacramento, Calif., appointed sales director-KCRA news features, in newly formed division for marketing of program output. Phil Boyer, production manager, appointed program-promotion manager.

Promotion

Zel Levin, general manager, WWHO-AM-FM Woonsocket, R. I., resigns to enter PR field.

Gerald Bentley, formerly community affairs manager, Philco Ford Corp., Philadelphia, joins WYNE-TV New York, as publicity administrator.

Thomas E. Wilson joins National Cable Television Association, Washington, as public relations staff assistant.

Wayne Carlstrand, formerly public relations director, Dallas Symphony Orchestra, and press representative, Los Angeles Philharmonic and Hollywood Bowl, joins noncommercial KSET-TV Los Angeles, as member of PR staff.

David W. Elmore, sales and promotion writer, KGO-TV San Francisco, joins WCBS-TV New York, as senior press representative.

Engineering & equipment

Ogden Prestholdt, engineering director, CBS Radio, New York, joins A. D. Ring and Associates, Washington, as partner. He is succeeded by Ralph E. Green, director of operations, WCFB-AM-FM there.

Robert W. Burton, VP and general manager, Times Wire and Cable Co., Wallingford, Conn., named president.


Dr. William M. Webster, staff VP, RCA Laboratories, Princeton, N. J., elected VP of RCA Corp.

Henry S. Roller, systems sales manager, CondonCorp., Ann Arbor, Mich., joins VTR division, Sony Corp. of America, Video Products, as central region government marketing representative.

Allied fields


F. Martin Kuhn, senior editor Broadcasting, Washington, joins staff of Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee.

Lillian Brown, director of radio-TV programming, office of development and university relations, The American University, Washington, appointed director, university broadcast center.

Deaths

Charles L. Murn, 57, VP and general manager, WEEE Renselaer, N. Y., died June 7, of heart attack. Mr. Murn is survived by his wife, Helen, and one son.

Miss Phil Stone, 51, news director for KCMJ Palm Springs, Calif., died June 7 in Palm Springs of lung cancer.

Mrs. George S. Carr, 49, media director with Lee Keeler Advertising Agency, Philadelphia, died June 9 in Philadelphia. She is survived by her husband, George, son and daughter.

Edgar R. Baker Jr., 48, VP and director of corporate development, Time Inc., New York, died June 11 in New York, after attack of acute infectious hepatitis. In development post since 1966, Mr. Baker aided in Time's expanded interests in radio and television. He joined Time in 1944 and two years later was named general manager of Time-Life International. Mr. Baker is survived by his wife, Alice.

Eugene Webb, 68, former art director for New York and Connecticut advertising agencies, died June 13 in Marlton, N. J., appointed President, Ted Sommers Inc., Fairfield, Conn. He is survived by his wife and two sons.

BROADCASTING, June 23, 1969
As compiled by Broadcasting, June 11 through June 18 and based on filings, authorizations and other FCC actions.


New TV stations

Actions on motions


New AM stations

Other actions

- Review board in Boynton Beach, Fla. AM proceeding, Docs. 18362, granted petition for extension of time filed June 16 by Boynton Community Service Inc. and Radio Boynton Broadcasting Inc., extended time to June 16 to file responsive pleadings to petition for reconsideration filed by Bernard Rapport (WGTI-TV) (Docs. 18522-3). Action June 17.


Actions on motions


- Hearing Examiner James F. Tierney in Jacksonville, Fla., petition for reconsideration (WGTI-TV) to reflect data relating to the initial hearing examiner's order following conference of May 20 (Docs. 18362-6). Action June 11.

- Hearing Examiner Charles J. Frederick in Louisville, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, reopened report and granted petitions by Two Rivers Broadcasting Co. for reconsideration of decision to reflect actual and potential changes in ownership percentages of broadcasting company with whom Paul G. Fyffe is affiliated, and again closed record (Docs. 18525-6). Action June 12.

- Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vance Plate. Radio New Jersey, Mid-State Broadcasting Co. Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.). AM proceeding, reopened record and granted petition for leave to amend and to file further petitions for leave to amend will be entertained after July 8; scheduled further hearing conference for July 24 and continued hearing to Sept. 3 (Docs. 18523-3, 18526-7). Action June 10.


- Hearing Examiner David I. Krausbaehr in initial decision recommended denial of application for Broadcasting Inc. for CP for new class II AM on 1190 kc in Kansas City, Mo., with 250 w and with 1 kw (Docs. 18362-6). Action June 13.


- Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris Inc.). AM proceeding, granted petition by Farnell O'Quinn for leave to amend and application to reflect that Eugene Rogers of Dodge county, Ga., has formed a partnership with O'Quinn for purpose of establishing, operating and managing proposed Statesboro station, which is basis for O'Quinn application (Docs. 17722, 18395). Action June 17.

- Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina

| KQG-357-8, KQ-7035, KD-1174, KQJ-27 and KK-6698. Charleston, S.C. Huntington, Williamstown and Charleston, all West Virginia; and Martinsville, Va. —Broadcast Bureau granted mod. of licenses to change name to Reeves Television Corp. Action June 11. |

| Actions on motions. |


| New AM stations. |

| Other actions. |

| Review board in Boynton Beach, Fla. AM proceeding, Docs. 18362, granted petition for extension of time filed June 16 by Boynton Community Service Inc. and Radio Boynton Broadcasting Inc., extended time to June 16 to file responsive pleadings to petition for reconsideration filed by Bernard Rapport (WGTI-TV) (Docs. 18522-3). Action June 17. |

| Call letter applications. |


| KFCTV Broadcasting Co., Ft. Smith, Ark. Requests KNCSTV. |

| Existing TV stations. |

| Application. |

| KLKR (TV) Oklahoma City—Requests CP to replace expired permit: changes in ant. system, decrease height. Action June 16. |

| Final actions. |

| WPKF-TV Louisville, Ky.—Broadcast Bureau granted CP to change ERP to 263 kw vis. 46.8 kw aur.: ant. height to 88 ft.; change type trans., and type ant.; make changes in ant. structure. Action June 16. |

| WKYN-TV Springfield, Mo.—Broadcast Bureau granted CP to change ERP to 1000 kw vis. 194 kw aur.; change type trans., type ant.; ant. height to 1000 ft. Action June 10. |

| WEXTV-TV Wilmington, N.C.—Broadcast Bureau granted CP to install main trans. at main trans. and ant. location. Action June 10. |

| KMEC-TV Dallas—Broadcast Bureau granted mod. of CP to change name to Evans Broadcasting Corp. Action June 10. |

| WUSN-TV WHTN-TV W75AG N11AM. |
Call letter actions
- Webster County Broadcasting Co., Marshall, Mo. Granted KEMM.
- David Ortiz Radio Corp., Cabo Rojo, P. R. Granted WKEM.

Existing AM stations

Final actions
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KSCK, Port Hueneme, Calif. to Aug. 15; WDPN, Panama City, Fla. to Nov. 21; KHEY El Paso, Tex. to Dec. 25; KWSU Pullman, Wash. to Sept. 10. Actions June 9.
- Broadcast Bureau granted mod. of CP's to change station location for following stations: KSCS Santa Cruz, Calif. to Oct 7; WOWJ, Naugatuck, Conn. to Sept. 30; WJZ, Southfield, Mich. to July 15. Actions June 9.
- WFXI Huntsville, Ala. to Broadcast Bureau granted license covering change in auxiliary trans. location. Action June 10.
- KWUN Concord, Calif. to Broadcast Bureau granted mod. of license covering change in auxiliary trans. location. Action June 10.
- KJST, Texas: Broadcast Bureau granted license to change station location from 1430 kc. to 1440 kc. Action June 10.
- WKMZ Lake Worth, Fla. to Broadcast Bureau granted license to change from 1380 kc. to 1385 kc. Action June 9.
- WGCH Greenwich, Conn. to Broadcast Bureau granted license to change from 1230 kc. to 1240 kc. Action June 10.
- KUZI, Carry, Okla. to Broadcast Bureau granted license to change from 1270 kc. to 1280 kc. Action June 10.
- WCMR Pawtucket, R. I. to Broadcast Bureau granted license to change from 1520 kc. to 1510 kc. Action June 10.
- WMCN, Miami, Fla. to Broadcast Bureau granted license to change from 1450 kc. to 1450 kc. Action June 10.
- WSMG, Marshalltown, Iowa. to Broadcast Bureau granted license to change from 1190 kc. to 1190 kc. Action June 10.
- WQOY, West Palm Beach, Fla. to Broadcast Bureau notified of apparent liability forfeiture of $14,000 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 10.
- KONA Kealakekua, Hawaii to FCC notified of apparent liability forfeiture of $85 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 10.
- KZEL Eugene, Ore. to FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KRVN Portland, Ore. to FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KWRC Woodburn, Ore. to FCC notified of apparent liability forfeiture of $200 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KROD Lakewood, Wash. to FCC notified of apparent liability forfeiture of $200 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KTWU-MF Seattle, Wash. to FCC notified of apparent liability forfeiture of $25 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KTEL Walla Walla, Wash. to FCC notified of apparent liability forfeiture of $25 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KQOT Yakima, Wash. to FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KUFI Yakima, Wash. to FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file an application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

New FM stations

Applications
- Sun City, Ariz.—Alvin L. Kornfeld seeks 106.3 mc. 3 kw. Ant. height above average terrain. 10K-F 85, P.O. Box 717, Eastway, Tucson, Ariz. 85701. Estimated construction cost: $1,239. First year operating cost $108; revenue $62,000. Principals: Mr. Kornfeld owns 95% of KETF Tucson, and is applicant for AM's at Tucson and Albuquerque, N. M. Ann. June 11.
- Sacramento, Calif.—Hot Air Radio seeks 95.3 mc. 3 kw. Ant. height above average terrain. 10O-F 85, P.O. Box 717, Eastway, Tucson, Ariz. 85701. Estimated construction cost: $13,950. First year operating cost $10,490; revenue: $52,000. Principals: Mr. Kornfeld owns 95% of KFWM-FM (Riverside, Calif. Mr. Crothers is electronic technician for missile systems. Ann. June 12.
- Elsah, Ill.—Principals seek 90.5 mc. 10 kw. P.O. address: 12021 Clayton Road, St. Louis, Mo. 63131. Estimated construction cost: $8, 100; revenue: $18,300. Principals: Chester, Coleman (70%), Frank C. and M. Crothers (30%). Mr. Crothers is electronic technician for missile systems. Ann. June 12.
- International Falls, Minn.—Rain River Broadcasting Co., Inc. seek 107.7 mc. 10 kw. P.O. address: c/o Wallace A. Simpson, Highway and 13th Street, International Falls, Minn. Estimated construction cost: $14,000; first year operating cost $1,500; revenue none. Principals: Minnesota State Junior College
### COMMERCIAL RADIO ENGINEERS

**JANSKY & BAILEY**  
Consulting Engineers  
1812 K St., N.W.  
Washington, D.C. 20006  
(202) 783-6400  
Member AFCCE

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg.  
Washington, D.C. 20004  
Telephone District 7-1205  
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**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
930 Warner Bldg. National 8-7757  
Washington, D.C. 20004  
Member AFCCE

**COMMERCIAL RADIO EQUIPMENT CO.**  
Everett L. Dillard, Gen. Mgr.  
Edwin F. Lontz, Chief Eng.  
1310 P.R. PRUDENTIAL BLDG.  
Washington, D.C. 20005  
Member AFCCE

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**WALTER F. KEAN**  
CONSULTING RADIO ENGINEERS  
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**HAMMETT & EDISON**  
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Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
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Suite 716, Associations Bldg.  
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634-9538  
632-2821

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A/C 803 723-4175

**TERRELL W. KIRKSEY**  
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5210 Avenue F  
Austin, Texas 78751  
(512) 454-7014

**ORRIN W. TOWNER**  
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Anchorage, Kentucky 40223  
(502) 245-4673

**COMMERICAL RADIO ENGINEERING**  
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Cambridge, Mass. 02138  
Phone (617) 876-2810

**CAMBRIDGE CRYSTALS**  
PRECISION FREQUENCY  
MEASURING SERVICE  
SPECIALISTS FOR: AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass. 02138  
(812) 533-1661

**PAUL DEAN FORD**  
Broadcast Engineering Consultant  
Rte. 2, Box 39  
West Terre Haute, Indiana 47885  
(812) 533-1661

**JOHN B. HEFFELFINGER**  
CONSULTING ENGINEERS  
TELEVISION AND RADIO ENGINEERING CONSULTANTS  
172 Industrial Road  
San Carlos, California 94070  
(415) 592-1394

**A. E. Towne Assoc.s., Inc.**  
CONSULTING ENGINEERS  
TELEVISION AND RADIO ENGINEERING CONSULTANTS  
172 Industrial Road  
San Carlos, California 94070  
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**SILLIMAN, MOFFET & KOWALSKI**  
711 14th St., N.W.  
Republic 7-6646  
Washington, D.C. 20005  
Member AFCCE

**BROADCASTING, June 23, 1969**
Station boxscore
Compiled by BROADCASTING, June 18, 1969

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<tr>
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Summary of broadcasting
Compiled by FCC, June 2, 1969

### Commercial

- **AM**: 4,244 CP's on air (new stations)
- **FM**: 2,630 CP's on air (new stations)
- **TV**: 2,000 CP's on air (new stations)
- **TV-UHF**: 506 CP's on air (new stations)
- **TV-AMF**: 126 CP's on air (new stations)
- **Educational**: 864 CP's on air (new stations)
- **TV-VHF**: 71 CP's on air (new stations)
- **TV-UHF**: 88 CP's on air (new stations)

- **Total licenses granted**: 11,574
- **Total authorized stations**: 12,624

### Educational

- **AM**: 4,244 CP's on air (new stations)
- **FM**: 2,630 CP's on air (new stations)
- **TV**: 2,000 CP's on air (new stations)
- **TV-UHF**: 506 CP's on air (new stations)
- **TV-AMF**: 126 CP's on air (new stations)
- **Educational**: 864 CP's on air (new stations)
- **TV-VHF**: 71 CP's on air (new stations)
- **TV-UHF**: 88 CP's on air (new stations)

- **Total licenses granted**: 11,574
- **Total authorized stations**: 12,624

### Licenses deleted

- **School**: 1
- **Commercial**: 0
- **Educational**: 0

### Summary

- **Total CP's deleted**: 0

- **Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's**
- **Includes two commercial FM operating with STA**
- **Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.**

### Board of Directors

- **Chairman**: Bishop James Shannon, president, c/o Charles W. Brown, Ann. Univ., Miss.
- **Vice-Chairman**: Rev. James Fosston, Jr., president, Georgia Tech. Ann., Ohio.
- **Secretary**: Bishop Basil Wilkerson, president, Wake Forest, N.C.
- **Treasurer**: Bishop John M. Donahue, president, Miami University, Ohio.
- **General Manager**: Bishop William C. Fosston, Jr., president, University of Georgia, Athens, Ga.
- **General Counsel**: Bishop Jay Burns, president, University of Michigan, Ann Arbor, Michigan.
- **Assistant Secretary**: Rev. Thomas H. Donahue, president, University of Georgia, Athens, Ga.
- **Assistant Treasurer**: Bishop Basil Wilkerson, president, Wake Forest, N.C.
- **Assistant General Manager**: Bishop John M. Donahue, president, Miami University, Ohio.
- **Assistant General Counsel**: Bishop William C. Fosston, Jr., president, University of Georgia, Athens, Ga.

### Existing FM stations

### Final actions

- **Broadcast Bureau granted CP to extend complete petitions for dates for: KGMR-FM Jacksonville, Ark., to Sept. 29; WKAO-FM El Centro, Calif., to Dec. 31; KAVX-FM Montpelier, Idaho, to Aug. 15; WMPF-FM Wilminton, Del., to Sept. 19; WABQ-FM Jersey City, N.J., to Aug. 15; WPOL-FM Pontiac, Ill., to Aug. 31; WMFM-FM Highland Park, Ill., to Aug. 15; KMTF-FM Minot, N.D., to Dec. 25; WMRF-FM Stratfords, Ohio, to Sept. 4; Actions June 10.**

- **New FM stations**

- **KMEO-FM Phoenix—Broadcast Bureau granted CP to install new trans.; make changes in ant. system; ERP 100 kW; and remote control permitted. Action June 9.**

- **KLQH-FM Long Beach Calif.—Broadcast Bureau granted CP to operate with new trans.; change ERP to 50 kW; and remote control permitted. Action June 9.**

- **Augusta College, Augusta, Ga.—Broadcast Bureau granted CP to change trans.; change ant. type and make changes in ant. system; ERP 61 kW. Action June 10.**

- **WTTV-FM Bloomington, Ind.—Broadcast Bureau granted CP to make changes. Action June 16.**

- **WCHD-FM Detroit—Broadcast Bureau granted CP to change ant. trans., location to 278 East Forest, Detroit; change type trans.; change type ant.; ERP 300 ft.; remote control permitted. Action June 9.**

- **WGPR-FM Detroit—Broadcast Bureau granted CP to install new ant. ERP 50 kW; and weight of weight. Action June 10.**

- **WSWFM-FM East Lansing, Mich.—Broadcast Bureau granted CP to change ERP to 110 kW. Action June 10.**

- **WHBI-FM Newark, N.J.—Broadcast Bureau granted CP to change ERP to 110 kW. Action June 10.**

- **WADIB-FM Point Pleasant, N.J.—Broadcast Bureau granted CP to change fair for 41 kc (retain 67 kc). Action June 10.**

- **KLU—FM Junior, N.J.—Broadcast Bureau granted CP to install new antennas. Action June 10.**

- **KLU—FM Junior, N.J.—Broadcast Bureau granted CP to install new antennas. Action June 10.**

(Continued on page 139)
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situation WANTED 25¢ per word—$2.00 minimum.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. For reply remittance separately, addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—$2.00 minimum.

Deadline for copy must be received by Monday for publication next Monday. Display ads $250.00 per inch, 5th or over billed at run-of-book rate.—Statements for Sales, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commissions only on display space. All other classifications 35¢ per word—$4.00 minimum.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted—Management

Here is an outstanding opportunity to be Manager of News and Community Programming of a major radio station.

The position requires a broad knowledge of sales, promotions and training required. Send complete resume and salary requirements to Box F-239, BROADCASTING.

General Manager familiar with Rochester, Buffalo, Erie. Salary and incentive. Immediate opening. Reply Box F-241, BROADCASTING.

Experienced sales manager, capable of assuming future general manager position, with solid expanding radio group, northeastern market. Thorough knowledge of sales, promotions and training required. Send complete resume and salary requirements to Box F-214, BROADCASTING.

Assistant manager who can manage! Must possess drive, leadership, and ambition. Must have a minimum of one year's experience. Send resume to box number one since 1962. Young, ambitious salesmen sought for new transmitter site. Constructing exclusive stereo FM. SAC—Farmington, Conn. Grow with KWMN-AM-FM-SAC, Pocatello, Idaho.

Midwest sales manager. We need a knowledgeable broadcast executive who can effectively represent our consulting service to Midwest TV and radio station owners. This opening is in the territory that includes Illinois, Wisconsin, Indiana and Michigan and Texas. Starting salary should be determined on a weekly basis. Our services include "Executive Search" and "Traffic Survey". Considerable broadcast experience of broadcast programming for clients, and evaluation of station personnel. Qualifications must include an understanding of substantial experience in every phase of station operation, and ability in problem solving. Candidates should possess a college degree and have a strong desire to become a valuable addition to our Midwest sales team. Base salary of $18,000 plus liberal commission arrangement. Total earnings will exceed $25,000 first year. Stock options available for right man. Call Ron Curtis, President, Nationwide Management Consultants: 312-337-5318.

Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses, ideal climate, ideal working conditions. Immediate opening. Contact Box F-236, BROADCASTING.

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Lower midwest AM-FM wants experienced time salesman for opening of new other duty: Engineering, sports, news, sales, management. Opportunity unlimited. Box F-266, BROADCASTING.

Salesmen—Hartford, Connecticut. If you're the kind of guy who 'd like to pound the streets daily, you're already $200 plus, within a year's time, to move into management. We are a young group, presently owning three stations, and looking for an ambitious, intelligent effort to be close with for interview. Call Mike Schwartz, 413-525-4141.

Small market salesman-eager to move up to top 50 market! Top-notch sales incentive, sensitive family man! Call me today! Ron Tobin, 219-844-1230.

Announcers

First Class License, Chicago. Permanent. Immediate All details, requirements, first letter please. Box D-156, BROADCASTING.

KWIR Radio, survey rated #1 in Pocatello, Idaho, is expanding its format. Need Morning Disc Jockey to help with play-by-play sports. Will work under our sports director who is official sportscaster for ISU Bengals. Adult board shift daily plus high school games and morning shifts. Must have expertise in racing, golf. KWIR is recognized leader in our area so you must have talent. Send resume and tape with first letter. No phone calls. Box F-159, BROADCASTING.

Announcers continued

Wanted—Bright, fast paced morning man for #1 rock station in south Florida. P.O. now in this slot with biggest numbers in station history. If you can fit my description, please contact me at the strongest on production. No straight time. Throw me tape and resume to Box F-160, BROADCASTING.

First phone announcer needed immediately at pro-grass, high power, Maryland AM-FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunities. Will tape, resume and photo to Box F-176, BROADCASTING.

Established small market AM-FM in N. J. needs staff announcer. Good starting rate and fringe benefits. Send tape and resume with first letter. Box F-178, BROADCASTING.

First phone morning announcer wanted for fast growing MOR Fulltimer near D.C. Excellent opportunity for advancement. Top pay. Send resume, tape and photo to Box F-204, BROADCASTING or phone (703) 368-3108.

Announcer sought for news and commercial writing and production. Sales opportunity possible; southeast, Box F-256, BROADCASTING.

Wanted bright morning man: C&W-morning format. Contact Scott Standiford WBBM Radio, Boston, 301-387-3271. Send resume, tape, photo, resume Box F-219, BROADCASTING.

Great Lakes leader needs mid-day personality with adult approach to contemporary music, all applications considered regardless of past amount size, but prefer family man over 25, 3 years experience or more. Exceptionally qualified professional who feels it's time for an important move. Box F-232, BROADCASTING.

Announcer—Rocky Mountain area sports oriented announcer who can develop into play-by-play man. Shift would be roughly 2 pm to 9:30, part of work on FM, rest on AM. Will consider young talented man with mature voice who is a beginner. Person with talent who applies should be willing to give us a little more of his time than the usual 6-months stepping stone plan. Send tape and full details including salary expected and station history. Box F-250, BROADCASTING.

Experienced morning announcer with 3rd endowed for MOR Wisconsin station. Excellent working conditions, benefits, competitive salary, and fringe benefits. If you are not the best morning man in your market, do not apply. Send air-check and resume. All tapes returned. Box F-259, BROADCASTING.

Production Pro needed by top 40 station in top market. Pays off for top voice with perfect pitch and slickspin service. Short air shift. Box F-359, BROADCASTING.

First phone announcer, good references, no screamers, for "good" top 40 station in eastern Indiana. Box F-299, BROADCASTING.

Announcer—salesman and announcer-newsman needed immediately. MOR format, heavy on public affairs. Good voice and personality a must. Experience. $700-$900 per month depending on ability. Send photo, resume and info to resume to Box f-315, BROADCASTING. Open to out-of-town territory.


Announcer—Broadcasting, full responsibility for their custody or return.

Experience gained in roles. High power, Maryland AM-FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunities. Will tape, resume and photo to Box F-176, BROADCASTING.


Wanted—Young, professional, experienced announcer; 1st class license desirable but not necessary. Send auditions to WMMN, Box 969, Morganton, N.C. No phone calls.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8939 night.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. All expenses paid. Work off the network. Great place to work. Call 1-305-276-5503 for manager.

Small market sports announcer—strong on play-by-play to move into directors position at local sports markets! Honest, knowledgeable, family man! Call me today! Peter Jerome—219-844-1230.

Technical

First Class Engineer wanted to work in completely adult atmosphere in adult programmed station. Devote full time to maintenance, repair, and experimentation. No announcing or board duties. Box F-173, BROADCASTING.

Technical—Working engineer for non-directional, both AM & FM in the Rocky Mountain area. Modem equipment, topless, bright shift. More interested in engineer who will make us sound like quality station and take pride in over-all presentation. Send full details to Box F-256, BROADCASTING. Please state salary expected.

BROADCASTING, June 23, 1969

133
Lower midwest AM-FM wants competent engineer who will do other duty; needs sales, management; Permanent with top pay. Box F-264, BROADCASTING.

Chief engineer and air personality for Top modern color TV station. Must have extensive knowledge of great standards. Excellent references. Good pay. Box F-312, BROADCASTING.

First-class ticket, capable of maintenance and short announcing shift. Will later bid a popular music. Excellent references. Box F-250, BROADCASTING.

First-class ticket, capable of maintenance and short announcing shift. Will later bid a popular music. Excellent references. Box F-250, BROADCASTING.

Chief engineer-two tower directional, daytime. New equipment; excellent working conditions. Good money. Sorority announcing helpful but not necessary; Modern country format. Contact: Irv Schwartz, WCLC Broadcasting Company, Inc., 1115 First National Bank Bldg., Cincinnati, Ohio 45202.


Teacher/engineer combination. Will teach 1½ load in electronics and supervise new Ed. FM. Bachelor degree, 1st class license, and B.S. degree. Technical Institute Department of small college. Opportunity in Kansas City, 610-365-297, 298, Box F-312, BROADCASTING.

First phone—directional daytime. Ikw. Excellent working conditions and fringe benefits. Work under chief. Send experience and salary to Manager, Box 401, KXCI, Massachusetts. An equal opportunity employer.

Lower Midwest AM-FM wants competent one man local news department who can double in one other duty: Sales, sports, engineering, management. Top pay to beat competition. Box F-265, BROADCASTING.

Excellent opportunity—Immediate opening for newsmen. Send tape, resume and picture air mail to KEW, 700 Kansas, Topeka, Kansas 66603.


Top-notch news director to replace 20-year veteran going to educational work. Good facilities, salary and excellent future. Station has outstanding news image. Send resume, air-check and salary requirements to Bob Hilgendorf, KVGB Radio, Great Bend, Kansas.

Program Director/Production/Announcer for metropolitan New Jersey station. No rock. No top 40. Must have extensive knowledge of great standards and good pop personality. Excellent benefits. Send resume to Box F-269, BROADCASTING.

Program director/production man for contemporary station. Must be good board man and capable of supervising. Average pay opportunity for hard working, good listeners and resumes and resume to: KVOO, P.O. Box 1715, Colorado Springs, Colorado 80901, 30 minutes north of Colorado Springs. Box F-236, BROADCASTING.


Situations Wanted Management

Professional broadcaster seeks management in small market, preference in MOR. Diversified experience. Strong in sales knowhow, administrative ability and programming. Excellent references. Prefer mid-south. Box F-143, BROADCASTING.

 Experienced Young Manager seeks position to manage with possible option to buy part or all of good market station or stations. Sales, announcing, programming, production, promotion, traffic, proven track, references, and resume on request. Box F-166, BROADCASTING.

Twenty five years experience—all phases; ten in management ownership. Successfully completed my work here. Ready to move. Box F-243, BROADCASTING.

Will invest money and twenty years broadcasting experience with Radio station that has growth potential and long range futures. Totally knowledgeable of station operation and management with major strength in sales, programming, and administration. Age 45, Box F-283, BROADCASTING.

Problems in your MOR operation? Here’s the solution. Sales oriented programs with over twenty years experience. Will consider all management offers. Box F-284, BROADCASTING.

Married with 13 years total radio experience. For the past five years have been sales manager at leading, money making Florida member of the road station. Desire position with chance of advancement in small market. Excellent references. Box F-308, BROADCASTING.

Present owner/salesman. First phone about to get job. Prefer western states. Reply Box F-313, BROADCASTING.

Sales

Announcer-Salesman-Pilot looking for a home. Experienced pilot, DJ, Top of the Hour, play by play. Will work university PR. Married, son, college graduate. If boss needs to travel—business or pleasure—my plane or yours. Must be solid organization. Interview and tryout. Let me know as soon as possible. Outside: will sell, Box F-237, BROADCASTING.

Southeast—Sales manager-announcer, strong play by play, look to own station. Can invest, manage. Box F-276, BROADCASTING.

Top rating early drive show—250,000 market—desires more urban environment on either coast. Box F-144, BROADCASTING.

Announcer-DJ, top 40, first phone, married, draft exempt, desires major market, but all replies considered. Box F-153, BROADCASTING.

Soul Jock first class. No news; real pro! Box F-177, BROADCASTING.

Help—frappé as network newswoman, realize mistakes take time to correct. Includes ma-jor football, basketball, major league baseball play-by-play. Want team action but will consider TV strip. Age, thirty-four. Box F-195, BROADCASTING.

Dissatisfied? That’s me! Seek organized Top 40 or swingin’ Top 40 or AM/FM small market. Box F-27, married, draft exempt, 3rd endorsed; 2 years experience with small network affiliate. Interested? Box F-214, BROADCASTING.

Announcer: 20 yrs. experience, Network material, MOR only. Box F-246, BROADCASTING.

Young, experienced sportscaster desires to retire at 50. Have play by play college football, basketball, baseball and pro basketball color. Box F-248, BROADCASTING.

Salesman-Announcer—First phone—radio television. Wife has university degree; good sales record. Seeks permanent position leading to management. Box F-250, BROADCASTING.

Announcer-newsman: 2½ years this California MOR. Top pay for right job. Veteran, 23, married. Highest references. Any format. Third endorsed. Box F-251, BROADCASTING.

Blue-eyed soul jock, 1st ticket, heavy ratings, major market experience. Will relocate. Box F-262, BROADCASTING.

Top 40 Jack, Drake or personality, major market experience. First phone. Draft exempt. Prefer major market, but all replies considered. Box F-263, BROADCASTING.

Female FM personality DJ/announcer. First class ticket, excellent training. Creative. Also good technical knowledge, College grad. Mature. Tape on request. Box F-267, BROADCASTING.

Young beginner: Broadcasting school grad. seeks announcement position. Box F-268, BROADCASTING.

I do sports! Can work. Make me an offer. Box F-273, BROADCASTING.

Announcer-newsman—production, upbeat MOR, 3rd endorsed, A.A., grad., married, TV training, north-east. Box F-277, BROADCASTING.

21 CW Music director announcer. Family Man. 5 years here. Stable job, Prefer other coast. 3rd endorsed. West Coast. Box F-280, BROADCASTING.

Beginner seeking position with small station. Married. 3rd. Box F-301, BROADCASTING.

Need the feminine touch? Versatile, experienced female announcer swung an excellent voice quality, Sirelle, college grad, 3rd endorsed. Box F-302, BROADCASTING.

Morning personality, number 1 Pulse in medium market. WMEX wants competent personality with good growth potential and opportunity. Box F-336, BROADCASTING.

I want to come home to Long Island—But will consider other area if salary is right. Wants combo, single end, top pay, north-east. Box F-303, BROADCASTING.

If you can’t say $225 minimum and move from N.E. don’t reply. 1st phone top 40 will consider for MOR. Tell me about you—I’ll tell you about me. Box F-311, BROADCASTING.

Potential for sale. Looking for New England station to help me go kinetic. Good voice, vocabulary, and if you want someone who can read English I’m your man. Prefer MOR, DJ, and news. Box F-314, BROADCASTING.

Beginner: Willing to learn all phases of broadcasting. Will work hard, 3rd ticket. Box F-316, BROADCASTING.

Sportscaster, experienced baseball, football, basketball, handle can any aspect of any sport, also MOR. Board shift if necessary. Prefer a station with 3rd endorsement. Box F-317, BROADCASTING.

Want top 40 work, experienced, go anywhere for right job, prefer west coast, good production. 3rd endorsed. (707) 546-3926. Box F-318, BROADCASTING.

Graduate of broadcast school with first phone will go anywhere. Box F-319, BROADCASTING.

Experienced announcer, 1st phone wants Maryland. Box 324, BROADCASTING.

Ex DJ-announcer, 3rd endorsed, Married, prefers immediate. Box F-325, BROADCASTING.

3rd endorsed, fight board, Broadcast school. Consider $2,000 investment in right station. Rush-all offers considered. (314) 492-5631.


Beginner—Broadcasting School Graduate, wants experience in small station. 703 622-1016.
Technical

Why not add a pretty engineer? Cal with first class engineering training woos to join your crew. College grad, mature, 50 mile radius New York. Box F-268, BROADCASTING.

12 years chief AM, FM, DA, $150 per week. Box F-272, BROADCASTING.


ANNOUNCERS

Experienced sportscaster-director, football, basketball, interviewer, 30. Box F-112, BROADCASTING.

Pittsburgh area station-A hard-driving, young, market preferred will handle play-by-play and air work. Three years experience in radio, television and some ETV. Box F-121, BROADCASTING.


Mature married, award winning, ex-investigator and lawyer seeks challenging news director position with future. Box F-285, BROADCASTING.

Wisconsin-Michigan area wants PD or news job not a position. 17 years as Rock-MOR & country lock, alma mater of WQWO-WEBC WSPD-WJMN. Weather, sports. Last 2 yrs. available July 30th. Box F-294, BROADCASTING.

Experienced news director-top 20 market seeks move immediately. MOVE IN SAME Capacity. Presently earning good salary. Box F-321, BROADCASTING.

Programming, Production, Others

College graduate, 3rd endorsed, 3½ years experience, strong, creative, on radio, TV, creative, strong on production, creative, commercial continuity. Box F-202, BROADCASTING.

15 years broadcast experience. 8 years with major group in top 50 market. Ready to move to medium market, AM or FM Program Director slot. Prefer Northeast. Presently employed. Stable, married. Box F-216, BROADCASTING.

MOR program director or music director. Can do traffic, news, comment, music, manage sales. P.S. Female. Box F-247, BROADCASTING.

Programing, Production, Others continued

“What, leave #2 market?” Only to make your station number one inside of first year! 1st ticket production specialist. Full salary. $3000. minimum, metro or medium market. Call 312-736-9954 prior to 1 pm days or write Box F-279, BROADCASTING.

Bedroom baritone wants moonlight mike and day- time desk. More than vocal chords above shoulders. College-FM journalist. 4+ years in ten MOR. Top training, experience. Prefer Pittsburgh, NYC. Box F-286, BROADCASTING. Currently employed.

She can write copy, produce commercials, do lively programs for women, interviews. Wants change. Box F-296, BROADCASTING.


TELEVISION—Help Wanted

MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

U.H.F. General Manager for very large market. Must be extremely skilled in sales. $30,000.00 plus incentives and bonuses. Send resume to Box F-285, BROADCASTING.

TV stations owned by growing group—must have station manager and excellent location West. Box F-309, BROADCASTING.

TV stations owned by growing group—must have production and TV station experience. Need top right-hand man for the general manager. Good salary—excellent location West. Box F-310, BROADCASTING.

Sales

Due to promotions within our staff, we urgently need applicants for radio and television sales. We are an expanding radio and television property organization in the general West. Contact David Alfen, Program Director. XYZ Television, Inc., 789 Grand, Junction, Colorado 81501.

Anouncers

Needed! On-camera and booth announcer for North- east top 50 market. VHF. Must we select must possess good voice and personality. Knowledge of audio operation helpful. Will consider radio man if voice like TV. Available. Send audio/video tape to Box F-320, BROADCASTING.

Join the McLendon Station team. An immediate opening has been created for a television an-ouncer/personality. KCND-TV, Pembina, North Dakota. Top wages, working conditions and fringe benefits. Must be cool, casual personality. Contact R. Vincent—Manager—701-823-6202, or send tape to Box F-191. KCND-TV, Box 191. KCND is an equal opportunity employer.

Immediate opening for experienced staff announcer. Excellent opportunity in growing market. Send VTR, resume and salary requirements to Vic Miller, KOOK-TV, Billings, Montana.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, number of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

TV Engineer—Technician for supervisory position or train for supervisory position. Excellent growth and fringe. Contact Al H., Informational, television maintenance or theory. Group operation offering good starting salary continuum. Excellent opportunity. Modern plant, substantial market, pleasant community in eastern Great Lakes area. Box F-240, BROADCASTING.

TV technician for full color VHF station in major midwestern city. Possession of first class license desirable. Contact Jim Buck. Send resume, references and salary requirements to Box F-306, BROADCASTING.

Technical continued

Immediate opening, 1st phone engineer for full color, studio experience. Contact Jim Lockerd, KSWO-TV, 405-355-7000.

New York—Binghamton...Dependable person with first class license. Send resume for handling transmitter and to be on call. Salary commensurate with experience. First name, Chief Engineer, WB&A-TV, Binghamton, N.Y. 13712-1122.

Assistant chief engineer for UHF ETV station. Must have 5 years experience all phases of operation and maintenance. Salary commensurate with background and experience. Send your resume to Mr. Roger Hane, Chief Engineer, WTVM, Box 1848, Columbus, Ga. 31902.


First class engineer, about three years experience, to go immediately. Experience radio. Excellent salar- y vacations. South Bend, Indiana. Call 219- 923-7249, in the afternoons.

Immediate opening for TV engineer with mainte- nance, operation and installation background. Color experience desirable but not required. Univer- sity TV Center. Phone Chief Engineer, Area 606- 258-9000 Ext. 3115.

NEWS

News—Need one man to anchor Monday thru Thursday midday newscast and another to handle weekend plus special reports. You'll gather, write, shoot film and do on the air work from VHF in medium market. Will consider radio newswoman with good delivery and good personality. Top salary and current salary to Box F-111, BROADCASTING.

Director of News—Medium market. Needs well trained college grad willing to take weekend reporter-editor-writer-slot until fulltime position opens. You'll learn everything, and we'll make every effort to make you an equal opportunity employee. Write Box F-161, BROADCASTING.

Major-market television news department needs well trained college grad willing to take weekend reporter-editor-writer slot until a fulltime position is filled. You'll learn everything, and we'll make every effort to make you an equal opportunity employee. Write Box F-184, BROADCASTING.

Major group-owned station with news leadership in southeast market seeking aggressive news direc- tor. The man we are looking for must share our excitement and enthusiasm in television news. If you are ready to lead and work with our dynamic news team and have a dedicated interest in docu- mentary preparation and in-depth investigative reporting, send full details of your background and experience to Box F-281, BROADCASTING.

Immediate openings. Sports-news combo. Radio and TV. Nine man staff, will be z2 in spots. Some play football, play, Midwest. Will consider technical. Also, do to draft, have full-time newscast. Send details, tape, photo to Box F-282, BROADCASTING, or call Jim, 319-364-4194. Equal oppor- tunity.

Good opportunity for TV working newsmen for Upper Midwest ABC affiliate. Must be an experienced reporter-writer-on-air performer. Send VTR and picture when making application. Mail appli- cations to Mr. Joseph Caney, Director of Opera- tions, TV News, 525 Kibby Road, Minneapolis, Minnesota 55542 or phone 612-339-8811. An equal opportunity employer.

Programming, Production, Others

Major market station wants creative program- man for TV commercial work. Only those with formal commercial film production experience need apply Box D-170, BROADCASTING.
Programmed, Production, Others continued


Young, black TV newsman, presently with KQED newsroom in San Francisco. Studied journalism at Stanford University and Film Institute and the University of California at Berkeley. Seeking position as news writer, east or west coast or Europe. Photo and full resume available upon request. Robert Martin, KQED-TV, 525 4th St., San Francisco.

Programmed, Production, Others continued

CBS products, Audiomax—Volumax, Metron modulator monitor. We take in trade your equipment. Audiomax Company, Box 7067-55, Miami, Florida 33135.

Approximately 1500 C & W albums—ideal for station starting C & W format—75c-1.00 F.O.B. Santa Barbara. Box F-288, BROADCASTING.

120 Cedy utility tower with photo cell 20" section—open—call 305-5255, FISHER, Arcadia, 213-8018.

Complete Marti STL Microwave package. Available July 1st. Call Wesley Bell, 812-752-3663.

Towers for sale, AM-FM & cable TV. United States Towers & Construction, 249 Barrow Lane, Petersburg, R.I., 02870. Price: 1500.

Omen standby generator, 3.5 KW, 120 V. excellent condition $350 crated. 160 ft. 20 inch angle iron galvanized welded tower. St. Cock insurance paid. New or used. Phone 613250A, solid state $40.00. KJB Radio, Middle, Texas, 76955.

TELEVISION

Situation Wanted Management

Program Executive presently employed desires new challenge in top management. Young and experienced. Excellent references. Box F-191, BROADCASTING.

General Manager. Twelve years experience as g.m. both VHF and UHF. I know sales inside and out, plus the inner details of accounting, programming, engineering. Company is a family, man college grad who will put years of experience and hard work into a greater financial challenge. Present employer knows I'm looking. Box F-239, BROADCASTING.

Television station manager available soon. Twenty successful years experience in technical, engineering, production, and operations experience. Box F-253, BROADCASTING.

Program management: Currently New York based. Seeking responsible western coast major market or group. Solid network and local experience. Desire a position in both television and/or radio operation. Young, married college grad. Excellent references. Box F-260, BROADCASTING.

Announcers

Kids' Show-producer emcee. Staff versatility, college education. Full availability. Prefer Southwest. Box F-244, BROADCASTING.

Technical

Experience chief engineer presently with consulting firm. Completely balanced technical, operational and management background. Desire position with either major network or station. Excellent references. Box F-181, BROADCASTING.

Experienced director of engineering seeking position within major network or large organization. BSEE. Box F-190, BROADCASTING.

News

Pittsburgh area stations—A hard driving, young, married newsman seeks position with both reporting and air work. Three years experience in radio, newspaper, and some TV. Box F-122, BROADCASTING.


Westerner that's been east six long years desires return. Near 30 news pro. . . . infield-air, camera, producing experience...c/o KQED Newsroom, San Francisco.

FOR SALE—Equipment

Cable-cable—Heliax, Symphon, Solidcore, etc. and fittings. Unused matl.—large stock—surplus prices. Write for price list. S-W Elect. Box 4668, Oakland, Calif. 94623.


For sale: Coaxial cable—for P-G—85 AU 4 reels, 2000 ft. each. $150.00 or best offer. Contact: J. O. Johnson, J. H. Murray Sales Co., 140 Summit, Newton, Mass. 02151 or call 624-244-050.

VTR-Ampx VR-1000, modified transistorized power supply. Has Tektronix 525 waveform monitor, two waveform panels. Excellent condition. Price, $9,000.00. Call or write Chief Engineer, KVJO-TV P.O. Box 1019, Eureka, California.

For sale—Equipment—See display ad for Ed Ries & Associates.

Amex 33" Videocon camera with zoom lens, tripod, ideal for news or educational applications. Bid required—Mr. Bill—WIMS. Michigan City, Ind. 219-212-7201. (Also Amerex 661 6B) Gates Yard, New 1966, Mint condition, best offer over $1000. Box F-210, BROADCASTING.

1 RCA power max relative peak limit Miller-3456A, lube new. $100.00 Offer. J-1000 monitor monitor TBQ-3500, 91.2 MHz. very good condition. 1 RCA type BA-16 limit limit Miller-11456, BA-43 Program amp, very good condition. WLBB Radio, Carrolls, Georgia.

4 Callies 642A-1 carl playback 1 and 216C-1 record unit. Available July 1st. Best offer over $1000 takes all KMAQ, Maquoketa, Iowa.

Gates Vanguard I one is very rare crystal, final, tuned 970. Box F-250. FOR CR-1000-A RF bridge 5775.00, CR130-A circulator, used once $695.00. Mervin Ding, KAYT, Rupert, Iowa.

INSTRUCTIONS


New Orleans now has Elkins famous 12-week Broadcasting course. Professional quality equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.


Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Independence Blvd, Dallas, Texas 75204.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.
INSTRUCTIONS continued


Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, consultation, disc jockeying, and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation’s newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools—Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Radio Engineering Incorporated Schools have the fastest and easiest course available for the 1st Class Radio Telephone License (the basic 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, 136 Main Street, Sarasota, Florida 33577. Call (813) 935-6922. Fully approved for Veterans training.


R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Follow the leader to the first fast first class . . . . . The nation’s original four week accelerated course with results guaranteed. Total tuition $295.00. GI approved. Next class July 7th. Tennessee Institute of Broadcasting, 2106-A, 8th Ave. South, Nashville, Tennessee. Phone 615-297-8084.

RADIO—HELP WANTED

WORK (and really live) IN BEAUTIFUL VERMONT

Engineers, Sales, Announcers—All depts.

Send resume and salary tape to:
V. T. PLACEMENT, c/o WNHY
Box 910, White River Junction, Vt. 05001

Sales

*********************** RADIO PROGRAM SALESMAN! ****************************
Carry our two new 5-minute RADIO pro-
grams and make your own. Maximize your
probable sale in every market. Liberal com-
misions. Write, telling us your background.

Hayden Huddleston Advtg., Agency, Inc.
305 Shenandoah Building
Roanoke, Va. 24011

*************************** OUTSTANDING SALES OPPORTUNITY ***************************

Vital, young radio producing firm has excellent opportunity for ex-
ceptional professional salesman with radio station experience on the local level. Travel necessary within the 5 State area. Good salary and benefits—excellent future. Send resume, in complete con-

ience to:
Box F-49, Broadcasting.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, At-

Since 1946, Original course for FCC First Class Radio-
telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advis-
able. Enrolling now for July 9, Oct. 1, Jan. 7. For information or New reservations, write Wil-
liam B. Ogden, Radio Operational Engineering Institute, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

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 Insti-
tute, 121 Fair Ave., Nashville, Tennessee 37208. 615-297-8213 or 889-2480.

Licensed by the New York State department of education. 1st Class FCC license preparation for persons who cannot afford to make mistakes. Also announce—DJ—news—sports, etc. Contact: 547 Sixth Ave. Webster, New York 10003. Phone (212) OR 5-2940. V.A. approved—student loan plan.

Follow the leader to East Hartford, Connecticut area. The nation’s original four weeks accelerated first phone course with results guaranteed. Total tuition $295.00. Next class July 7th. Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Conn. 06115. Phone 203-289-9400. Box 298, Hartford, Conn. 06103. Also write, or call Don Martin School of Radio & TV, 1653 N. Olive St., Hollywood, California, 90028.

Have a 1st phone test? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of passing your 1st phone, but it provides you with a good basic knowledge of Com-
munications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film pres-
ents and visual aids. We have a proven record of success. Why take chances with second best and A & C courses. Our next Ac-
celerated Class begins Aug. 6, 1969, Call or write Don Martin School of Radio & TV, 1653 N. Olive St., Hollywood, California, 90028.

New York—Los Angeles—Chicago—Detroit—Philadelphia

America’s finest contemporary radio station in one of the largest markets is modestly seeking a great personality DJ. You will be well paid. Good luck!

Box F-322, Broadcasting.

RARE OPPORTUNITY—CLEAR CHANNEL

50 Kw is looking and listening for that special, friendly sincerity that makes you interesting and fun to hear. You must have mastered the technique of communicating your personality without making gaffes or getting off on personal/professional background, ”reduced” air-check. No calls.

Alan West, Admin. Assistant in Employee Relations

WHAS, INC.
520 West Chestnut Street Louisvile, Kentucky 40202

WE HOPE THIS IS YOU
If so, one of the nation’s great facilities is interested in one of personal/professional background, ”reduced” air-check. No calls.

Major group broadcaster seeks Program director for top MOR station to replace man presently to management. Do not sell this job to a local. You must hold thorough knowledge of today’s music, FCC regulations, and be superior programmer. You must be able to work with on-air personalities and top sales staff. Salary open. Send resume and photo to:

Box F-298, Broadcasting.

PROGRAM MGR.

Top 15 market MOR with excellent facility has immediate opening. Send resume and photo to a major group, all deals will be made without your knowl-

dge.

Box F-291, Broadcasting.

Situations Wanted Management

General Manager or Ops. Manager
35, heavy experience in merchandising and promotion. Top 50 markets preferred. Have "DRAKE" and personality background. 15 years experience.

Box F-170, Broadcasting.

Situations Wanted Programming

#1111111111

* PULSE # BEFORE # AFTER *
6-10 AM 13   4 17
10-12 30   3 16
12-3 30   1 24
1-4 30   3 19
*Arrival, of GRAHAM RICHARDS in market before PULSE was taken. Similar results available for your station(s).* Contact: Graham Enterprises, Inc., 3104 Belmont Blvd., Nashville, Tenn. 37212.

#1111111111

BROADCASTING, June 23, 1969 137
TELEVISION MANAGER
SOUTHERN INDIANA
$22,500 PLUS!
All interested applicants please send resume.
Ron Curtis
Nationwide Management Consultants, Inc.
645 North Michigan Avenue
Chicago, Illinois 60611

TV MGR.
3 Station Southeast market. $25,000 salary and incentive. Send resume in confidence to
Box F-290, Broadcasting.

Announcers

TV Sportscaster-Commentator
Competitive Florida market. Solid sports personality. Experienced, authoritative, good eye contact, aggressive. Dig, write, interview. Ex-sports pros considered. Send resume, salary requirement, VTR, first response.
Box F-236, Broadcasting.

News

TV NEWS ANCHORMAN
Excellent opportunity for individual with TV news air experience to join top news staff. Must have experience as TV news anchorman, as well as experience in producing own newscasts, etc. If you qualify, send comprehensive resume and V.T.R. to:
Alan Wilson
Administrative Assistant
Employee Relations Department
WHAS, Inc.
522 West Chestnut Street
Louisville, Kentucky 40202

Newscaster-Commentator
Top Florida TV market. Experienced only need apply. Strong delivery - authoritative...good eye contact. Dig, write, interview. Send resume, salary requirements, VTR first response. Equal opportunity employer.
Box F-304, Broadcasting.

TV STATION MGR.
Heavy In Advertising Sales
KBAR-TV-CBS Affiliate
Bakersfield, Calif.
Replies Confidential Write:
Burt I. Harris
Harriscrope Broadcasting Corp.
10899 Wilshire Blvd.
Los Angeles, Calif. 90024

TEACHING OPPORTUNITY
Instructor to teach TV production, Junior College, Boston, Bright late August. Minimum requirements: Bachelor's Degree (Master's preferred), five years professional TV production experience, including sales. Send complete resume and financial requirements to:
Box F-202, Broadcasting.

CREATIVE FILM EDITOR:
To edit documentary films for leading network owned station. Please send resume, references and salary requirements to:
Box F-326, Broadcasting.
An equal opportunity employer.

FOR SALE—Equipment

2 COLOR CAMERAS
Willing to sell at a low, low price, or trade for A/B equipment. Make an offer. RCA TK-40A's with less than 5,000 hours.
WURD, Rt. 4, Noblesville, Ind.

ED RIES AND ASSOCIATES
THE WORLD'S LEADER IN USED PROFESSIONAL BROADCASTING EQUIPMENT. NOW YOU CAN UPDATE YOUR CATV ORIGINATING FACILITIES AT LESS THAN HALF THE COST WITH TWICE THE QUALITY.
Examples: RCA 3-10 Camera-$1975.00 each.
Panasonic Solid State Tektronix $1300.00 each. Vectoroscopes, monitors, cameras, VTR's and many, many other bargains. Write, Wire or Phone.
414 NO. ALFRED ST. / LOS ANGELES / SELL, B.B.A. / (213) 631-6800
**Support Your Mental Health Association**

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### FOR SALE—Stations continued

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#### G. BENNETT LARSON, INC.


**BROKERS-CONSULTANTS**

### RADIO STATION

#### MAJOR MARKET

Conservative AM/FM in top-10 Radio Market grossing approximately $750,000 available soon from owner. Price firm at 4 times gross. No brokers or other "go-betweens". No information will be mailed. principals will telephone principals.

Box F-213, Broadcasting.

### SAN FRANCISCO FM

Box F-258, Broadcasting.

### LA RUE Media Brokers Inc.

116 Central Park South
New York, N.Y.
265-3430

#### CONSTRUCTION PERMIT

500 Watt day timer for sale at cost, 1590 Khz—5 tower, P.O. Box 99, Delano, Calif.

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**Broadcasting**, June 23, 1969

(Continued from page 132)

- WRBY-FM Reading, Pa.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location on 102.5 mc; ERP 15.1 kw hor., 11.2 kw vert.; ant. height 538 ft.; remote control permitted. Action June 10.
- WPJB-FM Providence, R.I.—Broadcast Bureau granted CP to install new trans., new ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted. Action June 11.
- Chester County Broadcasting Corp., Chester, S.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc for FM. Action June 10.
- *North Texas State University, Denton, Tex.—Broadcast Bureau granted mod. of CP for FM to change type trans.; install circular polarized ant.; ERP 440 w; ant. height 125 ft.; remote control permitted. Action June 9.
- KINT-FM El Paso—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; ant. height to 1,080 ft.; remote control permitted. Action June 16.

### Actions on motions

- Chief, Office of Opinions and Review In San Francisco (Chronic Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted request by Albert Rhode and Blanch Streeter and extended to June 19 time to file opposition to licensee's supplemental petition for reconsideration (Doc. 18500). Action June 11.
- Hearing Examiner Basil P. Cooper In Chicago, application for assignment of license of WMFJ(FM) from Gale Broadcasting Co. to WGN Continental FM Co. scheduled prehearing conference for June 29 to consider lines of inquiry to be pursued, type and scope of evidence to be produced and scope of evidence to be prepared and for start of further hearing (Doc. 18477). Action June 12.

### Fines

- KNKX-FM Anchorage—FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file application for renewal of license least 90 days prior to expiration date of license to be renewed. Action June 11.
- KPMX-FM Eugene, Ore.—FCC notified of apparent liability forfeiture of $25 for violation of rules by failing to file application for renewal of license least 90 days prior to expiration date of license to be renewed. Action June 11.
- KZEL-FM Eugene, Ore.—FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KRBE(FM) Houston—FCC notified of apparent liability forfeiture of $100 for violation of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.
- KLON-FM Seattle—FCC notified of apparent liability forfeiture of $100 for failure to observe provisions of rules by failing to file application for renewal of license at least 90 days prior to expiration date of license to be renewed. Action June 11.

### Call letter applications

- XXQZ(FM), Broadcast Industries Inc., Fresno, Calif. Requests KNUN(FM).
- KDFR(FM), Mineral King Broadcasters, Tulare, Calif. Requests KNNU(FM).
Ownership changes

Applications


Transmitter actions


†CATV applications†

- **Valley Cablevision Corp.**--Requests direct assignment of license to WVLB-TV (all Fort Wayne, Ind.; WLBB-TV Muncie, Ind.; WKVD-TV, Valiance, Mich.; and WQN-TV, WLFD-TV, WCUI-TV, and WTVT-TV Chicago to Rochester, Ind., and West Bend, Wis.), for changes in antenna system. Action June 10.

- **United Transmission Inc.**--Requests direct assignment of WVMW-TV, WLWI-TV and WPTA(TV) all Fort Wayne, Ind.; WLBB-TV Muncie, Ind.; WKVD-TV, Valiance, Mich.; and WQN-TV, WLFD-TV, WCUI-TV, and WTVT-TV Chicago to Rochester, Ind., and West Bend, Wis.), for changes in antenna system. Action June 10.

- **CrestFIELD retransmitting Co.**--Requests direct assignment of WVMW-TV, WLWI-TV and WPTA(TV) all Fort Wayne, Ind.; WLBB-TV Muncie, Ind.; WKVD-TV, Valiance, Mich.; and WQN-TV, WLFD-TV, WCUI-TV, and WTVT-TV Chicago to Rochester, Ind., and West Bend, Wis.), for changes in antenna system. Action June 10.

†Community-antenna activities†


- **KBAM-FM-TV**--Seeks transfer of control of Professional Broadcasting Inc. from Taylor Broadcasting Co. to Holsum Broadcasting Inc. (50% before, none after). Action June 10.

†Actions†

- **KBAM-FM-TV**--Seeks transfer of control of Professional Broadcasting Inc. from Taylor Broadcasting Co. to Holsum Broadcasting Inc. (50% before, none after). Action June 10.

†Community-antenna activities†

- **KBAM-FM-TV**--Seeks transfer of control of Professional Broadcasting Inc. from Taylor Broadcasting Co. to Holsum Broadcasting Inc. (50% before, none after). Action June 10.
Community service in the wilds of Westchester county

no one more interested in conservation than Governor Rockefeller."

Advertisers on wvox don’t seem to mind the president’s antics and outspokenness, although some outsiders feel Mr. O’Shaughnessy would have done a lot better if he had toned down some of his overwhelming methods.

The business record is good, however, with gross revenues increasing from $119,000 in 1965-66 to $194,000 in 1966-67, $331,000 in 1967-68 and $492,000 in 1968-69. "I don’t know how accurate we’ll be," Mr. O’Shaughnessy said, ‘but we’re predicting $567,000 for 1969-70."

He drives his advertising salesman and reporters as hard as he drives himself, expecting each one to feel the same loyalty toward the station that he does.

William Frederick O’Shaughnessy

Being president and owner of the station makes loyalty much easier for Mr. O’Shaughnessy than for his staff, however. He bought wvox-am-fm and wgq-am-fm Kingston, N.Y., in April 1968 with his uncle-in-law, Harry Thayer, and formed Hudson-Westchester Radio Inc.

The Kingston station is run by Mr. Thayer along the same lines. "He’s a little more conservative than I am," Mr. O’Shaughnessy declared, "but we get along.

The stations were previously owned by Whitney Communications Corp. Mr. O’Shaughnessy started his radio career as a salesman with Whitney’s wvtr in Mount Kisco, N.Y., at the age of 19. "I was lucky to start in the business I wanted to be in," he recalled, "even at $65 a week."

He belonged to the Governor’s Club, the Chairman’s Club, Wykagyl Country Club, the American Yacht Club and Westchester County Association.

He is also a director of the Mental Health Association of Westchester, the Westchester Red Cross, the Westchester Crime Control Institute, the Advertising Club of Westchester and Tona College Institute for the Arts.

Chronologically he is 31, but psychologically he is "an eternal 29." He considers youth a big asset in his type of radio operation. "The trouble with local radio is that there aren’t enough young people in it," he said.

In 1967 Mr. O’Shaughnessy married Ann Wharton Thayer, daughter of Walter Thayer, former president of the New York Herald Tribune. "We didn’t get along at first," he admitted. "I was a liberal and I thought she was the epitome of an Eastern Establishment Republican." The differences must have been minor though, for Mr. O’Shaughnessy now speaks of his wife only in glowing adjectives.

Mr. O’Shaughnessy has been approached to run for local office but so far has preferred to continue commenting on candidates rather than being one.
Buy a congressman for $99

With candor that is unusual, if not unique, in Washington lobbying, a Political Action Committee of Cable Television has announced its own formation to raise money for congressmen who support pro-cable legislation.

"PACCT," said Martin Malarkey, CATV consultant and founder of the slush fund, "is the only way members of the CATV industry can pool their funds to support legislators who share the views of the CATV industry" (Broadcasting, June 9). Mr. Malarkey has asked cable operators to contribute $99 per system and manufacturers to put up $250 each. The aim is to collect $100,000 a year for political payoffs.

There is probably nothing illegal about this enterprise, but it ought to tell congressmen something about the esteem in which they are held by the CATV industry. If Mr. Malarkey succeeds in raising his $100,000 a year, it will mean that cable operators think their private fortunes may be secured by the purchase of congressmen's votes—and at bargain rates.

Trouble on the cable

The difficulties of achieving a compromise on CATV regulation were put on concentrated view in Washington last week at meetings of the National Association of Broadcasters boards of directors. If at the end the joint board voted to seek further negotiations with cable interests, as seemed probable when this was written, it would be more an expression of hope than of conviction that a new agreement would be reached soon. By now it must be apparent to everyone that negotiations among broadcasters themselves have by no means been resolved.

The plain fact is that a good many broadcasters are convinced that their personal futures are gravely threatened by any significant expansion of CATV systems and services.

Small-market television operators, foreseeing disaster in any fragmentation of their audiences, oppose the importation of distant signals that the draft agreement between the staffs of the NAB and National Cable Television Association would permit. They are additionally alarmed by the prospects that cables would compete for local advertising on an originating channel.

UHF operators in some communities claim to be suffering already from cable competition. They are crying for tighter restrictions than now obtain. The thought that restrictions would be loosened is horrifying.

Big-city VHF's, especially those associated with theater ownership, are among those who believe that an enlargement of the CATV universe will lead to pay television. These broadcasters want restraints on CATV origination.

Radio broadcasters in the smaller markets are being stirred into resistance against CATV origination of programming and advertising. They can envision the loss of their local accounts to a new and localized television service.

All of these disparate types of broadcasters want one form or another of economic protection against cable development. Cumulatively their desires add up to much tighter regulation than cable operators would willingly endure. So there is really little reason for the NAB and NCTA to resume negotiations until the broadcasters themselves can arrive at their own compromise.

In the discussions that will result from the NAB board meetings of last week, some consideration might be given to one device that has so far not been tried in the long dispute over cable regulation. Would there be any hope for an accommodation through arbitration? The question may be at least worth entertaining.

If broadcasters cannot agree about CATV among themselves, they are hardly likely to reach agreement with CATV interests. Absent an agreement among major elements of both broadcasting and cable, whether reached by arbitration or negotiation, the government must take it upon itself to act. Maybe that is what a good many broadcasters are really opting for.

Wisdom at the White House

The administration acted wisely in asking FCC Chairman Rosel H. Hyde to continue in office beyond the expiration of his term on June 30. President Nixon isn't prepared to name his new chairman. When he has selected his man—whether in weeks or months—Mr. Hyde willingly and graciously will terminate a distinguished career in the service of his government for more than four decades.

President Nixon will have another vacancy to fill also. With Commissioner James J. Wadsworth slated to return to the field of diplomacy, another Republican appointment will be entailed. But even in effectuating these changes, the political balance on the FCC will remain four Democrats and three Republicans.

While the woods apparently are full of "candidates" it seems evident that Mr. Nixon wants highly qualified people for what he regards as an agency confronted with enormously difficult and sensitive problems. His talent scouts are known to have been instructed to ignore hacks and search for persons of genuine distinction.

In asking Mr. Hyde to stay, the President has arranged a continuity of leadership that is vital to an agency that has been troubled by dissent among its members. The President has confirmed Mr. Hyde's position as the boss until a new boss comes to office. With that endorsement, Mr. Hyde is in a position to close out his career with distinction.

"Call that insurance company and tell them their man forgot his umbrella again!"
FOUR WEEKS IN MAY
a prelude to your life in the 70's

During May, under the overall concept of "The Quality of Urban Life," the NBC Owned Television Stations launched a continuing joint program concerned with "Your Life in the 70's". In Washington, WRC-TV devoted 22 programs to exploration of problems plaguing our cities today as the first step in our continuing exploration of specific areas affecting city and suburban life. Among the distinguished authorities participating in May were The Honorable George Romney, Secretary, Dept. of Housing and Urban Development, Senator Charles Percy, author of the 1968 Housing Act and The Honorable John Volpe, Secretary, Dept. of Transportation. It is our hope that stimulating exchanges of views by experts such as these and proposals emerging from programs to come will lead to making "life in the 70's" more palatable for all Americans.

"The 1970's": Sculpture by William Bowie, commissioned by the NBC Owned Television Stations

WRC TV4
OWNED
WASHINGTON'S COMMUNITY MINDED STATION
If you lived in San Francisco...

...you’d be sold on KRON-TV