Broadcasters left with no cards to play in smoking furor. p19
Apollo 11 mission: A remote that broke all the records. p28
SPECIAL REPORT: As much football as traffic will bear? p36
Will FCC finally give up on its 50-50 programing rule? p50

Sold in New York and Los Angeles to premiere this fall—now on WTOP-TV, Washington, D.C., Monday through Friday at 4:00 P.M.
"The Naked Truth."
Your entry into a world where people solve their problems through professional guidance:
   A young girl heading for a correctional institution.
   A wife helping her husband accept psychiatric aid.
   A nurse distraught because she arranged an abortion for a young, married girl.
   Many stories are tragic.
   Some are amusing.
   All are "The Naked Truth."
THE NAKED TRUTH
260 color, taped half-hours of the best in strip programming.
Distributed exclusively by Screen Gems
Officer Bryant is about to receive the Los Angeles Medal of Valor Award.

Posthumously.

On May 13, 1968, while on routine uniformed patrol, Officer O. J. Bryant was notified that a robbery was in progress.

After radioing for assistance, he rushed to the scene, and singlehandedly confronted three male suspects, one of whom was holding a revolver.

He disarmed this suspect, and courageously ordered the felons to follow him as he backed out of the building.

As the officer momentarily turned to caution the crowd, one of the suspects drew a hidden revolver and fired without warning.

Although mortally wounded in the ensuing exchange of gunfire, Officer Bryant shot two of the felons, making possible their subsequent capture by officers responding to his earlier call for assistance.

Officer Bryant's mother accepted the posthumous award.

It won't bring her son back.

Or the other 27 Los Angeles policemen who lost their lives.

But, every year, we broadcast an hour-long special devoted to the Awards presentations, in the hope that citizens will understand the policeman's job a little better. And try to make it easier.

In addition, we run a saturation schedule of one minute narratives by the chief of police, explaining the circumstances under which each officer earned his award.

We also cover the Citizen's Involvement Awards, initiated by us, and sponsored by the Los Angeles Chamber of Commerce.

The awards honor citizens who have risked their lives to come to the assistance of law officers.

It's one thing to talk about law and order. It's another thing to understand the sacrifices made in their name.

And still another, to put your life on the line. We remind our listeners of that fact.

KLAC/METROMEDIA RADIO
People Turn Us On!

In the nation's 12th ranked television market, KRLD-TV is the turned-on station — by more people than any other station.

The February/March 1969 ARB Audience Estimates show that from 9:00 a.m. to midnight, Sunday through Saturday, 13.8% more people view Channel 4 per average quarter-hour than the second station in the market.

Ask your H-R representative for choice availabilities to turn on the Dallas-Fort Worth market for your client.
A little longer

FCC action on proposal to establish pilot domestic satellite system, already long past due, will be put off at least until fall, as Nixon administration makes intensive study of issues involved. White House, which regards development of policy governing domestic satellites as critical importance, has told commission administration wants 60 days in which committee to be composed of personnel from variety of government agencies can examine problem and consider most appropriate way to proceed. Committee would forward its views to commission, which has ultimate responsibility for making communications policy.

Commission, which has not acted sooner on its satellite proposal at least in part because of White House desire to review matter, has shown signs of impatience. But it has said it would cooperate in new study. Presidential assistant, Dr. Clay T. Whitehead, is to serve as chairman of committee, which may begin work as early as this week. Agencies to be represented will probably include Justice Department, Office of Telecommunications Management, President's Council of Economic Advisers, Office of Science and Technology, FCC.

Discoveries

The Journal Co.'s Milwaukee Advertising Laboratory is alive and well and after five-year run in cooperation with several local TV stations is piling up data as to impact and efficiencies of various media, especially TV, in which large part of work for variety of clients has concentrated. Among basic findings: (1) No longer any question advertising works, but often bit differently than expected; (2) there is some danger in over-communicating; (3) flights tend to be better than steady runs, and (4) media planning efficiency and media creativity are more important than "super-creative" message content, which counters trend of much agency opinion today.

More to come

To nobody's surprise, last week's cigarette-advertising events brought bitter repercussions, capped by one resignation from National Association of Broadcasters and its radio code. J. R. Marlowe, executive vice president of WORK Asheville, N.C., in resigning urged formation of new organization because "NAB evidently does not have the will to fight." Robert D. Enoch, owner of WXLW Indianapolis, criticized broadcasters' complacency, said: "If broadcasting can invest so substantially in a landmark building [the NAB's new Washington headquarters] we can invest in a landmark effort to protect a free system of broadcasting."

Earlier in week Charles H. Crutchfield, president, Jefferson Standard Broadcasting, Charlotte, wrote NAB president, Vincent Wasilewski, that despite prospect of "bad press," NAB should "withdraw the cigarette phase-out plan immediately. That was before tobacco companies trumped NAB plan by offering to quit broadcast advertising as soon as end of year (see page 19).

Ever on Sunday

Mutual plans to broadcast on regular basis Sunday religious services from East Room of White House. Services are expected to be held whenever President Nixon is in Washington, with guests on invitation basis only. First broadcast over MBS was on July 20, starting at 3:36 p.m. EDT, in observance of Apollo 11 flight to moon.

Quiet burial

FCC investigation of charges networks staged news events at disturbances surrounding last year's Democratic convention in Chicago appears headed for inconclusive termination. Staff is reported to have told commission that conflicting claims regarding networks' activities cannot be resolved; matter is said to be further complicated, in case of CBS, by that network's allegation that at least one individual at scene of disturbance was seen wearing false CBS News identification. Staff is said to feel hearing would provide commission with no more solid information than it has now. As result, it is said to be ready to recommend case be dropped.

CBS and NBC, on basis of their own investigations, have denied that their personnel were involved in any of four alleged staging incidents listed by commission. ABC is said to have suspended one of its newsmen for 30 days as result of his participation in one of them (Broadcasting, April 21).

Fore and aft

ABC Sports has made end run around National Collegiate Athletic Association ban on beer advertisers in college football games. NCAA had polled members last winter for amendment to rules that would allow network to get beer sponsors for televised games. Such change requires affirmative vote by two-thirds of those voting and beer question came up with only 64.7% in favor. Defeated in that play, ABC has come up with regional beer sponsors—Stroh's, Hamm's and National—on its NCAA pregames and postgame shows. Since those programs do not involve live play-by-play, NCAA restrictions do not apply.

Whine-in

National convocation "for all citizens appalled at state of broadcasting" is already being planned by National Citizens Committee for Broadcasting for next April. Leading topic on agenda at New York conference will be "what local groups can do to make sure stations live up to what they say they will do," according to NCCB executive director, Ben Kubasik. Conference will be held soon after publication of book by NCCB chairman, Thomas P. F. Hoving, "Television and the Kept Society." Proceeds from sales of book will go to committee.

Dutch dispute

With plans already under way for observance in 1970 of radio broadcasting's 50th anniversary, effort is being made in Holland to enshrine station there as "first in world"—claiming it was established in 1919—year ahead of regular radio broadcasting in U. S. But one of Holland's leading newspapers, De Telegraaf, challenges claim in series of articles quoting U. S. and other authorities.

Dutch campaign had reached point where committee to celebrate anniversary was being formed with claim that Prince Bernhard, husband of queen, would serve as chairman. In one quarter effort was described as "one-upmanship on U.S.A., which is a favorite sport of Europeans."

Arab radio

B'nai B'rith and probably other Israel-oriented organizations are concerned over ad appearing in Arab propaganda publication (Action, June 28) soliciting sale of stock purportedly to acquire unnamed radio station in Washington "in the interest of better American-Arab understanding." Ad, placed by Starks & Associates, Blue Island, Ill., says corporation with capital of $1 million being established. So far inquiry has failed to develop identity of station.
First we asked Apollo 10's astronauts what they thought it would be like up there.
And we got factual, scientific answers.
Of course, we said, they're over thirty.
So we asked some kids under thirteen. And heard
never before expressed ideas on how Earth was made,
and the planets. With a neat demonstration of how
they'd walk if they were in space.

On "Martin Agronsky's Washington," we don't think
it's always enough to talk to the people making news.
In the nation's capital it's important to talk to
the people they're making it for.

Five nights a week. From 6 to 7.

WTOP-TV
A Post-Newsweek Station
Cigarette advertisers head for door as tobacco industry tells Senate Consumer Subcommittee that industry is prepared to discontinue advertising on radio and TV in September 1970 when major contracts expire. See . . .

Broadcast left with no cards to play . . . 19

Sample survey of major newspapers and magazines finds vast majority of print media will continue to welcome cigarette accounts with open arms. 'Boston Globe' appears to be only significant holdout. See . . .

Transom's open at print media . . . 22

First TV spot report based on advertising expenditures in 75 markets monitored by BAR shows Procter & Gamble continues in top spot-TV spender slot—$14.7 million for first 1969 quarter. See . . .

P&G again leads spot-TV spenders . . . 24

Apollo men on Moon: Two-and-one-quarter hour mind-jolting telecast beheld by 125 million in U. S. alone. Houston space center says color cameras may accompany astronauts for next lunar landing. See . . .

A remote that broke all the records . . . 28

Most of comments on FCC's latest CATV proposals sound common note: revisions made last May are unfair and unworkable. Much of criticism is constructive, as companies offer their own solution to cable problems. See . . .

CATV gangs up on FCC's cable rules . . . 34

Television and radio football rights are only slightly higher this season as sponsors will again add some $107 million to network coffers. Return of Joe Namath to game seen as boosting 1970 figures. See . . .

As much football as traffic will bear? . . . 36

MGM finds itself involved in another proxy battle as financier makes tender offer to buy up to 1 million MGM common shares and assume 17% control; MGM management urges stockholders to reject offer. See . . .

Back to the proxy wars for MGM . . . 46

FCC's seemingly perennial 50-50 proposed rule on network control of television programing is still on shoals as oral hearings held last week yield no new support. Westinghouse's alternative finds friends. See . . .

Will FCC finally give up on 50-50? . . . 50

Justice Department has its say on telephone company control of CATV systems; suggests FCC adopt stringent regulations to prevent companies from using leverage to thwart development of independent cable systems. See . . .

Justice warns of phone firms in CATV . . . 52

Canadian CATV operators, concerned over CRTC conditions on Toronto-area franchise grants—which go "much farther" than previously announced—plan to meet with commission Chairman Pierre Juneau. See . . .

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Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $10.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, $11.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

BROADCASTING, July 28, 1969
We'll show you more of Yosemite in a half-hour than you'd see if you went there for a week.

Yosemite National Park has been part of this country for over a hundred years. Unfortunately, the only way many Americans see it is on picture postcards. And even the people who do visit each year, can't see what we can show them. Because our cameras can go places feet can't.

What's more, we not only covered Yosemite's 1,000 square miles, we covered its 118 year history. And you can see it all in our television special, "The Gardens of the Morning". The first program in our American Adventure series.

This year Group W is presenting 52 prime-time specials on its five television stations.

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

And some like Yosemite that bring America to Americans.
Antitrust suit said to be "first major action" designated to restrain acquisitions by large corporations in communications monopolies and to control of media question in connection with application for new FM in Billings, Mont.

Lee still faces hearing

FCC has refused to budger from position that Lee Enterprises Inc. must undergo hearing on concentration-of-control-of-media question in connection with application for new FM in Billings, Mont.

In rejecting Lee's position for reconsideration of April 8 hearing order, commission said in order announced Friday (July 25) that Lee's Montana newspaper holdings, as well as media holdings elsewhere, raise question of undue concentration of control.

Commission disputed Lee's contention that there are no standards to be applied in meeting undue-concentration issue. It said issue may be resolved rationally "upon the basis of known criteria (local, regional, and/or national), numbers and types of competing media and population served and degree of control of particular media in the applicant's hands."

Lee publishes only daily newspaper in Billings, and its Montana newspapers have about 60% of total circulation, all of Montana's daily newspapers. Lee also owns KHOA-TV Hannibal, Mo., KQLO-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn., and WTDQ-AM-FM Quincy, Ill. It also holds construction permit for WMDR-FM Moline, Ill., and has 24.875% interest in KFAR-AM-FM Omaha.

KTAL-TV renewal in sight

FCC is expected this week to renew license of KTAL-TV Texarkana, Tex., and at same time command station for agreement it reached with group of black organizations in area that had previously opposed station's license renewal.

Agreement, in which KTAL-TV specified measures it will take to insure equal service to all viewers, apparently outweighed in some commissioners' minds issue of concentration of control that was involved in consideration of license renewal application.

KTAL-TV owners—E. B. Humm and B. M. Palmer family—publish only two daily newspapers in Texarkana and have substantial interests in eight other newspapers in Texas and Arkansas communities. KAMO Camden, Ark., is under same ownership.

Commissioner Nicholas Johnson reportedly expressed considerable concern over proposal to renew KTAL-TV license in view of concentration question. But sources say he indicated he would support renewal after Commissioner Kenneth A. Cox said he would "overlook" that question in view of agreement with black groups.

Agreement was announced June 10 by Rev. Dr. Everett G. Parket, director of office of communication of United Church of Christ, which furnished legal advice and counsel to black groups. Once agreement was reached, groups withdrew petition to deny station's renewal application and asked that renewal be granted (Broadcasting, June 16).

Argo sets TV push


Cigarettes are canceled

In wake of tobacco industry's announcement of plan to get out of broadcast cigarette advertising, WTIC-AM-FM-TV Hartford, Conn., announced stations are accepting no cigarette business effective Friday (July 25). All local cigarette advertising will be wrapped up by Aug. 31, stations said.

They are also contacting CBS (of which WTIC-TV is affiliate) and NBC (WTIC is affiliate) regarding termina-
tion of cigarette advertising on networks. Announcements were made by stations' president, Leonard J. Patricelli.

More schoolwork

Some 250 students will get advance training in intensified five-week course starting Aug. 5 at National Educational Television's training school in New York.

Students have already completed 14 weeks of study in cinematography, editing, and sound recording. NET spokesman said advanced training should equip them for work as assistant cameramen, editors and soundmen.

The school was developed as part of NET's Black Journal, which is produced by an all-black staff. Funding advanced training program are New York Foundation and S & H Foundation. Film is being donated by Eastman Kodak.

Kennedy on networks

Senator Edward M. Kennedy (D-Mass.) was to get prime audience Friday (July 25) as networks announced they would pick up his radio-TV appearance in Massachusetts at 7:30 p.m. EDT.

Friday morning Senator entered guilty plea in Dukes county court at Edgartown, Mass., to charges of leaving scene of accident July 19 in which Mary Jo Kopechne was killed. He was given two-month suspended sentence.

Senator Kennedy asked for radio-TV time to make statement to people of Massachusetts and networks subsequently arranged for live national coverage. All three TV networks, and CBS Radio, NBC Radio and Mutual Broadcasting System, slated coverage. ABC Radio chose not to provide live coverage. Origination was to be from Hyannisport, Mass., with WHDH-TV scheduled to handle radio-TV pool pickup.

House gets CBS data

Representatives of CBS News went before House Investigations Subcommittee late last week to hand over subpoenaed films, tapes and other materials relating to newly reopened CBS-Haiti case. Subcommittee began executive sessions earlier this month on three-year-old incident, in which network news department was said to have covered and encouraged planned invasion of Haiti by exiles living in U. S., until operation fell through in Florida ("Closed Circuit," July 21). Material is understood to be voluminous, and subcommittee's next task is simply to wade through it before further action is taken.

Still trying to blast off

Replacement for Atlantic Intelsat 3 communications satellite that began failing early this month, was scheduled for launch from Cape Kennedy at 10 p.m. Friday (July 25) following four postponements. It originally had been scheduled to be launched July 18.

Since most recent Atlantic satellite went out of commission just prior to Prince Charles's investiture as Prince of Wales (BROADCASTING, July 7 et seq.) Communications Satellite Corp. has been rerouting traffic to and from Europe by way of Intelsat 3 satellite over Indian Ocean.

Agency merger in New York

Feeley & Wheeler, New York agency with primarily industrial clients, has merged with Geyer-Oswald there and will move to 555 Madison Avenue office of parent company, Geyer is announcing today (July 28). Acquisition was made for undisclosed amount of stock.

Feeley & Wheeler was President Nixon's agency during 1968 primaries and handled special projects during national campaign. John Feeley and Clinton Wheeler Jr. will become senior vice presidents of Geyer-Oswald, and will continue to run F&W division.

Continuing pool coverage

Apollo 11 television pool, handled by ABC-TV is continuing operations beyond splashdown Thursday (July 24). Throughout past weekend, pool was to broadcast reports of activities on carrier Hornet, astronauts' arrival in Honolulu and transfer to Houston, and will remain in Houston during astronauts' quarantine period for "probably two reports a day," according to pool producer Darryl Griffin. "The astronauts may be available to reporters then—behind a glass wall, of course," he noted. Pool will also cover Aug. 12 and parades in New York, Chicago and news conference at end of quarantine, Los Angeles Aug. 13.
At WPIX, we New Yorkers believe in something stronger than Black Power. Black Pride.

How else can we regain our pride in our city unless we can first take pride in ourselves?

So we are trying to make it possible for New Yorkers, black and white, to develop greater appreciation of the black heritage. We're helping to establish a Museum for Black History and Culture, displaying African arts and literature. We're sponsoring a conference to develop plans for the museum. And we have donated time on our "New York Closeup" program on Sunday evening to get all New Yorkers to support it.

After we work together to build our pride, we feel sure we'll all want to build something else.

A city we can be proud of.

Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK
A calendar of important meetings and events in the field of communications.

**July**


July 30—Special stockholders meeting, Footers, Cows & Belling to vote on corporate structure changes, Sheraton-Chicago hotel.

**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. 4—Deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.


Aug. 5—Hearings before Senate Communications Subcommittee, on bill (S. 2046) to prohibit strike applications against existing licensees. Original date was July 15-16, Washington.


Aug. 14-16—Annual convention, Rocky Mountains Cable TV Association, Durango, Colo.

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

Aug. 18—Deadline for comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Aug. 18—Deadline for reply comments on FCC's proposed rulemaking that would ban radio-TV cigarette advertising, Previous deadline was Aug. 7.

Aug. 20—Deadline for comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Aug. 22—Meeting, board of directors, National Cable TV Association, America hotel, Washington.

Aug. 22—Deadline for comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.


**September**

Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

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

Sept. 6—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. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 6-13—Seminar for broadcast news and editorial directors on Urban Affairs and Media Opportunities, Stanford University, Stanford, Calif. For information contact Jules Dunne, Redwood Hall, Stanford, University, Stanford 94305.


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

Sept. 11-13—Annual fall meeting of Minnesota Broadcasters Association, Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of Maine Broadcasters Association, Sebasco Lodge, Sebasco Estates.


Sept. 23—FCC newsmaker luncheon, Inter...
The JOB FINDER:

As in most American cities, a big need here is to find jobs for the jobless, training for the untrained, opportunities for the disadvantaged. So WMAR-TV created its JOB FINDER series to point the way and encourage the willing.

Some reactions:

"Congratulations to your Station for the foresight and sense of community to develop 'The Job Finder' . . ." David L. Glenn, Director, Baltimore Community Relations Commission.

"This type of programming could go a long way toward bringing about better understanding within the community . . ." John J. Bishop, Jr., State Senator.

". . . timely, stimulating, and covered an area about which too little is known . . ." Dan D. Zaccagnini, Special Assistant to the Mayor.

"I hope your Station’s initiative will stimulate further probing in the employment area . . ." R. S. Ginsburg, Director, National Alliance of Businessmen.

". . . greatly appreciate the opportunity to participate in this most worthy undertaking . . ." J. Donn Aiken, Director, Maryland State Employment Service.

In Maryland
Most People Watch COLOR-FULL

WMAR-TV®

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
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
430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9800

A sounding board for radio

EDITOR: "Local Radio's Voice For A Better Tomorrow" (BROADCASTING, June 30) was interesting and stimulating and gave everyone in radio the opportunity to learn of the excellent public-service campaigns produced by various stations around the country.

We appreciate your fair and accurate description of KABC's awards.—Robert M. Walsh, production manager, KABC Los Angeles.

Crossing the bar

EDITOR: In an item in BROADCASTING June 30, you termed it "incongruous" that members of the Federal Communications Bar Association would oppose the Pastore bill to limit cross-filings at license-renewal time. In the July 14 issue you printed a letter from a broadcaster who seems to think that lawyers are stirring up such filings to make legal fees, and in your "Closed Circuit" column, you describe how lawyers are supposedly going into major markets to stir up "strike applications" in competition with renewals.

As a member of the communications bar, I feel compelled to submit the following comments in defense of our profession.

First, it is not correct to characterize every application filed on top of a renewal as a "strike" application. By definition, a "strike application" is an application filed by somebody who does not intend to build a station, but is seeking simply to block the grant of an application by somebody else. Some of these cross-filings at renewal time may be "strikes," but others are certainly not (that is, there can be no doubt that most of the people who file these applications sincerely hope to acquire a permit and build a station).

Second, it would be decidedly unprofessional and unethical for any attorney to travel to a major market or any market for the purpose of organizing and "stirring up" a local group to file on top of somebody's renewal. Such conduct constitutes unethical solicitation of legal business.

Third, while I personally feel that the public interest would be served by legislation to limit the filing of competing applications at renewal time, I can also fully understand why some other members of the bar may disagree. The communications bar is not "owned" by the broadcast industry. We are here to serve the public, which includes not only existing broadcast stations, but also applicants for new broadcast stations, and even the people who want to file on top of renewals.—Lauren A. Colby, attorney, Washington.

Mental health support

EDITOR: I wish to express the appreciation of the National Association for Mental Health for the continued and outstanding cooperation of BROADCASTING in placing public-service announcements of our association before your important readership.

Through your medium, we are able to contact the leaders in the broadcasting field: people who make the important decisions about airing public service announcements . . . Mrs. Burton Joseph, office of the president, The National Association for Mental Health, New York.
ONE BUY DELIVERS $3.5 BILLION KANSAS TELEVISION MARKET

The combined ADI markets of the KBS stations deliver a 68 county major market reaching 52% of the Kansas population plus over 166,000 viewers in neighboring states.

AREA OF DOMINANT INFLUENCE

<table>
<thead>
<tr>
<th>Wichita-Hutchinson</th>
<th>TV HH</th>
<th>WOMEN</th>
<th>MEN</th>
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<td>320,300</td>
<td>126,700</td>
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Total area covered by the KBS as defined by ARB includes 405,400 television homes and 1,223,800 population in a 92 county market.

4 Independently owned stations with local leadership ONE ORDER—ONE INVOICE—ONE CHECK

KANSAS BROADCASTING SYSTEM

KTVH Wichita
KAYS-TV Hays
KLOE-TV Goodland
KTVC Dodge City

CBS Affiliates Represented by Blair Television

BROADCASTING, July 28, 1969
I was surprised at a magazine article I read a while ago that reproached the broadcast industry for failing to be sufficiently responsive to the needs of society, mostly because the author should have known better. The chief executive of a public relations firm specializing in media consultation accused the industry of "omnipresence," already in "the numbers game" of ratings, and must admit, because we've not needed it as much now because we've never needed it more than today. It is on this score, I must admit, that broadcasting is guilty. Too often, it seems, broadcasters concern themselves with the "numbers game" of ratings, and leave community service programming to the educational stations.

Still, thinking through the article again, one can find fault only with the author's generalizing. The facts are that not enough of the right kind of public affairs programming is being done, and the absence of it is particularly conspicuous now because we've never needed it more than today. It is on this score, I must admit, that broadcasting is guilty. Too often, it seems, broadcasters concern themselves with the "numbers game" of ratings, and leave community service programming to the educational stations.

In fairness, though, excellent accomplishments have been and are being made. For instance, in our experience with television public service programming, a Philadelphia utility sponsored a series of local in-depth documentaries over a period of years that won national recognition in communications circles. Granted they were sponsored, but the stations airing them were delighted to do so and worked diligently in producing shows that had real meaning for people of the community. Sponsorship simply made the programs more possible.

Another outstanding example of public service programming in which our agency took part was Now is the Time, the award-winning documentary developed last year by the Westinghouse Broadcasting Co. stations. The program preempted three-and-a-half hours of prime time for an in-depth look at community problems. Not only was it aired on WBC stations around the country, but it was offered at no cost to stations in other markets, many of whom accepted.

Or, consider waz Boston. Anxious to find solutions to community problems on the air, waz offered an 11-hour radio program, T-Group 15, a sort of group therapy discussion of the problems encountered by Boston School Committee officials and members of a black parents and teachers protest group in their struggle with pressing community issues.

Whether the waz program can be credited with having directly led to social improvement would, perhaps, always be debatable. But the point is that waz went to some rather extreme lengths to do something it thought could render a truly useful service to the community.

Certainly, other stations can, to a degree, emulate efforts like these. They have the time, the local resources and most assuredly the same or similar problems.

The plain truth is not enough of this is being done.

It's not necessary that the networks or stations carve huge slices of time out of their formats to "do their thing" for the community. But announcing church dinners and the like on the Sunday morning news does nothing for the big problems of our country. Today, more than ever before, it's a basic part of doing business for companies to address themselves to their roles (yes, obligations) of responsibility in society.

Broadcasting has been doing too much reacting and not enough anticipating.

I have in mind not only sounding off on matters of public concern, but offering the airwaves to responsible persons as their platform as well.

Partly because broadcasting has not been doing all it can and should, it has been characterized as a part of the business, governmental and academic "power structure", and has come under vitriolic attack from both left and right: education, young people, government and the church included. Due to its seeming "omnipresence," broadcasting has emerged particularly susceptible to this type of criticism. The situation calls for a public relations effort based on deeds and not a portrayal of deeds. Happily, such activity not only enjoys public sanction, but is highly ethical and worthwhile as well.

Robert G. Wilder is president of Lewis & Gilman Inc., Philadelphia, a firm handling advertising and public relations for American Sugar, Atlantic Richfield, Tasty Baking and Campbell Soup food service products division. He began his advertising career as a public relations consultant in Philadelphia and joined the agency in 1950. He served as vice president and public relations director until 1958, becoming executive vice president. He was elected president in 1964.
**Name droppers**

The Gilmore name rings a bell, and we're proud. As an advertising agency, we have been promoting the Gilmore Broadcasting group since it was born—through national and local advertising, packaged promotions, public relations and publicity.

This month we have also adopted the Gilmore name. Our association with Jim Gilmore Enterprises goes back through the past eight productive years. And our existence as an advertising agency dates back 44 years, during which time we have become one of the largest agencies in southwestern Michigan.

Our client list is a cross-section of industrial and commercial firms, as well as specialized organizations. We relish demanding assignments.

**While we’re name-dropping,** these are the clients we serve:


**GILMORE ADVERTISING Inc.**  
Formerly McLain Advertising, Inc. / Established 1925  
A division of Jim Gilmore Enterprises

Another division of Jim Gilmore Enterprises

**GILMORE BROADCASTING CORPORATION**  
GENERAL OFFICES: 202 MICHIGAN BUILDING  
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WEHT-TV  
Evesville  
KODE-TV  
Joplin  
WSVA-TV  
Harrisonburg  
KODE-AM  
Joplin  
WSVA-AM  
Harrisonburg  
WSVA-FM  
Harrisonburg

BROADCASTING, July 28, 1969
Hubert Humphrey... on Philadelphia's "Young Greats"

Black Pride Personified
By Herman Wrice

Reprinted through special permission of the Philadelphia Bulletin and The Register and Tribune Syndicate by WFIL-TV, Philadelphia, a Triangle Station.

In 1955, Herman Wrice, a 14-year-old boy from the black ghetto area of Philadelphia, was sentenced to three years in a reformatory for a series of petty street crimes.

Today he stands as an example of the black pride and purpose that can be found in our cities.

Wrice and his wife, Jean, lead an exciting effort called the "Young Great Society." It has helped transform the 80-block Mantua area of Philadelphia from a gang-riddled ghetto into an area where blacks are working hard to help themselves.

It all started five years ago while Wrice was finishing up his college work at Temple University. His wife, caught in the crossfire of a gang war, narrowly missed being shot down. At that time, 29 different gangs were terrorizing the area.

His wife's narrow escape shocked Wrice into action, and with Andy Jenkins and ten other young men, he set out to do something about the situation.

Their first recruit—their first "Young Great"—was a boy with a shotgun. As Wrice tells it: "He taught us a whole lot about how you don't take a loaded shotgun away from a 17-year-old. He had to decide to lay it down himself." Now the young man runs a moving company in the Mantua enterprises.

Lines of Communication

From this first tough, angry recruit, they were able in the next two years to open up the lines of communication to all the gang leaders, establish an athletic program, and find jobs in local businesses.

By 1966, the "Young Great Society" was off the ground. Not only were jobs found, but day care and vocational education centers were being established.

Even a medical center was constructed largely from the resources of the area. A methadone program for heroin addicts has been established there, plus a half-way house for addicts who are trying to make it back into the "straight" world.

Today the "Young Greats" are involved in almost 100 different public service activities with a budget of a quarter million dollars a year. They also run nine profit-making companies.

Wrice, still under 30, has been named co-chairman of the Urban Coalition in Philadelphia and has been appointed to the President's Commission on Black Entrepreneurship.

Wrice gives great credit to his wife, who started him on the road to his own rehabilitation and who has worked at his side ever since. This remarkable couple has six children of their own and have adopted 11 more.

Each week more than 200 visitors from all over the country come to see the "Young Greats" in action. The 20,000 residents of the Mantua area are united as never before. They are determined to stay and make something of their neighborhood and themselves. As Wrice puts it: "If we stay in the jungle long enough and tame it, then we will own this jungle."

The "Young Great Society" has received some assistance from foundations, but it has not sought federal aid. The emphasis is on self-help, on initiative from within the black community, and on the leadership's staying in the streets.

For Wrice and his associates, the job is almost a 24-hour-a-day proposition. They accept only a minimum income—just enough so their families can get by.

Other Cities

While Herman Wrice is a truly unique leader, in every city I visit I meet young black men and women who are working hard to help themselves and their own people.

Their day-to-day work doesn't make much news. We have had an avalanche of horror stories—riots and violence and crime.

What we need to see and hear is the good news as well—the news that progress is being made.

I wish everyone could see the brilliant documentary on Herman Wrice and the Young Greats produced by WFIL-TV in Philadelphia. It is a moving and powerful statement of what can be done in and by the black community.

One of Wrice's deputies, a bright systems engineer named Bill Ellison, saw the documentary and was so impressed that he quit his job with IBM and plunged into the effort at Wrice's side.

Herman Wrice's story has many lessons for white America, chief among them that immense talent and leadership lie hidden in the sometimes seemingly hopeless poverty of the black ghettos.

The spark of leadership of today's young blacks can build communities instead of burning them down. We can have one America—united—if we are willing to look beyond the conflict and see the quality and spirit and pride being shown by today's black Americans.

Each of us must insist that our local institutions—the media, the political leaders, the businessmen, the financial institutions, the labor leaders—do their share. —ADVT.
Broadcasters left with no cards to play
Cigarette makers' offer to cancel radio-TV advertising trumps NAB's phase-out plan; next move is uncertain

"I have been authorized by each cigarette manufacturer for whom I speak to inform this committee that each company is prepared to agree to discontinue all advertising of cigarettes on television and radio in September 1970, when the major existing contractual arrangements will expire, provided that Congress enacts legislation which provides that an agreement to this effect shall not be deemed illegal under the antitrust laws."

With these words, spoken last week before the Senate Consumer Subcommittee by tobacco-industry spokesman Joseph F. Cullman III, cigarette manufacturers formally and decisively wrested control of the cigarette-advertising controversy from the hands of broadcasters.

"I am further authorized to inform the committee that if the broadcast industry will simultaneously terminate all contractual agreements for the broadcast of cigarette advertising, we are prepared to agree to discontinue all such advertising at any time after Dec. 31, 1969, that such termination becomes effective."

That statement by Mr. Cullman, chairman of Philip Morris Inc. and chairman of the executive committee of the Tobacco Institute, in effect tossed the issue right back to television and radio, inviting them to cope with it as best they can.

The first response came from National Association of Broadcasters President Vincent T. Wasilewski, who followed Mr. Cullman to the witness stand at last week's hearing. Departing from his prepared text, Mr. Wasilewski called for "a complete wipeout" of all cigarette advertising in all media within one year.

Later in the week, NAB amplified its position in a short memo to members, mailed along with a copy of Mr. Wasilewski's testimony. It said: "Vince makes several important points: (1) There should be no discrimination against broadcasting in favor of other media; (2) Congress should foster self-regulation rather than governmental control, and (3) the government should look for genuine solutions to the problem of smoking and health rather than making broadcasting a whipping boy."

The first official network statement came from ABC, which said it subscribed "essentially" to Mr. Wasilewski's position as presented to the subcommittee. It was also indicated that the networks, rep firms and others in the broadcast business are reluctant to cancel existing contracts in order to effect an early departure of cigarette advertising, because of the disruption such an action would create in the business.

One broadcaster told NAB President Wasilewski last week that the broadcast industry's first mistake came with NAB's adoption of a proposed phase-out plan earlier this month. Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., called that
action a "gutless overreaction, spawned in a climate of fear, and one which the NAB and the broadcast industry will live to regret."

Opposite reaction came from anti-cigarette crusader John F. Banzhaf III, who, in an "open letter to all broadcasters," urged the industry to terminate cigarette advertising contracts "at the earliest possible time." He said that "almost a million children may become hooked on a deadly habit if broadcasters insist on cigarette profits during 1970."

Other indications of things to come were provided by FCC Chairman Rosel H. Hyde and Federal Trade Commission chairman Frank L. Dixon, who, in a joint statement last Tuesday, warned of possible "snags" in the FTC's enforcement of proposed health warnings on cigarette packages and commercials. "We urge the industry outright rejection of banning broadcast cigarette advertising in the ease of public policy," they added.

Mr. Cullman
Chairman Hyde

Mr. Cullman

Chairman Hyde

H. Hyde and Federal Trade Commission chairman Frank Dixon, the afternoon audience last Tuesday's hearings. Both indicated that a period of watching and waiting would be necessary before their agencies abandon proposed curbs on cigarette advertising.

When asked by Senator Frank E. Moss (D-Utah), subcommittee chairman, if the FCC would kill its proposal to ban broadcast cigarette advertising in light of the tobacco-industry action, Chairman Hyde said: "I'm not sure that there wouldn't be some necessity for the commission to study the results of voluntary industry action." If snags develop, he cautioned, the rule might be necessary.

The FTC, which is pondering the possibility of tough, required health warnings on packages and in all advertising, is similarly disinclined to absent itself from the picture. "Somebody's going to have to watch and see if all these promises take effect," Chairman Dixon remarked.

He added that the FTC wants to see what becomes of two other "uncertainties." One is whether the elimination of broadcast cigarette advertising will lead to a massive infusion of some $220 million into other media. "There should be safeguards against the industry shifting the impact of advertising from broadcast to print media," Chairman Dixon said. The other is whether anti-smoking announcements will be able to survive and flourish in the absence of cigarette messages on radio and television.

The FTC chairman said his agency wants to report back to Congress in 1971 on the state of cigarette advertising at that time. He told the subcommittee that no action would be taken on the proposed health warnings during that time.

This development was uppermost in the tobacco companies' hierarchy of hopes. Their primary concern has been to fend off legislation that would permit the FTC to impose required warnings in advertising. As Mr. Cullman put it: "The right to advertise is seriously impaired if a manufacturer is required in every advertisement to disparage his product. Such a warning tends to make advertising self-defeating."

However, only one condition was attached to the industry's offer, and it had nothing to do with the FTC proposal. Mr. Cullman noted that collective withdrawal of the advertising "would present substantial problems under the antitrust laws," and asked for protection for the industry from those laws. Even if the government promised not to prosecute an antitrust suit, he said, private parties might still seek triple damages.

As far as suits by broadcasters are concerned, Mr. Wasilewski said he found that an unlikely possibility.

Senator Moss doubted that such an elimination will be necessary, but said he found the request reasonable, and predicted Congress would agree.

There had been strong indications that tobacco interests would make such a move ("Closed Circuit," July 21) as part of their attempt to keep cigarette forces at bay. During several weeks of ploys and counter-ploys following House passage of an extension of the Cigarette Labeling Act of 1965, it had become clear that only strong industry-initiated curbs on cigarette advertising would head off strong government action, in the form of a new bill that would permit at least one of the regulatory agencies to make its move. Key Senate leaders, notably Senators Moss and Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, had met with obvious success in their battle for tough legislation.

Nevertheless, the formal announcement had a transforming effect on the hearing. Prepared texts and well-turned phrases went flying out the door. New questions were raised, new possibilities opened, and old alternatives discarded. The four-year phase-out plan adopted earlier this month by the NAB—a plan which already had been criticized by several key figures as too prolonged, too complicated and too mercenary—simply faded into irrelevance.

Indeed, it now appears evident that broadcasters have run out of really meaningful options. The cigarette issue—for many years an intricate object lesson in political maneuvering—has acquired an air of inevitability as far as its broadcast angles are concerned.

The tobacco industry's move brought some guarded praise from Senator Moss, who said: "Today I sense that the cigarette industry is turning away from stubborn conflict and preparing to accept the heavy burden of its public responsibility." While lauding the industry's action, however, the senator cautioned that "we must also make certain that other forms of promotion—magazines, billboard, couponing, points of sale—are adequately circumscribed and restrained."

The next chapter of the cigarette story thus promises to have two themes. One, emphasized repeatedly by Senator Moss last week, is the question of non-broadcast advertising. The subcommittee is preparing to send written inquiries to major newspaper and magazine publishers, with the intent of questioning what Senator Moss called "those whose publications have lately scored the broadcasters as mercenaries against the public health without seeing in their own editorials any message for themselves." He added: "In my judgment those publications which accept cigarette advertising have a moral obligation identical to the broadcasters to carry, in the form of public service announcements, smoking education messages." The letters to major publishers, he said, will ask "what self-restraints they now plan to impose upon themselves." Many presently say they intend to continue the advertising (see page 22).
There is as yet no indication that such inquiries will lead to an outright ban of cigarette advertising. However, Senator Moss and others, including FTC Chairman Dixon, expressed their conviction that “the magazine and newspaper publishers should now agree at least to maintain current ratios of cigarette to non-cigarette advertising volume,” in the senator’s words.

A second line of inquiry, with more immediate consequences, concerns the disposition of existing broadcast advertising. Letters will shortly go out to the networks asking whether they will agree to “terminate all contractual agreements for the broadcast of cigarette advertising,” as Mr. Cullman put it, or whether they will choose to insist on continuation of advertising until September of next year, under existing agreements.

Early indications last week were that the networks would not be inclined to agree to cancellation of existing contracts soon after Dec. 31, 1969, as Mr. Cullman suggested.

Network officials also said they had received no requests of any kind from any tobacco company suggesting cancellation. Some executives expressed the belief that this situation would remain static until there is a clear-cut determination of the possible antitrust implications of concerted tobacco-industry action.

Both networks and station-representation firms agreed that an abrupt withdrawal of cigarette advertising from network TV would seriously disrupt TV business. According to their argument, such a pull-out would send the networks scrambling for new advertising, would probably depress prices, and would serve to siphon away additional advertiser monies from spot television into network.

One network official said: “The earliest time we can see that would make sense for the networks to let the tobacco companies out of their contracts would be Sept. 1, 1970.”

Network authorities also noted that cigarette advertising on the TV networks—all of it in prime hours—comes to about $150 million, or about 10% of gross network revenue. Additionally, one executive explained: “We would have to replace not only that 10% but another 7-or-8%, representing the normal increase in doing business.”

In other words, he said, the networks would be forced to make up 17%-18% of their total gross revenue if cigarette advertising were lost before the end of current contractual arrangements.

And with a withdrawal of cigarette business, it was said, the present sellers’ market in night-time sales could become a buyers’ market, with other advertisers encouraged to hold off buying in the expectation that prices will come down.

The networks fear that as a consequence, they might be forced to cut their “inventory”—for example, monies allocated for investment in existing programs and in new program development.

Station reps generally estimate that cigarette advertising accounts for 4%-5% of spot-TV billing. The most recent estimate from the Television Bureau of Advertising is that cigarette companies put just over $11 million—representing about 4% of total spot expenditures—into spot TV in the first quarter of this year (see page 24).

The major reps, moreover, believe they would be quick to feel the brunt of a sudden cut-off of cigarette advertising. They note that cigarette advertisers have in recent years been pressured away from hours other than prime viewing periods, and have traditionally concentrated their spot in the top 50 markets. While evening-news and late-night sponsorships could be replaced without too much strain, it is believed, an immediate loss in spot revenue would come in the prime hours and in the bigger markets.

Spot-TV executives also noted that there has been a continual increase in the inventory on stations of 30-second availabilities for national spot. To fill these spots, they said, new advertisers or additional spending of existing advertisers must be encouraged. If these inventories are siphoned off by networks in order to fill the gaps created by a loss of cigarette advertising, one executive said, “the spot inventory will become a burden, not a salable asset.”

Station-rep reaction was not uniformly pessimistic, however. Several spokesmen for major rep firms said the losses could be absorbed and the void filled in aggressive selling to other advertisers.

Chairman Dixon

Senator Magnuson

Senator Moss

The president of one major firm estimated that cigarettes account for about 5% of the company’s billing, and expressed confidence that a reinforced sales-presentation effort could bring new advertisers and new brands from old-line sponsors into spot. Another rep-firm president, who also reported a 5% figure for cigarette billings at his company, called that amount “material, but not considerable.” He speculated that one source of new revenue might be increased spending by the tobacco companies for their other products.

(The thought also occurred to Senator Moss at last week’s hearings. He asked Mr. Cullman whether the industry’s elimination of broadcast advertising would extend to products such as “little cigars.” Mr. Cullman declined to speak for the industry, but said he doubted it.)

The president of a leading television-station representative firm expressed confidence that spot TV can recoup at
Transom's open at print media

Newspapers, magazines say they'll welcome cigarette accounts

Cigarette manufacturers—and their advertising billings—can expect to continue to find a comfortable home in newspapers and magazines regardless of the fate of their dollars in broadcast. A sampling of 15 major publishers and their representatives conducted by Broadcasting last week found none intending to refuse cigarette advertising.

The only major-market daily newspaper known to have renounced such advertising is the Boston Globe, which said last May it would honor present contracts, but would not renew them or accept further smoking ads after Jan. 1, 1970. The Globe took its action because "accumulated medical evidence has indicated that cigarette smoking is hazardous to health" (Broadcasting, May 5).

Despite broadcast ownership by newspapers, acceptance of cigarette advertising least part of the loss over the next year. "If a defection from TV has to happen," he said, "this is just as good a time as any for it to happen. Our rate cards are less restrictive than they have ever been, which has contributed to the flexibility of the medium. Cigarettes traditionally have appeared in spot TV in prime-time and in desirable fringe-time periods, and I think we can induce current and new advertisers to come aboard.

Whether optimistic or not, the statements of broadcast-related businessmen exhibit a sense of resignation. The question is no longer one of accommodation or of gradual disengagement, but one of how to pick up the pieces.

There was some evidence of this we-have-now-crossed-the-bar attitude at last week's Senate hearing. The testimony and dialogue that followed Mr. Cullman's statement frequently seemed anti-climactic when broadcast matters were under discussion. Aside from the question of whether discontinuance of broadcast cigarette advertising would actually be achieved by September 1970, the only questions left to ask were speculative inquiries into matters such as antismoking announcements.

One of these side trips produced an interesting twist, first raised by NAB President Wasilewski and later elaborated upon by FCC Chairman Hyde. Mr. Wasilewski noted that if cigarette advertisements were removed from the air while broadcasters continued to air antismoking announcements, FCC fairness rules might require the broadcast of a reasonable number of pro-tobacco announcements, on behalf of the industry as a whole.

Queried about this possibility, Chairman Hyde said the tobacco industry could indeed invoke the fairness doctrine in such a situation. It might even be advantageous from both sides' points of view, he added, since "a good sharp argument might attract more attention."

Most of the subcommittee's attention, however, now turns to the question of print and other non-broadcast advertising of cigarettes. Following the planned exchange of correspondence between the subcommittee and major newspaper and magazine publishers, Senator Moss said, further hearings will include print-media representatives "if necessary."

The exact nature of the FTC's future plans will also be in the forefront of future hearings. Although the tobacco industry did not hinge its offer upon a "condition" involving the FTC, that agency is uppermost in its mind. Mr. Wasilewski went so far as to suggest that the tobacco industry's statement did actually constitute a proposed deal in which the industry hopes "to have the FTC precluded, as I understand it, from requiring warnings in the advertising in other media."

Senator Moss disagreed. "Well, let me say I don't believe there were any conditions," he said. "... The records will have to show, of course. But I understand their offer was unconditional except for being relieved of the anti-trust penalties."

Most observers seemed to agree with Senator Moss. And most added that the industry's chances of winning a pre-emption of FTC action remain small, last week's sweeping gesture notwithstanding.

Katz turns loose its newspaper clients

The Katz Agency Inc., New York, whose radio-TV business in recent years has far overshadowed its newspaper repelling, will divest itself of newspaper representation and put even more emphasis on broadcasting.

Katz, one of the leading companies in the broadcasting rep field, said last week that on Sept. 1 Katz Newspapers Sales will cease to be part of its organization. However, it will become a separate division of Cresmer, Woodward, O'Mara & Ormsbee, New York, a major newspaper representative firm. The division will be called Rutherford Associates, and will be directed by Ted Rutherford, currently general manager of Katz Newspaper Sales. Rod Keeney, KNS national sales manager, will also serve as sales manager of the new division.

Katz started in newspaper space sales to advertisers and agencies in 1888
said: "We are going along the way we have. I haven't heard of any changes yet."

Other samplings from executives of major-market dailies:

- W. C. Kurz, executive vice president and general manager, Tribune Co., publisher of the Chicago Tribune and Chicago Today, and group broadcast owner, said: "There is no change in the Tribune Co. newspapers' acceptance of cigarette advertising."

- Frank S. McKinney, general manager, Kansas City Star Co., publisher of the Star and The Times in Kansas City, Mo., said: "These policy matters would be a board of directors matter and we've had no board discussion of it as yet. We currently have no plan to make any change in the way we operate now."

- Alex T. Primm, general manager of the St. Louis Post-Dispatch, owned by group broadcaster Pulitzer Co. said: "We have made no review. We probably will at some time look into the thing, but we have done nothing at this point."

- Palmer Hoyt, publisher, Denver Post, explained: "Our policy on advertising is this—if a product is legal and the advertising does not violate the law or good taste, or the rules of obscenity and so on, we do not feel that we are the judge and/or jury or even the Supreme Court. We accept that advertising. That position will be unchanged."

Mr. Hoyt further suggested that broadcasters had brought governmental pressures to bear on cigarette advertising. "We've had a couple or three editorials in the past year suggesting more or less that they clean their own house," he said. I think what has gotten them in trouble are these extremely attractive ads showing young girls and boys smoking cigarettes, with the intimation—to be with it you've got to smoke cigarettes. Our policy is not going to be affected either by what's going on there or the fact that we are an applicant for a UHF station (KHRC Denver)—which looks a little dim in the future."

- Edwin K. Wheeler, executive vice president, Evening News Association, publisher of the Detroit News and owner of WWJ-AM-FM-TV Detroit, said: the New's present policy is to accept advertising from any legitimate or legal organization. It is always subject to review, of course, for cigarettes or anything else. Our policy is to service any legitimate business enterprise and certainly cigarette companies are that."

- Gardner Cowles, head of Cowles Communications and president of its Des Moines (Iowa) Register & Tribune, said: "Our attitude has been that we would wait and see what the final outcome was as regards the broadcasting media. Then, I have no doubt, we will consider our policies. But we have no immediate intention of changing our present policies. We accept this advertising." He indicated this applies to other Cowles publications as well. Among those publications are Look, Family Circle and Venture magazines.

- Bailey K. Howard, president and chief executive officer of Field Enterprises Inc. WFLD-TV Chicago and WCAN-TV Milwaukee newspaper division, publisher of the Chicago Daily News and Sun-Time, reported that although the subject was reviewed at an executive conference last Wednesday (July 23), "we have no immediate plans for changing our policy whatsoever on cigarette advertising. We also do not think there will be any significant additional lineage as a result of what they are going to do on television."

Y&R gets two more

Rheingold beer brands

Rheingold Breweries Inc., New York, announced last Thursday (July 24) it has appointed Young & Rubicam, New York, as agency for the Rheingold beer and Gabblinger beer brands, effective Oct. 21. The brands bill a combined total of approximately $7.5 million, of which about $5.2 million is in broadcast.

Rheingold bills an estimated $6.5 million and Gabblinger, $1 million. These brands currently are at Grey Advertising, New York.

Y&R is the advertising agency for Knickerbocker beer, a product of Rheingold. Theodore Rosenak, president of Rheingold, said that for reasons beneficial to the brewery operations, the consolidation of brands into a single agency was preferred.

Hertz campaign stresses full company services

A new national ad campaign, which will include both network and spot TV and radio, has been prepared by Carl Ally Inc., New York, for the Hertz Corp., an RCA subsidiary. "You don't just rent a car. You rent a company," Hertz Rent-A-Car will assure travelers in print starting this week.

The radio and TV campaigns do not begin until early October. Tentative plans include scatter buys on all three television networks and key-market spot TV. New York, Los Angeles, Chicago and San Francisco are definite, but other markets may be added.

The new campaign will stress the number of Hertz offices to be found around the country, in small towns as well as big cities. Also noted will be the additional services—maps, guidebooks and local information—Hertz offers its customers.

Copy supervisor for the Hertz campaign is David Altschiller, Carl Ally vice president; art supervisor is Rick Levine, vice president.

Mead Johnson moves three out of DDB

Metrecal, whose budget has undergone a slimming-down in recent months, will be switched to a new agency this fall. As of Oct. 8, the weight-control product will no longer be handled by Doyle Dane Bernbach, New York, but by Young & Rubicam, New York. Mead Johnson's Metrecal currently bills in the neighborhood of $3 million with some $1.5 million in broadcast.

DDB got the Metrecal account nearly a year ago from Ogilvy & Mather, New York. Mead Johnson's Pabulum and Bib food products for babies will also leave DDB, but no new agency will be assigned those brands.
New measurement of spot-TV billings

TVB switches from Rorabaugh to BAR—
but no matter who's counting, P&G leads

Spot-TV advertisers spent an estimated $260,217,900 in the first quarter of 1969, Television Bureau of Advertising reported today (July 28).

This is the first TVB spot report that is based on a compilation of expenditures on 262 stations in 75 markets monitored by Broadcast Advertisers Reports (BAR). In past years, TVB's spot-TV figures were compiled by N. C. Rorabaugh Co., a subsidiary of Leading National Advertisers.

Rorabaugh had announced earlier this year (Broadcasting, Feb. 24) that it no longer would compile spot for "monitored" markets and TVB said it would begin issuing BAR figures. The Rorabaugh report in recent periods covered 300 or more stations, and in its prime, the service had 400 or more stations reporting.

BAR's monitoring is performed one week a month, projected to represent a full month. (BAR officials claim the FCC financial reports indicate BAR markets represent close to 90% of all spot-TV expenditures.)

In first-quarter 1968, TVB, using Rorabaugh/LNA compilations, reported spot-TV advertisers on 344 stations spending $264,706,900. TVB officials cautioned that a comparison of the two reports—the BAR compilation for first-quarter 1969 and Rorabaugh's for the same period last year—would not be meaningful because of differences in reporting. TVB, in using Rorabaugh data, published the combined billings reported in any given quarter. This was based on the number of stations reporting and was given as the "total" for that period without attempting to project a figure covering all other stations as well.

Among the high points in the TVB/BAR spot report:

- Procter & Gamble maintained its position as top spot-TV spender, placing more than $14.7 million in the medium for the first quarter of this year. Of the top-10 spot-TV advertisers, American Brands (formerly American Tobacco) was the only cigarette company to make that group.

- Cigarette advertising accounted for $11.2 million in spot for the January-March period. This comes to a little more than 4% of total spot-TV expenditures estimated for the quarter.

- All four major domestic car manufacturers made the list of the top-100 spot-TV advertisers in the quarterly report: General Motors had over $4.6 million; Ford Motor had about $3 million; Chrysler over $2.1 million, and American Motors $834,700.

- Advertisers of food and food products, a category traditionally at the head of a breakdown of television advertisers by product group, accounted for almost $61 million, or about 23% of total spot-TV spending.

Among companies in the top-100 list for the first time were Kentucky Fried Chicken and LIN Broadcasting.

Top 100 national-regional spot TV advertisers, first quarter 1969.

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<th>Rank</th>
<th>Expenditures</th>
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<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble $14,743,800</td>
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<tr>
<td>2.</td>
<td>General Foods $7,418,500</td>
</tr>
<tr>
<td>3.</td>
<td>Colgate-Palmolive $7,114,200</td>
</tr>
<tr>
<td>4.</td>
<td>Lever Brothers $6,836,900</td>
</tr>
<tr>
<td>5.</td>
<td>American Home Products $5,515,200</td>
</tr>
<tr>
<td>6.</td>
<td>General Motors $4,672,800</td>
</tr>
<tr>
<td>7.</td>
<td>American Brands $4,638,300</td>
</tr>
<tr>
<td>8.</td>
<td>Coca-Cola $4,061,800</td>
</tr>
<tr>
<td>9.</td>
<td>William Wrigley Jr. $3,932,700</td>
</tr>
<tr>
<td>10.</td>
<td>Bristol-Myers $3,797,800</td>
</tr>
<tr>
<td>11.</td>
<td>Alberto-Culver $3,641,300</td>
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<tr>
<td>12.</td>
<td>R. J. Reynolds Industries $3,611,600</td>
</tr>
<tr>
<td>13.</td>
<td>General Mills $3,478,500</td>
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<tr>
<td>14.</td>
<td>Gillette $3,082,300</td>
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<tr>
<td>15.</td>
<td>KraftCo Corp. $3,036,100</td>
</tr>
<tr>
<td>16.</td>
<td>Ford Motor $3,024,000</td>
</tr>
<tr>
<td>17.</td>
<td>Warner-Lambert Pharmaceutical $2,871,700</td>
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<tr>
<td>18.</td>
<td>RCA $2,519,400</td>
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<tr>
<td>19.</td>
<td>PepsiCo $2,458,800</td>
</tr>
<tr>
<td>20.</td>
<td>H. &amp; R Block $2,370,200</td>
</tr>
<tr>
<td>21.</td>
<td>Pet Inc. $2,365,600</td>
</tr>
<tr>
<td>22.</td>
<td>International Tel. &amp; Tel. $2,356,100</td>
</tr>
<tr>
<td>23.</td>
<td>Sterling Drug $2,243,800</td>
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<tr>
<td>24.</td>
<td>Standard Brands $2,221,500</td>
</tr>
<tr>
<td>25.</td>
<td>Nestle Co. $2,163,500</td>
</tr>
<tr>
<td>26.</td>
<td>Miles Laboratories $2,129,500</td>
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<tr>
<td>27.</td>
<td>Chrysler $2,116,000</td>
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<tr>
<td>28.</td>
<td>Shell Oil $2,090,900</td>
</tr>
<tr>
<td>29.</td>
<td>Scott Paper $2,030,200</td>
</tr>
<tr>
<td>30.</td>
<td>Campbell Soup $1,996,500</td>
</tr>
<tr>
<td>31.</td>
<td>Motorola $1,942,000</td>
</tr>
<tr>
<td>32.</td>
<td>McDonalds Corp. $1,923,300</td>
</tr>
<tr>
<td>33.</td>
<td>Quaker Oats $1,918,200</td>
</tr>
<tr>
<td>34.</td>
<td>Richardson-Merrell $1,859,500</td>
</tr>
<tr>
<td>35.</td>
<td>Triangle Publications $1,816,600</td>
</tr>
<tr>
<td>36.</td>
<td>Philip Morris $1,794,300</td>
</tr>
<tr>
<td>37.</td>
<td>Jos. Schlitz Brewing $1,682,400</td>
</tr>
<tr>
<td>38.</td>
<td>Borden $1,666,400</td>
</tr>
<tr>
<td>39.</td>
<td>Norton Simon $1,659,900</td>
</tr>
<tr>
<td>40.</td>
<td>American Can $1,635,900</td>
</tr>
<tr>
<td>41.</td>
<td>Carter-Wallace $1,632,100</td>
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<td>42.</td>
<td>Carnation $1,613,400</td>
</tr>
<tr>
<td>43.</td>
<td>Neston Purina $1,575,800</td>
</tr>
<tr>
<td>44.</td>
<td>Mars $1,560,300</td>
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<tr>
<td>45.</td>
<td>Pillsbury $1,482,900</td>
</tr>
</tbody>
</table>

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 13, 1969 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>1,272.5</td>
<td>39,669.0</td>
<td>2,426.7</td>
<td>76,692.9</td>
<td>1,572.7</td>
<td>64,009.3</td>
<td>819</td>
<td>5,271.9</td>
<td>25,355</td>
<td>180,371.2</td>
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<tr>
<td>6 a.m.-6 p.m.</td>
<td>238.7</td>
<td>8,929.0</td>
<td>483.5</td>
<td>19,159.2</td>
<td>414.2</td>
<td>17,339.7</td>
<td>92</td>
<td>1,136.4</td>
<td>2,590</td>
<td>45,477.9</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>771.1</td>
<td>26,377.0</td>
<td>677.8</td>
<td>29,361.2</td>
<td>506.9</td>
<td>17,266.0</td>
<td>245</td>
<td>1,955.8</td>
<td>7,875</td>
<td>73,004.2</td>
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<tr>
<td>Sign-off 6 p.m.</td>
<td>59.7</td>
<td>3,830.7</td>
<td>137.1</td>
<td>5,873.8</td>
<td>60.0</td>
<td>5,753.9</td>
<td>17</td>
<td>256.8</td>
<td>585</td>
<td>15,458.4</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>3,508.9</td>
<td>136,426.9</td>
<td>4,874.9</td>
<td>189,084.9</td>
<td>4,987.8</td>
<td>183,341.1</td>
<td>440</td>
<td>13,371.6</td>
<td>12,140</td>
<td>504,854.9</td>
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<tr>
<td>7:30-11 p.m.</td>
<td>292.4</td>
<td>11,055.3</td>
<td>106.8</td>
<td>2,169.5</td>
<td>424.9</td>
<td>13,419.1</td>
<td>80</td>
<td>824.1</td>
<td>2,214</td>
<td>26,643.9</td>
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<tr>
<td>Total</td>
<td>$56,143.3</td>
<td>$226,304.8</td>
<td>$8,790.3</td>
<td>$321,415.0</td>
<td>$8,294.1</td>
<td>$310,706.6</td>
<td>1,768</td>
<td>$23,227.7</td>
<td>53,111</td>
<td>$858,426.4</td>
</tr>
</tbody>
</table>

24 (BROADCAST ADVERTISING) BROADCASTING, July 28, 1969
“Della Reese comes on like a hurricane looking for a building to level!”

WE WOWED 'EM IN JUNE WITH "DELLA"—THE YEAR'S FIRST ALL NEW, ALL SWINGING SHOW. EVERY WEEKNIGHT!
BUT THAT WAS ONLY A SENSATIONAL SAMPLE.

September 15, KTVU goes all new, all first run, all color, seven nights a week!

NEW PROOF—KTVU IS THE LEADER IN INDEPENDENT TV PROGRAMMING.
Contact your Telerep sales representative for avails today.
### Business briefly:

Toni Co. through North Advertising, both Chicago; Oldsmobile division of General Motors, Lansing, Mich., through Dr. D. Brother; and Freight division of General Motors, through Dancer-Fitzgerald-Sample, New York, will sponsor NBC-TV's Miss America Pageant, Saturday, Sept. 6 (10 p.m.-midnight EDT), from Atlantic City.

### Standard Brands through Ted Bates, both New York and Miles Laboratories, Elkhart, Ind., through Jack Tinker, New York, will sponsor Jack Parr & His Lions on NBC-TV, Monday, Sept. 8 (8-9 p.m. EDT).

### Rep appointments:

- **KETV (TV) Colorado Springs-Pueblo, Colo.; Katz Television, New York.**
- **KNK Salt Lake City; Robert E. Eastman & Co., New York.**
- **WIRE Topoeka, KEDD Dodge City and KSCB Liberal, all Kansas: Grant Webb & Co., New York.**
- **KUDT-AM-FM Ventura, Calif.: Advertising Sales West, Los Angeles.**

### Bates goes looking into changing markets

A field survey of eight to 10 major TV markets in the U. S. that have undergone major changes in a rapidly growing technological and urbanized society was begun last week by a senior media personnel team at Ted Bates & Co. The purpose of the survey is to provide a more accurate examination of key markets since the agency notes, “there is a severe lag reporting these changes from one to two to five years.”

The Bates team—headed by Sam B. Vitt, senior vice president and executive director of Bates’s media-program department, with Jacqueline DaCosta and F. Richard Olsen, vice presidents—initially plans to visit Omaha; Houston; Minneapolis-St. Paul; San Diego; San Antonio, Tex.; Seattle, and Tucson, Ariz.

The markets were selected according to the following criteria: “mobility symptoms” (heavy population flow into and out of the markets), “inter-urbanization” (supermarket-shopping areas located mid-way between two cities), “space-age influences” (influx of military-aerospace installations), “technological advances” (the construction of a new jet airport), and “unique TV coverage” (new CATV systems and increased station coverage areas).

### First agency for Penney

J. C. Penney, the New York-based department store chain, has hired its first advertising agency in its 67-year history. Laroche, McCaffrey & McCall, New York, will be put to work on “all phases of our advertising program,” according to a client spokesman, and will work in conjunction with the retail firm’s in-house advertising department. In recent years the company has been concerned with expanded use of the broadcast media and expansion of its own operations in metropolitan areas. The chain boasts 1,700 stores in the U.S. and sales last year of $3.25 billion.

### Table: Category Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Food Products</td>
<td>60,992,600</td>
</tr>
<tr>
<td>Bakery Goods &amp; Snack Foods</td>
<td>7,360,100</td>
</tr>
<tr>
<td>Canned Goods</td>
<td>7,610,200</td>
</tr>
<tr>
<td>Cereals</td>
<td>8,750,200</td>
</tr>
<tr>
<td>Cocoa &amp; Cappuccino</td>
<td>3,250,500</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>2,375,200</td>
</tr>
<tr>
<td>Flour &amp; Prepared Baking Mixes</td>
<td>1,207,300</td>
</tr>
<tr>
<td>Frozen Foods</td>
<td>7,285,500</td>
</tr>
<tr>
<td>Fruit &amp; Vegetables</td>
<td>2,100,500</td>
</tr>
<tr>
<td>Health, Nutrition, &amp; Diabetic's</td>
<td>1,085,000</td>
</tr>
<tr>
<td>Foods</td>
<td>4,557,900</td>
</tr>
<tr>
<td>Meats</td>
<td>2,022,000</td>
</tr>
<tr>
<td>Poultry &amp; Fish-Fresh</td>
<td>4,073,000</td>
</tr>
<tr>
<td>Packaged Foods</td>
<td>2,941,200</td>
</tr>
<tr>
<td>Seasoning &amp; Condiments</td>
<td>3,591,700</td>
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<tr>
<td>Shortening &amp; Oils</td>
<td>744,200</td>
</tr>
<tr>
<td>Sugars, Syrups &amp; Jellies</td>
<td>368,700</td>
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<tr>
<td>Misc. Food Products</td>
<td>8,938,700</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>579,900</td>
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<tr>
<td>Horticulture</td>
<td>10,753,700</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>7,861,200</td>
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<tr>
<td>Household Paper Products</td>
<td>799,000</td>
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<tr>
<td>Insecticides, Disinfectants &amp; Deodorizers</td>
<td>1,490,100</td>
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<tr>
<td>Major Appliances</td>
<td>299,600</td>
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<tr>
<td>Small Appliances &amp; Equipment</td>
<td>296,600</td>
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<tr>
<td>Misc. Accessories &amp; Supplies</td>
<td>1,031,600</td>
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<tr>
<td>Floor Covering</td>
<td>177,600</td>
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<tr>
<td>Furniture</td>
<td>492,700</td>
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<tr>
<td>Household Fabrics &amp; Finishes</td>
<td>961,300</td>
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<td>Insurance</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Camerars</td>
<td>1,007,800</td>
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<tr>
<td>Cameras &amp; Photographic Supplies</td>
<td>990,100</td>
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<tr>
<td>Jewelry, Watches &amp; Optical Goods</td>
<td>1,700</td>
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<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>600,600</td>
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<tr>
<td>Pets &amp; Pet Supplies</td>
<td>4,279,100</td>
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<td>Publishing &amp; Media</td>
<td>3,850,800</td>
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<tr>
<td>Radios, Television Sets &amp; Musical Instruments</td>
<td>8,448,500</td>
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<tr>
<td>Musical Instruments &amp; Records &amp; Tape Recordings</td>
<td>1,417,700</td>
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<tr>
<td>Radios, TV Sets, Phonographs &amp; Recorders</td>
<td>6,755,300</td>
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<td>Misc. Components &amp; Supplies</td>
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<tr>
<td>Smoking Materials</td>
<td>11,778,200</td>
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<td>Cigarettes</td>
<td>11,266,200</td>
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<td>Cigars &amp; Tobacco</td>
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<td>Misc. Smoking Materials &amp; Soaps</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>23,949,700</td>
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<tr>
<td>Closures, Polishes &amp; Laundry Preparations</td>
<td>10,349,500</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>13,529,200</td>
</tr>
<tr>
<td>Games, Toys &amp; Hobbycraft</td>
<td>4,291,600</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>4,158,700</td>
</tr>
<tr>
<td>Toiletries, Pocket Goods</td>
<td>12,900</td>
</tr>
<tr>
<td>Cosmetics &amp; Beauty Aids</td>
<td>29,480,700</td>
</tr>
<tr>
<td>Dental Supplies &amp; Mouthwash</td>
<td>4,150,500</td>
</tr>
<tr>
<td>Diaperies &amp; Dandarors</td>
<td>6,905,200</td>
</tr>
<tr>
<td>Hair Dyeing &amp; Accessories</td>
<td>3,974,100</td>
</tr>
<tr>
<td>Shaving Goods &amp; Men's Toiletries</td>
<td>6,808,300</td>
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<tr>
<td>Toilet Soaps</td>
<td>3,034,300</td>
</tr>
<tr>
<td>Misc. Toilet Goods</td>
<td>871,500</td>
</tr>
</tbody>
</table>

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26 (BROADCAST ADVERTISING)  
BROADCASTING, July 28, 1969
1-HOUR TV SPECIAL... AVAILABLE FOR THE FIRST TIME!
A Nationally Heralded Event,
Plus Star-Studded Entertainment!

1st NATIONAL FINALS
FRI., AUG. 22, AT 8:00 P.M.

MISS BLACK AMERICA
BEAUTY PAGEANT

See the finalists selected from all over America for their beauty, charm and talent.

Which one will the judges select as Miss Black America?

PLUS A SPECTACULAR IN PERSON SHOW
PRESENTED BY
MADISON SQUARE GARDEN PRODUCTIONS AND MOTOWN

starring
STEVIE WONDER
TAMLA RECORDING STAR

with
THE FABULOUS IMPRESSIONS
CURTOM RECORDS ARTISTS

REV. JAMES CLEVELAND
THE KING OF GOSPEL AND THE JAMES CLEVELAND SINGERS

NOVELLA NELSON

HOST: HAL JACKSON

AIR COND. MADISON SQUARE GARDEN
Pennsylvania Plaza, 7th to 8th Aves., 31st to 33rd Sts.

For information call:
Jack Price, Director of TV Sales,
Madison Square Garden, (212) 736-2020
Man first steps upon the moon, and television is there to deliver history as it happens. Neil Armstrong, the first astronaut out of the lunar module, placed the camera in position to take live pictures of his descent.

A remote that broke all the records

Camera follows astronauts to lunar landing; next challenge is color pickup from the moon

Television went live to the moon and back last week, in its most improbable feat of actuality coverage, and then began preparing to top itself on the next lunar voyage a few months off.

The word from a jubilant Houston space center was that a color camera may accompany the next astronauts to visit the moon. The pictures last week were in black and white, but that there were any pictures at all must be counted a feat of incomparable difficulty.

The lunar origination lasted five hours and six minutes, with two and a quarter hours showing Astronauts Neil Armstrong and Edwin E. Aldrin Jr., in their science-fiction space suits, collecting rocks and in slow motion bouncing weightlessly across the bleak landscape. That was on the night of July 20-21.

By 2 p.m. last Thursday (July 24) they and the third member of the crew, Michael Collins, were safely aboard the aircraft carrier Hornet in the mid Pacific, and eight days of grueling television coverage were ended.

It took a minimum of $11 million in expenditures and in revenue loss and an estimated 1,000 personnel for the networks to produce what had to be the biggest show in broadcast history.

“IT was the greatest event I’ve covered in my 36 years in the business,” declared Elmer Lower, president of ABC News. His sentiments were echoed in one word—“wow”—from CBS TV’s anchorman, Walter Cronkite, who duplicated his election-night marathon with over 17 hours of broadcasting the night of the moon walk. Mr. Cronkite and his broadcasting partner, former astronaut Walter Schirra, remained speechless for several minutes after the module was down safely on the moon.

The televised moon walk attracted an audience of 125 million in the U.S., almost twice the projections made by the networks when the walk was originally scheduled for 2 a.m. EDT on July 21. (It started at 10:52 p.m. July 20.)

When astronauts Armstrong and Aldrin on the moon talked to President Nixon in Washington by telephone, each network used a different technique to present the principals on screen. ABC superimposed a head shot of the President in a circle over the picture from the camera placed by the astronauts on the moon. CBS used a split-screen technique, and NBC used a highlight form.

The astronauts themselves demonstrated a mastery of television techniques. In the last of six color broadcasts from the command capsule, shortly after 7 p.m. Wednesday (July 23), each astronaut delivered a short message to earthbound viewers. In earlier broadcasts they showed how and what they ate, how they transferred from the command capsule, Columbia, to the lunar landing module, Eagle, and how the earth and moon looked in space.

Throughout the Apollo coverage, Europe, Latin America and Japan received three network feeds from the international pool coordinator, ABC International, through the satellites over the Atlantic, Pacific and Indian oceans. The Communications Satellite Corp. reported that from launch to splashdown, more than 230 hours of satellite time, involving some 200 programs, were transmitted, exceeding the previous record of 225 hours during the Summer Olympic Games in Mexico City during an 18-day period last October.

A network of 20 earth stations, interconnected with satellites, carried the TV programs to viewers in the U.S., Latin America, Europe, North Africa, Asia and Australia.

Alaska received the coverage, said to
be its first live television reports of a major news event, via an Air Force satellite and an Army antenna. The television signals were routed through commercial broadcasting facilities to the Army's satellite communications agency in Fort Monmouth, N.J., where a fixed antenna sent the signals to the Air Force's Tacsat I Satellite in the Pacific. They were then relayed to an Army antenna terminal in Anchorage.

CBS Radio coverage, including a 28-hour stretch Sunday and Monday (July 20-21), was beamed to Europe, Latin America, Africa and the Caribbean area by short-wave radio station wrvw, operated by Radio New York Worldwide. The station updated the CBS reports in the evening with reports in Spanish.

The domestic TV pool, also handled by ABC, concluded with reports from ABC's Keith McBee, CBS's Dallas Townsend, and NBC's Ron Nessen from the rescue carrier. Techniques were a little different this time because of the quarantine procedures and the presence of Richard Nixon on the ship. Six cameras, two of them hand-held, were needed to cover the action on two decks and the bridge. Don Blair of Mutual handled the audio feed for the four radio networks.

Although there is no way to count the audience abroad, a plethora of figures is available in the U.S.

National Trendex ratings for the extensive coverage Sunday (July 20), 12 noon to 11 p.m., put CBS in the lead with a 22 rating, 45 share. NBC had a 16.8 rating, 34 share, and ABC a 6.7 rating, 14 share.

National Arbitron figures for 11 a.m. Sunday through 6 p.m. Monday showed CBS leading with a 19.9 rating, 45 share, followed by NBC with 14.8, 33, and ABC with 6.8, 15.

For the splash-down period, 11:30 a.m. -3:30 p.m. Thursday (July 24), CBS led the national Arbitrons with a 21.3 rating, 51 share. NBC had a 13.6 rating, 33 share, and ABC a 5.1 rating, 12 share.

Local New York Nielsen ratings for the 42 hours of network coverage throughout the moon mission show NBC and CBS tied with an 11.6 rating, 43 share, and ABC with a 3.7 rating, 14 share. New York Arbitrons put NBC on top with a 10.5 rating, 44 share, compared to CBS's 9.7 rating, 40 share, and ABC's 3.8 rating, 16 share.

The viewers saw television coverage "remarkably free of technical difficulties," commented Don Meaney, NBC News's vice president for special events. "The mission itself went so well, the coverage seemed to follow its example. The event was so great it overwhelmed anything else," he declared.

All three networks privately displayed

Technicians of the Australian Commonwealth Scientific and Industrial Organization work on the 210-foot dish of a radio-telescope that received television signals from the moon's surface. This installation, at Parkes, Australia, took over after a similar one at Goldstone, Calif., picked up the first part of moon broadcast. These radio-telescopes amplified the lunar signal 500,000 times before feeding it into worldwide satellite network. Comsat reported 330 hours of satellite use—the most ever in the history of the network.
a quiet pride in broadcasting's ability to cover the event.

"There are always things to be improved," Mr. Lower remarked, "but I think we all covered the shot in first-rate fashion. We really played only a minor role in bringing it to all mankind."

"We put down a proper plan and executed it," Mr. Meaney felt. "We maintained a high level of real competence; we were accurate and fast, which I believe are two important criteria."

CBS News President Richard Salant was pleased with the performance of Walter Schirra as a broadcaster, and plans to have him on hand for future space shots. Aside from the success of the mission, Mr. Salant reported his main concern was the "utter exhaustion involved" for people covering the shot.

Indications are that such extensive coverage will not be used in future moon shots. "It was truly historic this time," Mr. Meaney commented. "The next time it will be important, but it will not be historic."

The first transmissions from the moon camera were received at the space agency's Goldstone, Calif., 210-foot antenna, but after two minutes, the reception was switched to the earth station on Honeysuckle Creek in Australia and eight minutes later to the 210-foot radio astronomy antenna at Parkes, Australia. Originally, Parkes was scheduled to acquire all of the TV transmissions because at the hour the astronauts were scheduled to engage in their extra-vehicular activity (2 a.m., July 21), Australia was facing the moon and Goldstone was on the other side of earth. But when the moonwalkers moved up their EVA by almost four hours, Goldstone was still in sight of the moon and Parkes was not.

Not only are National Aeronautics and Space Administration officials considering using a color-TV camera on the moon for the Apollo 12 shot, tentatively scheduled for November, but there is consideration being given to equipping it with its own power supply so that men on earth can actually see the liftoff of the lunar module as it launches from the moon for its rendezvous with the command module.

There are two major considerations that have to be weighed, however. One is that Westinghouse Electric Corp., the developer and maker of the black-and-white lunar TV camera (and of the color-TV camera in the command module) will have to make the color camera more rugged to withstand the rigors of the atmosphere-less moon; the other is that a color camera would draw more than the 6 w used by the Apollo 11's monochrome camera.

If, however, a decision is made to continue using black-and-white TV on the moon for subsequent missions, NASA has nine operational, monochromatic cameras left. Westinghouse made 17 of the lunar cameras under its $7.7-million contract from NASA, of which 10 were for use on the moon missions. The other seven were used in tests and in simulations by the astronauts before they began their mission.

At that figure, the camera the Apollo 11 astronauts left behind with the other "litter" on the surface of the moon was worth $453,000. Also jettisoned from Eagle was a 14-pound "umbrella" antenna, covered with an estimated 38 miles of gold-plated wire, that was to be set up on the moon if the TV transmissions back to earth were not strong enough. It was never used, however.

Westinghouse also built two color-TV cameras for use inside the command module under a $130,000 contract from NASA. Both used a spinning color filter to produce a field-sequential color system. One was used during the eight telecasts from inside Columbia. It was similar to the color-TV camera used in the Apollo 10 flight that tested the lunar module descent toward the moon.

The 60-man Westinghouse team that worked on the lunar camera was led by program manager Stanley Lebar and technical director Larkin Niemyer. The work was done at the company's aerospace division, Defense and Space Center in Baltimore.

The moon-camera took pictures in a 320-line slow-scan 10 frames-per-second mode. This signal was fed by cable into the Eagle's processor which combined the TV with voice and data to make one composite telemetry signal. This was then amplified to about 20 w and radiated through Eagle's 26-inch S-band dish (2,000 mc band) for transmission to earth.

At Goldstone, the TV was separated from the other signals, put through a scan converter that brought it up to U. S. commercial standards of 30 frames a second. It was then passed on to Houston via land lines for delivery to the TV networks. At Parkes the telemetry composite signals were relayed by microwave 200 miles south to the Australian communications satellite earth station near Sydney, where the TV signal was removed and put through a scan converter there, then sent to Houston via the Pacific Intelsat III to the Communications Satellite Corp.'s Jamesburg, Calif., earth station and by landlines to Houston.
Another TV spectacular due from twin Mariners

Those historic TV pictures from the surface of the moon mark only the beginning of TV from other planets. Most people have forgotten that the U. S. has two Mariner spacecraft speeding toward Mars. One was launched last February; the other in March (Broadcasting, March 10) and they’re due to send back TV pictures beginning tomorrow (July 29).

The black-and-white TV pictures that will be transmitted 60 million miles back to earth will be taken by two small vidicon cameras aboard each spacecraft on a very slow scan method (one picture every 60 seconds when the spacecraft reach their assigned 2,000-mile height above the red planet). Resolution is expected to be much higher than those taken in 1965 by Mariner 4, which showed objects two miles or more wide. The current Mariners 6 and 7 are expected to show objects that are a mere 1,000 feet wide. The signals will be received by the space agency’s Goldstone, Calif., earth station, relayed to the Jet Propulsion Laboratory at Pasadena, Calif., where they will be released to networks.

Fewer complaints reach FCC’s ear

Complaints sent to the FCC for the year ending June 30 show an impressive decrease of 10,984 from the previous year’s total. In fiscal 1969, an election year, complaints totalled 21,542, compared to fiscal 1968’s 32,526.

Programming complaints totalled 16-, 659 in fiscal 1969, compared with 23,481 in 1968. Programming complaints included issues of advertising, alleged violations of law or commission rules, and equal time and fairness requirements. Figured into the total decline is the dramatic decrease in equal time and fairness complaints—a decrease from 5,218 in fiscal 1968 to 1,998 in 1969.

In fiscal 1968, complaints, comments and inquiries totalled 67,710, compared with 57,938 this year.

WHDH Inc. to operate pending appeals decision

WHDH Inc. has been assured of being able to continue operating its WHDH-TV on Boston channel 5 until it has exhausted its court appeals of the FCC decision denying it a renewal of its license.

The commission last week granted WHDH’s petition for a stay of that decision pending final disposition of any judicial review.

The petition had been opposed by Boston Broadcasters Inc., whose application for the Boston channel was granted by the commission in its unprecedented Jan. 23 decision.

The commission in that decision did not specify a termination date for WHDH-TV’s operation since the United States Court of Appeals for the District of Columbia had not yet ruled on matters in the complex and drawn-out case over which it has retained jurisdiction.

The commission said that it does not believe a stay is necessary but that the grant of one would be in the public interest.

AFTRA gains, goals cited at N.Y. convention

Membership in American Federation of Television and Radio Artists has increased by more than 10% during the past year to “well over 20,000 members,” Sanford Wolff, AFTRA national executive secretary reported last week during the union’s annual convention in New York.

Mr. Wolff said there are now 42 locals and chapters in AFTRA and, as a sign of its progress, added:

“In the past 100 days approximately 14 new stations have been added to the list of those making pension and welfare fund contributions, and innumerable new producers are making similar contributions under freelance contracts.”

The convention opened last Wednesday and was to end yesterday (July 27). A considerable number of closed sessions were devoted to proposals for contract negotiations with the TV-radio networks, set to begin this fall.

Speakers at the opening-day session included Herbert Klein, White House communications director, and New York Mayor John V. Lindsay.

“All communicators, including those from government, must ‘tell it like it is,’” Mr. Klein told the union delegates.

“We must develop a two-way communication to the American people. Washington and New York are not the only centers of communications.”

Mayor Lindsay acknowledged that both labor and management have accomplished “a great deal” in the advancement of broadcast opportunities for the disadvantaged citizens. But he said that “it is not enough that there is token integration.”
Filmways spreads wings in TV

FCC okays $3-million buy of three Cascade outlets; other purchases planned

Filmways Inc., New York-based diversified entertainment complex, last week entered the broadcasting business with the FCC's approval of its purchase of three television outlets.

Approved were the sales of KIMA-TV (ch. 29) Yakima, Wash., and its satellites, KEPR-TV (ch. 19) Pasco, Wash., and KLEW-TV (ch. 3) Lewiston, Idaho, from Cascade Broadcasting Co. in a stock transaction involving about $3 million. Filmways will acquire all the stock of Cascade Broadcasting and in exchange Cascade's stockholders will receive all of the class B convertible preferred stock of Filmways.

Cascade is principally owned by Thomas C. Bostic (58.6%), John H. Reber (15%) and William F. Grogan (15%). Mr. Bostic, Cascade president and member of the CBS-TV Affiliates Advisory Board, will head the broadcast division of Filmways. Mr. Reber, Cascade vice president and general manager, and Mr. Grogan vice president, sales, will remain with the broadcast division in management positions. The Cascade principals will retain their interests in KIMA-AM-FM Yakima, Wash., and KEPR-AM-FM Kennewick-Richland-Pasco, Wash.

Filmways, which is engaged primarily in motion picture and television program production, produces CBS-TV's Petticoat Junction, The Beverly Hillbillies and Green Acres. As of Aug. 31, 1968, it had total current assets of $20,120,666 and total current liabilities of $8,993,144. Long-term debt amounted to $7,669,091. The company had net income of $1.6 million or $1.31 per share on revenues of $38.47 million for the nine months ended May 31 (Broadcasting, July 21). Cascade's net income last year amounted to $470,420 after expenses.

When the sale of the Cascade stations was announced last year subject to FCC approval, Filmways President Martin Ransohoff said Filmways intends to buy other TV outlets and to expand to the full complement of five VHF and two UHF stations that is allowed by the commission (Broadcasting, Sept. 30, 1968).

Vote on the sales was four-to-three with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee dissenting.

# # #

**HOPKINSVILLE TV CABLE COMPANY**

OF HOPKINSVILLE, KENTUCKY HAS BEEN

SOLD TO TOWER COMMUNICATIONS, Inc.

Blackburn & Co. acted as brokers for both parties. The sellers were Charles O. Erickson and Charles F. Erickson; the buyer was Calcule Stepanus.

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Announced:

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

- WRIK-TV Ponce, P.R.: 80.1% sold by Alfredo R. deArellano III to United Artists Broadcasting. Price was not disclosed, but is believed to be about $7 million (see page 33).
- WEBB Baltimore: Sold by Norman Fischer and others to James Brown and Gregory H. Moses Jr. for $700,000. Mr. Brown is a rhythm-and-blues singer and has interests in recording and record publishing companies. Messrs. Brown and Moses own WJBE Knoxville, Tenn., and wRBD Augusta, Ga. WEBB is a daytimer on 1360 kc with 5 kw.
- KYET Payette, Idaho: Sold by Clinton H. Bellows and others to Richard L. and Romona D. Swan for $65,000. Mr. Swan is a salesman for KYET. KYET is full time on 1450 kc with 250 w. Broker: Chapman Associates.
- WGN Munising, Mich.: Sold by Vernon H. Ucker and James E. and Leah D. Poeseke to George Freeman for $61,500. Mr. Freeman is general manager of WCCG-AM-FM Hartford, Conn. WGN is full time on 1400 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 62):

- KIMA-TV Yakima and KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho: Sold by Thomas C. Bostic and others to Filmways Inc. for about $3 million (see this page).
- WCME-AM-FM Brunswick, Me.: Sold by Maurice L. Goulet and Roland G. Fortin to A. Abbott Coblentz for $232,000. Mr. Coblentz owns 25% of worc Worcester, Mass. WCME is a daytimer on 900 kc with 1 kw. WCME-FM is on 98.9 mc with 80 kw and an antenna height of 205 feet above average terrain.
- WSMT-AM-FM Sparta, Tenn.: Sold by Dr. Sam J. Albritton to Joel L. Kuhn and Van Lee Slack for $200,000. Mr. Kuhn is salesman for WSMT-AM-FM and Mr. Slack is commercial manager for those stations. WSMT is a daytimer on 1050 kc with 1 kw. WSMT-FM is on 105.5 mc with 3 kw and an antenna height of 36 feet above average terrain.

Cable Television:

- Jackson, Mich.: Continental Cablevision of Michigan Inc. has purchased
Jackson TV Cable Co. for $2 million. Buyer is affiliate of Continental Cablevision Inc., Boston, multiple CATV owner, which now serves 33,000 subscribers in Ohio, Illinois, Iowa, New Hampshire and Michigan. Sellers were Charles F. Erickson, Time-Life Broadcast Inc., WKLY-AM-FM Jackson and others. Mr. Erickson and Time-Life are multiple CATV owners. Broker: R. C. Cisler and Co.

Court consolidates AFTRA arbitration

The New York State Supreme Court last week granted a motion by three TV-radio networks to combine their arbitration with advertisers and agencies in a proceeding centering around a demand by the American Federation of Television and Radio Artists for an increase in its minimum fees (Broadcasting, July 21).

ABC, CBS and NBC had asked the court to consolidate arbitrations after the Advertiser/Agency Joint Policy Committee on Broadcast Talent Union Relations declined to join with the networks in the proceedings, claiming it had been the primary negotiator of the recorded-commercials contract. Justice Charles G. Tierney granted the networks’ petition for consolidated arbitration, claiming this method would eliminate duplication of effort and promote efficiency in resolving issues that are common to networks and to advertisers and agencies.

The dispute arose after AFTRA requested a 10.1% rise in minimum fees, claiming this was consistent with its various contracts signed in 1966, under which the union could seek the increase if the Department of Labor’s cost-of-living index rose as much as 10% over its level of Dec. 15, 1966. The union maintained that the index last April was 10.1% higher than on Dec. 15, 1966. All signatories to the codes rejected the union’s request and AFTRA began its arbitration proceedings.

Though no date has been set, arbitration is expected to begin in early August.

UA to acquire WRIK-TV Ponce, P.R.

Transamerica Corp., which last month announced it and Metromedia had called off their $300 million merger (Broadcasting, June 16), is evidently still planning to expand its broadcast holdings in another way. It has announced the acquisition of its third TV station.

United Artists Broadcasting, which is wholly owned by United Artists Corp., a division of Transamerica, last week announced it has signed an agreement to acquire controlling interest in WRIK-TV Ponce, P. R., subject to FCC approval. Price was not disclosed, but it is believed to be in the neighborhood of $7 million.

Alfredo R. de Arellano III is president and 82.23% owner of Ponce TV Corp., licensee of the channel 7 independent. According to Mr. de Arellano, he will acquire the remaining 17.77% from the other stockholders and will then sell 80.1% of his holdings to UA. Mr. de Arellano will acquire 10% of the 17.77% from Angola Investment Inc. That stock was owned by Luis A. Ferre, but was turned over to Angola when Mr. Ferre took office in January as governor of Puerto Rico.

Mr. de Arellano’s father and family have a majority interest in WQRS and WKNY-FM San Juan, and WORA-AM-FM-TV Mayaguez, all Puerto Rico. They also control WSVI (TV) Christensted, V.I., and own 49.8% of WPWP Ponce. Mr. de Arellano III, however, has no stock interest in those stations.

UA Broadcasting operates WUAB (TV) (ch. 43) Lorain-Cleveland, and holds a construction permit for KUAB (TV) (ch. 20) Houston. Its parent, United Artists, is primarily engaged in motion-picture distribution for theaters and TV, and in the music publishing and recording fields.

FCC refuses to upset Santa Barbara renewal

A petition filed by KCOY-TV Santa Maria, Calif., for reconsideration of the FCC’s grant without hearing of the license renewal of KEYT-TV that city, was denied last week by the commission.

The commission granted the KEYT-TV renewal last November. However, Central Coast Broadcasters Inc., licensee of KCOY-TV, alleged that KEYT-TV “presured” two CATV systems into terminating nonduplication protection of KCOY-TV.

Cable TV of Santa Barbara Inc. and Cable TV of Santa Barbara County Inc. had afforded only KEYT-TV a form of partial nonduplication protection until Sept. 15, 1968. At that time, KCOY-TV was given protection to the extent that, during some network programing, nonnetwork commercials and announcements of KCOY-TV were inserted on duplicating network affiliates also carried by the cable systems.

It was said that KEYT-TV began contacting personnel of the systems, urging them to terminate their nonduplication of KCOY-TV, and on Nov. 15, 1968, the...
systems informed KCOTV it would end nonduplication protection for the station Nov. 17. The decision was stayed, however, when KCOTV obtained a temporary restraining order from the California courts pending litigation.

In the same action, the commission noted Key Television, licensee of KIYT-TV, that while it does not feel the station’s “interference with the business relations of Central Coast is appropriate conduct for a licensee,” it did not find it appropriate to reconsider its grant.

**Question over site puts new N.M. TV into hearing**

The FCC last week set for hearing an application by Sante Fe Television Inc. for a new TV station in Sante Fe, N. M. after two Albuquerque broadcasters challenged the proposed location of the channel 2 transmitter site. New Mexico Broadcasting Co., licensee of KGGM-TV, and Hubbard Broadcasting Inc., licensee of KOB-TV, contend that Sante Fe’s proposed signal would broadcast into their service area and could cut into their audiences and revenues.

The commission said the proposed site would be approximately 45 miles southwest of Sante Fe, but only 14 miles northeast of Albuquerque. Although the companies claimed a choice of transmitter sites would provide a signal over both cities, the commission said the signal over Albuquerque would be stronger than it would over Sante Fe. Both Hubbard and New Mexico had contended that granting Sante Fe’s application would be a “de facto” reallocation of channel 2 from Sante Fe to Albuquerque.

The hearing was designated to determine whether the grant constitutes such a reallocation and whether the proposed operation would constitute a “fair, efficient and equitable use of the frequency.” The FCC said that another consideration would be the impact the grant would have on potential UHF competition in Albuquerque.

In setting the application for hearing—in a 5-1 decision, with Commissioner James J. Wadsworth the lone dissenter—the commission said there were undisputed allegations that there are alternate sites available from which coverage of Sante Fe is possible.

**EEN becomes EETN**

The Eastern Educational Network has voted to continue their regional interconnection system by committing more than $80,000 to the project. Also approved at a board meeting in Morgantown, W. Va., was an increased operating budget of around $250,000 and a change in name to the Eastern Educational Television Network.

**CATV gangs up on FCC’s cable rules**

**Zone protection to TV permittees hit hardest as operators claim their growth will be stymied**

The response was mostly negative last week as the FCC received comments on changes it made last May in its December 1968 overhaul of CATV regulations (Broadcasting, May 19). Many respondents suggested the commission scrap its latest proposals altogether, and preferred their own alternative rules.

The comments dealt principally with proposed revisions which would accord zone protection to television-station permittees as well as licensees, change market listings in certain respects and modify the method of determining a station’s 35-mile radius.

In a joint filing, several CATV systems opposed the commission’s proposal to extend zone protection to construction permits for a period of 18 months after the CP grant or until Feb. 15, 1970, whichever is later. Under the proposal, CATV systems within 35 miles of the post office of any major city in the top-100 markets would have to get permission from a distant station before importing its signals.

The companies argued that this was inconsistent with the commission’s previous treatment of permittees as authorized but inoperative facilities and would stymie CATV service in the affected area. The FCC “gambles away the provision of CATV service to undeserved areas on the speculative presumption that the permittee will become operational,” the companies claimed. Any protection afforded permittees, they added, should be limited to eight months.

Terminating the commission’s permittee protection proposal the most significant of its revisions, Cablecom-General Inc. denounced it, saying it would prove to be completely unworkable. As an alternative means of insulating local TV stations from the “alleged” economic impact of CATV without curtailing CATV’s benefits, the company suggested the use of expanded nonduplication protection specifically designed to protect independent TV stations—existing and proposed—to provide relief based upon actual viewer loss to a local station resulting from the importation of distant signals.

In another joint filing, 10 CATV systems, including Jerrold Corp. and Cox Cable Communications Inc., asked the FCC to rescind its protection proposal, contending it was unworkable. Failing that, the companies asked for a six-month limitation.

The commission’s proposals to modify market listings received an equally cool reception. One of the joint responses called the addition of some cities as market communities in five “hyphenated” markets (such as San Francisco-Oakland) “an unwarranted extension of major-market protection.”

Terminating the designations arbitrary, the companies advanced their own proposal. They suggested that any CATV within the 35-mile zone of a major market be permitted to carry all stations assigned to any of the designated market communities making up that market, regardless of the stations’ predicted contours.

A mixed but generally thumbs-down attitude was evinced toward the commission’s proposal to base the 35-mile zone of protection on coordinates relating to airline distances between certain cities, and post-office locations of others. One group of companies essentially supported the proposal but said that in cases where the terminus of the zone intersects communities desiring CATV service, the rule should be applied in favor of the community licensing the system rather than favoring the TV station. It said the 35-mile zone should apply only when CATV’s lie wholly within the zone, or at the very least “there should be a presumption in favor of the CATV system, with the burden on the TV stations to demonstrate actual, not theoretical, need for protection.”

Other companies echoed this position. Griffin Coaxial Co. argued that it would be “quite possible and probable that a CATV system would be limited to carrying a few television signals, whereas across the street a CATV system could offer its subscribers a wider choice . . .”

Still other systems argued that the proposed coordinates should be scuttled in favor of geographical coordinates based on transmitter location and effective coverage rather than vague municipal boundaries.

The National Cable Television Association in its comments said the proposed changes generally would “clarify nothing” and would perpetuate an existing “freeze” on the cable industry. The association concurred with Commissioner Robert T. Bartley’s dissent to the May proposals, in which he noted that the commission has four different criteria applicable to CATV cases: the 1966 Second Report and Order, the interim procedures issued last December, the May proposed changes and the public-interest standard applied via an ad hoc basis. The commission needs a whole new approach to CATV, NCTA concluded.
One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia... Panama City, Florida... Monroe, Louisiana... and El Dorado, Arkansas... with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets... sell it better. Contact your representative and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.
As much football as traffic will bear?

As 1969 season opens, broadcast rights and income level off at 1968 peaks—but what about next year?

(Permission 1969, Broadcasting Publications Inc.)

What do New York Jets coach Weeb Ewbank and pro football Commissioner Pete Rozelle have in common? They were both happy to see Joe Namath agree to sell his interest in Bachelors III and return to the New York Jets.

What do Buffalo Bills owner Ralph Wilson and Pete Rozelle have in common? They both want O. J. Simpson to sign his pro football contract. Mr. Wilson wants last year's number-one draft choice with the team. Like the Namath affair, Mr. Rozelle just wants the situation resolved.

Messrs. Namath and Simpson are money in the bank to Mr. Rozelle and the 26 members of the pro football fraternity. They are worth somewhere between $2 million and $3 million in potential television rights, according to one network source. So, Mr. Rozelle, who already has counted the $34.7 million pro football is receiving from CBS and NBC this year, is looking ahead to 1970 and a new decade of escalating rights. For 1970 he is asking $40 million for pro football.

The 1960's have been a profitable decade for football and in their closing year, radio and television stations, networks and independent packagers will be coming up with $53,198,650 in game rights to professional and collegiate teams. The figure, compiled in Broadcasting's annual survey, will be for football game rights to 26 professional teams, 125 major colleges and universities, and sponsors of 11 postseason collegiate bowl games.

This year's rights total shows an increase of only 0.8% over the adjusted 1968 figure of $52,755,950.

In 1969, the figure breaks down to $49,430,000 from the radio-TV networks for college and pro games; $1,415,000 in local radio rights to the 16 National Football League teams; $623,000 in local radio rights to the 10 American Football League teams; $250,000 in preseason local TV rights to the NFL teams; $125,000 in preseason local TV rights to the AFL teams, and $1,355,650 in local radio and delayed TV rights to 124 colleges.

After they add the rights costs to talent (announcers and color commentators), production (cameras, microphones, technicians and telephone lines), sales, publicity, and assorted and sundry expenses, the broadcasters will be asking advertisers to pay about $107 million—the same as in 1968— for commercials aired during time outs, before and after the games and at half times.

The NFL games will be heard on 673 radio stations and the AFL games on 268. The locally originated preseason NFL and AFL games will be carried on 33 TV stations. The college radio networks will have 2,365 stations taking the games with 263 TV stations carrying collegiate games either whole or in part on a delayed basis (see page 40). The collegiate figures do not include the 250 radio stations that will pick up Mutual's Notre Dame feed or the 141 TV stations Hughes Sports Network has lined up for 90-minute Sunday rebroadcasts of Notre Dame games.

Although major league baseball's All-Star game played last week in Washington is still fresh in the minds of many, a big portion of the populace will be in front of their TV sets this Friday (Aug. 1) to watch an old-fashioned black-and-white football game. The New York Jets and the College All-Stars will meet at Soldiers Field, Chicago, and the game, on ABC-TV, will be this season's only network-originated collegiate or professional game not scheduled in color. The mammoth field in Chicago has inadequate lighting for color TV.

While all network salesmen are out pushing this year's crop of football goodies, most at prices within a thousand or two of those pitched in 1968, ABC-TV is the only network that can already look to 1970 and get its per-minute costs worked out. It has signed a new two-year contract with the National Collegiate Athletic Association at $12 million a year (Broadcasting, June 23) and it will be returning to the pro football wars, for the first time in six years, with a three-year pact to carry pro games on Monday nights for an estimated $8.5 million a year (Broadcasting, June 2).

The $8.5 million ABC will pay to the National Football League (which is what the merged NFL and AFL will be called), leaves Mr. Rozelle just $31.5 million shy of the $40 million he intends to get from the TV networks for pro football in the early '70's.

CBS, long-time holder of NFL rights, will get first crack at the National Conference in the new league and NBC, holder of AFL rights for the past four years, will get first option on the American Conference games.

CBS has been paying $20 million a year for the NFL and NBC has been paying $9 million for the AFL. If the two networks were to continue at those figures, it would still leave Mr. Rozelle about $2.5 million short of his goal of getting at least $1.5 million per team. But CBS and NBC will not continue to pay rights in the current ratio.

The American Conference will be gaining Baltimore, Cleveland and Pittsburgh from the present NFL and with them at least 2.8 million TV homes in the Area of Dominant Influence of those three markets. Should NBC get the American Conference rights, it will be expected to pay for those additional 2.8 million homes, while CBS—if it gets the National rights—will be expecting to pay less since the National Conference AVI homes total will drop by 2.8 million.

And that's where Messrs. Namath and Simpson come in. Joe Namath is a proved celebrity, who lifted the AFL from its me-too status to parity with the NFL when the Jets beat the Baltimore Colts in the last Super Bowl. That victory allowed NBC-TV to raise the cost of AFL minutes this year 43% from $28,000 to $40,000. Without Joe Namath, the AFL would still have parity, but it would not have a controversial superstar, superhero to pit against the Heid's of the entertainment world.

Mr. Simpson, pride and joy of the University of Southern California, was one of the most lauded collegiate players to come down the pike in years—possible the most notable since Mr. Namath came off the Alabama campus. Buffalo needs O. J. as a drawing card and the AFL can use him to show the continuing high caliber of player the league has.

Pete Rozelle will have better leverage.
for American Conference bargaining if both are in uniform. Assuming that Mr. Simpson will finally come to terms with Buffalo, pro football's commissioner can ask for—and probably get—about $13.5 million for the American Conference and $18 million for the National Conference.

Should O. J. and Buffalo not reach accord and he is traded to a National Conference team, the rights ratio could change by as much as $1.5 million.

Even with all the glory attached to football and with all its heroes in uniform, CBS and NBC may not rush to give Mr. Rozelle his $31.5 million. CBS last year was asking $70,000 a minute for NFL coverage and was getting an estimated $59,000 a minute for the games during October. NBC, which was offering the AFL schedule plus the Super Bowl for $29,000 a minute in 1968, was getting about $21,000 a minute in October.

One network executive last week noted that for several years the network had been complaining about the high price they had been forced to charge sponsors for football coverage and said that the salesmen are finding, particularly in the current tight money market, that "the well is running dry. If we could just break even," he said, "we'd be happy.

Should CBS and NBC balk at new pricing arrangements, Howard Hughes is always available. He made his weight felt during the negotiations for the Monday night package when his Hughes Sports Network reportedly outbid ABC, but was turned down when research showed the ABC affiliate line-up could produce considerably more TV homes than a line-up put together by HSN would be likely to attract.

However, a Hughes-constructed Sunday afternoon station line-up could be expected to compare favorably with what CBS or NBC could offer the pro teams.

The outside possibility, in all this thinking, is that anyone—CBS, NBC or HSN—could take the whole package. But from a plain economics view it seems highly unlikely.

Although the networks had hoped to get their 1970 scheduling underway before the 1969 football season formally begins, all indications now are that nothing will happen until November. The National Conference still has to realign its 13 teams, something it hasn't been able to do in several lengthy meetings, and the networks in the past six weeks have been too wrapped up in Apollo programming to worry about football in 1970.

Football, in 1969, however, is moving at full tilt. ABC will be carrying 37 NCAA games, two more than last year, with four of the games to be played at night. In 1968 there were only two night games. This year the network is again offering a wild card game, one it can choose late in the season.

It is packaging the NCAA with the North-South and East-West Shrine games and Sugar Bowl and offering them all at $49,500 a minute, about the same as last year's package price.

The Sugar Bowl is a new entry on the ABC schedule this year and it gives the network a Jan. 1 feature for the first time since it lost the Orange Bowl to NBC several years ago. To make room for the Sugar Bowl, ABC gave up its rights to the Gator Bowl and NBC picked that one up.

Handling the collegiate games for ABC this year will be Chris Schenkel, Bill Fleming and Keith Jackson on play-by-play with Bud Wilkinson, Lee Grosscup, Dave Nelson and two others still to be named, handling color. Still in the works is a Sunday series on ABC, NCAA Football Highlights, which will be aired 12-1 p.m. NYT. Marvin Sugarman, New York, is handling 45-minute tapes from regional games played the day before with ABC adding 15-minutes of tapes from games of national interest. No sponsors or announcers have been announced for the series.

CBS is planning NFL coverage of five preseason games, 11 regular-season games, including two on Saturday afternoons and one on Monday night, the postseason contests and Super Bowl.

Including the Super Bowl in the package, it is pricing the basic NFL coverage at $75,000 a minute (up from the $70,000 it asked without the Super Bowl last year). A secondary package of 12 NFL dates is going for $50,000 (last year 11 dates were offered for that price) and the preseason package is priced at $35,000 a minute (the same as 1968).

CBS is offering its pregame program at $30,000 a minute and the postgame show for $40,000.

The only nonpro games on CBS-TV's schedule this season are the Sun Bowl and Cotton Bowl. The Blue-Grey game, which has had a checkered network career will not be on CBS this year. The game had been on NBC until 1962 when that network dropped it from the schedule although NBC continued to pay yearly rights under its contract. CBS picked the game up in 1965 under a five-year contract which would have ended with this year's game. Reportedly, the game has been one of the weakest postseason games in audience ratings.

CBS this year will retain its eight teams of play-by-play and color announcers: Chuck Thompson and Jerry Kramer; Don Criqui and Frank Clarke; Jack Whitter and Frank Gifford; Ray Scott and Paul Christman; Lindsey Nelson and Tom Brookshier; Jack Drees and John Sauer; Frank Glieber and

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### What networks pay for football

**ABC-TV**

<table>
<thead>
<tr>
<th>Game</th>
<th>Network</th>
<th>Price</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coaches All-American Game</td>
<td>College All-Star</td>
<td>$95,000</td>
<td>June 28</td>
</tr>
<tr>
<td>Coaches College Championships</td>
<td></td>
<td>240,000 Aug. 1</td>
<td></td>
</tr>
<tr>
<td>NCAA College Games</td>
<td></td>
<td>10,200,000 Sept. 13</td>
<td></td>
</tr>
<tr>
<td>NCAA College Championships</td>
<td></td>
<td>100,000 Dec. 13</td>
<td></td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td></td>
<td>110,000 Dec. 13</td>
<td></td>
</tr>
<tr>
<td>North-South Shrine Games</td>
<td></td>
<td>85,000 Dec. 25</td>
<td></td>
</tr>
<tr>
<td>East-West Shrine Game</td>
<td></td>
<td>350,000 Dec. 27</td>
<td></td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td></td>
<td>350,000 Jan. 1</td>
<td></td>
</tr>
<tr>
<td>Bowlist</td>
<td></td>
<td>30,000 Jan. 10</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$1,580,000</strong></td>
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**CBS Radio**

<table>
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<th>Game</th>
<th>Network</th>
<th>Price</th>
<th>Date</th>
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<tbody>
<tr>
<td>NFL Western Championship</td>
<td></td>
<td>(1) Dec. 27</td>
<td></td>
</tr>
<tr>
<td>NFL Eastern Championship</td>
<td></td>
<td>(1) Dec. 28</td>
<td></td>
</tr>
<tr>
<td>NFL Playoff Bowl</td>
<td></td>
<td>(1) Jan. 3</td>
<td></td>
</tr>
<tr>
<td>NFL Championship</td>
<td></td>
<td>(1) Jan. 4</td>
<td></td>
</tr>
<tr>
<td>NFL-AFL Super Bowl</td>
<td></td>
<td>(1) Jan. 11</td>
<td></td>
</tr>
<tr>
<td>NFL Pro Bowl</td>
<td></td>
<td>(1) Jan. 18</td>
<td></td>
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**Fox TV**

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<th>Game</th>
<th>Network</th>
<th>Price</th>
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</tr>
</thead>
<tbody>
<tr>
<td>NFL Preseason Games</td>
<td></td>
<td>(2) Aug. 10</td>
<td></td>
</tr>
<tr>
<td>NFL Games</td>
<td></td>
<td>$20,000,000 Sept. 21</td>
<td></td>
</tr>
<tr>
<td>Sun Bowl</td>
<td></td>
<td>150,000 Dec. 22</td>
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</tr>
<tr>
<td>NFL Western Championship</td>
<td></td>
<td>(2) Dec. 27</td>
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<tr>
<td>NFL Eastern Championship</td>
<td></td>
<td>(2) Dec. 28</td>
<td></td>
</tr>
<tr>
<td>Cotton Bowl</td>
<td></td>
<td>500,000 Jan. 1</td>
<td></td>
</tr>
<tr>
<td>NFL Playoff Bowl</td>
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<td>500,000 Jan. 3</td>
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**CBS-TV (Continued)**

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<tbody>
<tr>
<td>NFL Championship</td>
<td></td>
<td>2,000,000 Jan. 4</td>
<td></td>
</tr>
<tr>
<td>NFL-AFL Super Bowl</td>
<td></td>
<td>2,500,000 Jan. 11</td>
<td></td>
</tr>
<tr>
<td>NFL Pro Bowl</td>
<td></td>
<td>700,000 Jan. 18</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>$26,350,000</strong></td>
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**Hughes Sports Network**

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<tbody>
<tr>
<td>Notre Dame Football</td>
<td></td>
<td>100,000 Sept. 20</td>
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**MBS**

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<th>Game</th>
<th>Network</th>
<th>Price</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Notre Dame Football</td>
<td></td>
<td>50,000 Sept. 20</td>
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**NBC Radio**

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<th>Game</th>
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<th>Price</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFL Championship</td>
<td></td>
<td>(1) Jan. 4</td>
<td></td>
</tr>
<tr>
<td>Rose Bowl</td>
<td></td>
<td>(1) Jan. 1</td>
<td></td>
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**NBC-TV**

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<th>Game</th>
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<tr>
<td>AFL Games</td>
<td></td>
<td>$9,000,000 Sept. 14</td>
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<tr>
<td>AFL Division Playoffs</td>
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<td>(3) Dec. 20-21</td>
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<tr>
<td>AFL Championship</td>
<td></td>
<td>(3) Jan. 7</td>
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<tr>
<td>AFL All-Star Game</td>
<td></td>
<td>(3) Jan. 17</td>
<td></td>
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<tr>
<td>Gator Bowl</td>
<td></td>
<td>200,000 Dec. 27</td>
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</tr>
<tr>
<td>Rose Bowl</td>
<td></td>
<td>1,400,000 Jan. 1</td>
<td></td>
</tr>
<tr>
<td>Orange Bowl</td>
<td></td>
<td>700,000 Jan. 1</td>
<td></td>
</tr>
<tr>
<td>Senior Bowl</td>
<td></td>
<td>50,000 Jan. 10</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$11,390,000</strong></td>
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**Networks Total**

<table>
<thead>
<tr>
<th>Price</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>$49,430,000</td>
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</tbody>
</table>

(1) Radio rights included in TV contract.
(2) Rights included in NFL package.
(3) Rights included in AFL package.

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**Broadcasting**, July 28, 1969 37
Fordham-Wayneburg TV classic discovered

ABC Sports, which is looking into its archives and has asked colleges and universities to rummage through theirs for vintage football films, has unearthed the date, site and score of the first televised collegiate football game.

The hunting expedition is a part of college football's 100th anniversary and ABC-TV will help the National Collegiate Athletic Association celebrate by producing a special using some old footage.

The first televised game, ABC found, was on Sept. 30, 1939, when Fordham beat Wayneburg of Pennsylvania, 34-7 atRandall's Island Stadium, New York. However, ABC didn't handle that first telecast. NBC and RCA, which had telecast a baseball game earlier that year, and which did "most of the TV work at that time," according to ABC Sports, fed the telecast. Some 2,000 persons watched the game on fewer than 1,000 television sets.

The TV crew at the stadium used only one camera, which was set on a tripod on ground level at the 40-yard line next to the Fordham bench.

Cincinnati Bengals

Avco Broadcasting Corp. goes into second year of a three-year rights contract. Avco's WLW Cincinnati will feed five exhibition events and regular-season games to a regional radio network of about 50 stations (network last year totaled 30-plus). WLW also is airing a daily Paul Brown Show for 26 weeks (began June 30) and feeding it to a network of 10 stations on local sponsor basis. One-quarter sponsors of the Bengal games on WLW will be Burger Brewing through Midland Advertising; Tresler-Comet Gasoline through J.E. Freedman Advertising, and Chrysler-Plymouth Dealers through Young & Rubicam, with one-eighth portions taken by Union Central Life Insurance through Adams Gaffney Grant and Ohio Appliance Co. through Byer & Bowman. WLW will have three pre-game features. The preview show will be sponsored by Cinderella Cleaners through Jackson, Aristotle & Behan: the Coach's Corner will be sponsored by First National Bank of Cincinnati through Northcliff-Stolley and the warm-up feature will be sponsored by Partridge Meats through Allen, Anderson Niefeld & Paley. WLW's two half-time features will be sponsored by Central Trust Bank through Stockton West Burkhart and Shillito's Men's Store through Carl Press Inc. Postgame highlights show will be sponsored by Carter's Restaurants through Early-Selmeter. Postgame Star of Game show will be sponsored by First National Bank of Covington, Ky., placed direct. Phil Samp will do play-by-play and Jimmy Crum will handle color.

Avco's four TV stations will air three exhibition games. Those games on WLWT(C), WLW(D), WLCW(D) and WLWT(15) Indianapolis will be sponsored by Mobil Oil through Doyle Dane Bernbach, Ford Dealers through J. Walter Thompson, and Marine Midland Trust Co. of Western New York through BBDO. Sponsors of the pre-game post-game shows will be local sponsors, with Milk for Health on the Niagara Frontier Inc., placed direct and Sears Roebuck and Co. through J. G. Kelly Co. WBEN-FM sponsors of the games are Bisonite Paint through J. G. Kelly and Mason Photo Studio, placed direct.

WKBW-TV Buffalo will carry six preseason games in color. All but two games will be live. One game will be live and then repeated the next day because of a late start on the West Coast. Rick Azar will handle the games. Sponsorship is incomplete.

Eddie LeBaron; Jack Buck and Pat Summerall.

NBC will again cover the full AFL schedule including three Saturday night and two Sunday afternoon games. NBC is offering the AFL regular-season games, AFL All-Star game, the Gator Bowl and Senior Bowls as a package at $40,000 per minute. Its $29,000 a minute package last year included the Super Bowl.

The network is asking $120,000 per minute for the Rose Bowl, by far the highest per-minute price ever asked for a football game. (The highest price ever asked for a Super Bowl was $85,000 by CBS for the first Super Bowl.) Already on the dotted line for an undisclosed amount of minutes in the Rose Bowl are Chrysler, Eastern Airlines and Gillette. For the Orange Bowl, NBC's rate card calls for $63,000 a minute and United Air Lines, Allstate Insurance, R. J. Reynolds and Pontiac have signed up.

Handling the on-air work for NBC will be Curt Gowdy, Jim Simpson, Pat Hennesy, Jay Randolph and Bill Enis on play-by-play, and Kyle Rote, Al DeRogatis, George Ratterman, Elmer Angsman and one more man to be named on color.

Although ABC-TV, CBS-TV and NBC-TV are the only networks planning live football coverage this year, Hughes Sports Network will again be feeding Notre Dame games on a delayed basis to 141 stations on Sundays, 11:30 a.m.-1 p.m. NYT. Lindsay Nelson will call those games.

Mutual again has radio network rights to the 10-game Notre Dame schedule and has sold the network's half to B.F. Goodrich and State Farm Insurance. The other half is sold locally. In addition, Mutual will again feed the pregame Ara Parseghian Show, which is sponsored by Ford Motor Co. Van Patrick will do play-by-play with Al Wester handling color on the games.

Huges also will be feeding about 150 stations the weekly This Week in Pro Football, produced by AFL/NFL Films. Chrysler, Kemper Insurance and Haggar Slacks have bought into that package. Pat Summerall and Charlie Jones will announce the composite programs.

One bowl game being handled outside the networks this year is the Peach Bowl from Atlanta on Dec. 30. Vic Piano, New York-based station rep, has bought rights to the game through its Mizlo Productions and has already signed 72 stations. Pat Summerall and Jack Drees will call the game. Sponsors have not yet been announced.

As of last week, 89 sponsors had signed for network football coverage and the biggest single category was insurance. There were 10 insurance companies committed to football coverage, plus the National Association of Independent Life Insurance Agents.

Only two advertisers have made buys on more than two networks. R. J. Reynolds has bought on ABC-TV, CBS-TV, NBC-TV and Hughes Sports Network with Allstate Insurance buying on ABC, CBS and NBC. Another 12 sponsors have bought time on at least two networks.

By groups, the networks have signed: six auto makers, six airlines, six breweries, six cigarette makers, four oil companies and four tire makers.

A good example of the diversity in football advertisers this season can be found in the CBS line-up. Among its sponsors are Wembley Ties and UniVac.
TIME OUT!

BEFORE YOU BUY, SEE YOUR CHRYSLER-PLYMOUTH OR DODGE DEALER.

...BE THE CENTER OF ATTENTION IN A NEW CAR FROM CHRYSLER CORPORATION!

WHAT A LINE!
PLYMOUTH, DODGE, CHRYSLER, IMPERIAL, SIMCA OR SUNBEAM

TRIPLE THREAT!

CHRYSLER CORPORATION, LONG ON STYLING, LONG ON FEATURES AND ON ENGINEERING

SEE MAJOR LEAGUE BASEBALL, DIVISIONAL PLAYOFFS AND THE WORLD SERIES IN COLOR ON NBC-TV.
locally in each market for one-half. Quarter sponsorships each are expected to be renewed by Burger Brewing through Midland and Marathon Oil through Campbell-Ewald. Mr. Samp and Omar Williams are slated to do the announcing of the exhibition games.

**Denver Broncos**

*KTLM Denver will feed the 20-game exhibition and regular-season schedule to a 53-station radio network in Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, Utah and Wyoming. One-fourth sponsors will be Humble Oil through McCann-Erickson; Jos. Schlitz Brewing through Leo Burnett; Public Service Co. of Colorado, placed direct and Empire Savings & Loan, placed direct. The pregame and postgame programs will be sponsored on KTLM by Roger Mauro Chrysler through AMA Advertising. Joe McConnell will handle play-by-play with Bob Madison as color.*

*KOA-TV Denver will carry one preseason game, which has been sold to multiple sponsors. Bob Martin will call the game.*

**Houston Oilers**

*Majestic Advertising, Milwaukee, in the second year of a three-year broadcast rights agreement for the Oilers games (covering all radio plus preseason TV), will again package a radio network of 19 stations for five exhibition games plus regular play. Network sponsors for five-nineteenths each will be Texaco through Benton & Bowles and Jos. Schlitz Brewing through Majestic. The remaining shares go to participating sponsors. Jim Norton will do play-by-play with Dickie Maegle on color. Majestic will deliver pregame and postgame shows to the network for local sale plus a halftime show sponsored by Southwestern Bell, placed direct.*

*Majestic, because of a league ruling curbing regional TV networking of preseason games, has sold off its TV rights this year to KPRC-TV Houston, which locally will air tape delays of four home exhibition games plus live coverage of a fifth preseason road game. Bill Ennis will do play-by-play. KPRC-TV is selling the exhibition events on participating basis.*

**Kansas City Chiefs**

*KCMO Kansas City in the second year of a three-year agreement once again will originate a regional radio network of some 45 stations for six exhibition games plus the regular season. Locally KCMO aired an additional “rookie” game last Saturday (July 26). On KCMO one-fifth sponsors will be Interstate Securities through Ballantine Radford; Jos. Schlitz Brewing-Kansas City Wholesalers through Mace Advertising; Country Club Dairy through Bozell & Jacobs, and Vickers Oil Co. through Barickman & Selders. One-tenth shares each are being taken by U.S. Supermarkets through Vern Siddall Associates and Southwestern Bell, placed direct. Interstate, Schlitz and Vickers each will take one-fifth on the network and Country Club foods will take one-tenth. The rest of the network will be locally sponsored. On KCMO the pregame Scouting the Chiefs has been renewed by City National Bank through Oliver Advertising. The postgame Scoreboard has been renewed by Aamco Transmissions through Sher & Jones while the postgame locker-room show after home games again is signed by Swift Dodge through Martin Fromm. Play-by-play will be done by Tom Hedrick with Bill Grigsby on color.*

*KMBC-TV Kansas City will air six exhibition events. KMBC-TV previously had organized preseason regional TV networks for both the Chiefs and the Houston Oilers, but league rules now preclude this. The rules, though, allow importation for hometown airing plus feeding to any station within 75 miles. Thus KMBC-TV will feed the Aug. 2 Oakland Raiders game to WIBW-TV Topeka, Kan., and the Aug. 16 Cincinnati Bengals game to KTSB (TV) Topeka. On KMBC-TV, the exhibitions will be sponsored one-quarter each by Wilson & Co. through Campbell-Mithun; Falstaff Beer through Foote, Cone & Belding; Sears, Roebuck & Co., placed direct, and Bankmark Credit Card through Bruce B. Brewer. Charlie Jones and John Sanders will split play-by-play on games with color by Galin Fiss.*

**Miami Dolphins**

*WVTW Miami, in its fourth year with the team, will originate the Dolphins' 14 regular-season and six preseason games for a 10-station Florida radio network. Sponsors on WDOT include Buick Dealers through McCann-Erickson; Household Finance through Needham, Harper & Steers and Northeast Airlines, through Carl Ally. Bob Gallagher will do play-by-play and Henry Barrow will handle color.*

*WTVJ (TV) Miami will televise three preseason games, two of them in color. Mr. Gallagher and Bob Halloran will handle the play-by-play and color. Major sponsors are Nissan Motors, through Park Advertising, and Johnny & Mack, through Ross Hancock, each with one-fourth of the games, and Burdine's Department Store, through 22 East Agency for one-fourth of one game. The remainder has been sold to spot advertisers.*

**New York Jets**

*WABC New York will cover five exhibition and 14 regular games in the fifth year of its six-year contract. Sponsors will be Chevron Oil and F&M Schaeffer Brewing, both through BBDO; Manufacturers Hanover Trust through Young & Rubicam, and Buick Dealers through Communications Counselors. Merl Harmon will do play-by-play and Sam de Luca will handle color. Sponsor for the pregame and postgame shows will be Gimbel's through Allerton, Berman & Dean.*

*Like its older competition in New York, the Giants, the Jets this year will get a radio network of some 35 stations in New York, Pennsylvania, Connecticut and Rhode Island. The network is operated by Trans National Communications, New York, which also handles the Giants' radio network. Of the two-thirds available for network sale, Bristol-Myers through Wells, Rich, Greene and Young & Rubicam, has purchased a half, with a half still open. Announcers for the Giants' radio network still have not been announced.*

*WOR-TV New York is broadcasting five preseason games. Sponsors are Mobil Oil and Bankers Trust, both through Doyle Dane Bernbach; Rheingold Beer and Canada Dry, both through Grey Advertising; Miles Labs through J. Walter Thompson; Chrysler-Plymouth Dealers through Young & Rubicam, and Wilkinson Blades through Ted*
Valley OA
K
Oakland Raiders

NATIONAL LEAGUE

Atlanta Falcons

WQXI Atlanta will feed the Falcons' 20-game exhibition and regular-season games to a network of about 65 stations in seven Southern states: Alabama, Florida, Georgia, North and South Carolina, Tennessee and Mississippi. The games are being offered on WQXI by Ford Dealers through J. Walter Thompson; Bristol-McCalls through Young & Rubicam; Citizens & Southern National Banks through Burke, Dowling, Adams; and BT Oil Co., Arby's Roast Beef Restaurants and Eilman's of Atlanta. Jack Hurst will do play-by-play with Alex Hawkins on color. Also fed to the network for local sale are the 15-minute pregame and postgame shows. Network stations may also pick up the pre-pregame Norm Van Brocklin Show.

WAGA-TV Atlanta will carry the six exhibition games, four of them live and two taped the night before airing. Ed Thilenius will call the games, which will be sponsored by Atlanta Buick Dealers through Scofield, Brazelton & Williams; Goodbody & Co. through Doremus & Co.; Western Electric through Cunningham & Walsh; Cotton States Insurance Co. and Kahn's Meats, both through McRae & Bealer.

Baltimore Colts

WABC Baltimore, under a new three-year contract, is feeding the Colts' 20-game schedule, including six exhibitions, to a radio network of about 40 stations in Maryland, Delaware, Virginia and West Virginia. The games will be equally sponsored by National Brewing and Commercial Credit, both through W.B. Doner; Ford Dealers through J. Walter Thompson; Humble Oil through McCann-Erickson, and Baltimore Sunpapers through Van Sant, Dugdale. Joe Croghan and Charley Eckman will handle play-by-play and color. The local pregame shows are the 10-minute Johnny Unitas Show, sponsored by Eastern Air Lines through Young & Rubicam and the 15-minut Colt's Kick-Off, sponsored by Thompson's Sea Girt Restaurant through Bernard Sandler Advertising. The postgame shows are the 10-minute Colts Scoreboard, sponsored by United Clay and Supply and Carrier Air Conditioning, both through Emery Advertising, and the 15-minute Colts Locker Room with Jimmy Orr, sponsored by Maryland Cooperative Milk Producers, placed direct.

WWMR-TV Baltimore will carry three Colts' preseason games, all live and in color. The preseason rights are owned by Dennis Dunn Inc. F&M Schaefer Brewing through BBDO; Western Electric through Cunningham & Walsh; Coca-Cola through McCann-Erickson, each with one-quarter; Baltimore Gas and Electric, through Doner, and STP through Media Buyers, each with one-eighth, will sponsor the games. Jim Gibbons will do play-by-play and Jim Mutscheller will handle color.

Chicago Bears

WGN Chicago will air three exhibition games and the bulk of the regular-season schedule. Since WGN has a baseball coverage conflict, the first two regular-season games will be aired by WCFL Chicago with same regular-season sponsors. WGN also is feeding a regional radio network of 16 in Illinois, Indiana and Iowa, all locally sponsored. For the 24th year the basic rights owner, Standard Oil division of American Oil Co., takes one-third regular-season sponsorship on WGN with a third each also renewed by G. Heileman Brewing through McCann-Erickson and Household Finance through Needham, Harper & Steers. The first exhibition game will be sponsored by Heileman and by Statistical Tabulating Corp. through Haddon, Burns & Cohen. The other two exhibition games will be sponsored by the three regular-season advertisers. The pregame warmup show for the first exhibition game will be sponsored by M. Hyman & Sons through the Haddan Agency; the halftime show by Flame Steak House, also Haddon, and the postgame scoreboard by Montgomery Ward through Liliendel. For the other two exhibition games and the regular-season warmup, the sponsor is Robert Hall through Arkwright; halftime, Flame Steak House, and scoreboard by Wards. Play-by-play will be handled by Jack Brickhouse with color by Irv Kupcinet.

WBBM-TV Chicago will air five exhibition events with Shell Oil taking one-quarter through Ogilvy & Mather. The remainder is being sold in participations. Play-by-play will be handled by Ray Scott with George Connor on color.

San Diego Chargers

The Chargers have signed a new five-year contract with KSDO El Cajon, Calif., for the broadcast rights to both pre-season and regular season games. KSDO also will originate 19 games, including five pre-season, for a radio network of 18 stations in California and Arizona. Stu Nahan will do play-by-play with Johnny Parker and Emil Karas, handling color. Chargers coach Sid Gillman will do a 10- or 15-minute pre-game show. There also will be 15-minute Charger Warmup pregame show and 15-minute Charger Report postgame show. Texaco through Benton & Bowles will be one-fourth sponsor of the games, and Karl's Shoes through Holzer, Taylor, McGtTige & Dawson will be one-eighth sponsor. Sears, Roebuck through Teamell Inc. will sponsor the pregame shows which are fed to the network.

KCSF(tv) San Diego, which last year began covering pre-season games of the Chargers, has come up with another one-year contract. The independent UHF will carry the five pre-season games, all in color, and all on a tape delayed basis. Bob Chandler will do play-by-play. KCSF is selling spots on the pre-season games to participating advertisers. KCSF will carry weekly highlights of all Chargers games throughout the season and will also carry a weekly Sid Gillman show.

Oakland Raiders

KNEW Oakland is feeding five pre-season games and 14 regular-season games to a 16-station radio network in California and to one station in Reno. Bill King will do the play-by-play with Scotty Stirling on color. One-quarter sponsors of the games will be: Smiths Clothing through Wenger/Michael; Central Valley National Bank through Metzler, Aron & Leman; Union Oil through Leo Burnett; and United Vintners through Hing-Cooper & Harrington. The 20-minute pregame show will be sponsored by Foremost Dairies, Yami yogurt and Kilpatrick's bread, all through Gross, Pera & Rockey. The postgame show will be sponsored by Lincoln-Mercury through Kenyon & Eckhardt, and Treesweet Products through Martsteller. A 20-minute Locker Room show following the postgame show, will be fed to the regional network with Volvo and Canadian Pacific Airlines as co-sponsors. KNEW, throughout the season on Monday evenings, will carry a half-hour Ask the Raiders program, sponsored by E.C. Wenger Electronics, Wiseman's Home Furniture and S & K Auto.

The games and highlights are being offered to other stations. KTXL(tv) Sacramento, Calif., is picking up both, with KTVW(tv) Seattle-Tacoma taking the highlights package. Announcers for the games have not been set.

BROADCASTING, July 28, 1969 41
Radio-TV network sponsors for football

AC Spark Plugs (Burnett): ABC-TV, NCCA pre-and postgame; CBS-TV, NFL pregame and games.

Allstate Insurance (Burnett): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl; CBS-TV, Cotton and Sun Bowls; NBC-TV, Orange Bowl.


American Motors (WRG): HSN-TV, Notre Dame.

American Oil (D'Arcy): CBS-TV, NFL.

AT&T (Ayer): ABC-TV, NCCA, pre- and postgame on East-West Shrine game and Sugar Bowl.

AT&T (C&W): ABC-TV, North-South Shrine game; CBS-TV, NFL pregame.

American Tobacco (BBDO): CBS-TV, NFL pregame. 3


Bell & Howell (M-E): CBS-TV, NFL.

Benjamin Moore (Dreher): CBS-TV, NFL pregame.

Brown & Williamson (Bates): CBS-TV, NFL pregame.

Buick (M-E): CBS-TV, Cotton and Sun Bowls.

Bulova (DDB): CBS-TV, NFL pregame.

Champion Spark Plugs (JWT): CBS-TV, NFL.

Chase (JWT): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl.

Chanel (NC&D): CBS-TV, NFL.

Chrysler-Plymouth Dealers through AT&T (Y&R): NBC-TV, AFL.

Cluett-Peabody (Y&R): NBC-TV, AFL.

Consolidated Edison (Domen): ABC-TV, NFL pregame.

Consolidated Gas (David, Osner & Mitchell): CBS-TV, NFL pregame; NBC-TV, AFL.

Continental Insurance (DBB): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl.

DuPont (Ayer): CBS-TV, NFL pregame.

Eastern Air Lines (Y&R): ABC-TV, Sugar Bowl.

Emerson (David & Charles): CBS-TV, NFL.

Firestone (C-E): ABC-TV, NCCA pre and postgame; CBS-TV, NFL pregame.

Ford (JWT): ABC-TV, NFL pregame, games and postgame; Mutual, Notre Dame pregame.

Ford Foundation for Full Service Banks (DFS): CBS-TV, NFL pregame, games and postgame.

General Aniline (Daniel & Charles): CBS-TV, NFL pregame and games.

General Cigar (Y&R): CBS-TV, NFL.

General Motors (Nita): ABC-TV, NCCA.

Gillette (BBDO): NBC-TV, Rose Bowl.

Goodrich (BBDO): Mutual, Notre Dame.

Goodyear (Y&R): ABC-TV, NCCA, NFL pregame and games.

Haggar Co. (Tracy-Locke): CBS-TV, NFL pregame.

Hertz (Alliy): CBS-TV, NFL pregame and games.

Heublin-Hamms (Marschall): ABC-TV, NFL pregame and postgame (regional).

Institute of Life Insurance (JWT): ABC-TV, NCCA.

Kentucky Fried Chicken (Burnett): CBS-TV, NFL pregame.

H. D. Lee (Grey): CBS-TV, NFL pregame.

Lincoln Life Insurance (Bosco): ABC-TV, NCCA pre and postgame.

P. Lorillard (B&B): CBS-TV, NFL.

Magazines (K&E): CBS-TV, NFL.

Maysig (Burnett): CBS-TV, NFL pregame.

McDonald's (DDB): ABC-TV, NFL pregame.

Metropolitan Life (Y&R): NCCA, NFL postgame.

Miles Labs (Tinker): HSN-TV, Notre Dame.

Muller Brewing (Matthison): CBS-TV, NFL pregame.

Mobil Oil (BBDO): ABC-TV, NCCA pre and postgame; CBS-TV, NFL pregame.

Monroe (Altkan-Kynett): CBS-TV, NFL pregame.

National Association of Independent Insurance Agents (Doremus): ABC-TV, NCCA pre and postgame; CBS-TV, NFL pregame.

National Broadcasting: ABC-TV, NFL pregame and postgame.

National Cash Register (M-E): ABC-TV, NCCA; CBS-TV, NFL pregame and games.

New York Life (Compton): CBS-TV, NFL.

Norwich Pharmacal Co. (B&B): CBS-TV, NFL pregame.

Pabst (K&E): CBS-TV, NFL pregame and postgame.

Pan American Airways (JWT): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl.

Philip Morris (Burnett): CBS-TV, NFL postgame.

Polaroid (DBB): CBS-TV, NFL.

Pantiac (MacManus): NBC-TV, Orange Bowl.

Qantas (C&W): CBS-TV, NFL preseason.

Ray-O-Vac (Mons): CBS-TV, NFL.

RCA (JWT): CBS-TV, NFL; NBC-TV, AFL.

R. J. Reynolds (Esty): ABC-TV, NCCA, Sugar Bowl; CBS-TV, NFL pregame and games; NBC-TV, Orange Bowl; HSN-TV, Notre Dame.

Rockwell Manufacturing (Marsteller): ABC-TV, NCCA pre- and postgame.

Samsonite (Grey): CBS-TV, NFL.

Sport Compton): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl; CBS-TV, NFL.

Sears (Burnett): CBS-TV, NFL.

Scripto (Daniel & Charles): CBS-TV, NFL pregame.

Shell Oil (O&M): CBS-TV, NFL pregame and postgame.

Simoniz (JWT): CBS-TV, NFL pregame.

State Farm Insurance (N & H&S): Mutual, Notre Dame.

STP (Atwood-Richards): CBS-TV, NFL pregame and games.

Stroh Brewery (DDB): ABC-TV, NFL pre and postgame (regional).

Sun Oil (Esty): ABC-TV, NCCA, East-West and North-South Shrine games, Sugar Bowl (regional).

Sunbeam (FCA&B): CBS-TV, NFL.

Trans World Airlines (WRG): NBC-TV, AFL.

Towers Insurance (Y&R): CBS-TV, NFL pregame.

Union Carbide (Esty): ABC-TV, NCCA; CBS-TV, NFL.

Union Air Lines (Burnett): CBS-TV, NFL pregame, games and postgame; NBC-TV, Orange Bowl.

Univac (Ayer): CBS-TV, NFL pregame.

Wembley Tie (Mayer): CBS-TV, NFL pregame.

Wilson & Co. (C-M): ABC-TV, NCCA (regional).

W. A. Young (JWT): CBS-TV, NFL pregame.

Zenith (FCA&B): CBS-TV, NFL.

Standard Oil of Ohio through Marshaik and Dusquesne Brewing through Admark. On WIXK sponsors' table is one adroll for each of the Household Finance through Needham, Harper & Steers, and Cleveland Oldsmobile Dealers through Grider Associates. A pregame and postgame package on WIXK will be sponsored by Retail Clerks Local 880 through Jack Sharp Associates; Sylvania through Baich, Blake & Gabriel; Paleysky Hardware through Axel & Brown; and East Ohio Gas Co. through D'Arcy. A pregame Blantont Collier show on WIXK will be sponsored by ADW's Retail Stores through B & R Advertising while a Monday-Friday nighttime show by Mr. Collier will be sponsored by Union Commerce Bank through Meldrum & Fewsnow. Two half-time features also will be sponsored locally on WIXK. A half-time news show has been renewed by Uncle Bill's Stores through Lawrence Goldenstein Advertising while the half-time sports scores show has been renewed by Chrysler-Plymouth Dealers through Young & Rubicam. Radio announcers will be Gib Standly and Jim Graner. WYKY Cleveland will carry the Browns' Aug. 23 exhibition game and the Sept. 6 exhibition event will be aired by WYSV-TV there, both on participating basis. Gib Standly will announce for WYSV with Dick Hammer for WYCY-TV.

Dallas Cowboys

With a three-section network, the Cowboys can boost pro football's largest radio hookup—at least 146 stations. The Texas State Network in Fort Worth handles the pickup for all sections, but the network is divided into three parts for sales purposes. In the TSN section are 92 stations in Texas, New Mexico and Louisiana. The Oklahoma portion, handled by the Oklahoma News Network in Oklahoma City, will have 34 stations in that state. The Arkansas section of 20 stations in that state is handled by the Arkansas News Network of Little Rock. Game sponsors on the Texas leg are Lincoln-Mercury through Kenyon & Eckhardt and Jos. Schlitz Brewing through Leo Burnett (each four spots per game), and Texaco through Beaton & Bowles (one spot per game). Hanes Mills through N.W. Ayer will sponsor the pregame show and Texaco will sponsor the postgame program. On the Oklahoma leg, Texaco and Schlitz each have four spots within the game; McCullough Chain Saws through McCann-Erickson has one spot in the game plus the pregame show, and Wilson & Co., through Campbell-Mithun will have the postgame show. On the Arkansas network, Schlitz has five spots in the game and Texaco has four. The postgame sponsor list and postgame shows are not yet sold. The network sponsors account for one-half availabilities in the games, with the other half for local sale. Bill Mercer, who will call the games, also will be on a Monday-Saturday five-minute show fed to many of the stations on the Texas leg of the network. One-half of this program, to be sold by the network, is uncommitted.

KRLD-TV Dallas will carry three live and two delayed colorcasts of exhibi-
tion games. The two taped games will be shown the day after they are played in Dallas. Sponsors for the games will be Lone Star Brewing through Glenn Advertising (for one half); and participating sponsors: Humble Oil through McCann-Erickson; Goodbody & Co.; Standard-Harris Department Stores; Gordon's Jewelers; Delta Steel Buildings; Conoco; Runaway Bay Resort; Linn Jewelers; Jas. K. Wilson Men's Stores and Western Co. Frank Giebler will do play-by-play and Eddie LeBaron will handle color.

**Detroit Lions**

WXYZ Detroit picked up its coverage option for a second year and has acquired an option as well for 1970. It will originate a regional network of about 40 stations for six exhibitions and the regular season. The team retains its radio rights and sells them to the advertisers with wxyz providing radio-TV and other promotion plus engineering package that has achieved economies over previous networks. Marathon Oil through Campbell-Ewald again will take one-half sponsorship on the network. One-quarter each on the network will be taken by Ford Motors and Theo Hamm Brewing, both through J. Walter Thompson. Pregame and postgame shows are sold out on rotating participation basis. Pre-pregame show with Lions Coach Joe Schmidt will be sponsored by Robert Hall Clothes through Arkwright. Van Patrick will do play-by-play with Bob Reynolds on color.

WBRK-TV Detroit this year will air three exhibition games. Sponsors with one-quarter each are Ford through JWT, Marathon Oil through C-E and Little Caesar's Pizza Parlors through Fred Yafee Advertising. The remaining one-quarter is sold to participating sponsors. Pregame play-by-play will be handled by Mr. Patrick with Sonny Grandellius doing color.

**Green Bay Packers**

WTMJ Milwaukee, which has aired Packers games since 1929 with only two years interruption, again will originate for a regional basic network of half-dozen stations plus a bonus network of about two dozen stations for six exhibition games plus regular season. Thorp Finance has renewed on the network for one-half through Klaw-Van-Pieterson-Dunbar while Blitz Beer through Kenyon & Eckhard and Humble Oil through McCann-Erickson each renewed one-quarter on the network. The pregame Packers Preview will be sponsored on wtmj by Montgomery Ward through Ridgway Advertising. Postgame Packer Playback will be sponsored on wtmj by Ruby Chevrolet through Marvin Frank Agency. Both features will be fed to the network for local sponsorship. Jim Irwin color and Ted Moore play-by-play.

**Wmay-tv Green Bay is again packaging three video-taped exhibition games for a live station network. The games are sponsored locally. On wmay-tv these will be sponsored one-quarter each by Ford Dealers through J. Walter Thompson; Kerr-McGee Deep Rock Oil through Lowe Runkel; Curtis Mathes TV Dealers, placed direct, and Area Savings and Loan members, also direct. Wmay-tv also is packaging on tape two weekly shows featuring Packers' coach Phil Bengston, one a Saturday night predictions program sponsored locally on wmay-tv by Arctic Cat Snowmobile dealers, placed direct, and a Monday night program sponsored by Old Milwaukee Beer through Cunningham & Walsh. Exhibition game play-by-play will be done by Chuck Ramsay.**

**Los Angeles Rams**

Radio listeners from Alaska to Arizona will hear the Rams' games this year. There will be 23 stations, including three in Alaska, four in Arizona and one in Nevada, the largest radio network ever for Rams play-by-play broadcasts. Originating is KMPC Los Angeles, which has carried the Rams continuously since 1954. Dick Enberg, Steve Bailey and Dave Niehaus will call the six preseason and 14 regular-season games. Continental Air Lines and Household Finance, both connected with Needham, Harper & Steers; Standard Oil of California through BBDO; and Jos. Schlitz Brewing through Leo Burnett will each be one-quarter sponsors. Pregame and postgame programming will be sponsored by Kentucky Fried Chicken of California through Davis Johnson Mogul & Colombato Inc.; and Bluett-Grodins men's stores through Wyman/Anderson-McConnell Advertising. This programming is fed to the regional network on a co-op basis.

**Knxk-tv** Los Angeles is carrying six preseason games, all in color on a delayed basis. Gil Stratton will do play-by-play with Don Paul providing color. The preseason play-by-play telecasts are being sold to multiple advertisers on a participating basis.

**Minnesota Vikings**

Wcco Minneapolis-St. Paul, which has the basic radio rights, will have 39 stations on the line for all of the exhibition games plus the regular season. Packaging of network apart from wcco again will be provided by North Star Features, headed by Robert Wold, former Campbell-Mithun executive who now is vice president and manage-
ty, Kurnit & Geller, each has one-fourth sponsorship, with one-fourth open. Bill McCollan will handle play-by-play with Dick Lynch and Joe Hasel on color.

WCBS-TV New York will carry four preseason games, (two of them on a tape delay). Jack Whittaker and Frank Gifford are calling the games. Sponsors are Northeast Airlines and Hertz, both through Carl Ally; Shell Oil and Bristol-McKay, both through Ogilvy & Mather, Carter Wallace through William Esty, First National City Bank through BBDO, and P. Ballantine through Thyme Inc.

Philadelphia Eagles

WIP Philadelphia, in the first year of a three-year agreement, will broadcast five preseason and 14 regular-season games to a 15-station radio network in Pennsylvania, Delaware and New Jersey. Charlie Swift will call the games with Clarence Peaks and W. Thacker Longstreet handling the color. F&M Scheaffer Brewing through BBDO, Horn & Hardhart through T. L. Reimel, and Gerard Trust Bank through Aitken-Kynett, each will have one-fourth of the games. The remaining fourth is open. The network will also carry 20-minute pregame and postgame shows as well as a seven-part interview series with Eagle coach Jerry Williams. The Williams show will be spotted each weekend, starting Friday evening and running to game time on Sundays.

WCBS-TV Philadelphia is telecasting five preseason games. Sponsors include Coca-Cola through McCann-Erickson; Piels Beer through Papert, Koenig, Lois; Dodge through BBDO, and Household Finance Corp. placed direct. Tom Brookshirer will call the games.

Pittsburgh Steelers

KDKA Pittsburgh will carry a 19-game exhibition and regular-season schedule this year with no immediate plans for a Steelers' radio network. Ford Dealers through J. Walter Thompson and Koehler Beer through Lando, each has one quarter sponsorship. The remainder is being sold in participations. Tom Bender and Jack Fleming will handle play-by-play and color.

KDKA-TV Pittsburgh will cover five exhibition games all on tape delay. Three of the games will be shown in color. Sponsors signed to date are Mellon Bank through Fuller & Smith & Ross, and Koehler through Lando, each for one-fourth. Dick Stockton will do play-by-play with James Butler handling color.

San Francisco 49ers

KCST San Francisco will feed the six preseason and 14 regular-season games to a 13-station California and Nevada radio network. One-fourth sponsors will be Standard Oil of California through BBDO; Bristol-McKay and Chrysler-Plymouth Dealers, both through Young & Rubicam; and United Vintners through Honig-Cooper & Harrington. The pregame and postgame shows will be fed to the network for local sale. On kksf those programs will be sponsored by Household Finance through Needham, Harper & Steers, and Spreckels Dairies through Stanford Agency. Lon Simmons and Hugh McElhenny will call the games.

KTVU-TV Oakland-San Francisco will carry two exhibition games live in color; Bud Foster and Gordy Soltu will handle play-by-play and color. The games are sold on a participating basis.

St. Louis Cardinals

KMOX St. Louis again will originate a radio network of some 40 stations in six states for five exhibition games and regular play. On kmox the games have been sold one-quarter each to General Finance Corp. through Post-Keyes-Gardner; Anheuser-Busch through Gardner Advertising; Kroger placed direct; and General American Life through The Frank Block Agency. Kmox has three pregame features. Pregame Cardinal Spotlight been sold to Goldbeck Motors, placed direct.

NBC-TV buys MGM film package

Metro-Goldwyn-Mayer Inc. will receive $17.8 million from NBC for rights to present 25 pictures on the television network, beginning in the fall of 1969.

Under the terms of the licensing agreement, NBC will carry 19 features not previously shown on TV and six that have already been telecast. The first-run films are Grand Prix, An American in Paris, Gigi, Far from the Madding Crowd, Lady L., Mayerling, A Patch of Blue, The Guns of San Sebastian, Showboat, The Subject Was Roses, 25th Hour, The Unsinkable Molly Brown, Where Were You When The Lights Went Out?, Operation Crossbow, Plymouth Adventure, The Seven Faces of Dr. Lao, Spinout, Speedway, and I Thank a Fool.

The six features previously shown on TV are The Americanization of Emily, Cat on a Hot Tin Roof, Double Trouble, The Glass Bottom Boat, The Night of the Iguana and The Singing Nun.

MGM said that the income after applicable expenses and taxes from these licenses will be reflected in earnings over approximately a three-year period commencing in the fall of 1969.

Pregame Jack Buck Show will be sponsored by Hamilton Jewelers, placed direct, and Associated Finance through Campbell-Mithun. The pregame Coach's Corner will be sponsored by Tower Grove Bank, placed direct. The postgame Star of the Game show will be sponsored by South County Plymouth Dealers, placed direct. Ray Geracy will handle play-by-play with Jim Butler on color.

KMOX-TV St. Louis will air six exhibition games. One-quarter sponsors will be Southwestern Bell, and American Gas, both through D'Arcy Advertising and Falstaff beer through Foote, Cone & Belding. The remaining quarter will be participations. Play-by-play will be handled by Bob Wilson.

Washington Redskins

WMAL-AM-FM Washington, in its sixth year as the Redskins' rights holder, will feed the 20-game schedule, including six exhibitions, to a 32-station radio network in Maryland, Virginia, Pennsylvania and North Carolina. One-fourth sponsors of the games will be: Household Finance through Needham, Harper & Steers; Ford Dealers and Washington Gas Co., both through J. Walter Thompson, and National Beer through W.B. Doner. Steve Gilmartin and Mal Campbell will do play-by-play and color. The locally produced pregame Bobby Mitchell Show will be sponsored by Pepsi-Cola through Kal & Merrick and the pregame show will be sponsored by Hickory Farms of Ohio through S-M Advertising. The Postgame Show will be sponsored by Goodyear, placed direct, and the postgame Locker Room Reports will be sponsored by Koons Ford through Kal & Merrick. On WMAL-FM the pregame show will be sponsored by Heathkit Electronics, placed direct.

WTVR-TV Richmond will televise five exhibition games in color: the three road games will be live and the two games played in Washington will be carried on a delayed basis the same night. Jim Karvellas will do play-by-play and Warner Wolf will handle color. Sponsors for the exhibitions include F&M Schaeffer Brewing through BBDO; Canada Dry through Grey Advertising; Humble Oil through McCann-Erickson; Pontiac Dealers through MacManus, John & Adams: Gino's restaurants through Lewis & Gilman; Lake Monticello through Duboy Templeton, and Dave Pyles Pontiac through R. H. Morrison.

(The foregoing special report was compiled by Sherm Brody, senior editor, Washington, with reporting assistance from Lawrence Christopher, senior editor, Chicago; Morris Gelman, senior editor, Los Angeles, and Hazel Hardy, staff writer, New York.)
Land-mobile advocates get another round in House

Representative John D. Dingell (D-Mich.), a consistent champion of land-mobile radio users in their quest for more spectrum space, last week scheduled for tomorrow (July 29) a final hearing on that problem before his Small Business Subcommittee on Regulatory Agencies.

Three of the witnesses are likely to address themselves to the question of who should manage the allocation of spectrum space: Secor D. Brown, assistant secretary for research and technology, Department of Transportation; Dr. Myron Tribus, assistant secretary for science and technology, Department of Commerce, and General James O'Connell, director of the Office of Telecommunications Management, which oversees government frequencies.

Representative Dingell has recommended that spectrum allocation and management responsibilities be taken away from the FCC. At hearings last month on land mobile, the congressman was told by Alan Novak, former executive director of the President's Task Force on Telecommunications Policy, that the Departments of Commerce and Transportation might be the most appropriate executive-department administrators of spectrum space. Both will be represented tomorrow.

A fourth witness may introduce a dissonant strain into the proceedings. Robert Radcliffe, WKPT-TV (ch. 19) Kingsport, Tenn., is expected to describe the threat to that station posed by the land-mobile users' request that the FCC allocate UHF channels 14-20 directly to them (BROADCASTING, Feb. 10 et seq.). Mr. Radcliffe's station is located in a mountainous Tennessee area, and he is expected to argue that under such difficult conditions, a move to a higher frequency would make it impossible for the station to provide adequate reception. Through a request made to the subcommittee by his congressman, Representative James H. Quillen (R-Tenn.), Mr. Radcliffe won an opportunity to make his case before the land-mobile-oriented sub-committee.

Technical briefs:

Class A FM antenna - Gates Radio Co., Quincy, Ill., has introduced a circularly polarized FM antenna for low-powered FM stations. The antenna, aimed at the lower-powered Class A FM stations, is available in configurations up to and including 5 kw. It can also be supplied with null fill and beam tilt. Circular polarization results in improved FM reception by receivers using vertical receiving antennas, such as portable and car radios, as well as many table and console models.

Wide angle - Angenieux Corp. of America, Oceanside, N.Y., has introduced a new extreme wide angle lens, the R7, for vidicon TV cameras. It has a 94-degree field angle and weighs 14 ounces.

Hi-fi mike - Turner Co., Cedar Rapids, Iowa, announces the availability of high quality, omnidirectional dynamic series 2300 microphone designed for live recording. Model 2300 is high impedance; model 2302 is for 150-ohm impedance. Each sells for $75.

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 also owns his own home, has two cars and three children. And because he's still under thirty, in a highly acquisitions 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.
Back to the proxy wars for MGM

Bronfman and Polk urge stockholders to snub $35-million tender offer of financier Kerkorian

Metro-Goldwyn-Mayer Inc. became the target of a potential takeover last week when financier Kirk Kerkorian made a tender offer to buy up to 1 million shares of MGM common stock at $35 a share.

The offer became effective last Wednesday (July 23) and will expire on Aug. 4. If successful, the $35-million tender offer would give Tracy Investment Co., Los Angeles, of which Mr. Kerkorian is sole owner, control of about 17% of the outstanding shares of MGM.

This percentage is about the same as that owned by MGM Board Chairman Edgar Bronfman, who also is president of Joseph E. Seagram & Sons. The MGM management, headed by Mr. Bronfman and Louis F. Polk Jr., president, served notice on Mr. Kerkorian on Wednesday that he will be in for a fight. In a joint statement, Mr. Bronfman and Mr. Polk urged stockholders to reject the tender offer, calling the $35 per share figure "inadequate." And they said "the management will vigorously oppose this attempt to take control of MGM."

James A. Linen, president of Time Inc., which owns 5% of MGM stock, lined up behind the MGM management, and said Time does not plan to tender its shares.

The Tracy tender announcement issued last Tuesday, for release on Wednesday, coincided with two announcements made by MGM. One placed MGM's losses for the 40-week period ended last June 5 at more than $40 million, and the other said the major motion picture-television company had licensed 25 feature films to NBC-TV for a total of $17.8 million (see page 44).

The Kerkorian offer was viewed in the financial community as an effort to wrest control of MGM at a time when the stock is depressed. MGM's stock did not open on the New York Stock Exchange on Tuesday when news of the offer began to circulate, but on July 18, it closed at 27 1/4, near its low for the year and down from a high of 64 3/4 in 1967. On Wednesday, when the tender offer was published, MGM stock rose by 6 3/4, closing at 34 1/4. Its high during 1969 was 44 3/4. MGM announced last week that its loss for the 40 weeks ended June 5 was $14,-412,000 or $2.49 per share after giving effect to an extraordinary gain of $507,-000 or 9 cents a share on a sale of a 50% interest in Videotape Productions, New York.

Tracy is the principal shareholder of International Leisure Corp., which operates the International hotel and the Flamingo hotel in Las Vegas. Mr. Kerkorian also is a major shareholder of Western Airlines and is a member of its board. In 1968 he sold his Trans International Airlines to Transamerica Corp., San Francisco, for $90 million worth of Transamerica stock.

The formal invitation for tender issued by Mr. Kerkorian states that the purpose is "acquire working control" of MGM and "to seek appropriate representation on the board of directors and in the management of MGM." It noted that it "may seek to cause MGM to sell assets not deemed essential to efficient operation or where the proceeds therefrom can be more advantageously employed."

From about 1960 through 1967, MGM survived five proxy battles, instigated by dissident stockholders. Mr. Bronfman bought a large portion of his MGM holdings in 1967 at $59 a share from Philip Levin, a New Jersey real estate operator, after the latter made several attempts to seize control of the company. At that time, Mr. Bronfman said he was buying the stock to "stop all this nonsense . . . and put all the wars and battles behind MGM."

Mr. Bronfman reportedly was the catalyst in forcing Robert H. O'Brien to resign as president of MGM last January and is credited with having selected Mr. Polk as president.

Northeast losses hurt Storer's 1st-half '69

Storer Broadcasting Co., Miami Beach-based group station owner, last week reported a decrease in net income for the first six months of 1969. Gross revenues from broadcasting operations, however, registered a gain of over $700,000.

The decline in earnings amounted to over $2.5 million and was attributed primarily to the unfavorable financial status of its 86.1%-owned subsidiary, Northeast Airlines. For the six months period, Northeast suffered a loss of $1,110,268 compared to a profit of $1,834,552 in the same 1968 period.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$1.21</td>
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<tr>
<td>Broadcasting revenues</td>
<td>32,413,000</td>
<td>31,681,200</td>
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<tr>
<td>Pretax income</td>
<td>7,610,108</td>
<td>10,852,867</td>
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<tr>
<td>Net income</td>
<td>5,699,926</td>
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<tr>
<td>Average shares outstanding</td>
<td>4,219,063</td>
<td>4,194,014</td>
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Record 2d quarter scored by CBS Inc.

The highest second-quarter net income and sales in the history of CBS Inc. were reported last Thursday (July 24) by William S. Paley, board chairman, and Frank Stanton, president.

CBS achieved a 38% increase in earnings and an 18% increase in revenues over the second quarter of 1968. Comfortable gains were also registered in net income and sales for the first six months of this year over the comparable 1968 period.

"CBS/Broadcast Group sales for the first half were ahead of last year, reflecting the vigorous performance of TV," they stated. Advertising on CBS owned radio stations also increased.

For the six months ended June 28:

<table>
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<tr>
<th></th>
<th>1969</th>
<th>1968</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$1.12</td>
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<tr>
<td>Net sales</td>
<td>519,403,000</td>
<td>457,251,000</td>
</tr>
<tr>
<td>Net income</td>
<td>30,222,000</td>
<td>24,382,000</td>
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</table>

Company reports:

John Blair & Co., New York, reported record revenues and a record 46% increase in net income for the six months ended June 30:

<table>
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<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.81</td>
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<tr>
<td>Revenues</td>
<td>18,553,000</td>
<td>14,532,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,841,000</td>
<td>1,283,000</td>
</tr>
</tbody>
</table>

Time Inc., New York, publisher and group broadcaster, reported last week an increase in revenues but a decrease in net income for the second quarter and first half of 1969.

Net income in the second quarter was $10,544,000 or $1.45 per share on revenues of $164,757,000 — compared to $14,626,000 or $2.03 per share on revenues of $152,035,000 in the 1968
What's it mean—a masthead?

Not much really until you’ve demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.

This is our masthead

For a free copy of This is Lederle, write to Public Relations Department

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, New York

BROADCASTING, July 28, 1969
The Broadcasting stock index
A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Broadcasting</th>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing July 24</th>
<th>Closing July 17</th>
<th>Closing July 20</th>
<th>Closing July 27</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco</td>
<td>A</td>
<td>N</td>
<td>254</td>
<td>264</td>
<td>254</td>
<td>254</td>
<td>494</td>
<td>26</td>
<td>12,872</td>
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<tr>
<td>Bartell Media</td>
<td>B</td>
<td>M</td>
<td>104</td>
<td>114</td>
<td>124</td>
<td>124</td>
<td>224</td>
<td>104</td>
<td>2,929</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>C</td>
<td>N</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>12</td>
<td>8</td>
<td>475</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>D</td>
<td>N</td>
<td>136</td>
<td>146</td>
<td>146</td>
<td>146</td>
<td>246</td>
<td>13</td>
<td>36.40</td>
</tr>
<tr>
<td>Cowles Comm.</td>
<td>E</td>
<td>N</td>
<td>105</td>
<td>115</td>
<td>125</td>
<td>125</td>
<td>175</td>
<td>10</td>
<td>620</td>
</tr>
<tr>
<td>Fuqua</td>
<td>F</td>
<td>Q</td>
<td>335</td>
<td>345</td>
<td>345</td>
<td>345</td>
<td>345</td>
<td>33</td>
<td>5,703</td>
</tr>
<tr>
<td>Gannett</td>
<td>G</td>
<td>N</td>
<td>334</td>
<td>36</td>
<td>378</td>
<td>373</td>
<td>42</td>
<td>4</td>
<td>473</td>
</tr>
<tr>
<td>General Tire</td>
<td>H</td>
<td>G</td>
<td>19</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>40</td>
<td>2</td>
<td>19.14</td>
</tr>
<tr>
<td>Gray Commun.</td>
<td>I</td>
<td>N</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>12</td>
<td>8</td>
<td>475</td>
</tr>
<tr>
<td>Lamb Comm.</td>
<td>J</td>
<td>N</td>
<td>41</td>
<td>44</td>
<td>44</td>
<td>44</td>
<td>68</td>
<td>4</td>
<td>2,680</td>
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<tr>
<td>Liberty Corp.</td>
<td>K</td>
<td>C</td>
<td>16</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>25</td>
<td>1</td>
<td>172</td>
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<tr>
<td>LBN</td>
<td>L</td>
<td>M</td>
<td>94</td>
<td>95</td>
<td>95</td>
<td>95</td>
<td>105</td>
<td>5</td>
<td>189</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>M</td>
<td>N</td>
<td>358</td>
<td>378</td>
<td>418</td>
<td>418</td>
<td>599</td>
<td>3</td>
<td>7,762</td>
</tr>
<tr>
<td>The Outlet Co.</td>
<td>N</td>
<td>O</td>
<td>19</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>30</td>
<td>1</td>
<td>1,332</td>
</tr>
<tr>
<td>Plowh. Inc.</td>
<td>O</td>
<td>P</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>3,000</td>
<td>1</td>
<td>28,000</td>
</tr>
<tr>
<td>Post Corp.</td>
<td>P</td>
<td>O</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>26</td>
<td>1</td>
<td>2,413</td>
</tr>
<tr>
<td>Rollins</td>
<td>Q</td>
<td>N</td>
<td>345</td>
<td>345</td>
<td>36</td>
<td>38</td>
<td>38</td>
<td>3</td>
<td>7,942</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>R</td>
<td>S</td>
<td>27</td>
<td>28</td>
<td>30</td>
<td>28</td>
<td>28</td>
<td>2</td>
<td>1,169</td>
</tr>
<tr>
<td>Storer</td>
<td>S</td>
<td>N</td>
<td>25</td>
<td>30</td>
<td>32</td>
<td>32</td>
<td>62</td>
<td>2</td>
<td>4,213</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>T</td>
<td>N</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td>41</td>
<td>4</td>
<td>5,706</td>
</tr>
<tr>
<td>Wometco</td>
<td>U</td>
<td>N</td>
<td>186</td>
<td>186</td>
<td>186</td>
<td>186</td>
<td>236</td>
<td>117</td>
<td>6,110</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>61,480</td>
<td></td>
<td></td>
<td></td>
<td>1,220</td>
<td>6,292</td>
<td>9,512</td>
</tr>
</tbody>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing July 24</th>
<th>Closing July 17</th>
<th>Closing July 20</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

CATV

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing July 24</th>
<th>Closing July 17</th>
<th>Closing July 20</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Gannett Co., Rochester, N. Y., newspaper chain and group broadcaster, reported a 19.5% increase in revenues and an increase in net income for the six months ended June 29:

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing July 24</th>
<th>Closing July 17</th>
<th>Closing July 20</th>
<th>High</th>
<th>Low</th>
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</tr>
</thead>
</table>

Who traded stock during June

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for June (all common stock unless otherwise indicated):

- ABC—James C. Haserty sold 1,000 shares, leaving 1,031.

The broadcasting stock index

<table>
<thead>
<tr>
<th>Broadcasting</th>
<th>Stock Symbol</th>
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<th>Closing July 24</th>
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<th>Closing July 27</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

48 (FOCUS ON FINANCE)
Kirkland exercised option of held personally, shares, giving E. A. 20,000.

Ampex Admiral

Commonwealth United—B. F. Breusler exercised option to buy 1,300 shares, giving him a total of 1,800.

Cox Communications—David Graham through trading account bought 24,543 shares and sold 19,055, giving him a total of 56,368 held through trading account and 1,121 held personally.

Doyle Dane Bernbach—C. G. Collins sold 1,000 shares, leaving none. Leonard Sirowitz sold 2,000 class A shares, leaving 6,700 class A shares held personally, 100 class A shares held by wife and 200 class A shares held by children.

Four Star International—D. B. Charnay through one company bought 15,000 shares, giving him a total of 21,206 held through that company, 37,000 held through another company and 142,500 held personally.

Gannett Co.—Paul Miller bought 7,450 shares, giving him a total of 50,672.

Grey Advertising Inc.—E. E. Feistel Jr. sold 120 shares, leaving 6,555.

Gulf & Western Industries—Mrs. P. J. Levin bought 25,000 shares, giving her a total of 305,052. Mr. Levin who holds 279-949 shares, bought 50,000 warrants, giving him a total of 85,600 warrants.

Gведен Advertising Inc.—Paul Miller bought 7,450 shares, giving him a total of 50,672.

Herald & Examiner—Lois Levin bought 1,800 shares, giving him a total of 15,000.

Henderson—E. A. bought 1,800 shares, giving him a total of 46,600.

Transamerica Corp.—Arthur B. Krim sold 300 shares, leaving 360,182 held personally and 3,304 held by foundation.

Vikoa Inc.—Arthur Baum sold 12,000 shares, leaving 97,506 held personally, 205—599 held as trustee, 60,756 held as trustee and 128,221 held by wife. Robert Baum sold 3,000 shares, leaving 178,550 held personally, 3,182 held as trustee, 119,638 held by trusts and 1,250 held as custodian. Theodore Baum sold 500 shares leaving 191,074 held personally, 65,940 held by family and 85,961 held by trusts. W. Bodenstein sold 5,450 shares, leaving 37,596.

Wometco Enterprises—W. R. Brasil sold 200 shares, leaving 1,064. Van Myres received as bonus 123 shares, giving him a total of 7,470 held personally. W. R. Brill held by wife and 197 held by son. Ralph A. Renick bought 104 shares, giving him a total of 6,081. Stanley L. Stern bought as bonus 108 shares, giving him a total of 4,236.

Wayne Rollins—J. D. Wrather Jr. bought 1,460 shares personally and through company sold 1,460 shares, leaving 410,196 held personally, 304,219 held through company, 6,700 held by trusts, 49,500 held by estate, 3,900 held by wife and children and 20 held as custodian.

Stock Exchange

Approx. Shares

Total Market Capitalization

Programming

Columbia Pictures

Commonwealth United

Disney

Fleischer

Four Star International

Gulf & Western

Kinney National

MGM

Tennessee

Trans-Lux

20th Century-Fox

Welsh Reade Organization

Wranter Corp.

Closing July 24

Closing July 17

Closing July 10

High

Low

5,863

$ 194,900

12,428

132,000

4,367

327,500

1,120

24,000

16,061

421,500

4,120

113,800

8,059

255,500

8,762

158,500

61,869

1,811,400

979

22,000

8,068

218,100

2,083

21,900

1,769

22,000

135,143

$ 3,758,500

2,265

$ 62,300

1,020

15,300

2,104

52,600

2,147

26,000

1,163

17,400

1,407

13,400

542

6,000

5,249

174,200

209

30,500

721

16,100

790

23,100

1,501

18,000

29,990

$ 954,900

1,510

8,050

10,570

46,000

81,000

192,300

16,561

776,100

54,168

75,600

6,148

719,300

62,713

2,594,800

78,600

2,387,600

4,111

823,700

BROADCASTING, July 28, 1969

104.84

104.12

116.85

101.48

108.40

118.95

532,070,600

963,130

N-New York Exchange

A-American Stock Exchange

O-Over the counter (bid price shown)
Will FCC finally give up 50-50?

Critics think it too lenient for networks, but networks argue it would be too harsh

The FCC's 50-50 rulemaking neared the end of the line last week, as friendless as it was when the proposal aimed at breaking up what the commission considered the networks' control of television programming was issued four and a half years ago.

This lack of support for the proposal, contrasted with some support for an alternative plan advanced by Westinghouse Broadcasting Co., was the most striking aspect of the oral argument the commission held on both, last week—this and a surprise appearance by Mason Williams, beard, love beads, guitar and all.

Mr. Williams, chief writer for the ill-fated Smothers Brothers Comedy Hour, poet, folk singer and composer, entertained the commissioners and the audience that quickly collected in the commission meeting room once his presence became known, with music and his comments on television. For about 90 minutes he expressed his distaste for the manner in which the medium is being used, in a series of aphorisms and observations that he read from a handwritten "The Mason Williams FCC Rapport" (see page 51).

The other witnesses were more pedestrian, but no less earnest, and focused attention on the fact that the one proposal for providing diversity in programming that has any support—

at least expressed support—outside the commission is the one advanced by Westinghouse. That plan would prohibit stations in any of the top 50 markets containing at least three stations from taking more than three hours of network programming, other than news, between 7 and 11 p.m.

The Department of Justice, which cancelled out of a scheduled appearance at the argument, has endorsed the Westinghouse plan as well as provisions of the commission proposal, exclusive of the principal one, which would prohibit networks from owning or controlling more than 50% of their prime-time entertainment programming. The provisions favored by Justice would bar networks from engaging in domestic syndication and from acquiring any subsidiary rights in the independently produced programs they air.

The National Citizens Committee for Broadcasting, established to keep close tabs on developments in television, has endorsed the WBC proposal as a means of providing diversity in programming (Broadcasting, June 23). "The ideas and experiences reaching most of the American people most of the time," Earle K. Moore, board member and general counsel for the committee, told the commission, "are now selected by three small groups of men in offices on the east side of Sixth Avenue in Manhattan between 49th and 54th Streets."

The flaw in the 50-50 proposal, he said, is that "so long as a network has the power to select programs, it will use the same mass-audience formulas as it uses in its own productions." The Westinghouse plan, he noted, would give the power of selection to the individual stations.

Commissioner Nicholas Johnson apparently had similar feelings. In questioning witnesses critical of the networks he repeatedly asked what good the 50-50 rule would accomplish if the networks were left free to use the same criteria they do now in selecting their programming.

None of those he asked had a ready answer. Evelyn Burkey, executive director of the Writers Guild of America, East, said the guild is relying principally on the proposed ban on network syndication. She said independent producers would be in a stronger position to syndicate their product if networks were not in that market. "The 50-50 proposal and the Westinghouse plan are not going to help much," she said.

Robert Montgomery, former actor and TV producer, who has regularly denounced the networks as monopolists since his own program went off the air, recommended the total separation of program production from presentation—at the station as well as at the net-
Bearded minstrel puts wasteland to music

After four and a half years, the FCC rulemaking proceeding aimed at limiting network control of programing had become a tiring, dull show. It needed a change of pace, a shot of pizzazz. Last week Mason Williams provided it.

Mr. Williams, folk singer and composer, chief writer for the now-cancelled Smothers Brothers Comedy Hour, winner of two Grammy Awards and one Emmy, poet, philosopher and self-described artist, was the concluding "party" at the commission's oral argument on the proposed rule. He had come, he told the commissioners, to "represent the people who put programing together." And the contrast he presented to the lawyers, who had held forth all day Tuesday and half of Wednesday, was marked.

He appeared, bearded and beaded and wearing black bell-bottoms. And where the lawyers had relied on charts and statistics and legal arguments, he came equipped with his guitar, music and a thick document he called "The Mask of Mason Williams FCC Rapport," a collection of random thoughts and jotting, most of which put down television as a waste of time.

He had nothing to offer specifically on the proposals at issue. And FCC Chairman Rosel H. Hyde did not try to hold him to a discussion of them. But he had an opinion on what he feels ails the television business—it's business. "Why don't you work on letting somebody who knows how to give instead of sell help run it?" he said.

Although he appears to take what he would call an "unstructured" approach to life, his presentation, like any good show, had a beginning, a middle and an end.

"This is exhibit A," he said, and held up his guitar "and a piece of music.
Then, foot on chair, he launched into "Jose's Place," which he had written for Jose Feliciano.

He closed by singing and playing his "Cowboy Buckaroo," a song, he said, that tells the story of his life—"I'm telling you the truth/I am like the entertainment/I grew up on."

Both pieces drew enthusiastic applause from the audience that had collected in the commission hearing room. And in between, he read from his "Rapport," which was handwritten because "a typewriter is not a human value; the machine gets in the way."

Mr. Williams before the FCC
- "Television," he said, "doesn't have a job, it just goes off all day."
- Winning an Emmy, apparently, brings no satisfaction. It is, he said, "like getting a kiss from somebody with bad breath."
- What is a truly socially conscious network? One "that warns you against watching it all the time."
- "Television," he said, at another point, "is doing to your mind exactly what industry is doing to the land. Some people already think like New York City looks."

He also gave his version of why the Smothers Brothers show was dropped by CBS. It wasn't "kicked off" for contract or censorship reasons, he said. "It was kicked off for not pacifying. It didn't divert your attention away from social problems; it called your attention to them. It's hard to sell something when you're thinking."

In all, Mr. Williams' bit ran some 90 minutes, about twice as much time as he said he would need when the commission agreed to fit him in at the end of the argument. What's more, his appearance ran through the lunch hour: ending about 2 p.m. But the commissioners appeared to be enjoying the presentation.

But Commissioner James J. Wadsworth, apparently concerned about a missed luncheon date, asked: "Will the chairman make it right with those we had appointments with?"

"I'll give you each a note," the chairman replied, delighting his audience, including Mr. Williams.

"We should do a show together." said Mr. Williams.

[Mr. Shestack and Lloyd Cutler representing CBS, urged the commission to rely on developing technology and existing trends in the industry—CATV, pay television, government-supported public television—as means of providing alternative sources of programing. Mr. Shestack, who focused his comments on the Westinghouse plan, said there was no need for it and that it...]

BROADCASTING, July 28, 1969 51
Justice warns of phone firms in CATV

Expresses concerns over anticompetitive dangers; says FCC might consider banning cable ownership

The Justice Department has urged the FCC to adopt tough regulations to prohibit telephone companies from using their leverage as existing local monopolies to "prevent the development of an independent CATV industry." The department termed the problems involved as "pervasive and serious," and said the commission might want to consider barring completely telephone company construction of CATV facilities.

The department expressed its views in comments filed by its antitrust division in a commission inquiry directed at policy questions raised by telephone company ownership of CATV systems. The commission itself expressed concern over the anticompetitive dangers it saw in telephone company activities in the CATV field (Broadcasting, April 7).

The department, which noted it has received complaints from independent CATV operators about such alleged telephone company practices, made four suggestions:

- It said the commission should require telephone companies to offer pole space (or conduit space) to all applicants on an equal and nondiscriminatory basis—unless the telephone company can show there is a technical necessity for limiting access.
- It said the commission should consider permitting telephone companies to lease leasing and leasing poles to CATV systems need to provide service enables them to protect their CATV affiliates from competition.
- It said the commission should prohibit telephone companies from restricting a CATV system's use of leased cables "except where necessary to protect the technical integrity of the communications network."
- The department said telephone company practice of prohibiting CATV systems leasing space from CATV service "appears designed to protect the telephone companies' present and future markets."

The department, pointing to the dangers it sees in a regulated company engaging in a nonregulated business, said the commission should prohibit telephone companies from offering CATV services directly as part of its rate-regulated telephone undertaking. Under present conditions, the department said, the telephone companies in CATV can enhance their position in the nonregulated market by charging various costs to its regulated business.

And it said the commission should consider permitting a telephone company to "establish separate segregated CATV affiliates"—but only on condition they do not operate in any territory served by the telephone company. The department noted that this would not only prevent a company from favoring an affiliated company in allocating limited pole space but would "avoid the risk of a powerful regulated utility controlling access to ideas in its service area. . . ."

The department, in addition, urged a freeze on all new telephone-company construction of CATV facilities until its proposals have been put into effect. It said the commission may decide that the proposals are inadequate or that the proposal may prove in practice to be...
inadequate.

"In such circumstances," the department added, "the commission may have to adopt a permanent policy" of refusing telephone companies authority to build broad-band cable systems.

The department's concern—as the commission's—is not confined to potential competition between nonaffiliated and telephone-company-affiliated cable systems for conventional CATV business. CATV systems, the department noted, offer an alternative to the telephone company in providing a variety of other communications services, including all uses of broad-band coaxial cable.

"The cable which now brings distant television signals into the home has the potential for a multitude of communication services—particularly in the field of data transmission," the department said, adding that CATV systems' potential for providing such service is one factor in explaining telephone company practices that have been the subject of complaints by CATV systems.

The department, asserting that independent cable operators, unlike telephone companies that "have a very heavy commitment to existing technology," are both a source of innovation and potential customers for nonaffiliated equipment manufacturers.

"These operators," the department concluded, "should be allowed full opportunity to make their way in the market place, free of any restrictions imposed by the companies now dominating communications in the United States."

The comments were the second set that the department has filed with the commission in three months urging it to encourage development of CATV. In April, the department suggested the commission relax its CATV restrictions so that cable companies might offer broadcasters a sharper competitive spur (Broadcasting, April 14).

In reply comments filed in the proceeding about the same time that Justice was making its views known, Continental Telephone Corp. said that the commission should not bar telephone company ownership of CATV systems in areas where the potential number of subscribers is less than 10,000. Continental said rural CATV systems, in contrast to urban systems, often need economic assistance. Justice, in recommending that telephone companies be barred from owning cable systems in areas where they operate, said exceptions might be made in rural areas.

The National Association of Educational Broadcasters endorsed the commission's inquiry into CATV-telephone company relationships. It said: "NAEB views with alarm the specter of domination by telephone companies of the developing CATV industry."

Program notes:

Late night syndication • The Barry Farber Show on WOR New York, in addition to an early evening syndication by 20 stations, is now available in a midnight-to-dawn version. Syndication for the two-and-one-half-hour panel discussion is handled by Syndicated Features Inc., 227 West 45th Street, New York. First buyer was WMAL-FM Washington.

Just for laughs • Four Star Entertainment Corp., Hollywood, will release a half-hour, five-times-a-week comedy series, Can You Top This, in syndication, starting in January 1969. Morey Amsterdam will be the regular on the program, which will have three guest comedians on each show.

First recipient • Metromedia Radio News' audio news services will be carried by New York-owned WNYC-AM-FM, starting today (July 28). The stations will receive the service at no charge in line with an MRN policy of making it available to noncommercial educational radio stations that request it. Metromedia's WNEW New York has been carrying the service exclusively in the city.

New D.C. news base for Cox nears completion

Cox Broadcasting Corp.'s new Washington news office has announced names and assignments for its first staff, which will be in operation when Congress returns from its summer recess on Sept. 2.

Three of the four appointees will go to Washington from news positions with Cox-owned radio and TV stations. The assignments are: Thomas Frawley, director, formerly news director at WWHO Dayton, Ohio; James Giltmier, correspondent, formerly with WSA-TV Atlanta; James Eury, chief photographer, WSOE-TV Charlotte, S.C., and Hal Cessa, correspondent, joining Cox from Westinghouse Broadcasting Co. news bureau in Washington.

The Washington news office for Cox will supply news to all ABC stations. The office will be at 1735 DeSales Street, N.W.

Clark radio subsidiary to offer auto-racing

Dick Clark Enterprises, Los Angeles, last week announced the formation of American Racecasters Inc. to broadcast auto racing and features related to that sport.

The new division's first broadcasts will be descriptions of the last three races this season in the Canadian-American Challenge Cup series. They will be from Laguna Seca Racetrack, Monterey, Calif., Oct. 12; Riverside International Raceway, Riverside, Calif., Oct. 26, and Texas International Speedway, College Station, Tex., Nov. 9. Combined series prizes exceed $1,000,000.

Coverage of these events is being offered to radio stations on a live, continuous two-and-one-half hour basis, or on a periodical basis, lifting short reports from the continuous coverage. Ralph Lawler, Southern California sportscaster, heads the 14-man race broadcasting team.

Dick Clark is president of ARI; vice president is Jack Mann; vice president—general manager is Fritz Duda, and Francis LaMaina is secretary-treasurer.

Bachelor Namath makes pitch for Heidi

Joe Namath and the New York Jets got zapped by Heidi again last week—but this time it happened at the Americana hotel in New York and only drew laughs from the viewers.

It came at the end of a half-hour film prepared by WNBC-TV New York and NBC Television Spot Sales to show some of NBC's new fall line-up for NBC-owned stations. After giving a preview of seven new shows, the camera picked up quarterback Namath dropping back and getting off a long pass against Oakland. The ball never reached the receiver. The film cut quickly to the beginning of last year's Heidi show.
A too-heavy hand on Canadian CATV?

Conditions tagged onto new grants prompt operator questions; CBS, Paramount affected

Canadian cable TV operators, alarmed at some of the conditions being placed on CATV franchises by the Canadian Radio-TV Commission, plan to meet with CRTC Chairman Pierre Juneau soon.

What disturbs Canadian CATV owners is the series of conditions imposed by the commission earlier this month in making some of the grants for the Toronto area.

"They seem to go much farther than the commission announced last May," a spokesman for the Canadian Cable TV Association said last week. He explained that policies enunciated by CRTC in the Toronto decisions covered conditions that were not mentioned in the commission's national CATV policy statement last May.

In several of the grants earlier this month the commission made grants that were conditioned on ownership divestiture by broadcasters, newspapers or other CATV groups in the winning applicant.

In other cases, the commission denied applicants, some holding Department of Transport CATV licenses, who wished to expand their present systems, or who planned to sell stock in their systems. Prior to CRTC assuming jurisdiction over CATV the Department of Transport issued licenses.

In discussing the divestiture policy, Mr. Juneau pointed to the grant to Rogers Cable TV Ltd. for a section of Toronto, which was conditioned on stockholder Glenn Warren Productions Ltd. relinquishing its 50% ownership.

John Bassett, principal owner of Glenn Warren, is the principal owner of CFRU-TV (ch. 9) Toronto's only privately owned TV stations, and is publisher of the Toronto Telegram, one of the city's three daily newspapers. E. S. Rogers, president of Rogers Cable TV, owns two radio stations in Toronto.

This sort of thing, Mr. Juneau said, "presents real problems to the commission."

CRTC warned also that the current brisk buying and selling of cable TV systems would be scrutinized carefully. The commission noted that it must approve all transfers of ownership or stock in CATV systems.

In its July 10 statement the commission said it believes it would better serve the public interest to leave room for a larger number of firms to play a role in CATV. It said it was also concerned with providing adequate service areas to companies that have invested large resources in CATV.

To accomplish these goals CRTC said it was leaving some large geographic areas unlicensed and was denying some proposals for expansion of systems already operating under Department of Transport licenses. In some cases, it added, it was reducing such service areas.

CRTC licenses for CATV are for two years.

Earlier, CRTC set forth its cable TV policy that, among other things, held that Canadian CATV's must be at least four-fifths owned by Canadian interests, and set September 1970 as the deadline for meeting this requirement. Two U.S. companies have significant investments in Canadian CATV. CBS owns amounts varying from 25% to 49% in conjunction with Sydney W. Welsh in CATV systems in Victoria, B. C., Vancouver, Toronto, Montreal and Quebec City. A CBS spokesman last week said that the company is aware of the CRTC ruling and "is studying their effects on our holdings."

The other U. S. company with a large stake in Canadian CATV is Paramount Pictures Inc., which has a major interest in Famous Players Canadian Corp., owner of a chain of motion picture theaters in Canada and the parent company of multiple CATV systems there.

Among other guidelines issued by CRTC last spring (Broadcasting, May 19): a ban on advertising on CATV, a prohibition on interconnecting CATV systems to form networks, the encouragement, however, of local program originations by CATV's, and the establishment of priorities for carriage that requires CATV's first to carry the English and French network programs of the Canadian Broadcasting Corp., then private Canadian networks, independent Canadian TV stations, local and educational programming, "non-Canadian" TV stations, and finally "duplicate" stations (meaning a second station carrying a program already being broadcast by a higher-priority station).

Last week CRTC issued two licenses, both for Victoria. They were to Victoria Cablevision Ltd. (owned by the Welsh group), and to Dvin Enterprises Ltd. The commission also approved the purchase of Community TV Ltd., London, Ont., by the Maclean-Hunter group (multiple CATV owners as well as publishers), and stock purchases by the Maclean-Hunter group in the Peterborough (Ont.) Cable TV Ltd., and in South Aberdeen Cable TV Ltd., Hamilton, Ont.

Grants earlier in the month, in ad-
CATV problems cloud record Canadian rights

The price of Canadian football went up this year as the CTV Network acquired television rights to the Canadian Football League for $1,009,000. The 1968 rights went for $971,000.

CTV will carry 25 games, at least 20 of them in color. The first game will be telecast Wednesday (July 30).

Al McCann and Gene Filipski will do play-by-play and color in the Western Conference, and Johnny Esaw and Bill Lewey will call the games in the Eastern Conference.

Although the games brought a record price this year, CFL Commissioner Jake Gaudar has expressed concern about the inroads CATV is making in Canada. He called CATV the league’s “most serious problem” and one that could ruin the league. If Canadian football can’t “protect our blackout areas,” he said, “we’ll fall to the level of semi-pro or lower.”

Mr. Gaudar said the problem had been taken to the Canadian Radio-Television Commission, but that the commission told the league to work out the problem with CTV, the Canadian Broadcasting Corp. and the CATV representatives.

He added that the CFL is now negotiating with the CTV and CBC to remove seven Ottawa Rough Rider games from stations in Peterborough and Kingston, both Ontario, which are picked up by CATV’s in the Ottawa area.

New Paris venture

Parker-Rumrill-Publici has been formed in Paris, through the efforts of Parker-Rumrill International Inc., a company owned jointly by Rumrill-Hoyt Inc., New York, and Rolls & Parker Ltd., London.

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Broadcast advertising

**Mr. Kirby**

Mr. Y. Thomas Kirby, director of research, ABC Owned Radio Stations, New York, named director of national sales. He succeeds Christopher Denison who resigned.

James Fuller, with WSYL Buffalo, N.Y., joins WMCA New York as national sales manager.

Sid Connelly, sales manager KGSC-TV San Jose, Calif., appointed general sales manager. Thomas Maguire, with KGSC-TV, appointed local sales manager.

Jerry Jordan, VP-passenger sales and advertising, American Airlines, New York, named VP-market planning and development.

Richard Meeder, assistant general manager, Tidewater Professional Sports Inc., Norfolk, Va., joins WATL-TV Atlanta as sales manager.

Herbert Fields, with NBC-TV Spot Sales, New York, appointed eastern sales manager.


Richard Eskilson, with Doyle Dane Bernbach, New York, joins Dodge & Delano there as VP and creative group head.

Raymond Krivacsi, television art pro-
producer-director, Dancer-Fitzgerald-Sam- 
ple, New York, named VP.

William Klokov, writer-producer, Mac- 
Manus, John and Adams, Bloomfield Hills, Mich., joins Campbell-Ewald, 
Detroit, as broadcast producer. Charles 
Brom with Campbell-Ewald, Detroit, 
appointed account supervisor.

Anthony Battaglia, regional sales man- 
ger, when-tv Syracuse, New York, ap- 
pointed national sales manager.

Mike Gold, creative group co-director, 
Cunningham & Walsh, New York, 
named VP.

Richard Kale, director of special sales, 
The Katz Agency, New York, joins 
KEX Portland, Ore. as general sales man- 
ger.

Robert Kuelper and Thomas Laughlin, 
VP's and associate creative directors, 
Leo Burnett Co., Chicago, appointed 
creative directors.

William Seamans, with Creamer, Trow-
bridge, Case & Bassford, Providence, R. I., joins wicw there as regional sales 
manager.

Dayton Ball, VP and copy director, 
Warwick & Legler, Inc., New York, 
joins Lewis & Gilman, Philadelphia, as 
copy director. Bernard Ostrof and Frank 
Bardack, copy supervisors, appointed to 
newly created positions of associate copy 
directors. J. Gerard Boehling, VP 
and account supervisor, Aitkin-Kynett, 
agency, Philadelphia, joins Lewis & 
Gilman as account supervisor. Frank 
Larkin, with Lewis & Gilman, named 
VP and management group supervisor. 
Thomas Endicott, food service director, 
elected VP and director, food service 
division.

Mr. Haeg

F. Van Konyenburg, president, 
Midwest Radio- 
Television Inc., licensee of wcco-
AM-FM-TV Min-
neapolis-St. Paul, 
named chairman 
company's execu-
tive committee. He 
is succeeded as 
president by Law-
rence Haeg, executive VP. Henry Dorn- 
seif, VP, named executive VP.

Donna Campbell, with ksan-fm San 
Francisco, appointed business manager.

Louis Greco, acting station manager, 
KCFI Cedar Falls, Iowa, appointed sta-
tion manager.

Casey Cohlmia, director of advertis- 
ing and sales promotion, Kerr- 
McGee Corp., pe- 
troleum marketing 
division, Oklaho- 
ma City, joins 
Kton-FM Honolulu, 
as station man- 
ger. He succeeds 
Daniel Kawa-

Mr. Cohlmia, who resigns.

Richard David, with kttv(tv) Los An-
geles, appointed business manager.

Robert Mahlman, director of station 
acquisitions, ABC 
Radio, New York, 
becomes director of 
affiliate affairs, 
effective Aug. 4. 
A. Lex Smallens, 
program director, 
American FM Ra-
dio Network, suc- 
cedes Mr. Mahl-
man as director of 
station acquisitions, 
and Steve Lindberg, 
member of station 
acquisition staff since January, be- 
comes manager of that department. 
It was indicated Mr. Mahlman will 
gradually assume the responsibilities of 
Earl Mullin, VP-station relations, who 
continues in that position until retire-
ment at end of year.

Henry Harris, formerly secretary, treas- 
urer and controller, Cox Cable Com-
munications Inc., Atlanta, named VP 
and director of operations. Thomas 
Dowden, with Cox Cablevision Corp., 
appointed secretary and director of de-
development, Cox Cable Communications Inc., parent company. William Pinney, 
operations manager, Cox Cablevision, 
Atlanta, named VP and general man- 
ger. Henry Goldstein, VP, Transvideo 
Corp., San Diego, named VP and gen-
eral manager. Albert Bloom, VP and 
operations manager, TeleSystems Corp., 
Philadelphia, named VP and general 
manager. Both Transvideo and Tele-
systems are also division of Cox Cable 
Communications, Atlanta.

Don Thomson, president and general 
manager, kpat-tv Phoenix, joins KGSC-
tv San Jose, Calif., as general manager.

Ancil Payne, general manager, KGW-AM-
tv and KINK-FM, all Portland, Ore., 
also named VP of parent company, King 
Broadcasting, Seattle. Eric Bremer, 
station manager, King Broadcasting's 
KING-tv Seattle appointed general man-
ager, KING-AM-FM-tv.

Richard McKee, general manager, kuxi 
Arvada, Colo., resigns. Future plans un-
announced.

A. E. Pavey Jr., with kpcc Houston, 
joins KMSC(FM) Clear Lake City, Tex., 
as general manager.

Eugene Umlor, general manager, wttf-
AM-FM Tiffin, Ohio, appointed VP of 
parent Wttf Inc.

John Crabbe, general manager, non-
commercial kvie(tv) Sacramento, Calif., 
resigns.

Programing

Paul Weiss, midwestern division man-
ger, Screen Gems, Chicago, appointed 
regional sales manager for West and 
Midwest, with headquarters in Los 
Angeles.

William MacCal-

Mr. MacCallum 

lum, who assumed programing re-
sponsibilities for 
American Enter-
tainment Network 
las t O c t o b e r, 
appointed program 
director of ABC 
Radio. James 
Coyne, who has 
been handling 
programing for American Contempo-
ary Network, becomes program man-
ger of ABC Radio.

Robert Shay, program manager, wnew-
tv New York, appointed VP-program 
manager. Pat Falco, assistant film man-
ger, appointed film director and Irv 
Schechter, assistant production manager, 
appointed manager of film operations.

Craig Eaton, with KCFI Cedar Falls, 
Iowa, appointed program director.

Marion Watson, with kumo Minne-
apolis, appointed program director.

Randy Prewitt, with wwl New Orleans, 
joins wgap Maryville, Tenn., as pro-
gram director.

Jeff Starr, with wocr Worcester, Mass., 
joins ktlk Denver as music director.

John Patton, program director, wbef-
Buffalo, N. Y., joins wkrc Cincinnati 
as program director.

John Koutnik, general manager of Film 
Express, subsidiary of Filmex Inc., New 
York, joins Lewron Television there as 
head of traffic department.

News

Robert Lunquist, with wcai-AM-tv San 
Antonio, Tex., appointed news director. 
He succeeds Harold Baker, who now 
heads special investigative-documentary 
unit in news department.

Charles Ryan, supervising news editor,
wsaz-tv Huntington, W. Va., joins wchs-tv Charleston, W. Va., as news director.

James Baker, with AP, joins wtmj-am-tv Milwaukee, as newsman-writer-editor.


John Rhodes, with koli Omaha, joins ktsg San Antonio, Tex., as news director.

Bob Nicholas, newsmen, wsoc-tv Charlotte, N. C., joins wkyc-tv Cleveland in same capacity.

Promotion

Reg Stagmaier, promotion manager, Rust Craft's wrcb-tv Chattanooga, appointed corporate director of advertising and promotion. He will remain in Chattanooga.

Clark Vilas, promotion manager, kemo-tv San Francisco, joins kCBS there as director of information services.

Joseph Ondrick, producer, wpgh-tv, Pittsburgh, appointed promotion manager.


Equipment & Engineering

Stuart Bailey, general manager of electronics and communications division, Atlantic Research Corp., Washington, has been named member of Joint Technical Advisory Council, succeeding Dr. John G. Truxal. Mr. Bailey is also vice president of Susquehanna Corp., parent of Atlantic Research. JTAC was formed in 1948 at request of FCC, to handle communications problems.

George Wetmore, chief engineer, wtop-tv Washington, joins wjxt(tv) Jacksonville, Fla., in same capacity. He succeeds Ernest Vordermark, who retires due to illness. Both are Post-Newsweek stations. Mr. Wetmore is succeeded at wtop-tv by Ralph Mlaska, VP, urovideo Co., Waltham, Mass.

Douglas Talbott, VP and general manager, and Richard Hickman, chief engineer, both Cox Cablevision Corp., Atlanta, named VP and director of operations and chief engineer, respectively, of parent Cox Cable Communications Inc., Atlanta.

Ned Cogswell, VP-engineering, General Television Inc., CATV operators, Salisbury, Md., named executive VP and general manager.


Allied fields

Clifford Alexander Jr., who resigned last April as chairman of Equal Opportunity Commission, joins Arnold & Porter, Washington law firm, as partner.

Cal Watson, associate professor of communications, Washington State University, Pullman, appointed manager of university's radio-television services.

Jack Murphy, VP-news and public affairs, kool-am-fm-tv Phoenix, joins U.S. Information Agency, as senior television adviser to government of South Vietnam.


Deaths

Helen de Young Cameron, 86, part owner and member of board of directors of Chronicle Publishing Co., operators of kron-fm-tv San Francisco, died July 22 at her home in Hillsborough, Calif. Mrs. Cameron was eldest daughter of M. H. de Young, San Francisco Chronicle's founder. Charles de Young Tieriot, present editor and publisher of paper, is nephew of Mrs. Cameron.

Stanley Niss, 53, TV writer-producer, died July 22 in Cedars of Lebanon hospital, Los Angeles, of brain tumor. Joining CBS in 1949, he wrote for Studio One, Suspense, The Web, Climax, and 21st Precinct. He also developed for network The Verdict Is Yours, early TV courtroom drama. Later with Desilu, he wrote for Walter Winchell File, The Detectives, and Desilu Playhouse. Joining Warner Bros. in 1965 he created TV series, Hawaiian Eye. He is survived by his wife, Nancy, and one son.

Edward J. Staubitz, 77, retired sales manager, tower division, Blaw-Knox Co., Pittsburgh, died July 7 after heart attack. Mr. Staubitz retired in 1952 but continued as consulting engineer. He leaves three daughters and one son.

E. Z. Jones, 66, executive VP and general manager of wbsb-am-fm Burlington-Graham, N. C., prior to a stroke a year ago, died July 11 at home in Alamance, N. C. He is survived by his wife, Eloise, two daughters and one son.

Dean Gysel, 36, TV-radio columnist for Chicago Daily News, was killed in auto accident July 17.
As compiled by BROADCASTING, July 15 through July 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aura.—aurora, CATV—community antenna television. CH.—critical hours. CP—construction permit. D.—day. DA—Directional antenna. ERP—effective radiated power. kHz—kilohertz. LS—local station. m.—meter. MHz—megahertz. N—night. PSA—prescient service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultrahigh frequency. VHF—very high frequency. vis.—visual. watts—watts. —--educational.

New TV stations

Final action

* Winons, Minn.—Big Chief Television Co. Broadcast Bureau granted UHF ch. 44; ERP 55.8 kw vis., 11 kw aud. Ant. height above average terrain 140 ft. Ant. height above ground 166 ft. P.O. address: J. F. Murray, 116 South Main Street, River Falls, Wis. 54022. Estimated construction cost $214,121.10: First-year operating cost $150,000; revenue $300,000. (Geographic coordinates 44° 09' 11" north lat.; 91° 38' 20" west long. Type ant. RCA TFC-30J. Legal counsel none, consulting engineer Don F. Simmers, Kirksey, Hopkins, Minn. Principals: William C. Reeves (51%), James J. Delmont (19%), et al. Mr. Reeves owns construction company, 20% of applicant's for AM at Charleston, 30% of applicant for AM at Mt. Pleasant, both Iowa and 25% of applicant for AM at River Falls, Wis. Mr. Delmont owns 20% of film production firm. Granted July 3.

Other action


Call letter application

* State Educational Radio & Television, Iowa City. Requests *KIMG-TV.*

Existing TV stations

Application


Final actions

* Broadcast Bureau granted license covering permits for changes in the following stations: KTLA(TV) Los Angeles; KDIX-TV Dickson, Tenn.; KDSJ-TV San Antonio, Tex. Actions July 15.


* WMLV-TV Washington—Broadcast Bureau granted mod. of CP to extend license coverage of reduction of aur. ERP to 48 kw. Action July 9.

* WTOPG(TV) St. Petersburg, Fla.—FCC denied petition by Hubbard Broadcasting Inc., licensee, to reject, or alternatively, to issue order to show cause against proposal by Venice Central Antenna Network Inc., licensee, to carry WLCY-TV Largo: WSUN-TV and WTOPG(TV), both St. Peters- burg: *WEDU-TV, *WUSF-TV, WFLA-TV and WTVU(TV) in Tampas, and WINK-TV Fort Myers, all Florida. Action July 15.

* WBBM-TV Chicago—Broadcast Bureau granted CP to install auxiliary YAnt. at the main trans. site. Action July 15.


* WKTV(TV) Utica, N.Y.—Broadcast Bureau granted CP to change ERP to 34.7 kw vis., 6.9 kw aud.; and other changes. Action July 14.

* WKTV(TV) Utica, N.Y.—Broadcast Bureau granted CP to change ERP to 6.9 kw aud.; and other changes. Action July 16.


* KKBB-TV Bismarck, N.D.—Broadcast Bureau granted CP to change ant. system; change ant. structure; and ERP 278 kw vis., 44.1 kw aud.; ant. height to 1530 ft. Action July 14.

* WJET-TV Erie, Pa.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 15.

* WNIT(5) Providence, R.I.—FCC denied petition by Channel 16 of Rhode Island Inc., licensee, asking reconsideration of FCC's denial of application for extension of time to complete construction and for other relief (Doc. 18420). Action July 14.


* KKBC-TV Lubbock, Tex.—Broadcast Bureau granted license covering permit for a new station. Action July 9.

* KACE-TV Nacogdoches, Tex.—Broadcast Bureau granted mod. of CP to change type of trans. and type ant. Action July 9.

* KTWO-TV Casper, Wy.—Broadcast Bureau granted mod. of license to reduce aur. ERP to 1.2 kw. Action July 9.

Actions on motions

* Hearing Examiner Thomas H. Donohue in Rapid City and Lead, both South Dakota, permitted renewal of licenses of KRSD-TV and KDSJ-TV in Rapid City, to extend until July 31 for filing response for Heart of the Black Hill's motio to re-open; and extended time for filing proposed findings to date seven days after action is made open. Action on open record, or in alternative, the date on which record will finally close. whichever action occurs first (Docs. 18535-9). Action July 15.

* Hearing Examiner Millard F. French in Houma, La., St. Anthony Television Corp. (KHAMATV), TV proceeding, granted petition by Broadcast Bureau and extended to Aug. 11 time for filing response for petition for clarification of issue 1(b) (Doc. 17446). Action July 17.


* Hearing Examiner David I. Kraushaar in Costebury, Conn. (WATR-TV), TV proceeding, reopened record and renewed petition, and ordered that evidence filed in evidence exhibits No. 11 and again closed record; ordered that applicants have until 14th day after the date of issue of this order, to file additional evidence and motion for further reopening of record for purpose of receiving in evidence data supplied by Broadcast Bureau; extended to Sept. 2 time for filing proposed findings and conclusions of law and to Sept. 16 time for reply briefs (Doc. 18536). Action July 11.


* Hearing Examiner David C. Tornberg in Charleston, S.C. (South Carolina Educational Television Commission—(WITT/TV/V), et al. TV proceeding, granted petition by Reeves Broadcasting Corp. and rescheduled for July 21, further hearing conference, with continued date for evidential phase of hearing to Oct. 8 (Docs. 18569-72). Action July 16.

Call letter application

* KHER(TV), Radio Longview, Tex., Longview, Tex. Requests KHER(TV).

Call letter action

* WFPK-TV, Broadcasting of Education of Jefferson County, Louisville, Ky. Granted *WKPC-TV.*

Designated for hearing

* FCC set for hearing application by ABC Inc. for renewal of authority to deliver network radio and TV programs to KETV(TV) (T)siuahma, Montana. Proposed action FCC granted ABC's renewal application to provide network radio and TV programs to stations in Canada. Action July 15.

Network affiliations

ABC

* Formula: In arriving at clearance payments the ABC multicarrier rate by a compensation percentage (which varies according to time of day and region), the ABC deducts 20% of stations network rate which is to cover costs for acsac and bni and interconnection charges.
### PROFESSIONAL CARDS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>Wash., D.C. 20006 202-5640 Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D.C. 20004</td>
<td>Telephone District 7-1205 Member AFCCE</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>527 Munsey Bldg.</td>
<td>783-0111 Washington, D.C. 20004 Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N.W.</td>
<td>Wash., D.C. 20006 Member AFCCE</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>CONSULTING ENGINEERS</td>
<td>817-261-8721</td>
<td>P.O. Box 808</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INWOOD POST OFFICE</td>
<td>DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road</td>
<td>Cleveland, Ohio 44141 Phone 216-526-4886 Member AFCCE</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>427 Wyatt Bldg.</td>
<td>Washington, D.C. 20005 Phone 347-9061 Member AFCCE</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220</td>
<td>Coldwater, Michigan 49036 Phone 517-278-6733 Member AFCCE</td>
</tr>
<tr>
<td>TERRILL W. KIRKSEY</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F</td>
<td>Austin, Texas 78751 (512) 454-7014</td>
</tr>
<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td>11008 Beech Road</td>
<td>Anchorage, Kentucky 40223 (502) 265-4673</td>
</tr>
</tbody>
</table>

### SERVICE DIRECTORY

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS</td>
<td>AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Lacella 4-3777</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</td>
<td></td>
</tr>
<tr>
<td>Telecommunication Consultants</td>
<td>International, Inc. (TCD) Offering The Services Of Its Registered Structural Engineers</td>
<td>8027 Leesburg Pike McLean, Va. 22101 (703) 893-7700</td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING, July 28, 1969
Summary of broadcasting
Compiled by FCC, July 1, 1969

| Commercial AM | 4,424 | 8 | 4,254 | 67 | 4,321 |
| Commercial FM | 1,385 | 32 | 2,018 | 163 | 2,181 |
| Commercial UHF | 1,996 | 522 | 1,996 | 522 | 1,996 |
| Commercial TV-UHF | 123 | 53 | 174 | 158 | 334 |
| Total commercial TV | 617 | 496 | 680 | 174 | 856 |
| Educational FM | 38 | 7 | 45 | 8 | 42 |
| Educational TV-UHF | 71 | 5 | 77 | 5 | 82 |
| Total educational TV | 89 | 17 | 106 | 11 | 113 |

* Special Temporary Authorization
  Includes 25 educational AM's on nonreserved channels.

**Includes two licensed UHF's that are not on the air.


CBS

- Formula: Same as ABC.


NBC

- Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during prime time period is equal to one equivalent hour. The fraction of total time available for network commercials that is purchased by such announcement is applied against the equivalent hour value of the program. "Premiere" is defined as the first day of the series. Not after parley of certain number of hours is waived, the remainder of such time being charged to the network rate. NBC pays station a stated percentage of that multiplication—usually, 3.59% for ASAP and B&M payments.

- KRON-TV San Francisco (Chronicle Broadcasting Co.). Contract dated July 1, 1969, replaces one dated Dec. 1, 1967; effective July 1, 1969, to July 1, 1971. First call right. Programs delivered to station. Network rate, $2,750; compensation paid at 35% of all prime time over 24 hours monthly multiplied by prime time rate.

New AM stations


Actions on motions


Call letter application
- Outer Banks Radio Co., Wanchese, N.C. Requests WBBR.

Call letter application
- Lauderdale Broadcast Co., Fort Lauderdale, Fla. Granted WAYS.

Existing AM stations

Final actions

- Broadcast Bureau granted renewal of license for following stations: WCMC-AM-FM Brum- \[\text{rest of text cut off}^)

(Continued on page 67)
**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¢ per word or less. All other display advertisements must be prepaid. All classified Opportunity advertising require display space. Agency commission only on display space.

**Situation Wasted 25¢ per word—$2.00 minimum.**

**Applicants:** If tapes or films are submitted, please send with each application $1.00 for each package requested, and all return postage. All transmissions, photo- opportunities, etc., addressed to box numbers are at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for such tapes or films. Written information for Wasted 30¢ per word—$2.00 minimum.

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**RADIO Help Wanted—Management**

Pennsylvania powerhouse seeks general manager with strong sales record and ability to handle top talent. Top station, solid non-retro market. Sales up 50% last year. Salary, incentive. This position opened only twice in 20 years. Send full background, present earnings, strict confidence, to Box C-73, BROADCASTING.

Manager to run stereo FM station in top 25 mid- west market for major broadcast company. Send resume to Box C-170, BROADCASTING.

Sales Manager—west coast, imaginative, creative, fast growth, young multiple group excellence opportunity, fringe benefits. Box G-206, BROADCASTING.

Assistant manager job open. Small rural south Florida AM-FM. "He has about five years experience in radio. He is working now at a larger station where he is allowed to handle his job. He could sell if given the chance to have a sales position someday. He has a first ticket." Our present manager is away on leave. Send resume and photo. Send resume and photo to Box C-243, BROADCASTING. Strict confidence.

**We are looking for a man that cannot only sell but can motivate other people to sell. The man we want is now a sales manager or a general sales manager. We will bring him to our organization as General sales manager, expecting him to take over full management of the station in six months. Our company has just purchased another radio station in a central market which we have moved to the new facility. The man we select will have a vast background in radio, sales, as well as management. We can only sell will have stock equity in our company, in less than one year's time. Please send complete resume and recent photo. Box C-235, BROADCASTING.

Sales manager—for major black-oriented station in one of nation's leading markets. Must have vision and have a top closing ability. We write and tell us about yourself. This is the job you have dreamed of. Box C-260, BROADCASTING.

Sales Manager—Assistant General Manager—experienced—successful—excellent opportunity for right person. Location, West Central Kentucky. Phone (502) 293-3166.

**Sales**

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

If you're aggressive, professional time sales man, we want you to sell for a Pulse-rated #1 contemporary music station on the west coast. Your references will be checked. Send resume and salary requirements to Box G-261, BROADCASTING.

Major midwest market offers modest salary plus percentage of station gross. Big money for producer. Box G-268, BROADCASTING.

Sales manager for aggressive AM-FM station in major Pacific northwest market. Give complete resume, including education, experience, salary records, family, salary needs, other pertinent data. R. M. Brown, KXOL, 1101 S.W. 10, Portland, Oregon.


Automobile equipment salesmen who wants to share ultra-modern plating business, will contact L. Wortman, Sharer Electronics, 9119 De Soto Ave., Chatsworth, Calif. 91311.

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**Announcers**

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Excellent opportunity, salary, opportunity unlimited for right man. Rush resume and photo to Box F-176, BROADCASTING.


You're probably 25-30 years old, been in radio 5 years or more, sold on personality approach, love Burt Bacharach, in or ready for major market, insist on doing. You can be what we are looking for, but read the ads looking for something better or bigger. You're in up-and-coming market of station that knows what's happening. Send me your tape, history, and price. Box G-60, BROADCASTING.

Western Penna. Full-time—needs Housewife audience air personality. Must have experience. Box G-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for young man with good voice and reading ability. Box G-110, BROADCASTING.

Announcer: Small city east Virginia. Relaxed "contemporary" format. No "screaming please!" 6 to midnight plus. Start $100 plus generous benefits; more if you have capability play-by-play football, baseball. Send, self-addressed envelope return for references; which will check. Box G-128, BROADCASTING.

Near St. Louis. Experienced, versatile announcer. No beginners. To $125. Tape, resume, photo. Box G-144, BROADCASTING.

Experienced announcer needed immediately at established MOR, ABC VIDEO station. $125.00 weekly. Telephone 703-886-3010 or write Box G-169, BROADCASTING.

Maryland station. Announce with some experience willing to work any shift. Send tape, phone number, resume. Box G-175, BROADCASTING.

Top 30 Stateline, top rated, top 30 market has immediate opening. Modified Driskel format. Box G-181, BROADCASTING.

Announcer—immediate opening for stock market news-major market UHF send tape and resume to Box G-200, BROADCASTING.

North Carolina station needs morning announcer who can double as copywriter, engineer or regional salesmen. Desires young stable family man ready to settle down and become part of community. Good salary and benefits to right person. Send full details to Box G-208.

Announcer—with first phone. No maintenance. Small station located near New York City. Box C-215, BROADCASTING.

Dinamic soul sister wanted for morning show in major market. Top pay, fringe benefits. Send audition tape to Box C-218, BROADCASTING.

North Carolina station needs morning announcer who can double as copywriter, engineer or regional salesmen. Desires young stable family man ready to settle down and become part of community. Good salary and benefits to right person. Send full details to Box G-208.

First phone announcer—with good voice and some news experience. MOR-major market in excess of $100,000. Good benefits and working conditions. Send resume and tape to Box C-222, BROADCASTING.

Good morning and afternoon air personalities for MOR station in south, top 100 market send resume and tape to Box G-226, BROADCASTING.

Versatile, aggressive announcer, salesman, newsman wanted—immediate opening. Ideal conditions...fine community...10,000 w station in south. Rush tape, photo, resume to Box G-227, BROADCASTING.

Up tempo personality DJ with top 40 background wanted for 10 a.m.-3 p.m. shift on contemporary, major market MOR, West Coast. Send tape and resume to Box G-229, BROADCASTING.

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**Announcers continued**

Nightman to run tight-formatted top 40 segment with strong midwest station. Progressive morning show/operation opportunity, salary, opportunity unlimited for right man. Rush resume and photo to Box C-231, BROADCASTING.

Pennsylvania—Immediate opening for 1st phone combo. Most compatible staff. Phone 717-397-4220 or write Box C-249, BROADCASTING.

Immediate opening—rock-n-roll music director—first phone-medium market fringe benefits. Must know music. Write G-265, BROADCASTING.

Wanted immediately: Combination chief engineer—announcer. Midwest MOR-fulltimer. Pleasant working environment. $275, 564-123. Send resume to Box N-90, BROADCASTING.

Announcer with first phone who would like to move ahead in small market. Some experience preferred. Send resume to Box N-91, BROADCASTING.

WCOA Radio—one of the country's most respected stations. Up to date MOR NBC station seeking friendly reliable air host. Work in a splendid environment in Florida Keys with a staff of 30 radio professionals. Stable staff. Send tape, resume, photos, etc., to Dave Pascual, WCOA Radio, Box 1669, Pensacola, Florida 32502.

First phone announcer for established Wisconsin AM/FM operations prefer experienced announcer who will settle in small southwest Wisconsin community. Send complete resume and audition tape to WNFV, P.O. Box 1, Neenah, Wisconsin 54956.

"New York State!" Progressive group owned station looking for bright up-and-coming MOR announcer. Immediate opening. Send tape and brief resume to WFAN, P.O. Box 2, New York, New York 10390.

First phone announcer. No maintenance...nighttime top 40/MOR...$600 area...send resume, tape to: Ritchie Haney, WINA, Charlottesville, Virginia. Equal opportunity employer.

We need a first phone announcer who will do a solid job for us in return for a chance to move ahead. Some experience and a professional sound a must. Contact Blair, WBUK Radio Station WPAC, Mount Airy, N.C. Immediately. Call collect. (919) 786-6111.

WRFM, Titusville, Florida, at Cape Kennedy, has opening for announcer. Immediate. Permanent.

Top pay for enthusiastic professional with big, mature voice at unique MOR operation. 8 to 5 five days in beautiful new stereo center. Group owner, growth potential. Home of $500 to $1,000 weekly. Send resume and photo to WSMW, Box 289, East Lansing, Michigan 48823.

Immediate opening for morning man who can write local news. Contact General Manager, WXIA, Charles Town, W. Va. 25414.

Looking for an experienced, creative afternoon traffic personality & some news, who can produce member sales on pay at least $160. Contemporary MOR. Write, Erie, Pa. 5000 watts. Send tape or phone Bill Ehr, Station Manager for more info. 814-861-0201.

Announcer resigning to complete college. To apply send resume, tape, photo. No collect calls, please. Hayward Talley, WSML, Litchfield, Illinois.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network, All time benefits and a great place to work. Call 1-305-276-5503 for man-...
Announcers continued

Bustling—MOR AM-FM with TV pending needs talented 1st phone for air shift and production. Excellent group on east coast. J. Strider Moler, 301-739-8016.


Wanted for major market a modern CDG DJ with 1st phone, with strong production, background. Must be able to come on strong. Call 970-724-5081. Salary... $130 plus bonus and sales opportunities.

Technical

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM. Excellent benefits. 216-609-3864.

Chief Engineer, Full time 5Kw direct, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box C-135, BROADCASTING.

Chief Engineer—Unusually attractive responsible position. Successful experience in effective supervision, directionally, multiplex necessary. Follow up on this opening and you'll be surprised. Box C-149, BROADCASTING.

Detroit FM is seeking high caliber 1st class engineer. Box C-172, BROADCASTING.

Chief Engineer needed for AM-FM major market facility. Outstanding opportunities with part time help. People-oriented operation. Box C-189, BROADCASTING.

First phone maintenance... chief engineer... disk jockey, immediate openings... Write Box C-264, BROADCASTING.

Engineer with FCC 1st class license to assume chief’s position. Operation consists of two stations (1000 watts AM and 55,000 FM stereo) plus business music. Contact KXEK/KWKR-FM, Box 475, Mexico, Mo. 65265.

Immediate opening for chief engineer with Class IV contemporary station. Contact John Bomer, WBSR, Pensacola, Fla. An equal opportunity employer.

Chief Engineer—AM-FM Stereo small market station. Small amount on air work. Salary open. Good opportunity with established community minded station. WBYS Radio, Box 600, Canton, Illinois 61220.

Chief Engineer for fulltime AM and 30,000 watt FM stereo. Maintenance is primary job. Good salary, plus extra money for background music installations. WALG, LaGrange, Georgia.

Excellent opportunity available for qualified, experienced engineer with 1st phone, 5kw, located 12 miles west of Chicago in U.S. headquarters area. Room, unfurnished apt, furnished with heat, electricity, 1/2 share of studio. Excellent F. & F. Benefits. Call Norris Pederson, person to person, area code 701-257-5245.

Field service engineer; full or part time openings throughout U.S. enable you to share in exciting new Automation generation. Write L. Worton, Sheriff Electronics, 9119 DeSoito Ave., Chatsworth, Calif. 91311.

NEWS

Radio-TV announcers needed in top southeastern market. Must be experienced in reporting, writing and anchoring news. Must have leadership desire to advance. Send complete resume, picture, and audio of video tape first letter to Box C-96, BROADCASTING.

One news man and one staff announcer needed for expansion of 5kW FM ideal community near both New York and Philadelphia. Rush full details with tape, both will be returned. Box C-184, BROADCASTING.

Excellent opportunity—Immediate opening for newcomer. Send tape, resume and picture air mail to KEW, 7000 Kansas. Topeka, Kan. 66603

Immediate opening for a news director, 1000 watts AM-FM Stereo. Operation in city. 13,000 plus supervisors in area towns. Premiere station. Experience a must, fully equipped to include mobile units. KXEK/KWKR-FM, Box 475, Mexico, Mo. 65265.

Announcers continued

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM. Excellent benefits. 216-609-3864.

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Excellent opportunity available for qualified, experienced engineer with 1st phone, 5kw, located 12 miles west of Chicago in U.S. headquarters area. Room, unfurnished apt, furnished with heat, electricity, 1/2 share of studio. Excellent F. & F. Benefits. Call Norris Pederson, person to person, area code 701-257-5245.

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**Announcers continued**

Too much? Announcer/engineer 6340 Geary Blvd, Soul, 2 yrs. Gibson.' Communicator where. Sincere. CASTING. 3rd. endorsed. Prefer FCC rules and reg. anyplace. Tape west-

Experienced engineer where. Herbert Moral, Vernon, Illinois 62864. Seeking stable-announcer. Also seeks service. Bob Olson, P.O. Box 1047, BROADCASTING.

**Technical continued**

Engineering + operations. Twenty-five years top level experience in all areas of broadcasting and new techniques. Is familiar with color—energetic looking for top spot. Box C-233, BROADCASTING.

**NEWS**


Newspaper-announcer, DJ, experienced, 3rd endorsed, voice of authority, military completed—dependable, top reputation. Box C-295, BROADCASTING.

Experienced journalist, idealist who wants in-depth position in urban affairs. BA, MA. Box C-230, BROADCASTING.

Newspaper man seeks by recent journalism grad for a position in major market today. European travel. Speaks German; has 2 years formal Spanish. Willing to relocate anywhere in U.S. But Pittsburgh, New York, Boston or Europe preferred. White Box C-240, BROADCASTING.

Newspaper 39, mature voice, authoritative delivery, heavy on pop music, wants to expand further, locate anywhere for right opportunity. For tape, challenging slot, inside or out anywhere, anytime, with continous interest in news operation. Box 151, Ocean City, 21842.

Experienced news director in major eastern market seeks strong news station. Philip Keirstead, 31 Woodland, St. Paul, Minn. Box 1007, BROADCASTING.

**Programing, Production, Others**

Program/operations director—Strong on programming/administration/FCC rules & regulations. Presently employed. Outstanding qualifications/requirements. 1st phone, major broadcasting markets only. Box C-238, BROADCASTING.

Program, problems solved. Looking for troubled fa-

city, offering big challenge and reward. Major mar-

kets. Bob Hogan, P.O. Box 239, BROADCASTING.

You and I can beat "boss radio." That includes "Drake." Box C-248, BROADCASTING.

Major market announcer presently with one of the nation's most respected broadcasting companies looking for right opportunity to expand further in a station in one of the top 50 markets with a proven good music format which will set us up. This is an opportunity to become the "prestige" station in your community with big ratings and big money. I'm in no hurry, so this ad may appear several times before I connect. Married, age 27, first phone. Starting salary $15,000. Box 618-451-7511. Sorry, no daytimers or F.M. only.

Program director (D.) available late August; Take complete charge; diverse Drake personality; 27, age 23; married; 8-10 yrs. experience; employed; 500,000 market, Specialist in new or changing positions. Box 403 R. Kirby. 310 Drake Ave. Cincinnati 9, Ohio.

**TELEVISION—Help Wanted**

MANAGEMENT

CATV Manager for large community CATV sys-
tem in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

**Sales**

Local UHF needs creative, imaginative local sales-
man. No limit on earnings in this fast growing market, near Chicago. Box C-259, BROADCASTING.

Sales service manager wanted. Immediate opening for experienced individual to be responsible inventory processor, computer and local and national. Send resume and salary requirements to: Julian Sayre, Executive Director, WAST, Box 4035, Albany, N.Y. 12024.

Positions open for TV salesmen at WXET-TV, Richmond, Va. Good salary and excellent commission arrangements. Fringe benefits like pension plan, hospitalization, life insurance, plus working for a chain that offers opportunities for the future to the right man. Salary will be considered. WXET-TV is a nationwide electronic station. Contact Executive West local sales di-

**Announcers**

Chief Engineer announcer desists employment with Greater Miami Broadcasting Atlantic States. Box C-146, BROADCASTING.

Experienced engineer/chief available $140. Midwest-Northeast. Box C-216, BROADCASTING.

Immediate opening for 1st man—experience in UHF. Box C-242, BROADCASTING. Excellent position. Box D-242, BROADCASTING.

Engineer, full color, full power VHF-TV and day-
time radio. Maintenance and operation. All new equipment. Operate new station. Must have experience with CBC. Pay competitive. Box C-259, BROADCASTING.

New York—Bingman. Dependable person with first class license to handle UHF transmitter operation. Willing to learn. Prefer NY area. Contact Chief Engineer, WBA-TV, Binghamton, N.Y. 12702.

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and Videotape. Salary range $159 to $224 for 40 hour week. Box 1047.

Experienced transmitter technician wanted. Please send resume to Chief Engineer, WNYC-TV, 300 West 4th street, New York, 12204.

Immediate opening for engineer with 1st class license in UHF, AM-FM. Local sales and operation experience, $2500 plus. Contact Larry Taylor C. E. WENY, Elmira, N. Y.

Transmitter supervisor, channel 3. Escanaba, Michi-

gan. Transmitter experience necessary, member of local group operation with liberal fringe benefits. Tired of crowded living conditions? Re-

sponse is necessary to 3rd phone. Excellent living area. Contact Harry Digby TV, Green Bay, Wisconsin. Phone 414-437-5411.

Experienced transmitter technician wanted. Please send experience resume to Chief Engineer, WNYC-TV, Government Center, Boston, Mass. 02114.

Immediate opening for engineer with 1st class license in UHF, AM-FM. Local sales and operation experience desirable but not essential. Background essential. Will train the right man if willing to learn. Send complete resume to Chief Engineer, WUSN-TV, P. O. Box 879, Charleston, S. C. 29402.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago TV station. Contact Chief Engineer, WTTW, 3400 N. St. Louis Ave., Chicago, Ill. 60625. Tel.: 312-583-5000.

Ferter TV needs engineers with first class license in VHF and UHF. WTVIP-TV in Fort Wayne, Ind. No experience necessary. Good pay and many company benefits. Excellent hunting and fishing. Write P.O. Box 166, Cadillac, Michigan 49601. Phone 616-775-3478 collect.

Engineers for studio and transmitter operation—

experienced, full time, expanding, small station building, new equipment. Begin at $10,200 with college degrees. Prefer with college degrees and retirement plan. Advancement in 6 years to $13,300. Send resume to: Maryland Center for Public Broadcasting, RDF 1, Box 1478, Owings Mills, Maryland 21117.

Immediate opening for engineer with first class li-

cence and videotape recorder experience. Growing Michigan ETV station-contact Frank Tefft, WCMU-

TV, Central Michigan University, Mt. Pleasant, Michigan 48858. Equal opportunity employer.

**NEWS**

Newscaster—Commentator top Florida TV market. Experienced only need apply. Strong delivery, natural voice, good eye contact. Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box C-123, BROADCASTING.

West coast network VHF need sharp market. Should be familiar with features, news operation and be interested in a market concerned with establishing an individual in an individual with a record of outstanding per-

formance. Under consideration is a person of size of present market you're working in, (incl. full details first letter and reply immediately) to 252, BROADCASTING.

Midwest NBC affiliate needs TV newscaster. Must be confident on the air and well rounded in assignments. Experience in TV news desirable. Send resume to Jack Hoskins, Program manager, WCIS-

TV, 2560 E. Cook, Springfield, Illinois.
News continued


Programming, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in film production. Opportunities only from those with such experience will be accepted. Box F-331, BROADCASTING.

Major university-owned VHF station seeking qualified television artist with some studio staging and lit and technically proficient color facilities. Must have at least college Bachelor's degree, salary range $9,500+—Write Box C-144, BROADCASTING.

Progressive, established NBC-TV affiliate seeks experienced male in position of production supervisor. Must be creative, tactful and a leader. Send full background, info. and salary requirement to Box C-140, BROADCASTING.

NBC-TV affiliate wants experienced man to become top-flight producer-director. Medium size, Midwest market. Send background, salary requirements, etc. to Box C-141, BROADCASTING.

Midwest University—with complete broadcasting instruction in professional radio and TV operations—Seeks two staffs with M.A. degrees and minimum 3 years practical experience. Box C-142, BROADCASTING.

Midwest NBC affiliate needs creative commercial director. Send resume to Box C-157, BROADCASTING.

Leading NS in Northern midwest market going up, needs man experienced in full color production, commercial and programming. Send full requirements and salary requirements to Box C-252, BROADCASTING.

TELEVISION

Situation Wanted Management

Program Director/Management—Large NS to west coast market or group operation. Solid New York net and local experience. Seeking dedicated, well trained and experienced broadcast manager. Send resume and complete information. Box F-207, BROADCASTING.

Sales and management, Number 1 or number 2 man? A seasoned, experienced, professional broadcaster will soon be available. Personal sales effort at the local or agency level. Organizational ability from initial application, construction, to on-air and daily operations. Knowledgeable film buying, negotiating and relationship with film companies. Send complete resume to Box C-241, BROADCASTING.

Commercial Director—NS needed for either UHF or VH studio. Experience all areas. Knows line bottom needs. Well known family. College grad. Fine person. man, will upgrade your staff and sales and image. Box C-257, BROADCASTING.

Announcers

Kid’s show-producer emcee. Staff versatility, college, nature. Fall availability. Prefer southwest, Box C-210, BROADCASTING.

TV announcer seeks move after eight years. State salary. Box C-214, BROADCASTING.

Technical

First phone, 11 years radio. Have sincere desire to learn television. 618-877-7085.

Investigative reporter, expert in film technique seeks position with professional, dedicated organization, hopes to get into leadership and management position within two or three years. Must have minimum salary of $9,500. Dependable. Box C-131, BROADCASTING.

Versatile children’s entertainer. Highly experienced magician, ventriloquist, clown. Currently producer/host of Mynforto TV show in top 30 market. Man can work in TV, film, radio, and have public relations/entertainment experience also. You’ll find me creative, versatile, capable and striving for the best product. Box 237, BROADCASTING.

Want to upgrade local programming? Documentary and public affairs content in medium market available now. Experienced all phases local programming with ability to produce on air. Five figure salary. Box C-262, BROADCASTING.

FOR SALE—Equipment

We need used 250, 500, 1 k & 10 kw AM and FM transmitters. No looks. Guaranteed Radio Supply Corp., 1314 Iubstite Blvd., Laredo, Texas 78040.

FOR SALE—Equipment

Coxial-cable: Helix, Syrophlex, Sporline, etc. and fittings. Commercial grade. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-932-3527.


RCA 1 kw Mod 1R transmitter in “Mint” condition available 1st week in August. Contact Ed Dela Paz, 1545 21st St., Los Angeles, Calif. 90038. Phone 213-462-2133.

TV transmitting tower, guyed excellent—available 30 days dismantled on the ground ready to ship. Johnson Tower—includes guyes, ladder, hardware, complete with lighting. $6,000. Prepayment on delivery. Write for price list. W-E Elect., Box 4668, Oakland, Calif. 94623, phone 415-952-3527.

RCF 1500 watt TV-1000 model. Great condition. $1500. Shipped to you. Write or call. Box A-202, BROADCASTING.

TV transmitter, tower, guyed excellent—available 30 days dismantled on the ground ready to ship. Johnson Tower—very good condition. $1500. Call Grayson, 722-1313. Lubbock, Texas 79408, Phone: 1-278-2425.

30,000 feet #10 soft drawn, non-insulated new sale core for antenna ground system. Cost us a Grand. Make offer. KOLY, Mobjore, S.D.


Sale or lease—All or one Ampex 660 B VTR, Marconi-Ampex vidicon camera, zoom lens, tripods plus accessories. Excellent for schools, C.A.T.V. systems. 219-874-5245.


Eclair NPE 16mm camera, Angenieux 12-120 Zoom lens, battery charger, two 400 magazine, case. Three years old, equipment recently optimized. $3,500.00. Call Business Office. Area 315-457-0440.

Callis “C” Band weather radar, “WP-101” 150 mile range, 50 foot dish, 150kw power, 50owe. $4,900.00, Avionics Inc., Terminal Building, Luten Airport, Cincinnati, Ohio 513-511-6233.

Schafer automation model 1200 C, 6 Ampex platemaker, brain: no maintenance. $6,000.00. FOB Box C-236, BROADCASTING.

MISCELLANEOUS

Desjars 11 thousand classified gag lines. $100.00. Unconditionally guaranteed. Catalog free. Offer: Edmond Orms, Mariposa, Calif. 95338.

Voice drop-ins: Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only $5. Row/Broadcast Associates, 6158 Debe, Woodland Hills, California 91364.

Games, gimmicks, intros, breaks, one liners, brain-storming—all in one package. $2. sample. Newshustles Associates, 1312 Beverly, St. Louis, Mo.

Recorded character voices! 150 different recorded lines on 7” tape… plus printed script and D.J. Comments. For each: $10.00 sent immediately from: Chicago Broadcast Circle, 111 East Ontario, Chicago.

Coverage Maps—attractive, effective, copyright-free. Includes map and printed script. Send requirements, info. and sample to Box F-207, BROADCASTING.

Gene Hunter’s TV Talent, study, review—Command of 1969 Tests Answers to FCC First Class License—plus—Command’s Self Study Ability Test. Promote your interests, Command Productions, 26146, San Francisco 94126.

Can’t find it?—You need: “DJ Source Book.” Save time looking for jokes — gimmicks — jingles — promotions etc. The largest magazine of music programming— plus “hundreds” more. Only $4.95, Command, Box 26948, San Francisco 94126.

A complete one-seller service for only $35/year. Happy Huffman Enterprises, 4213 Riverdale, Anaheim, California. Such a deal! Attention: Desjars, Program directors, and general managers. Develop new ideas and improve your sound. Order your low-priced air checks of New York, Chicago, Los Angeles, San Francisco, or other major markets. Give complete information and we’ll send you ideas and other forms. For complete information write: Box C-203, BROADCASTING.

INSTRUCTION

FCC License and Associate Degree in Electronics earnability by home study course. Free catalog. Grantham School, 1502 N. Western, Hollywood, Calif. 90027.


New Orleans now has Elkins famous 12-week Broadcast professional course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for UHF license is conveniently located on the Loop in Chicago. Fully accredited. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation’s largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully accredited. Veterans’ Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75214.

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R.E.I. In Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. In Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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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, Atlanta, Chicago, Dallas, New York City and Atlanta. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training 10602, Duncan, Montclair, California. Phone 90266 Telephone 219-379-4641.

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Follow the leader to a fast first phone with T.I.B. offering the nation's original four week accelerated course with results guaranteed—tuition $295.00 . . . free placement.


Follow the leader to a fast First Phone in sunny Miami. The nation's original four week accelerated course, results guaranteed—tuition $295.00. Call or write Technical Institute of Broadcasting, 283 Krome Avenue South, Homestead, Florida. (305) 245-0646.

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**Situations Wanted Management**

**A MANAGER THAT REALLY WORKS**

Solid, successful, employed, experienced—
with first class Broadcasting business and personal reputation. Under 45. Excellent major market sales background. Creative promotion developer. Will make change to secure good executive opportunity with large market station that requires a real pro to run the show. Prefer West, Southwest, or Midwest.

Box G-253, Broadcasting.

**Situation Wanted—Announcer**

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.

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.

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4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000
(Not affiliated with CBS, Inc. or any other institution)

**MAJOR MARKET PRO LOOKING!**

Seattle, St. Louis, Pittsburgh all dug the voices, impersonations, gags and local humor. Available now!

call 412-441-7862

For Best Results
You Can’t Top A CLASSIFIED AD in

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**TELEVISION—Help Wanted**

**VIDEO TAPE OPERATOR**

Los Angeles VHF station has fine opportunity for experienced Video tape operators. Familiarity with AMPEX Machines helpful. Salary commensurate w/experience. Top benefits.

Call chief engineer:
(213) 621-2313
an equal opportunity employer

**TELEVISION SYNDICATION**

Expanding operations have created an immediate opportunity for a young man to head up the syndication division of Robert E. Petersen Productions. Should have experience in dealing with TV station managers and program directors. A knowledge of ratings, spot sales, and competitive market situations will be helpful.

Please direct resume in confidence to Robert L. Dellinger, Group Vice President.

ROBERT E. PETERSEN PRODUCTIONS
8-728
8490 Sunset Blvd.
Los Angeles, Calif. 90069

**BUSINESS OPPORTUNITY**

**TERRITORIES AVAILABLE TO REPUTABLE REPS CONTACTING FM STEREO BROADCASTERS**

A revolutionary method to increase and measure audience not unlike the fourth estate by A.B.C.

Now in production, an American made pre-tuned FM stereo receiver with separate speaker system. Regulated power supply and built-in AFC, this self contained unit can be offered to the stereo audience for under $500 on a self-liquidating basis. Carries a 90 day factory warranty. Exclusive market areas.


**CLOSED CIRCUIT TV OWN YOUR OWN BUSINESS NO FRANCHISE FEE MINIMUM CASH NATIONAL PROMOTION**

Commercial broadcasters—here’s an opportunity to cash in on your experience in the exciting and lucrative closed circuit television industry.

Affiliations are now available with Trans American Television, nationwide specialists in closed circuit television.

You can maintain your present position and earn a substantial extra income through play back of network originated tapes, national and local equipment sales plus equipment leasing and daily rentals.

Veteran commercial broadcasters direct Trans American Television. The opportunity for unlimited earnings by working with them is yours.

Write now for further information.

Trans American Television, Inc.
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BY BROADCASTERS FOR BROADCASTERS

Serving the broadcasting profession with competent management personnel in these areas: Management, Sales, Engineering, Announcing, Bookkeeping, Traffic, Secretaries. Send us your resume or tape, or visit us in the area.

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AM RADIO AND TV PROPERTIES

In top 60 markets. Must show positive cash flow. Principles only. All inquiries given quick confidential attention.

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**STATIONS FOR SALE**

1. CALIFORNIA. One of the top markets of state and country. Price $425,000. Terms to qualified buyer.

2. FLORIDA. Top market daytimer. Price $275,000. Terms.

3. PACIFIC NORTHWEST. Gross $90,000. Price $300,000 including, $140,000 plus equipment.

4. UPPER MIDWEST. Exclusive market. Price $140,000. Terms.

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**For Best Results**

**You Can’t Top A CLASSIFIED AD in**

**Broadcasting**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
CAN A MAN’S LIFE END BEFORE HE DIES?

Arthritis cripples.
It doesn’t kill, but it can make life seem not worth living.
Almost seventeen million Americans have arthritis.
HELP.
Support THE ARTHRITIS FOUNDATION

FOR SALE STATIONS—cont’d

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NEW YORK, N. Y.
265-2430

Confidential Listings
RADIO—TV—CATV
N.E.——S.E.——S.W.——N.W.
G. BENNETT LARSON, INC.
R. C. A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028—213/469-1717
BROKERS-CONSULTANTS

Buy Part or All
FM Radio Station. Rehal frequency—1,000 watts. 100,000 watts available.
Middle west metropolitan area 250,000. Coverage 600,000. Various purchase possibilities including associate working investor with opportunity later for full ownership.
Box G-243, Broadcasting.

CATV SYSTEM
for sale
Southeastern United States. Population of city—22,000.
100% financing, no down payment to qualified buyer, low interest rate.
Reply to Box G-65, Broadcasting.

TV Station for Sale
High powered station, West Coast market.
Completely equipped inc. Mobile unit Videotape.
Terms or trade for radio station in major market.
Box G-275, Broadcasting.

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Tenn. Small AM & FM 225M Cash
Fla. Small AM 65M SOLD
S.W. Med. Fulltime 110M 29%
N.C. Med. Daytime 180M SOLD
N.W. Metro Fulltime 325M 29%

CHAPMAN ASSOCIATES
2045 Peachtree Road
Atlanta, Ga. 30309

(Continued from page 50)

Call letter application
- WDBJ, WHBC Inc., Roanoke, Va. Requests WFIR.

New FM stations
Application

Final action
- FCC denied petition for reconsideration of order refusing assignment of class A FM channel to Refugio, Tex.; granted alternate request to switch class A FM channels in Refugio (Doc. 27955). Action July 15.

Actions on motions

- Hearing Examiner Basil P. Cooper in Ocean City, N. J. (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, granted petition by Lester H. Allen for leave to amend application to reflect tendered application for new FM at Leicester City, Fla. (Docs. 18408-9), Action July 16.

- Hearing Examiner Mildred F. French in Murphy, N.C. and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.). FM proceeding, set certain procedural dates and scheduled hearing for Oct. 6 (Docs. 17096-7), Action July 17.

- Chief Hearing Examiner Arthur A. Gladstone in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.). FM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for Aug. 21 and hearing for Sept. 18 (Docs. 18558), Action July 15.


Rulemaking applications

- Dr. Alfred C. Valdes and Lew Esrey & Associates, West Allis, Wis.—Request rulemaking to substitute ch. 257A for ch. 253A at Berlin; substitute ch. 257A at Neenah-Menasha; substitute ch. 269A and ch. 29A for ch. 269A at Greenville; substitute ch. 231 for ch. 231 at Waukesha, and add ch. 29A at West Allis, all Wisconsin. Ann. July 15.

Call letter applications
- Metropolitan Indianapolis Television Association, Indianapolis. Requests WVTY-FM.
- Bill Garrett Broadcasting Corp., Slidell, La. Requests WVL-FLM.
- "Time Broadcasters Inc., Fayetteville, Tenn. Requests WYTM-FM.

BROADCASTING, July 28, 1969
Call letter actions
- Adams State College, Alamosa, Colo. Granted "KASF (FM)."
- Augsburg College, Austin, Ga. Granted "WACG-FM.
- Reading Community City Schools, Reading, Ohio. Granted "WACQ-FM.
- Southern State College, Springfield, S.D. Granted "KSTI (FM)."

Existing FM stations

Final actions
- WCVG-FM Montgomery, Ala.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc, Action July 15.
- WORJ-FM Mount Dora, Fla.—Broadcast Bureau granted remote control, Action July 16.
- KQRS-FM Golden Valley, Minn.—Broadcast Bureau granted remote control, Action July 16.
- KXJK-FM Kinzast, N.Y.—FCC denied request by Donald F. and Wilbur E. Nelson for extension of time to construct station; granted Bureau's consideration of FM's order designating extension application for grant, Action July 15.

CATV

Applications
- Ohio Video Services Inc.—Requests distant signals from WUAB(TV) Lorain; WKBP(FM) Cleveland; WWSO-TV Springfield; WKRT-TV, WKEF-TV and WHIO-TV both Toledo; all Ohio to Mt. Gilead, Eads and Cardigan, all Ohio (Columbus, Ohio—ARB 16 July.
- Continental Cablevision of Ohio Inc.—Requests distant signals from WUAB(TV) Lorain, Ohio to Tiffin, Ohio (Toledo, Ohio—ARB 16 July.

Final actions
- FCC directed Cerecote Television Corp., operator of Zhac, N.Y., CATV system, to comply with nonduplication provision of rules with respect to WNBV-TV Binghamton, N.Y., within 30 days; denied Cerecote's petition for limited waiver which was opposed by Binghamton Inc., licensor of WNBV-TV. Action July 15.
- Western Cable TV, Inc. Westernly, R.I—FCC granted transfer to permit the company to import distant signals of WBSK-TV and WKBW-TV both Buffalo, and WJJE-TV Worcester. Mass. Action July 15.

Ownership changes

Applications
- KQXK Arvada, Colo.—Seeks assignment of license from Radio Station KQXK to Bernard Schwartz for $115,000. Sellers: Frances C. and Richard G. McLaughlin (15%).Buyer: Bernard Schwartz (42% before, 100% after).
- WWEB Baltimore—Seeks assignment of license from WEBB Inc. to J. B. Broadcating Corp. Buyers: Norman Fischer, president, et al. Buyers: James Brown, president (80%), Gregory Mosher, president-secretary-treasurer and Robert A. Fisher Jr., vice president (each 10%). Mr. Brown owns recording company, 50%, 33% and 75% of record publishing companies and has other business interests. Mr. Mosher owns 90% and 10%, respectively, of WJBE Broadcasting, Tenn., and WDRD Augusta, Ga. Ann. July 16.

Final actions
- WSMT-AM-FM Sparta, Tenn.—Broadcast Bureau granted transfer of control of Sparta Broadcasting Co. from Dr. Sam J. and Martha L. Albright (jointly 100%, none after) to Upper Cumberland Broadcasting Co. (none before, 100% after), Principals: Joe L. Kuhn, president, Van Lee Slack, vice-president-general manager (each 45.50%); et al. Mr. Kuhn is salesman for Central Maine Broadcasting System Inc. for WSMT-AM-FM. Consideration: $200,000. Action July 15.
- WKOR Worland, Wyo.—Broadcast Bureau granted application of license from Joseph P. and Mildred E. (each 50%) Sellers to KTRR Thermopolis, all Wyoming (both Toledo, all Wyoming (both Toledo, all Wyoming). Buyers: Kermit E. Kohl, sole owner and president, and Tony Kehl, secretary-treasurer (both 50%). Mr. Kohl owns KGOS (Worthington, Wyo. Mr. Kehr is sales manager for KGOS. Mr. Kohl owns 33% of KYOW Riverton, Wyo. Action July 15.

Community-antenna activities

The following are activities in community-antenna television reported to the BROADCASTING. Reports include applications for permission to install and operate CATV, grants of CATV franchises and sales of existing installations. Franchise grants shown in italics.
- Zephyrhills, Fla.—Teleprompter Corp., New York (multiple CATV owner), represents Howard Kusin for a 5 year franchise. The firm will pay 5% of its gross for the first five years, 10% for the next five years. Mr. Kusin has been awarded a non-exclusive franchise in the area. The firm will pay 9% of its gross receipts.
- Mahwah, N.J.—Sterling Communications Inc., New York (multiple CATV owner), has applied for a franchise. Proposed is a 24-channel system with an installation charge of $25 and a monthly fee of $6.
- Norwalk, Ohio—Continental Cablevision Inc., Ohio (multiple CATV owner), has received a franchise.
- Forty Fort borough, Pa.—Service Electric CATV Inc. (once) Lakes-Barre, Pa., has received a franchise.
- Ingram, Pa.—Centre Video Corp., multiple CATV owner, has been awarded a non-exclusive 10-year franchise. The firm will pay 9% of its gross proceeds. Customers will pay $4.50 per year.
- Whitehall, Wisc.—Trempealeau Cablevision Inc. has been granted a franchise.
- Tacoma, Wash.—Seven applicants have been designated for a non-exclusive 15-year franchise. The applicants and the applications have been referred by the city to the Public Utilities director. Applicants are Cable TV Puget Sound (Tacoma), Tri-Cities (Kennewick, WA-Tacom), National Cablevision Inc., Tacoma Cable Co., Community Television Inc., Davis Communications Corp., and Teleable Cable Communications Corp.
In January 1966, the Radio-Television News Directors Association adopted a code of broadcast news ethics that calls for newsmen to provide a news service "as accurate, full and prompt as human integrity and devotion can devise." This year RTNDA set out to implement that code. Eddie Barker considers the implementation move "a very big thing for broadcasting. If we can get the ethics and standards committee going this year, it will have been a good year."

This is Eddie Barker's year as RTNDA president and he has set out to develop procedures for considering and acting on "documented and well-founded" complaints of violations of the code. He wants the code to be meaningful, something more than a paper tiger. And he's sure it can be of value to the industry, for Eddie Barker is a practicing newsmen and he would "hate to be censured by my peers for misconduct."

A decade ago judgment of newsmen by other newsmen might not have meant as much, because even 10 years back many station executives looked on news departments as entities to be tolerated and not encouraged or enlarged. But there has been a change in those attitudes, brought about in part by the caliber of men and women seeking to get into broadcast journalism and the fact that they consider themselves professionals, not rip 'n' read specialists. "Today," says Mr. Barker, "broadcast newsmen go into the community and become a part of it. They don't jump around as much as they used to." Of news directors, he says: "More and more they are finding themselves in the role of the newspaper editor and are assuming that role as community spokesmen and leaders."

Edmund Asa Barker has first-hand knowledge of the stability of newsmen since he was an early practitioner of the art. When he joined KRLD-AM-TV Dallas in 1949 he was hired as an announcer-newsmen. Today he is news director of the stations and is on the executive committee of the parent corporation, the Times Herald Printing Co.

His position in the corporate structure can be used as an example of one of Mr. Barker's theses: that news directors are moving up the management ladder. Top brass looks for the executive possibilities in news personnel. If the newsmen have anything on the ball, they —like their co-workers in programing and sales— will go to the top at stations and group operations.

Eddie Barker must have something on the ball. In 1962, while at the KRLD stations, he was still doing football play-by-play and color for Humble Oil's Southwest Conference radio network. Just a few months ago he was partici-
$220 million up in smoke

Broadcasters are turning out to be the patsies in a grubby game of politics being played over cigarette advertising. They stand to lose a couple of hundred million in billings per year while proprietors of other media profit and, unless the American experience turns out to be unique, the tobacco companies go on selling as many cigarettes as ever.

It will have been a neat ploy by the cigarette makers, if they are allowed to get away with it. Voluntary withdrawal from broadcast advertising will have no effect whatever on total cigarette sales, as has been proved in other countries, but will serve as the political sacrifice to stop the government from requiring death warnings in other advertising. It is better than business as usual; it is business at continued volume and lower expense.

No doubt some of the legislators and regulators will be tempted to buy it. Worse deals have been made in the name of consumer protection. The Magnusons and Moses, the Hydes and Rand Dixons will claim credit for saving the people from the horrors of cigarette commercials on the air. If they say it often and loud enough, nobody may think to ask what has been done about the basic problem of cigarette smoking and health. If indeed that is the problem that this furor has been all about.

Since the beginning, the campaign against cigarette advertising on radio and television has been discriminatory. At times it has been cynical. The influential Washington Post, for example, has carried vicious cartoons and editorials maligning broadcasters for accepting cigarette commercials. Never has the Post editorially explained why it and its associated magazine, Newsweek, carry all of the cigarette advertising they can get.

Nor did the campaign abate after the National Association of Broadcasters adopted an eminently reasonable schedule to phase out cigarette advertising over four years. The politicians and the rival media retorted with criticism of footdragging, though such an example of voluntary restraint is probably unparalleled in American business. When did the other advertising media give up $220 million a year in advertising of an absolutely legal product?

It now appears that cigarette advertising will leave the air on an accelerated schedule. If that is where the matter quits, broadcasting will have been victimized for no public benefit whatever. Logic, equity and the public interest require that all cigarette advertising that survives—print, point of purchase, direct mail, display—contain a suitable warning of hazards to health.

If the menace to the public health is so severe that it justifies the scrapping of $220 million worth of advertising on the air, it must not be concealed in other media.

Up there; down here

Up there fame's fair-haired heroes made that "giant leap" to the moon as a half-billion people on earth below watched in wonder.

From blast-off to splash-down eight days later, television and radio, via pooled pickups of networks and groups, transmitted the greatest running story ever told. Involved were months of preparation and as yet untabulated costs that far exceed the limited sponsorship income.

And while Astronauts Neil Armstrong, Edwin E. Aldrin Jr., and Michael Collins were returning to their home planet, what was happening down here on earth?

For one thing, the Russians disdained live coverage, jammed the Voice of America, and mysteriously and still inexplicably sent unmanned Luna 15 into moon orbit only to have it crash into the moon's surface. But Russia did carry taped excerpts the next day. So far as is known Red China kept the cosmos-shaking event totally secret.

It approaches sacrilege to mention what was transpiring at the FCC, that earthbound agency that has a vastly important role in space communications. The FCC was hearing arguments on proposed rules to limit network ownership of programs. The merits won't be argued here.

At that proceeding one commissioner, whose headline-hunting propensities are known to the greenest cub reporter, berated networks for programming "tasteless gruel."

That at a time when U. S. television and radio had distinguished themselves in superlative coverage of the greatest spot news story in history and had given global TV its greatest impetus.

The good new days

At some time next year, the exact date disputed by rival claimants, radio broadcasting will be 50 years old. The anniversary gives the National Association of Broadcasters reason to plan a year-long promotion, which deserves widespread support.

Here is a chance for broadcasters, individually and collectively, to exercise ingenuity in telling a legitimate story of broadcast service over half a century. There should be plenty of material for radio features of varied length and content and for television specials worth network distribution. The anniversary provides a reason and a challenge to revisit broadcasting's historic moments, relating them to present times.

We suggest that the celebration be tuned less to the past than to the future. Radio and television have always lived by the clock, not the calendar. With 50 years of experience, broadcasters have learned how to cope with a clock that seems to run faster all the time.
First class on KPRC-TV is habit-forming

It's a habit that starts the minute your first commercial begins to run. And find yourself in a place you've never been before. First class on KPRC-TV.

Away from impossible adjacencies and left-hand pages, in a world of priceless Houston market customers. Like buying power. Graciousness. Exquisite care.

Then, it begins to please the pocketbook. With superb buying plans. A choice of gourmet availabilities. Savored with subtle vintage programming.

It may even wrap itself around your budget. Like complete market coverage.

Good-selling from the lady in the lovely silk sari, with the KPRC in the middle of her forehead. And the smile no hostess school could teach.

First class on KPRC-TV, to success and beyond.
It's a habit that travels well.

First class to success on luxurious, exotic KPRC-TV, Houston.

The television station that treats you like a Maharajah. Over 16 years of selling experience.
Call your television travel agent: Edward Petry and Company, National Representatives.
"...and now the President of the United States Hoobert Heever."

(BROADCASTING BLUNDERS #1)