Traditionally, Texans brag—and we’re Texans. But even we had never claimed Honduras as part of our neighborhood. That was before we met a group of Houston young people who had formed a medical missionary group to help fight disease in Central America. They thought Honduras was part of their “neighborhood”, and they convinced us. We sent a film crew with them on their first and second expeditions, and two documentaries—“The Young Americans” and “Yanqui, Come Back”—were the result. Other “neighbors” joined in our enthusiasm, and the project has now become a true international agency—“Los Amigos de las Americas”—now in its fifth year of service. It all proves that you never really know where you might find a neighbor—one of the challenges which keeps us trying to be

Good Neighbor KPRC-TV! NBC in Houston on Channel 2
Edward Petry & Co., National Representatives
Talking It Up

It all began in Baltimore in April 1949 on WMAR-TV with a relaxed, two-hour afternoon program called "National Sports Parade," a live ad-lib show designed to fill air time around reports of the racing results from local Maryland tracks. A stable of seven or eight singers and dancers performed each week, and there were comedy skits and chats with celebrities passing through town. The sponsor, the National Brewing Co., paid a bargain-basement $150 an hour for the show.

From thisobservedAPSHOT...
If They’re Good, They’ll Sell

These Are Selling
WTEV grows greater in the greater Providence TV area

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

WTEV Providence—New Bedford—Fall River Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Deferred action

Get two or more broadcasters together and they talk strike applications on renewals, one-to-a-customer and what new FCC line-up will do about them. Those rather than business outlook, new-season programing and CATV were top subjects at last week's International Radio and Television Society attended by about 1,000 broadcasters to honor out-going FCC Chairman Rosel H. Hyde (see page 36).

It's fair guess that strike applications will continue to be filed, encouraged by three virtually certain votes to consider them, but that one-to-customer rulemaking, wherein licensee would be limited to one station of kind in any market, won't be resolved by FCC as now constituted. FCC Chairman Rosel H. Hyde and Commissioner James Wadsworth naturally would prefer to have their already-nominated successors, Dean Burch and Robert Wells, deal with that and certain other pending issues, rather than force possible reconsideration later on.

Heavy opposition

When House Commerce Committee finally works pay-TV hearings into its schedule, chances are good that it will vote out bill prohibiting that service. Key factor, according to House sources, is clout of committee's chairman, Representative Harley O. Staggers (D-W. Va.), who opposes pay TV. Committee has again postponed hearing because of other business (see page 46).

Comsat's show

If preliminary agreement reached by 14 of 70 countries participating in International Telecommunications Satellite Consortium (Intelsat) in informal sessions preparatory to treaty conference next February prevails, control of space communications will be vested in international secretariat, to be based in Washington with Communications Satellite Corp. delegated technical and operations control. In addition to U.S., nations understood to have agreed in principle to plan are Australia, Brazil, Chile, Guatemala, Italy, Malaysia, Korea, New Zealand, Panama, Philippines, Spain, Thailand and Venezuela.

Program directors

Fifteen Washington-area blacks who petitioned FCC last month to deny renewal application of WMAL-TV Washington (BROADCASTING, Sept. 8) have asked managements of three remaining VHF's in city to meet with them to discuss stations' "offensive" programing. Request was made in letter signed by Jack Massie Jr., of George Washington University's Urban Law Institute, who assisted in filing WMAL-TV petition. Letter to WTOP-TV, WRC-TV and WTTG-TV said that, like WMAL-TV, they have failed to serve Washington's black majority. And letter noted that blacks need not wait until Washington stations are up for renewal again, in three years, before they can protest their "failures" to operate in public interest. But before taking further action before FCC, letter adds, blacks want to meet with stations on their programing plans.

Test of responsibility

Question of rating service's liability when station blames its ratings for sales losses reportedly will be raised in suit due to be filed, probably this week against one ratings firm. It won't be first time issue has come up in court. At least in part, new suit is expected to challenge rating service's definition of market involved. By coincidence, whole broad subject of market definitions has been under study for several months by Broadcast Rating Council, which hopes eventually to have uniform market definitions established and used by all rating services and perhaps other media as well.

Third party

Although no one in authority is disposed to comment on $91-million transaction that will bring Dallas Times Herald (KRLD-AM-FM-TV) under ownership umbrella of Times Mirror Co., Los Angeles past experience indicates that transfer of broadcast properties won't receive automatic approval. Need to separate KRLD-TV from its AM and FM adjuncts, for one thing, will entail spin-off (BROADCASTING, Sept. 22).

But there's another aspect that may not stall deal but is likely to divide FCC. Mormon Church owns about 4% of Times Mirror Co. and when its $2 million purchase of KDKA-AM-FM Avalon (Los Angeles) was pending before FCC question was raised about Mormon organization being "conglomerate" as well as licensee of dozen broadcast stations and tied into ownership of Los Angeles Times, dominant in vast Southern California area. Upshot was Commissioners Kenneth Cox, Nicholas Johnson and Robert Bartley dissented (BROADCASTING, Feb. 17), but four other members voted for transfer. Equivalent result in Dallas is likely because there's no "media concentration" factor involved. Bonneville (Mormons) now has ownership interests in only four VHF's whereas permissible quota is five.

Friends at the top

New Senate Republican leaders are on record in favor of Pastore bill to prohibit competing broadcast applications at renewal time. Minority leader, Senator Hugh Scott (R-Pa.), is among bill's co-sponsors; new minority whip, Senator Robert Griffin (R-Mich.), is supporter, though not co-sponsor. Sources close to Senator Griffin say he may support "minor modifications" of bill; although these were not named specifically, they are reportedly not unfavorable to broadcasters' position.

Comstock lode?

With Douglas Anello out as general counsel of National Association of Broadcasters (see page 38), there's now talk of consolidating association's law department with government affairs and putting both under Paul Comstock, now VP for government affairs. Mr. Comstock practiced law in Florida before joining NAB several years ago. NAB may also use outside counsel on assignment.

Going slow on news

FCC reportedly is preparing to clear CBS of news-staging charge leveled at network following newscast last year of start of Poor People's March on Washington, filmed in Marks, Miss. Commission is expected to say that investigation into allegation—that newsmen staged news to highlight poverty in area—does not warrant further action. Thus, result would be similar to that being reached in Hunger in America case, in which CBS was accused of news distortions (see page 36). Two cases may produce admission of error on part of commission in deferring action on renewal of CBS's California stations because of those cases. Stations involved, KNX-AM-FM and KNXT-TV Los Angeles and KCBS-AM-FM San Francisco were renewed Friday (Sept. 26) after being held up since last December.
OVERWHELMING LEADERSHIP IN

EARLY NEWS - 6 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's EARLY NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

<table>
<thead>
<tr>
<th></th>
<th>Mon-Fri</th>
<th>Homes</th>
<th>Women</th>
<th>Women 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR-TV*</td>
<td>6-6:30pm</td>
<td>78,200</td>
<td>62,800</td>
<td>24,700</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>5:30-6pm</td>
<td>24,200</td>
<td>18,000</td>
<td>6,200</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>6:30-7pm</td>
<td>45,100</td>
<td>34,600</td>
<td>17,800</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td>223%</td>
<td>249%</td>
<td>298%</td>
<td></td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td></td>
<td>73%</td>
<td>82%</td>
<td>39%</td>
</tr>
</tbody>
</table>

223% More Homes Than Station B; 73% More Homes Than Station C

WSYR-TV Advantage over Station "B" 223% 249% 298% Station "C" 73% 82% 39%

March 1969 NSI

<table>
<thead>
<tr>
<th></th>
<th>Mon-Fri</th>
<th>Homes</th>
<th>Women</th>
<th>Women 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR-TV*</td>
<td>6-6:30pm</td>
<td>88,000</td>
<td>77,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>5:30-6pm</td>
<td>25,000</td>
<td>21,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>6:30-7pm</td>
<td>54,000</td>
<td>45,000</td>
<td>20,000</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td>252%</td>
<td>267%</td>
<td>200%</td>
<td></td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td></td>
<td>63%</td>
<td>71%</td>
<td>50%</td>
</tr>
</tbody>
</table>

252% More Homes Than Station B; 63% More Homes Than Station C

WSYR-TV Advantage over Station "B" 252% 267% 200% Station "C" 63% 71% 50%

*WSYR-TV figures include satellite WSYE-TV, Elmira, N.Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!
An 18-man news team, led by the dean of Central New York newsman, Fred Hillegas, knows its business. And its only business is WSYR-TV NEWS.
Check the figures—they tell the story.

Get the full story from HARRINGTON, RIGHTER & PARSONS

WSYR-TV

Nbc Affiliate

Channel 3 - SYRACUSE, N.Y. - 100 KW
Plus WSYE-TV channel 18 ELMIRA, N.Y.
Independent media-buying services—middlemen between agency and client—may become specialists of future. New firms proliferate, siphoning off advertising executives, underselling agencies—especially in spot TV. See...

Middleman—the specialist of the future? ... 33

Retiring FCC Chairman Rosel H. Hyde, speaking before International Radio and Television Society, warns against zealous regulation of broadcast news; suggests creation of cabinet-level secretary of telecommunications. See...

Hyde endorses principle of free press ... 36

NAB general counsel Douglas A. Anello resigns effective Oct. 1 after 12 years with organization—eight of them in present post. No appointment of successor has yet been made. See...

Anello resigns his NAB post ... 38

Scene of showdown on AT&T's $15 million tariff hike in charges for TV transmission service will be FCC hearing. Commission denies networks and NAB 90-day delay of effective date of new rates. See...

FCC to hold hearing on new TV tariffs ... 42

WTOP-TV Washington becomes latest target of complaints as citizens groups urge FCC to investigate station's programming before renewing its license and charge it with violation of fairness doctrine. See...

Other side of coin for WTOP-TV ... 43

Report of National Commission on Violence spawns controversy with charges of excessive TV violence, influence on young. Networks contend commission's research is dated, brutality in new season drastically reduced. See...

Violence report draws dissents ... 52

Smothers brothers culminate six months of recriminations, appeals on cancellation of series with $31,160,000 suit against CBS, and its officers, charging infringement of rights, antitrust acts, breach of contract. See...

Smothers' suit is far-reaching ... 56

Main topic of concern at Detroit convention of Radio Television News Directors Association is ramifications of Supreme Court's decision in 'Red Lion' case. Newsmen ponder how to maintain objectivity. See...

RTNDA ponders news threats ... 61

After covering last year's Democratic national convention in Chicago, news director of KHJ-AM-FM Los Angeles devises "survival kit" for newsmen, replete with uniform, goggles, boots, helmet, gas mask, other defenses. See...

Do newsmen need a survival kit? ... 64

Widespread programing changes are on tap at CBS Radio. Modifications, which take effect Nov. 17, lend emphasis to hard news and minimize feature shows. Ten new programs will be introduced, seven dropped. See...

Hard news gets the nod on CBS Radio ... 66
Opening in Boston & Detroit: A great new entertainment team.

The cast? Storer—the service-oriented broadcasting company and TICKETRON—the national network of electronic box offices.

The story? Storer has become TICKETRON's exclusive affiliate in six of the largest markets in the USA. Boston and Detroit/Toledo for openers. Coming up: Cleveland, Atlanta, Milwaukee and Miami.

The audience? Anybody who wants "instant tickets" to great entertainment—theaters on and off-Broadway, sporting events, movies, concerts, jazz and folk festivals. You name it. Each electronic box office—in a bank, department store, bookstore, or travel agency, for example—has a direct line to one of TICKETRON's giant computers. The operator punches a few buttons and an actual reserved seat ticket—not just a reservation slip—is printed on the spot. In seconds. And it's always the computer's best available seat at the time of purchase. Cost: box office prices plus a mere 25¢ service charge per ticket. Beautiful!

The reviews? In little more than a year, TICKETRON has already changed ticket buying habits forever. Everybody wins. The public gets reserved seats faster and easier. Producers and owners sell more tickets. And now, with Storer's intimate knowledge of local markets and professional marketing skills, this new duo is sure to be a hit.

Want to join the team? If you're interested in information on an affiliation with TICKETRON, write: Mr. Thomas W. Moore, Chairman of the Board, Ticket Reservation Systems, Inc., 375 Park Avenue, New York, N.Y. 10022.
Peace in Rochester

Group that protested renewal of Gannett Co.'s WHEC-TV Rochester, N. Y., has withdrawn protest and urged FCC to renew station's license.

Action followed station's agreement to take number of steps that group, Metro-Act of Rochester, says indicates effort to "correct deficiencies we noted."

Proposed actions were spelled out in amendment to WHEC-TV renewal application filed with commission, along with letter from Metro-Act withdrawing its protest.

Metro-Act, which reportedly represents 3,000 residents, had accused station of distorting news and ignoring events of interest to black community ("Closed Circuit," April 21). It also accused Gannett of having concentration of control in Rochester, where it owns WHEC(AM) and publishes Rochester Times Union and Democrat & Chronicle.

Under "additional proposals" filed by station, it promises to:

- Establish advisory council on problems in metropolitan area, which would include representatives of Metro-Act and other civic area groups.
- Add three news reporters, two of whom will be concerned principally with in-depth reporting and preparation of documentaries.
- Increase time devoted to news, from present proposed minimum of 6.3% per week to 8.9%.
- Devote two half-hour periods per month to special programs dealing with metropolitan area problems. Programs will be developed through consultations with advisory council and other leaders in Rochester and surrounding area.
- In addition, Gannett's WHEC Inc. has established committee of local groups to assist in developing programming for young black community over WHEC(AM). Programs will start first week in October, three nights per week, from 9 p.m. to midnight.

NBC radio affiliate

WFLN-AM-FM Philadelphia, independent stations, will become NBC Radio affiliates Oct. 1, network said Friday (Sept. 26). WFLN(AM) operates on 900 kc with 1 kw days, and WFLN-FM broadcasts on 95.7 mc with 50 kw. Stations are owned by Franklin Broadcasting Co., with Raymond S. Green as president.

WPEN(AM), previous NBC affiliate in Philadelphia, canceled NBC contract and will join ABC's American Enter-tainment Network on Oct. 2. Station operates on 950 mc with 5 kw. William Penn Broadcasting Co., headed by William H. Syk, is licensee.

Movie catechism

Senator John L. McClellan (D-Ark.) is mailing questionnaires today (Sept. 29) to National Association of Broadcasters, National Cable Television Association, networks and all commercial TV stations, asking whether they plan to broadcast films that are rated unacceptable for viewing by minors.

Another questionnaire was mailed to motion-picture producers and distributors, and to Motion Picture Association of America, Friday (Sept. 26).

Television questioning was unavailable at end of last week; questions addressed to film industry include followings:

Why did industry find it necessary to create code and rating program?

If more than 25% of films produced by company in last year have not been rated as suitable for general audiences, why does company find it necessary to produce or distribute so many "adult" movies?

What is gross income company has received in past year from sale of films to television industry?

Does company plan to offer for sale to television films that have been rated "X" (no one under 16 admitted), "R" (no one under 16 unless accompanied by parent or guardian) or "M" (Parental discretion advised)?

In letter to both television and film interests, Senator McClellan iterated his position on TV showings of adult films: his opposes it, and has vowed to introduce legislation if necessary to "curb the performance on television of films harmful to children" (BROADCASTING, Sept. 22).

TVC restructures

Television Communications Corp., New York, is restructuring its organization in view of additional diversification, including CATV (16 systems with over 70,000 subscribers), recording companies, related cable-TV activities including engineering services and programming.

New structure has two major operating divisions: new cable division with F. Gordon Fuqua, TVC executive vice president in charge; recording division with responsibilities held by Christopher Stone and Gary Kellgren, executive directors respectively for administration and marketing and of recording operations. Corporate staff is headed by James F. Cavanaugh, TVC's vice president-controller, who directs accounting and financial affairs, and Paul E. Van Hook, vice president, who is responsible for acquisitions and coordination of TV station activity.

TVC is buying WBNN-TV Charlotte Amalie, V.I., for $840,000 (BROADCASTING, April 21) and is on verge of announcing purchase of KNWA(FM) Fayetteville, Ark.

Merger in works

Filmways Inc., New York, and Campbell-Silver Corp., Los Angeles, both entertainment production companies, said Friday (Sept 26) they are negotiating agreement for Filmways' acquisition of Campbell-Silver for undisclosed amount of stock. Filmways stock is sold on American stock exchange, at about $24 this last week.

KBUZ-AM-FM sale

Number One Radio, licensee of KAIR-AM Tucson, Ariz., announced Friday (Sept. 26) it is buying KBUZ-AM-FM Mesa, Ariz., for $600,000, subject to FCC approval.

H. S. Rutherford is sole owner of Mesa stations. Number One Radio is headed by Edwin G. Richter Jr.

Tops first week

NBC-TV recorded strong lead and ABC-TV moved ahead of CBS-TV in first 70-city Nielsen MNA Report, out Friday (Sept. 26). Average ratings for week of Sept. 15-21 were 23.3 for NBC, 14.4 for ABC and 14.0 for CBS.

Ratings covered period when NBC introduced all its new programing, ABC broadcast some new programs and CBS did none.

NBC's seven new shows (My World and Welcome To It, Debbie Reynolds, Then Came Bronson, Bracken's World, Andy Williams, Bill Cosby and Bold Ones) ranged in ratings from 18.6 for Bold Ones to 27.6 for Bill Cosby, both in their second episode.

ABC's new shows launched that week, Courtship of Eddie's Father, Room 222, Ghost and Mrs. Muir rated 18.1, 23.4 and 16.2 respectively.

Top 10 shows of that week were: Tuesday movie "Ballad of Josie" (NBC), Laugh-In (NBC), Julia (NBC), Bill Cosby (NBC), Dean Martin (NBC), Monday Movie "Nobody's Perfect" (NBC), Then Came Bronson (NBC), Walt Disney (NBC), Bracken's World
Week's Headliners

Richard N. Savage, general sales manager of ABC Television Spot Sales, effective Oct. 6. He replaces Fred L. Nettere who resigns to join Timebuying Services Inc., New York. Mr. Savage has been with ABC since March 1963 as account executive with TV Spot Sales in San Francisco, worked also in New York with that division and moved in 1967 to KABC-TV as sales manager.

Hal Davis, VP and general manager of Doubleday Broadcasting-owned KHOW(AM) and KMYR(FM), both Denver, elected senior VP in charge of eight AM and FM stations owned by Doubleday Broadcasting Co., New York. In addition to Denver stations, Mr. Davis now is responsible for KROD(AM) El Paso and KITE-AM Terrell Hills, all Tex., KDEF-AM-FM Albuquerque, N.M.; and KNO(AM) San Bernardino, Calif. He will continue to work out of Denver. Doubleday Broadcasting also owns and operates three TV stations, KOSA-TV Odessa-Midland, Tex.; KROD-TV El Paso; and KDTV(TV) Dallas, all Texas.

Irving H. Levin, executive VP of National General Corp., Los Angeles, elected president and chief operating officer. Samuel Schulman, senior VP, elected vice chairman of board of directors and chairman of executive committee. Eugene V. Klein, president and chairman of board, continues as chairman and chief executive officer. Mr. Levin was named executive VP in 1962 and Mr. Schulman was named senior VP in 1966. Mr. Klein had been president since 1961. National General is involved in TV production and distribution, motion-picture production and book publishing.

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

(NBC) and Sunday movie "Our Man Flint" (ABC) tied.

First National Nielsen available Friday (Sept. 26) cover only first Sunday of NBC's new programming (Sept. 14), and NBC naturally led all evening. CBS's Danny Thomas special was only program to approach ratings of Walt Disney, Bill Cosby, Bonanza and Bold Ones, ranging from 30.6, 49 share, to 19.1, 36 share.

Of note in national daytime ratings Sept. 14 was that achieved by opening American Football League game between New York Jets and Buffalo Bills at 1:30 p.m. (EDT)—15.0 rating, 47 share. NBC said this is highest rating ever received by regular-season game since network started broadcasting AFL in 1965.

Johnson again

Top management's neglect of ability of TV news and documentaries to dig into issues of times, so as not to rock board of media coverage on event itself.

Problem of dealing with obscenities highlighted radio workshop discussions. Cited were conflict in trying to maintain standards while still conveying true tempers of those in ghetto or on campus who use colorful "language of protest" that is full of four-letter words.

Endorsement of candidates was seen as next extension of responsibilities in broadcast editorializing at NBEC panel.

Wes Bowen, KSL-TV Salt Lake City, was elected chairman of NBEC steering committee for 1970 succeeding Joe Vaughn, WXYZ-AM-TV Detroit.

Commentary on CATV

Teleprompter Corp., multiple CATV owner, will launch half-hour program of commentary on its cable TV system in New York this week. It features writer Harriet Van Horne and Hubbell Robinson, former programing vice president at CBS-TV. Titled "Critics at Large," program will be carried twice each day on weekdays and will be offered in syndication to other CATV systems.

FCC pushes frontier

FCC has renewed its hint to Frontier Broadcasting Co. that sale of one of its media properties in Cheyenne, Wyo., might facilitate commission action on renewal application of Frontier's KFBC-TV Cheyenne.

Commission in letter released Friday (Sept. 26) gave Frontier 30 days to provide "further information or a counter proposal" commission says it needs to determine whether hearing is required on KFBC-TV renewal.

Commission in August had first indicated that action on renewal might be cleared if Frontier reduced its Cheyenne media holdings ("Closed Circuit" Aug. 25). Commission noted that Frontier owned AM and FM, as well only VHF and CATV in Cheyenne and, through its principal stockholders, only daily and Sunday newspapers in Cheyenne area.

Frontiers had asked commission to give Frontier chance to respond after conclusion of commission rulemaking limiting owner of one full-time station from acquiring another in same market and banning CATV-TV cross ownership.

Silverman named

Don Silverman, formerly producer of daytime Dick Cavett Show on ABC-TV and associated with various networks since 1958, was named Friday (Sept. 26) as producer of syndicated Dennis Wholey Show. He replaces Roger Ailes, who resigned following dispute with associates, which produces show for Taft Broadcasting Co. (see page 72). 
CHARLIE CHAN
TV'S NUMBER ONE DETECTIVE

21 "CAMP CLASSICS"
SOLD: 77 MARKETS
UNITED STATES & CANADA

ABROAD: ARGENTINA, CURACAO,
FINLAND, GERMANY, HOLLAND,
HONG KONG, MALAYSIA & MEXICO

WARNER BROS.-SEVEN ARTS
NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · LONDON
PARIS · ROME · BARCELONA · BEIRUT · SYDNEY · TOKYO · MEXICO CITY
**COMPARE... YOU’LL BUY a**

**CCA “ULTIMATE”**

**10 FADER STEREO or DUAL CHANNEL MONO CONSOLE**

We’ve not spared any expense in offering our completely transistorized, full capacity, ten fader stereo and dual channel mono consoles. We’re using Altec faders, Altec pre-amplifiers and Altec transformers!! Substantial switchcraft switches!! A completely enclosed RF shielded metal cabinet dressed with mahogany any color and covered with handsome formica!! Switching facilities beyond your expectations!! You will understand why we call these consoles — the “ULTIMATE”. Detailed literature upon request.

---

**CCA ELECTRONICS CORP.**

716 Jersey Ave., Gloucester City, New Jersey 08030 • (609) 458-1716

---

**Datebook**

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

*Indicates first or revised listing.

**September**

Sept. 28-Oct. 3—10th technical conference and equipment exhibit of Society of Motion Picture and Television Engineers. Century-Plaza hotel, Los Angeles.


**October**

Oct. 1—Deadline for reply comments on Part Five of FCC’s proposed rulemaking dealing with CATV policy.

Oct. 2—Fall sales presentation and luncheon, ABC Radio Network. Fairmont hotel, San Francisco.

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


Oct. 3—Seminar for working broadcast newsman, sponsored by AP, Ramada Inn, Lexington, Ky.

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

Oct. 3—New deadline for comments on FCC’s proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Prior deadline was Aug. 4.


Oct. 6—Annual fall outing, Federal Communications Bar Association. Polo Grounds, Travilah, Md.

Oct. 6—Meeting of Montana AP Broadcasters Association, Bozeman.

Oct. 6-8—UPI Editors and Publishers Conference. Walter Cronkite will be among featured speakers. Hamilton, Bermuda.

Oct. 6-9—Annual fall conference, Electronic Industries Association, Century Plaza hotel, Los Angeles.

Oct. 6-9—Annual convention, National Association of Regulatory Utility Commissioners. Among features is panel on CATV, Hilton hotel, Denver.

Oct. 7-1—Hearings begin before House Commerce Committee on bills to prohibit pay television. Room 2123, Rayburn building, Washington.


Oct. 8-9—First AM directional seminar of National Association of Broadcasters, Cleveland Engineering and Scientific Center.


Oct. 9-12—Meeting of International Film, TV Film and Documentary Market, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIPEX—Largo Domodossola 1, 20145 Milan, Italy.

Oct. 10—Annual FM day sponsored by Georgia Association of Broadcasters, Marriott Motor Inn, Atlanta.

Oct. 10-11—Meeting of New York State AP Association, Whiteface Inn, Lake Placid.

Oct. 11-12—Meeting of Wisconsin AP Radio-TV Association, Pioneer Inn, Lake Winnebago, Oshkosh.

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

Oct. 12-15—Convention of American Association of Advertising Agencies Western Region. Speakers: John Crichton; Clay Bucknout; Bert Cummings; Bill Sharp, J. Walter Thompson; Albert Petzvage, Doyle Dane Bernbach; Carl Kuchman, Lockheed Aircraft Corp.; Charles Adams, McManus, John and Adams; Jim Lavenon, Hotel Corp. of America. Santa Barbara Biltmore hotel, Santa Barbara, Calif.


Oct. 13-16—Seminr for antenna site design and maintenance, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

Oct. 14—Annual stockholders meeting, Meredith Corp. Des Moines, Iowa.


Oct. 17—New deadline for reply comments on FCC’s proposed rulemaking banning dishonest advertising. Previous deadline was Aug. 10.


**NAB regional conferences**


Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton Motor Inn, Portland.
CRITICAL CHEERS FOR NBC SPECIALS

IN SEPTEMBER...

Arthur Rubinstein “A man and his music, both irresistible, were vividly encapsuled...an exceptional TV—and human—document.” —Harry Harris, Philadelphia Inquirer

“...The finest television offering of the summer season; it may well wind up as the finest single program of 1969.” —Anthony LaCamera, Boston Record American

Monsanto Night Presents Lena Horne

“Here was an outstanding hour of song.” —Ben Gross, New York Daily News

“If there’s been a better showcase for a singer, I can’t think of what it was. ‘Lena’ and Lena Horne were great.” —Bettelou Peterson, Detroit Free Press

Jack Paar And His Lions “...A thoroughly absorbing, often poignant, actuality hour.” —Cynthia Lowry, AP

“...A fascinating show, punctuated by Paar’s wry humor...a thoroughly satisfying special.” —Jacob Hey, Baltimore News American


“...Persuasively poetic documentary...cinematic inventiveness...” —Variety
IF IT'S REALLY "SPECIAL" IT'S ON NBC

Kraft Music Hall (9:00-10:00) On "The Friars Club 'Roasts' Milton Berle," Milt gets a merry grilling from the famed fraternity for entertainers. The rostmaster is Alan King.

From Here To The Seventies (8:30-11:00) Filmed in 80 locations around the world, this 2½-hour NBC News special will try to project the next decade. Paul Newman narrates.

Chrysler Presents The Bob Hope Special (9:00-10:00) Enjoy a lively salute to vaudeville, where Bob got his start as a hoofer. Guests are Jimmy Durante, Donald O'Conno.

Major League Baseball Championships (1:00-conclusion) The new intra-league championships start with the American League, continue with the National at 4:00.

The World Series (1:00-conclusion) The 1969 edition of the baseball classic, exclusively on NBC! The opener will take place in the home park of the American League champion.

Mitzie's 2nd Special (10:00-11:00) A singing, dancing, clowning delight, starring Mitzi Gaynor. Joining her are actor Ross Martin and the song-and-dance group, the Four Fellow.
NDAY/OCT. 19

Eidi (7:00-9:00) Encore performance! Starring in the TV version of this classic are Maxillian Schell, Jean Simmons, Sir Michael Redgrave, Walter Slezak, Jennifer Edwards.

WEDNESDAY/OCT. 29

The Brass Are Coming (9:00-10:00) See Herb Alpert and the Tijuana Brass in their only network special this year. They'll be abetted by that down-town girl, Petula Clark.

TURDAY/OCT. 25


ALL IN COLOR ON NBC
THE FULL COLOR NETWORK
ONE BUY DELIVERS $3.5 BILLION
KANSAS TELEVISION MARKET

KANSAS BROADCASTING SYSTEM
Delivers—MORE Homes Viewing Each Day
MORE Total TV Homes
MORE Population
MORE Consumer Spendable
Income
MORE Total Retail Sales

Than any other regional broadcasting system in Kansas!

KANSAS BROADCASTING SYSTEM

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

 Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

KANSAS BROADCASTING SYSTEM

KTVC Dodge City

KTVH Wichita

KAYS-TV Hays

KLOE-TV Goodland

Cablecasting seminar, sponsored by the National Cable TV Association, National Cable TV Center, Pennsylvania State University, University Park, Pa.

Nov. 7—Annual meeting, Maryland-District of Columbia-Delaware Association of Broadcasters. Annapolis Hilton hotel, Annapolis, Md.

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

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

Nov. 10—Combined workshop-management conference sessions, Radio Advertising Bureau, Continental Plaza, Chicago.

Nov. 12—Annual convention, Sigma Delta Chi. El Cortez hotel, San Diego.

Nov. 18—Deadline for filing comment in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Nov. 21—Annual fall management seminar, Kansas Association of Broadcasters. Ramada Inn, Lawrence.

December


FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 4.

Annual armed forces audio-visual communications conference with Department of Army as host. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

November

Nov. 3—New deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 4.

Nov. 3—New deadline for filing comments. Previous deadline was Oct. 4.

Nov. 7—Annual convention, National Association of Broadcasters. Nell House, Columbus.

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

E. Lee hotel, Winston-Salem.

Oct. 20-23—Annual board and membership meetings of Television Bureau of Advertisers. HEW Secretary Robert H. Finch will deliver keynote address. TV's service to small business theme of TVB's new presentation, "Small business growing faster," to be premiered at Wednesday session. Shoreham hotel, Washington.


KANSAS BROADCASTING

Delivers—MORE Homes Viewing Each Day
MORE Total TV Homes
MORE Population
MORE Consumer Spendable
Income
MORE Total Retail Sales

Than any other regional broadcasting system in Kansas!

KANSAS BROADCASTING SYSTEM

KTVH Wichita

KAYS-TV Hays

KLOE-TV Goodland

KTVC Dodge City

CBS Affiliates

Represented by Blair Television

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

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

50% and over—Avg. Daily Circulation

Source: ARB Television Coverage/65
ARB 1968-69 Estimated TV Households
Standard Rate & Data—June 1969

4 Independently owned stations with local leadership
ONE ORDER—ONE INVOICE—ONE CHECK
WCBS Newsradio 88 is now the Number One news station in New York in weekly audience reach. For the first time. Two years ago we started out 43% behind the other news station. Now we have overtaken that sizeable lead and even moved ahead. And maybe the most important thing is this. Overall, the other station hasn't really lost audience. We've built audience. Which should answer those who may have doubted that New York had room for two news stations. Now they know better. In fact, now the whole New York area knows better, about everything. That's what we're here for.

**WCBS Newsradio 88**

Audience data based on ARB July-Aug. '89 & Oct.-Nov. '97, Total Week (6 am-Midnight), Adults 18+ Cum rates subject to qualifications which WCBS will supply on request.
So we've landed a man on the moon. What possible connection is there between this lofty achievement and measuring advertising effectiveness? A bizarre connection? Perhaps, but wait. Let's examine this incredible space achievement a bit. There just might be some clues for measuring advertising effectiveness.

Remember the space situation 10 short years ago? Landing on the moon was strictly Jules Verne. The Russians with their successful, suborbital Sputniks were winning the world prestige race. World prestige was deemed so important a goal for the U.S. it provided the incentive for an all-out effort to land a man on the moon.

Let's shift the focus to measuring advertising effectiveness. What's the incentive here? The incentive is an annual investment approaching $20 billion. To date, businessmen have been generally unable to measure what dollar return they are getting for this huge outlay. Seemingly, we now know about as much about truly measuring advertising effectiveness as we did 10 years ago about landing a man on the moon.

To be sure the situations are not precisely parallel. Yet our successful space feats do suggest some clues. Here are a few:

* In 1961, President John F. Kennedy committed the U.S. to landing a man on the moon by 1969. Neither he nor anyone else knew how to accomplish this, but he made a definite commitment anyway. Clue for advertising: Don't insist on a predetermined program or guaranteed success before committing to a goal of measuring advertising effectiveness. Also get a precise, measurable goal. And tie the achievement of that goal to a definite time period.

* Thereafter, Congress initially and periodically approved billions of dollars for space exploration . . . in spite of disappointing progress at times. Clue for advertising: Allocate sizeable expenditures to measuring advertising effectiveness. Make it a long term and continuing allocation commensurate with the advertising investment and risk.

* The National Aeronautics and Space Administration, as the clearing house, has played a crucial role in conquering space. It serves as the coordinating body to marshal requisite resources from the academic, business and government publics. Clue for advertising: Encourage fellow advertisers, agencies, marketing-research firms, media, academic and related interests to combine and coordinate their efforts through a single body. It minimizes duplication and other wasteful efforts such as many of our current piecemeal approaches.

* Conquering space resulted from planning a total program. Long-range goals and programs evolved into short-range goals and programs. Once the program was launched it was modified as it progressed. Major programs were planned, modified and discharged: Mercury, Gemini, Apollo. And finally success—Apollo 11. Clue for advertising: After establishing a precise long-range goal, translate it into intermediate and short-range goals. Plan and program to achieve these goals. Let each succeeding step be modified by cumulative results from previous steps.

* Prerequisite to landing a man on the moon was new thinking and technology. New concepts in aerodynamics, structural materials, communications, medicine, space foods and the like, first had to be developed successfully. Clue for advertising: Strike out in new directions beyond the traditional approaches to advertising measurement. Reassess work to date as a basis for conceptualizing and testing new approaches. Seek to understand more about human behavior as the key to understanding advertising behavior better. Switch from vertical (more of the same) to lateral (different) thinking.

There are, of course, acknowledged and substantial differences in exploring space versus human behavior. Obviously, the physical sciences are far more orderly and predictable than the behavioral sciences.

Yet there seem to be sufficient parallels for the advertising profession to learn from the space profession. Let's face it—our current, fragmented efforts to measure advertising effectiveness have thus far resulted in scant success. "Divide and conquer" isn't working. And future prospects are less than reassuring. Meanwhile, the pressure to measure advertising effectiveness ever mounts. Isn't some kind of a new, coordinated approach indicated?

But who is to spearhead such an overwhelming project? Advertisers? Agencies? Media? Research companies? Government? All have a stake. Yet it seems that professional associations representing most of these interests stand the best chance to organize such an effort. However fraught with current problems and past disappointments, associations such as the American Association of Advertising Agencies, Association of National Advertisers, and the Advertising Research Foundation should renew their efforts. The problems are great but the need and opportunity are greater.

Difficult as measuring advertising effectiveness is, it seems no less insurmountable than landing a man on the moon. Perhaps the same kind of planned, massive, coordinated assault will produce similar success and reconfirm the David Sarnoff observation, " . . . anything that the human mind can conceive can ultimately be produced."

John G. Keane has been vice president-research and planning director, J. Walter Thompson Co., Chicago, since mid-1968. Before that for two years he had been with North Advertising, Chicago, preceded by Wade Advertising, one year, and Needham, Harper & Steers, four years, both also Chicago. His duties included account handling as well as market research. Mr. Keane also has worked for Booz, Allen & Hamilton and U.S. Steel. He received his PhD in economics in 1965 at University of Pittsburgh.
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.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

KTVE-TV (10)
El Dorado, Ark.-Monroe, La.
Represented by Adam Young-VTM

WALB-TV, WJHG-TV and KTVE-TV
Represented in the South
by James S. Ayers, Company Inc.
Atlanta, Georgia-Charlotte, N. C.

The Albany Herald, Inc.
Albany, Georgia
Represented by
Ward-Griffith Company

Gray Cablevision, Inc.
Albany, Georgia
Name another business magazine that's quoted oftener than we are.

Come up and look at our scrapbooks some time. Or better yet, come up and help us paste clippings. We fall behind. It's hard to keep up when they're coming from points as far-flung as the “Chicago Tribune” and “Los Angeles Times,” “The New York Times” and “The Birmingham News,” “The Wichita Sunday Eagle and Beacon” and the “Battle Creek Enquirer and News”—to drop a few names from a page picked at random in our current scrapbook.

We regard these clippings as endorsements of our editorial quality. And so may you, if you're an advertiser looking for an environment that will add importance to your message.

Take our word for it. Just as journalists everywhere take our word for what is going on in your business.
Surprise request

EDITOR: I believe the ultimate in the fairness-doctrine and equal-time situation has arrived. At our KGNC-AM-TV Amarillo, Texas, we have been carrying a series of stories pro and con on a city sales tax which was to be on the ballot Sept. 22. We have given consideration to the possibility of editorially supporting the city sales tax which has the backing of thoughtful civic leaders.

Tuesday afternoon (Sept. 16), we received the following telegram:

"This will serve as our notice that I plan to vigorously oppose the city sales tax as proposed by referendum on Monday, Sept. 22, and hereby request equal time for any time that you give to the proponents of this tax measure. (Signed:): John Tyler, KVII-TV, Amarillo."

How about that, sports fans—Thad M. Sandstrom, Stauffer Stations, Topeka, Kan.

Radio's place in the sun

EDITOR: We were delighted that the Ted Bates study (Broadcasting, Sept. 15) pinpointed San Diego as one of the nation's under-rated markets.

We feel, however, that the study may be misleading in that only TV viewing is presented as a basis for market-ranking. Because of its geographic spread and magnificent year-round climate permitting continuous outdoor recreational activities, San Diego's TV viewing levels are understandably lower than eastern or midwestern cities of comparable size.

These are precisely the factors which make San Diego a superb market for radio.—David Feldman, executive vice president, KSDO San Diego, Calif.

Trapped in cross-fire

EDITOR: In this current trend to badmouth broadcasting, how about the silent majority—the two-thirds of all broadcasting that provide a service in small areas where their radio service is all the local service available.

Well, if some of the critics could spend one week selling, announcing, newsgathering and watching equipment, they would see the error of their ways. All broadcasting is not major market, or network. Two-thirds do a daily job at low pay and with dedication.

Mister senators, congressman, and commissioners; in trying to get at Goliath, don't kill Dave.—John McAdam, owner, manager, announcer, engineer, salesman, KLBS-AM-FM Los Banos, Calif.
CG viewers make up Indiana’s newest and hottest “500”. They spent almost 500 million dollars* on automobiles in 1968. Let our CG “buy-power” make you the winner. Call Blair today.

*$446,766,000 - Sales Management, 1969 Survey of Buying Power

The Communicana Group Includes:

WSJV-TV  WKJG-TV
SOUTH BEND
FORT WAYNE

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Middleman—the specialist of the future?

Widening appeal of media arm serving both agency
and advertiser is apparent in proliferation of firms

The independent media-buying services, which surfaced to prominence last year amid a swirl of controversy, have become a fast-growing phenomenon that could alter drastically the advertising-agency structure of the future.

The impact of this new breed of middleman began to be felt last year when the attention was attracted to three companies that promised and apparently delivered advertising campaigns, particularly in spot television, at costs reported to be at least 10% and sometimes as much as 40% below that of advertising agencies (BROADCASTING, July 15, 1968). At that time, the billing of these buyer-negotiators was estimated at $40 million.

In the year since then, the concept of the outside media arm, serving both agencies and advertisers, has widened its acceptance considerably, and the fledgling industry has attracted to its fold executives who were prominent in some of the more prestigious advertising agencies and related fields. Though the figures may be inflated, billing estimates provided by some of the leading media groups indicate their buying this year should zoom to more than $225 million, overwhelmingly in spot TV.

The pioneering spadework in this field was by U.S. Media—International, Timebuying Services Inc. and Adonis Radio Corp. During the past year and particularly during the past few weeks a significant number of new media-buying organizations have cropped up, including Independent Media Services Inc.; TeknaMedia; Media Corp. of America: the Sawyer Group; Media Partners: Mediators Inc., and SFM Media Service Corp. all New York. Others are on the way.

During the past formative year, some of the outside media services, rightly or wrongly, communicated the image of "wheeler dealers" or "cut-rate operators," probably at least in part because some of the pioneer companies (U.S. Media, Timebuying Service and Adonis Radio) were at one time associated with barter.

There was concern among some station representatives and advertising agencies, voiced privately and at industry meetings, that the independent media unit might destroy station-rate cards through sharp, unfair bargaining—and might circumvent agency and rep commissions.

Their apprehension has been somewhat allayed, though suspicion still lingers. Station representatives questioned by BROADCASTING last week said their commissions have been paid, and advertising agencies that have used media services, often at the instigation of advertisers, acknowledged they have often, if not always, delivered on their promises. Though many media executives at agencies are perturbed over the diminution of their power, they must inevitably bow to clients' wishes.

The most noteworthy development in the independent media business in this final quarter of 1969 has been the proliferation of new companies on the scene. The catalysts are some of the outstanding executives in the advertising-agency world and some of the new key employees are household names in media.

There is Sam B. Vitt, senior vice president, executive director of media and programming of Ted Bates & Co., New York, who resigned to establish, in early October, a company to be called either Vitt Media Corp. or Vitt Media International.

There is Edward Gray, formerly vice chairman of McCann-Erickson and before that senior vice president for media services at Bates, who formed this summer an organization called TeknaMedia Inc. A key official is Marion Harper Jr., erstwhile chairman of Interpublic, who is serving as chairman of the executive committee of TeknaMedia.

Other executives with blue-ribbon agencies who have left or are in the process of leaving to form their own media services are Richard Gershon, previously vice president and media manager, Benton & Bowles (whose company is Independent Media Services); S. C. (Bud) Sawyer, formerly vice president and media director, Ted Bates & Co. (The Sawyer Group); Ken Keoughan, formerly vice president and media director of Kelly, Nason (Media Department Inc.) and Walter Staab, also a vice president and media director at Bates (SFM Media Service Corp.).

And only last week Fred Nettere, president of ABC-TV Spot Sales, resigned to join Timebuying Services as executive vice president.

Earlier this year, Hope Martinez left BBDO, where she was vice president, buying and station relations and a 23-year veteran, to align herself with U.S. Media—International as executive vice president. Don Severn, formerly vice president, media relations, Ted Bates & Co., will serve in the same capacity with TeknaMedia.

Grace Porterfield, veteran media supervisor at Bates, has joined Timebuy-
ing Services as vice president and assistant to the president. John Reidy, once president of Schick Inc. and vice president and director of marketing for Yardley Inc., has been appointed executive vice president of the newly formed Media Corp. of America.

The notion of well-known names into an industry activity that was once and still may be considered suspect, the independent media services have firm expectations that their business will expand even further in the decade ahead. Their premise is that their single most precious ingredient is "people" who have expertise that can be exerted to bring to advertisers both efficiency and effectiveness in their advertising purchases. Many maintain that in many advertising media departments there is inexperience, lack of care and interest and inadequate supervision and control which add up to unjustifiably high costs of operation.

Outside media services function in various ways. Some serve as the total media arm of an agency, performing the full complement of planning and execution. The larger organizations work with conventional agencies for specific clients, fulfilling the media buy according to a plan submitted to them. These services point out that their efforts are scrutinized carefully by the client's agency of record and if their performance were lackluster, they would be dismissed.

Media services are reluctant to provide exact details on the way they are paid. They report they sometimes receive a flat fee, a percentage of the agency commission (15% of 15% was mentioned) or a percentage of the buy. They insist they can deliver a campaign that will save the advertiser money, increase his cost efficiency, and at the same time provide both the agency of record and the national representatives with their commissions.

The role of the independent media-buying services was explored at the annual meeting of the Institute of Canadian Advertisers in Quebec on Sept. 20. Barton A. Cummings, chairman of the board of Compton Advertising, New York, reported on a poll that was conducted among 39 agencies.

The reaction to the poll was mixed, but 29 of the agency officials questioned felt that outside services would not take over most of the agency media functions by the end of the 1970's. The 10 who differed said that independent services would assume control over mechanical portions and bargaining but not planning and strategy.

Agency executives who minimized the role of the outside groups in the future noted that strong and more creative media departments must be established. (Elsewhere, reports indicate this is already in progress at some agencies.) Only three executives reported that the performance of independent media specialists was questionable. Those who were more favorably disposed toward media specialists believed that with growing professionalism, they would handle much—but not all—of the actual buying of media.

Several agency officials, questioned in New York by Broadcasting, acknowledged that pressure from their advertiser clients had prompted them to work with outside media groups. They conceded that on the whole, media specialists had performed reasonably well, but felt they themselves could have completed the assignment equally as well.

Warren Bahr, executive vice president and media director of Young & Rubicam, who was critical of independent media groups last year, was willing to go on record as saying that his mind has not changed. He asserted: "This whole thing is a delusion. Some advertisers are being deluded that these outside groups can perform more efficiently and effectively. It's true that some top people are being lured into this field because of the prospects of money. These outside media people are chewing away at rate cards, using section three [pre-emptible positions] so extensively that there will be no room left and stations will have to give discounts on section one [fixed positions]."

(One charge leveled at some independent services is that they have bought on section three of a rate card, providing discounts for pre-emptions; but warning stations that their schedules could be pre-empted only at the risk of losing the business.)

Media services contend that criticism by some agencies is "emotional," tied to the depreciation of the media function there and the attendant loss in prestige by the media director.

Many of the media specialty shops are offering or planning to offer additional services at no charge, including sales development, marketing and computer-related research programs.

Probably the largest of the independent media services is U.S. Media—International, which began to operate quietly in this area three years ago and achieved billing of $30 million in 1968, according to Chairman-President Norman King. He estimates billing this year will be more than $100 million, though his competitors felt this figure reflected a penchant for hyperbole.

Mr. King maintains a staff of 63 at New York headquarters in the Seagram building and has opened branch offices in Philadelphia, Miami, Chicago and Seattle and says that by Dec. 1, the company will have additional offices in Los Angeles and London. The large bulk of U.S. Media's work, he said, is media negotiating.

U.S. Media reported it has completed assignments for more than 40 advertising agencies, including BBDO, Campbell-Ewald Co., Dancer-Fitzgerald-Sample, Doyle Dane Bernbach, William Esy Co., Norman, Craig & Kimmel, Reach, McClinton & Co. and Warwick & Leglier. Advertisers on its list include American Home Products, Arnold Bakers, Borden Co., Bristol Myers, DuPont Co., Ex Lax Inc., Heublein Inc., Andrew Jergens Co., International Brands, Olympic Airways, Peter Paul Inc., Reading DeLuxe Co.

Mr. King said he has sold 30% of U.S. Media—International to a group of Philadelphia investors for $2.5 million and added that he has plans to go public shortly.

Another King-sized operation is Timebuying Services Inc., headed by President Sam Wyman. Though Mr. Wyman was not available for comment last week, Timebuying Services has announced in the past it has a staff of 60 media and allied specialists, and billing is estimated in excess of $50 million.

An official last week declined to give
the list of clients. The company has been in business for about a year under the Timebuying Services name. Under its former name of RDR Associates, it performed media-buying and bartering functions. (TBS is reported to be planning to go public very shortly, which may explain its reluctance to discuss its operations at this time.)

A newcomer to the specialized industry is Media Corp. of America, organized by Albert Shepard, who left Timebuying Services, where he was executive vice president, to launch his own enterprise, effective Sept. 2. Mr. Shepard, who previously was president of Eastman Television Inc. and president of Select Station Representatives, reported that Media Corp. of America is beginning operations with billing in excess of $20 million.

He described MCA as a full-line, specialized media unit that will offer clients (planning and/or buying) or a part thereof. Assignments have been received from such clients as Eastern Airlines, P. Lorillard, American Kitchen Foods and Helene Curtis Industries. Agencies with which the company is working include Young & Rubicam, Foote, Cone & Belding, Grey Advertising, Spade & Archer and Edward Weiss & Co., Chicago.

Media Corp. already has a staff of 28, according to Mr. Shepard, and he predicted the number would grow to 100 by this time next year. His key aides include John Reidy; Edmund Stefenson, formerly vice president and marketing director of Best Foods Division of Conorn Products Co., and Barbara Kellner, Dolores Marsh and Susan Bell, all of whom have had extensive agency media experience and were associated with Mr. Shepard at Timebuying Services.

Mr. Shepard regards computer facilities as one of the vital plusses at MCA. He said this service already is in operation and is used to produce estimates, schedules and traffic forms; provide costs of buys; analyze buys according to media objectives and goals, and produce station invoices.

Richard Gershon departed from Benton & Bowles, where he was vice president and media manager, more than five years ago to establish Independent Media Services Inc. His main thrust: to provide a full line of media services for advertising agencies without their own media departments.

Mr. Gershon estimates that billing is now running about $35 million, up from "a few million" last year when his first client was Lois Holland Callaway, New York. Among his clients, in addition to L&G, are Case & Krone; Kurtz Kambanis Symon; Klemmtert Casey Inc.; George Burke Advertising; Calderhead, Jackson Inc.; Kelly & Weinman Inc.; Olshan, Smith & Gould Inc. and Lawrence Benedict Co. All these agencies are in New York.

"Though my primary function is to serve as the media department of agencies without such units," Mr. Gershon stated, "I have completed special assignments from other agencies and some advertisers. These include Gillette, Glendening Inc., Mr. Kennian, B. Tabbi Femina & Partners, Trahey-Wolf Advertising and Creamer-Colarossi Inc."

Mr. Gershon has a staff of 11, all of whom have had agency media experience. He stressed that a good media buy does not necessarily involve one that meets the test of cost efficiency alone but also must be effective in reaching the target audience.

Mediators Inc. is a media-service unit that has been operating without fanfare for three years, according to Richard Manney, president. He said he has a staff of 15 and a billing of approximately $15 million for work performed for such clients as Mrs. Paul's Frozen Foods, American Export Lines, Bristol-Myers, Ralston-Purina, Hamilton Beach Products, Icelandie Airlines. Mediators Inc. works with such agencies as Doyle Dane Bernbach, Clinton E. Frank, Fuller & Smith & Ross and Diener & Dorskind.

Mr. Manney worked for various advertising agencies in media capacities, including Ruthrauff & Ryan and Franklin Bruck, before turning to the barter field about 15 years ago. He reported he decided to switch to the media-service field from barter three years ago because he felt his background could be better utilized in media planning and placement.

Edward Gray had a distinctive career in the advertising-agency field before he formed Teknamedia Inc. in July. He was vice chairman of McCann-Erickson most recently and was earlier senior vice president for media services at Bates.

Mr. Gray said that he planned to announce complete details of Teknamedia in a few weeks but mentioned that, unlike most of the outside media units, his company intended to work almost exclusively with advertisers and would offer a full range of services, including strategy, sales development and marketing as well as buying. He currently has in the works among his top colleagues will be Marion Harper Jr., who will be chairman of the executive committee, and Don Severn, vice president of media relations. Mr. Gray said he could not identify clients or disclose billings at this time.

Another recent arrival on the scene is Media Partners Inc., formed on Sept. 1 by Lee Gaynor, formerly national sales manager of Rust-Craft Broadcasting Co. and media executive with Hunt-Fitzgerald-Sample and Doherty, Clifford, Steers & Shenfield, and Paul Sulzer, previously general manager of RDR Associates Inc. Mr. Gaynor said Media Partners has a staff of six but he declined to name clients or provide billing.

A summer entry in the field was Media Department Inc., set up in July by Ken Keoughan, previously vice president and media director of Kelly, Nash, Inc. Mr. Keoughan reported that he will provide a full-service media facility and expects to work with both advertisers and agencies.

He would not give an estimate of his billing or a list of his clients, but he was optimistic that expenditures placed through independent groups would reach $250 million by 1972 and he hoped to obtain 10% of that.

S. C. (Bud) Sawyer was scheduled to move into his new offices in New York over the weekend, heralding the start of the Sawyer Group. Mr. Sawyer resigned from Bates, where he was vice president and a media director to form his company, which at present has two small clients and a staff of two (the secretary is the other worker).

"I will increase my staff as my business increases," he observed. "There is a trend toward 'island' groups in creative, marketing and production functions and this reinforces the demand for 'island' media groups. There's no reason why these specialized groups cannot refer business to me and, in turn, why I cannot provide them with business."

Mr. Sawyer believes that agency media departments will become smaller but indicated this might not be entirely injurious in that it would permit agencies to conduct more profitable operations.

Still in the formative stages is SFM Media Service Corp. that is reported to be opening for business in early October. It will be headed by Walter Staab, another Bates vice president and media director, and a key aide will be Michael Moore, a media supervisor at Bates.

One of the best-known agency media names, Sam B. Vitt, has resigned from his post of senior vice president and director of media and programming at Bates to launch his own company in a few weeks. His company is so new that he has not decided on a name but he is said to be considering Vitt Media Corp. or Vitt Media International.

An ironic twist was provided by news of Mr. Vitt's venture into the independent media service sector. Less than two months ago, at a convention of the American Advertising Federation, Mr. Vitt, along with five other media executives, criticized the growth of the outside media services in a post-panel discussion (Broadcasting, July 7). At that time, Mr. Vitt suggested that such services were founded on a "we'll give you something for nothing philosophy" and added that "no sophisticated client will use this (service) forever."
Hyde endorses principle of free press

Warns New York IRTS meeting of dangers that federal interference with reporting can bring to radio-TV

FCC Chairman Rosel H. Hyde, for 41 years in the business of regulating the communications industry, last week left this word for those remaining in that business as well as for broadcasters: In matters of broadcast news, beware of the zealous regulator.

"The greatest service to healthy and vigorous broadcast journalism the Federal Communications Commission can render," he said, "is to set aside the temptation to interfere with the freest workings of the journalist's craft. The greatest disservice we could render the American public would be to assume the censor's righteousness and power." For the sake of the value he feels can be provided by newsmen free of government supervision, the chairman would risk dishonest reporting.

Chairman Hyde also had a word for those who would restructure the machinery for regulating the communications industry: Centralize don't fragmentize, and put all related functions under the direction of a cabinet-level secretary of telecommunications, if there is to be reorganization.

The chairman, speaking Tuesday to a luncheon meeting of the International Radio and Television Society in New York, was giving what will probably be his valedictory address as a member of the commission. Mr. Hyde, who has been with the commission and its predecessor agency, the Federal Radio Commission, since 1928, and who has been a commission member since 1946, is scheduled to retire as soon as the Senate confirms Dean Burch to succeed him.

Chairman Hyde's comments regarding government intrusion into broadcast journalism reflected a controversy boiling within the commission as to whether the agency should issue a policy statement forswearing any intent to investigate alleged news distortions barring extrinsic evidence that the licensee or top management is involved.

Chairman Hyde, with the support of Commissioners Robert E. Lee and James J. Wadsworth, is backing such a position as expressed in a statement drafted by the general counsel's office. Commissioners Kenneth A. Cox, Robert T. Bartley and H. Rex Lee, on the other hand, are supporting the position of the

The dais at the IRTS luncheon last Tuesday (Sept. 23) was a living who's who of broadcasting and advertising.

First row (r-l): Frank Gaither, Cox Broadcasting Corp.; Don Durgin, NBC-TV; Robert E. Lee, FCC; Vincent T. Wasilewski, National Association of Broadcasters; Theodore F. Shaker, ABC; Herbert D. Maneloveg, BBDO; John A. Schneider, CBS; Thomas S. Murphy, Capital Cities Broadcasting; Leonard H. Goldenson, ABC; Sol Taishoff, Broadcasting magazine; Walter D. Scott, NBC; Richard A. R. Pinkham, Bates; Rosel H. Hyde, FCC; Frank Stanton, CBS; Clair R. McCollough, the Steinman Stations; Julian Goodman, NBC; Willard Walbridge, Television Information Office and NAB; Simon B. Siegel, ABC; George A. Koehler, Triangle Publications; Bill Michaels, Storer Broadcasting Co.; Richard W. Jencks, CBS/Broadcast Group; Kenneth A. Cox, FCC; Edward F. Shurick, H-R Television.

Broadcast Bureau, which does not feel broadcast licensees have exhibited the kind of thoroughness in investigating alleged indiscretions of their newsmen to justify the commission telling broadcasters in advance it will not check into such matters.

Commissioner Nicholas Johnson has the swing vote in the case. But he and Commissioners Cox and H. Rex Lee were reported last week attempting separately to draft statements that a substantial majority of the commission could accept. Several commission sources expressed doubt, however, that their efforts would be successful.

The opposing views of the commission's general counsel's office and Broadcast Bureau are contained in separate proposed orders winding up the commission investigation of alleged distortions on the part of CBS in its controversial "Hunger in America" documentary. Both documents would clear CBS of wrongdoing.

Mr. Hyde did not explicitly refer to the "Hunger in America" matter in his speech Tuesday. But he said "recent criticisms" of broadcast journalism, such as those that followed the Democratic national convention in Chicago in August 1968, have raised a new and delicate question regarding the government's role in such matters.

The chairman said the "temptation to look over the reporter's shoulder" is strong, since the broadcaster has a responsibility to operate in the public interest and the public has the right to demand fair news reporting. He said the broadcast newsmen is held to "superhuman" standards of performance.

"I fully agree that deliberate slanting or falsifying of the news is a heinous offense against the public," he added. "Far more than I fear the dishonest reporter do I fear overzealous government intervention because governmental power typically is exerted as a limiting force."

The chairman expressed pride in his role in developing the fairness doctrine, which he said "promotes the vital purposes of the First Amendment," and noted that the Supreme Court last June upheld its validity. But he said that the doctrine does not empower the commission to attempt to determine where the truth lies.

"The essence of a commission program to oversee the honesty of the news would be commission determination of the 'truth,'" he said. "I would have no part of any such business." Once begun, he added, the commission could not stop intrusion into that area "short of an assumption of the censor's role."

Chairman Hyde said he recognized the risks involved in the course he favors—"some newsmen may deliberately do a dishonest job." But the risks involved in a lack of restraint on the part of government in supervising broadcast news he feels are greater. "How can reporters, whether working for a newspaper or a broadcast station, be expected to perform fully and effectively their journalistic function with a governmental agency dogging their footsteps?"

The chairman does not call for a completely hands-off policy, however. He said he would not hesitate to act against a licensee or its management which attempted to interfere with the honest performance of a station's news staff or which failed to take every precaution to assure the fair handling of news.

Mr. Hyde's suggestion that a cabinet-level agency be created to incorporate all communications-regulation matters was a reaction to various FCC-reorganization proposals, some under consideration at the White House ("Closed Circuit," Sept. 22). These would strip the commission of its spectrum-allocation powers, and give them to the executive branch, leaving the agency with its reg-

Women in Radio and Television; Barry Zorthian, Time-Life Broadcast Inc.; Ward L. Quaal, WGN Continental Broadcasting; Raymond W. Welpott, NBC Owned TV Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans; Larry Israel, Post-Newsweek Stations; Clark B. George, CBS Radio; Roy Danish, Television Information Office; John B. Sus, Metromedia Inc.; Frank P. Fogarty, Meredith Corp.; George Huntington, Television Bureau of Advertising.


Also, Thomas E. Erwin, NBC; Irving B. Kahn, Teleprompter Corp.; Irvin S. Fox, National Academy of Television Arts and Sciences; Don Pels, LIN Broadcasting Corp.; Stephen I. McCormick, Mutual Broadcasting Corp.
The chairman said that spectrum allocation is a most important tool "and should and must be in the hands of those charged with responsibility for regulating and licensing users of the spectrum.

The chairman said he was offering his proposal as a means of highlighting the limitations he said the commission would suffer if it were deprived of its authority in spectrum-allocation matters. "I do this," he added, "with a deep sense of belief" that the commission's accomplishments "will be even more significant and meaningful" if the agency were "adequately funded" commensurate with its large and growing responsibilities.

Mr. Hyde felt his proposal would have two advantages. The creation of a cabinet-level agency with authority over all telecommunications functions "might well lead to the budgetary sums so urgently needed."

What's more, he said, such a department would eliminate the present division of authority over spectrum allocation and lead to "further centralization not fragmentation."

The government portion of the spectrum is now allocated by the executive branch, while the FCC handles the non-government segment. And Chairman Hyde expressed doubt that the government user "of enormous amounts of spectrum space" would be "an appropriate repository for authority to determine allocations to nongovernment use."

He also expressed concern over the close secrecy with which the executive branch cloaks its spectrum-allocations decisions.

Although military requirements may provide some justification for this lack of public scrutiny, Chairman Hyde said, the large amount of spectrum allocated to the government requires that its use of that limited resource be carefully checked.

And a secretary of telecommunications, "with all the attendant prestige," he said, would have the authority to force changes on the government users when needed.

Chairman Hyde said no such authority now exists.

He acknowledged that his plan has some disadvantages—that the absence of an independent, bipartisan, multi-member agency would be felt in such delicate areas as political broadcasts, fairness or the award of valuable franchises in contested cases.

But Chairman Hyde suggested that these matters might be handled by independent panels, similar to the commission's review board, that would implement the secretary's policies but whose decisions in cases would not be reviewed by him.

The chairman said he did not know if his plan would work. But, he said, changes should not be made "that merely fragmentize the present situation and represent simply bureaucratic shuffles of authority."

---

Anello to leave his NAB post

General counsel moves out Oct. 1; no successor has yet been named

Douglas A. Anello, general counsel for the National Association of Broadcasters, resigned last week, effective Oct. 1, ending 12 years of service with the organization. Reports that the move was a result of dissension between some NAB executive board members and Mr. Anello were unconfirmed officially.

Vincent T. Wasilewski, president of NAB, announced the resignation of Mr. Anello from the $35,000-a-year job "with regret." Letters by Mr. Anello and Mr. Wasilewski said Mr. Anello will remain available to NAB on a consulting basis. Mr. Wasilewski refused to comment on the move beyond his printed statement. Mr. Anello was not available for comment. His statement declared he had been considering the move for some time.

Other sources insisted the resignation was requested by Mr. Wasilewski, who announced it to a meeting of the NAB executive committee Thursday Sept. 25. Mr. Anello had mentioned to other persons he was thinking of quitting.

Mr. Wasilewski said no choice for the counsel post has been made.

Mr. Anello's letter to Mr. Wasilewski said, in part:

"As we have previously discussed, I have, for some time, been seriously considering leaving NAB for a number of reasons. It has been a difficult decision to make not only because of my high regard and interest in the important work done by the association and the challenges it presents, but, most importantly, because of my sincere and deep affection and regard for you."

"Be that as it may, I am convinced that I should no longer delay, and I, therefore, am submitting my resignation to be effective Oct. 1...."

Mr. Wasilewski's answer, in part:

"Yours has been a long and dedicated service to broadcasting and the NAB. Thus, it was with great regret that I received your letter of resignation."

"Because it will be most useful and beneficial to all of us, I appreciate your willingness to be available on a consulting basis for the next year. . . ."

Mr. Anello joined the NAB as chief counsel in June 1957, leaving a position with the FCC.

He was named general counsel on Sept. 21, 1961.

Mr. Anello has served as chairman of the standing committee on communications of the American Bar Association.

In addition he is a member of the fair trial-free press advisory committee and serves on the advisory panel to the register of copyrights on a proposed revision of the copyright laws of the U.S.

Mr. Anello is a member of the Connecticut Bar, the Bar of the Supreme Court of the United States, the American Bar Association and the Federal Communications Bar Association.

A native of New London, Conn., Mr. Anello was graduated from Bowdoin College and earned his LLB at Harvard Law School.

He served in the Coast Guard during World War II.
The assassination of a police officer & the response of the community

Mr. Courtney
Page Two

With the support and understanding of people such as yourself, Mr. Courtney, many dedicated police officers can, and will, continue to do their jobs to the best of their ability, and in so doing, help make the world a better one--for all of us.

Please accept our heartfelt thanks from both my children and myself. To have friends such as you is certainly to be blessed.

Gratefully,

Danna T. McLeod
David McLeod
Rhonda McLeod

1585 N. W. 128th Street
North Miami, Florida
June 24, 1969

Mr. Alan Courtney
WIOD
1401 North Bay Causeway
North Bay Village, Florida

Dear Mr. Courtney:

To put into words the gratitude I feel for your thoughtfulness, and that of your listeners, is indeed hard to do.

I know you've done a great deal to help create better understanding and knowledge of the "policemen's lot." Through your insight you've let the public know they are trying to keep America safe; fighting a war as surely as our men in Viet Nam. Yet, in a way, this is a more dangerous, insidious combat—one that eats up not only our men, but our resources as well, and decays our national fiber.

The breakdown in morality, inadequate home life, poverty, avarice, ignorance, greed--these conditions and traits, as old as man, yet, as current as our heartbeat, provide some of the battles in which our policemen are daily involved.

WIOD listeners responded to the appeal of personality Alan Courtney with their coins and dollars and a check for $2,500 went out to the wife and children of slain Police Officer McCleod.
WABC, KOB continue debate over 770 kc

WABC wants equal status with other network AM's in New York City

"The KOB case," well into its third decade, goes on—and on. Last week protagonists ABC and Hubbard Broadcasting Co. commented on the FCC's latest (April 25) attempt to lay the protracted affair to rest.

In the April action the commission reopened its clear-channel proceeding specifically to consider whether Hubbard's KOB(AM) Albuquerque, N.M., should operate as a class I-A station on 770 kc, the frequency on which ABC's WABC(AM) New York operates as a I-A outlet. The commission also said it would entertain counterproposals for KOB's mode of operation, such as its assignment as a class I station on another frequency. Hubbard rejected the proposal; ABC endorsed it.

ABC and Hubbard have been sparring since 1941—when the commission assigned KOB to 770 kc on a "temporary" basis—over their joint tenancy on the frequency. ABC has been trying to get the commission either to bump KOB to another frequency or to require it to protect WABC's nondirectional signal at night.

Hubbard, in opposing the FCC's proposal, argued that the commission should stand by its 1958 and 1963 decisions in the case, which provided for mutual operation by KOB and WABC as I-B stations, with both directionalizing at night to protect their respective contours.

A 1965 appeals court ruling reversed the commission's 1963 decision, leading to the April proposal. However, Hubbard noted that the court, in directing the commission to determine whether KOB's operation as a class II station would fulfill the needs of the Southwest, left a proviso for its operation as a class I facility.

The court said that if class I operation by KOB was required, WABC must be removed from its disparate position with respect to the other New York network stations, or else "compelling reasons" must be provided as to why the disparity is in the public interest.

The major "compelling" reason offered by Hubbard was its contention that WABC no longer performs a "flagship" function, offering comparatively little network-provided programing. Hubbard said the station devoted only 8.5% of its air time to network programs during the 1968 composite week, as compared to WNBC(AM)'s 22% and WCBS(AM)'s 20%, the New York NBC and CBS outlets.

"WABC has no more relationship to the ABC network (aside from common ownership) than any other affiliate," Hubbard added.

Hubbard also argued that directional operation of WABC would enable KOB to bring a primary AM night-time service to 79,992 persons, 70,063 of whom are now without any aural broadcast service, including TV.

ABC in its comments said KOB's operation on 770 kc as a class I-B station is "out of the question" unless the commission also considers the operation of WNBC and WCBS, on 660 kc and 880 kc, respectively.

Film-CATV firm buys VHF in Bangor, Me.

American Diversified Industries Corp., a New York-based mutual fund with interests in film distribution and CATV, has acquired WEMT(TV) Bangor, Me., for stock worth about $1.84 million, subject to FCC approval.

The company will exchange 175,000 of its shares for all the stock of Downeast Television Inc., licensee of the channel 7 ABC-TV affiliate. American Diversified Industries was trading at $10.53 bid Wednesday (Sept. 24), and at that rate the transaction would be worth $1,842,750.

Melvin L. Stone, president and 25% owner of Downeast Television, owns WGUY(AM) Bangor and WRUM(AM) Rumford, Me. Herbert S. Hoffman, 12.5% owner of Downeast, also owns WUNR and WBOS(FM) Brookline, Mass.

American Diversified Industries (formerly National Telepix Inc.) owns nine companies engaged in the distribution of motion pictures and television films and a Jellco, Tenn., CATV system. It also holds CATV franchises for Canton and Spruce Pine, Tenn., and owns companies engaged in manufacturing, consumer products and real estate development. C. E. Feltner Jr. is chairman and H. Richard Shields is president.

WEMT, which went on the air in October of 1965, has power of 58.9 kw visual and an antenna height of 820 feet above average terrain.

Broker handling the sale is Blackburn & Co.

Outstanding Values
in Radio-TV Properties

**FLORIDA**

$125,000

Daytimer with good growth potential in expanding community. Showing a profit under absentee ownership. $125,000 on terms — includes land and building.

**BLACKBURN & Company, Inc.**

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANTA BEVERLY HILLS

James W. Blackburn Jack V. Harvay Clifford B. Marshall Colin M. Selph

Jack V. Harvay William B. Ryan Eugene Carr

Hub Jackson Wendell W. Doss


345-6460 873-5826

BEVERLY HILLS

BROKERS CATV Properties

Announced:

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

- WIGO(AM) Atlanta; WYDE(AM) Bir-
mingham, Ala., and WWVA-AM-FM Wheeling, W. Va.: Sold by Basic Communications Inc. to Medical Investment Corp. for cash and stock valued at $6,850,000 (see page 79).
- WEMT-TV Bangor, Me.: Sold by Melvin L. Stone, Herbert S. Hoffman and others to American Diversified Industries Corp. for about $1.84 million in stock (see page 40).

Approved:
The following transfers of stations ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 84).
- WLBW-TV Miami and WCKY(AM) Cincinnati: Sold by L. B. Wilson Inc. to Post-Newsweek Stations for about $19.6 million (see this page).
- WGEZ(AM) Beloit, Wis.: Sold by Raymond W. Cramble and Wilmer Grabau to F. W. Woodward and family for $320,000. Buyers own the Dubuque (Iowa) Telegraph-Herald. They also own KDTH(AM) and KFMD(FM) Dubuque. WGEZ is full time on 1490 kc with 1 kw day and 250 w night.
- KHSJ-AM-FM Hemet, Calif.: Sold by Herron Hughes and W. H. Newsome to James C. Richards, Dr. Donald E. Holt and Dr. Stephen R. Mills for about $200,000. Messrs. Holt and Mills are San Diego physicians. Mr. Richards is sales manager for KFMB-TV that city. KHSJ is a daytimer on 1320 kc with 500 w. KHSJ-FM is on 105.5 mc with 700 w and an antenna height of minus 265 feet below average terrain.
- KTOO(AM) Henderson, Nev.: Sold by Henry V. Crosby, Samuel Komsky, Reginald P. Newmann and Harold Newmann to Thomas H. Redman and Cy Newmann for $175,000. Mr. Redman is president of Bankers Acceptance Corp., Indianapolis, and owner of the Continental Football League’s Las Vegas Cowboys. Cy Newmann formerly had interest in KSJF-TV Hanford, Calif. KTOO is a daytimer on 1280 kc with 5 kw.
- WFRF(AM) Fernandina Beach, Fla.: Sold by Harold J. and Inez Mann to Charles C. Scovill, William A. Smith and William W. Harrell Jr. for $70,000. Mr. Scovill was formerly general manager of WAG(AM) Adel, Ga., and Messrs. Harrell and Smith own poultry farms. WFRF is a daytimer on 1570 kc with 1 kw.
- WDAX(AM) McRae, Ga.: Sold by Dr. G. E. Callahan, Jack W. and Wimbrie Walker, Walter Dyal and H. B. Williams to Henry J. Akins II for $65,000. Mr. Akins is manager of the Atlanta branch, H-R Radio division of H-R Representatives. WDAX is a daytimer on 1410 kc with 1 kw.

New TV station
- WXPO-TV Manchester, N. H., owned by Merrimack Valley Communications Inc., is scheduled to go on the air in early October. The station will operate on channel 50 with 472 kw visual and an antenna height of 944 feet above average terrain. It has about $1.5 million worth of Ampex equipment, including three VR-1200 high band videotape recorders, three BC-210 color cameras, two Marconi Mark VII color cameras and an Ampex TA-55 transmitter. Neil P. Cortell is president of Merrimack Valley Communications.

Post-Newsweek purchases approved

WLBW-TV Miami
WCKY (AM) Cincinnati bought for $19.6 million

The sale of WLBW-TV Miami and WCKY(AM) Cincinnati from L. B. Wilson Inc. to Post-Newsweek Stations Inc. for about $19.6 million (BROADCASTING, March 10) was approved by the FCC last week.

Charles Topmiller is president and 32.5% owner of L. B. Wilson. Other principals include Thomas A. Welstead, executive vice president and general manager of WLBW-TV, and Mrs. Jeanette Heinze, executive vice president of WCKY, both 19.3%. Other stockholders are William M. Ittmann, vice president, international division, Procter & Gamble, Cincinnati, 11.275%; The Jolar Corp., 26% owned by Sol Taishoff, president of Broadcasting Publications Inc. and editor and publisher of BROADCASTING Magazine, 11.275%, and Mrs. Essie Rupp, secretary of L. B. Wilson, 6.3%.

WLBW-TV is the Washington Post’s third VHF station and WCKY is its second AM station.


Katherine Graham, president of the Washington Post Co., controls it through beneficial ownership of 50.1% of the voting stock and right to vote stock.

The vote on the transaction was 4-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. H. Rex Lee was absent.

WLBW-TV, which went on the air Nov 20, 1961, is a channel 10 ABC-TV affiliate and has 316 kw visual. WCKY(AM), on 1530 kc with 50 kw full time, began operation in 1929.

ADVANTAGES OF EMPLOYING THE “PROS”

1. We can qualify a buyer in advance and weed out lookers not qualified to buy your property.

2. We are fully versed on matters of real estate and hold licenses in states where we have offices.

3. As brokers we can cite comparable sales. You cannot, you only have one property.

4. Our organization combines specialists in finance, marketing, appraising and management know-how enabling sellers and buyers to get the opinions of experts in the media field.

5. As skillful negotiators, we know how to induce a buyer to commit himself to a deal.

Hamilton-Landi
AND ASSOCIATES, INC.
Brokers of Radio, TV & Newspaper Properties
Appraisals and Financing

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036
202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/377-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5871

BROADCASTING, Sept. 29, 1969 41
Burch looks forward to tough job

FCC chairman-designate leaves the Tucson sun for Senate confirmation hearing in Washington

It was 90 degrees in Tucson last Thursday, and as FCC chairman-designate Dean Burch looked out of the window of his law office in that city he felt he should be outside hitting golf balls.

He admitted to that temptation by way of illustrating that the decision to return to the city where he had served Senator Barry Goldwater (R-Ariz.) as administrative assistant and the Republican party as its national chairman had not been an easy one.

"But," he said in an interview, "I'm looking forward to the new job. It should be tremendously exciting."

Meanwhile, his mind is filled with the problems involved in winding up his affairs in Tucson, finding a house in Washington and preparing for his confirmation hearing before the Senate Commerce Committee.

The date for that appearance had not yet been set, and he expressed the hope the hearing would be held within two weeks. He wants to get that matter resolved during a trip to Washington this week.

Mr. Burch appeared familiar with a number of issues of interest, not to say concern, to broadcasters. But he wasn't prepared to comment on them.

"I have a glib, politician's knowledge of things, gleaned from your magazine and from newspapers, but not enough information to base a decision on," he said.

One issue on which Senate Commerce Committee members are expected to question him is the bill introduced by Senator John O. Pastore (D-R.I.), chairman of the committee's communications subcommittee, to afford broadcast licensees some protection against competing applications at renewal time. The bill would require the commission to find a licensee disqualified before accepting applications for the frequency on which he operates.

Mr. Burch is apparently among those who expect the bill—actively backed by broadcasters—to be discussed at his hearing. For he has read it. But, he said: "I have more questions than views." He said he does not "even know how radical a change" it would create.

One issue on which he expressed "a gut reaction" is the showing of "X"-rated movies on television. "I can't conceive of that sort of thing on the television screen, where children can turn it on or off at will," he said.

The matter came up in a discussion of the announcement of Senator John D. McClellan (D-Ark.) that he plans to query all television broadcasters, including the networks, and CATV operators on whether they plan to show films the motion-picture industry says are unacceptable for viewing by minors (Broadcasting, Sept. 22).

And Mr. Burch's position on broadcasting in relation to presidential campaigning will be revealed Tuesday (Sept. 30), when a special committee of the 20th Century Fund will release its report on presidential campaign financing.

Mr. Burch was a member of that committee. And he said he has "no apologies for anything in the report." Given that end attitude and his political background, particularly his close association with Senator Goldwater during his race for the Presidency in 1964, it would not be surprising if the committee report calls for reduced broadcast rates for political candidates.

When he finally joins the commission, Mr. Burch will find at least one familiar face among his colleagues, that of Commissioner H. Rex Lee. Mr. Lee was a high official in the Interior Department's Bureau of Indian Affairs during the 1950's, when Mr. Burch's boss then, Senator Goldwater, was serving on the Interior Committee.

It will not be long before he gets to know the others, and begins digging into the complex issues facing the commission—issues like one-to-a-customer, concentration of control of media, domestic satellites, spectrum-allocation matters, CATV, not to mention the problems presented by a tight agency budget, a frequently ornery Congress and a critical press. In addition, dealing with six strong-minded and independent commissioners can be a major-size headache all by itself, as FCC chairmen through the years can attest. In time, no doubt, Mr. Burch will occasionally wish he were back in Tucson, hitting a golf ball.

FCC to hold hearing on new TV tariffs

But FCC turns down bid by the networks and NAB to delay AT&T rate rise

The lawfulness of the tariffs under which AT&T expects to increase the revenues it receives from users of its television transmission service by some $15 million annually will be tested in an FCC hearing.

The commission, in ordering the hearing last week, denied the request of ABC, CBS, NBC and the National Association of Broadcasters for a 90-day delay in the effective date of the new tariffs.

However, the commission ordered AT&T to keep a record of the revenues it receives under the tariffs. This will enable the commission to require re-
funds, with interest, in the event it finds the tariffs improper.

The tariffs, which had been scheduled to go into effect on Oct. 1, were suspended by the commission until Oct. 2. The one-day suspension was a technical device that permitted the commission to comply with the legal requirements involved in issuing an accounting order.

The tariff revisions, which provide for a major restructuring of television-transmission rates, will provide AT&T with $69,612,000 in revenues by 1971, according to the company's estimates. It says it would earn $54,568,000 from that service in that year if present rates were continued.

AT&T also filed tariffs that it said would provide radio-transmission revenues of $21,009,000 by 1971, as against the $17,524,000 it says it would earn in that year if it did not raise those rates. However, the commission rejected the radio tariffs two weeks ago on the ground the carrier had failed to provide explanations and justifications for the proposed changes (Broadcasting, Sept. 22).

In ordering the hearing on the television rates, the commission is granting in part petitions of the major networks and NAB requesting the commission either to reject the television tariffs or to suspend and set them for hearing. The broadcasters argued that the new rates are unreasonably high and have not been justified by the company.

AT&T, in opposing the broadcasters' petition, said the time "for further delay" in the imposition of higher rates is past, and noted that the rate level for video transmission services has remained virtually unchanged since they were instituted 20 years ago, while the levels of other network costs have risen sharply. The commission said there was "no need" for the three-month suspension provided by law, since the tariff revisions appear to have "ameli-orated" the objectionable tariff provisions found by a hearing examiner in an initial decision in the Sports Network Inc. case on Jan. 25, 1968. The examiner concluded that AT&T television and radio transmission tariffs discriminated against part-time users. However, the commission last week stressed that it was not reviewing that case, but merely noting that a relationship existed in the revised tariff.

The commission actually rejected two petitions by the broadcasters seeking at least a 90-day delay in the effective date of the tariffs. Last month, they said that much time would be needed to study the proposed underlying cost data that AT&T had submitted in connection with its new tariffs.

The commission denied that petition because of the "inordinate amount of time" already spent in attempting to resolve the situation—more than a year and a half.

AT&T, arguing that evidence developed in the commission's ongoing inquiry into the company's rate structure had shown that the rate level for program transmission rates was too low, filed revised tariff schedules covering those services on Feb. 1, 1968. They were to become effective two months later.

However, the effective date was twice postponed—the second time to Sept. 1, 1969—to permit AT&T to complete cost studies that the commission's common carrier bureau had requested. On Aug. 29, AT&T asked cancellation of those tariff schedules, and filed the now-pending tariffs.

A principal factor leading to the revision was the initial decision in the Sports Network case. But AT&T said in filing the new tariffs that additional review of the rate level for the broadcast services was in order and that the proposed rates should be regarded as interim.

The issues to be considered in the rate hearing include questions as to whether the charges, classifications, practices and regulations contained in the tariffs are unjust and unreasonable, or discriminatory.

Another issue is whether and what kind of charges, classifications, practices and regulations the commission should prescribe, if those contained in the tariffs are found to be unlawful.

The hearing will be held at the commission's offices in Washington a date to be set later. And the hearing will be expedited to the extent that the examiner will certify the record to the commission without preparing an initial decision; but the chief of the common carrier bureau will issue a recommended decision, subject to exceptions and requests for oral argument.

AT&T was made a party, and ABC, CBS, NBC, and NAB, and Hughes Sports Network Inc. were told they may intervene.

**Other side of coin for WTOP-TV**

Citizens' group accuses station of favoring liberals, ignoring conservatives, asks FCC for probe

Last week it was the turn of wtop-tv Washington to be subject to citizens' complaints filed with the FCC.

The Federation of Citizens Associations of the District of Columbia—a group of some 34 neighborhood home- owner and residents groups—and one of its delegate members filed documents with the commission urging it to investigate the station's programing before renewing its license. Both accused the Washington Post Co. station of violating the commission's fairness doctrine.

The documents—a one-page letter from the federation and a 14-page "informal complaint" from the individual member, Allen C. Phelps—were a kind of mirror image of the petition that a group of Washington area blacks filed with the commission on Sept. 2, urging renewal of wmal-tv Washington's renewal application (Broadcasting, Sept. 8).

Where the blacks accused wmal-tv of being racist and of failing to meet the needs of Negroes in its service area, the federation by implication and Mr. Phelps explicitly accused wtop-tv of favoring liberal causes while suppressing the views of conservatives. In addition Mr. Phelps charged the station with advocating causes he said were backed by black militants while ignoring contrasting points of view.

The federation, which also directed its charges at wtop-am-fm, asked that the commission either deny renewal of the stations' licenses or, "as a minimum, obtain assurances" that the stations will present "unbiased" news.

Mr. Phelps also asked that the commission deny the renewal applications of wtop-am-tv—he did not refer to the FM outlet—or, in the alternative, investigate the services of those stations to determine if they have operated in the public interest, or if they are likely to do so in the future.

Mr. Phelps, in addition, suggested that in view of the complaint against wmal-tv, the commission defer renewal of all Washington broadcasting stations until it concludes an examination of "the merits of the respective applications." Washington stations are due for renewal of license on Oct. 1.

The federation did not include any specific allegations to buttress its charge that the Post Co. stations violated the fairness doctrine, but it asked the commission to determine if the stations have presented news and comment "with a bias reflecting the opinions" of the Post Co.

Mr. Phelps, a retired Federal Trade Commission attorney, said the Post stations violated the doctrine by editing or suppressing "news items and expressions of public opinion inconsistent with or contradictory to [the Washington Post newspaper's] liberal creed." His pleading was as much a compen-
Jefferson Standard gets a tax break

Court overturns FCC denial of certificate for WBTW sale

A federal district court judge says the FCC erred last year in denying Jefferson Standard Broadcasting Co.'s request for a certificate that would enable the company to defer payment of federal income tax on the $4.5 million it realized on the sale of WBTW-TV Florence, S.C.

Judge James B. McMillan, sitting in the Charlotte division of the western district of South Carolina, said last week that Jefferson Standard was entitled to the certificate on the ground it had sold the station to comply with the commission's multiple-ownership policy. He directed the commission to issue the certificate.

Jefferson Standard thus will be allowed under the tax laws to treat the sale of WBTW as an involuntary conversion of property. And since it subsequently acquired another station, WWBT-TV (formerly WRVA-TV) Richmond, Va., for more than it received for the Florence outlet—$5 million—it will be permitted to postpone payment of taxes on the $4.5 million if it sells the Richmond station.

However, Jefferson Standard's fight with the government on the issue may not be over. The commission is expected to urge the Department of Justice to appeal Judge McMillan's decision.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW to the Daily Telegraph Printing Co. in April 1968 because it could not increase the signal strength of either WBTW or its WBTW-TV Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations. The rule was adopted in 1964, 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station.

Judge McMillan noted that Jefferson Standard's dilemma in being unable to increase the signal strength of either station occurred at a time when both were facing increasing competition from new and existing stations in their respective markets. WBTW's over-all earning performance declined between 1963 and 1968—from $214,250 to $91,500—although the station reported earnings of $292,872 and $257,456 for 1965 and 1966 respectively. Judge McMillan said WBTW's earnings have shown some increase, "if inflation is disregarded," but added that the station's competitive position "has become weaker and weaker."

Furthmore, he said, while the practical effect of continued common ownership of both stations would be that both would suffer, "the commission's basic policy is to promote competition and to encourage rather than suppress improvement of service and quality of companies with broadcast interests, CBS said, would be to deny them investment opportunities. It added that an institutional trustee may have little or no control over a trust, and, if the trust contained broadcast investments placing the bank in violation of multiple-ownership rules, the bank would have to declare trusteeship or divest itself of enough shares to bring it into compliance.

"We do not believe that it was the commission's intention to force this kind of decision upon a trustee." CBS asserted in its brief.

Another probable adverse effect of the present rule, CBS noted, would be that banks and investment advisors would tend to invest in large companies rather than in small firms where they would reach the 1% limit on a relatively small investment. "The effect here would be to discourage investment in particularly small or new broadcasters, and deprive them of access to an important source of capital," CBS said.

CBS also supported ABA's proposal to require banks to execute a disclaimer of intent to control a company with broadcast holdings.

CBS backs petition on multi-owner curbs

CBS last week gave its support to a May 27 petition by the American Banker's Association asking the FCC to eliminate or modify its present and proposed multiple-ownership restrictions as they apply to bank trusts (BROADCASTING, June 3).

CBS petitioned the commission to issue a notice of proposed rulemaking to consider raising the 1% benchmark, and urged it to include in the notice a stay of the June 1970 deadline for compliance with the 1% rule by institutional trusts until it has acted upon submissions in response to the rulemaking proposal.

The network pointed out that the ABA petition and the accompanying tables with the results of a survey of the trust departments of 19 major banks, show that "a significant portion of bank trust holdings are in the form of employee benefit accounts which represent savings and retirement benefits of millions of individuals who otherwise might not otherwise be able to enjoy the benefits of stock ownership."

To limit trustees' investments in stock ownership, with its newspaper and stations, has "consistently praised political liberals and denigrated the conservatives." The Post stations, he said, have opened their facilities to the former and either denied them to conservatives or presented conservatives in an unfavorable light.

Among the controversial issues of public importance on which he said the Post stations have taken one-sided positions are home rule for the District of Columbia, integration of the races in schools and other aspects of community life and increased expenditures for education—all of which, he noted, the stations support.

Mr. Phelps said that, in discussing the crime problem, the stations favor a policy of "removal of the causes of crime" while opposing measures to "strengthen the hands of the police."

He also said the Post stations must bear "some responsibility" for the April 1968 riot that followed the assassination of Martin Luther King. He said they helped generate an atmosphere of "lawlessness" among blacks by "repeatedly dwelling" upon the alleged oppression of blacks in Washington.

One of Mr. Phelps's major complaints is that the Post newspaper and stations, in his view, have been unfair in their treatment of President Nixon throughout his political career, "down to the present." Mr. Phelps sent a draft of the complaint to the President before filing it with the commission with no reaction as yet from the White House.
A radio station with bigger audiences than TV? You’ve got to be kidding!

It’s for real. It’s WCCO Radio — the one station that proves there’s more to broadcasting than meets the eye.

The latest ARB Reports for radio and television in the Minneapolis-St. Paul market include four important areas in which average quarter-hour audiences can be compared. On a total of 16 different points.

WCCO Radio beats TV on all 16.

The four areas:

- TOTAL DAY / TOTAL WEEK: WCCO Radio delivers larger audiences than any of the four television stations in the Twin Cities market. So much larger that WCCO Radio nearly equals the top two TV channels combined! (6 A.M. - 12 Mid., Monday-Sunday)
- DAYTIME: WCCO Radio’s audience is greater than all four TV stations combined! (6 A.M. - 6 P.M., Monday-Friday)
- PRIME TIME: WCCO Radio’s morning drive audience is bigger than the glamorous evening block on any TV station. (6-10 A.M., Monday-Friday, for WCCO Radio; 6:30-10:30 P.M., Monday-Friday for TV)
- TOP HOURS: WCCO Radio has two separate hours with bigger audiences than any hour on any TV station. (6 A.M.-12 Mid., Monday-Friday)


That’s not all. WCCO Radio also provides superior coverage. Unmatched advertising economy. A setting of top acceptance for your sales story.

Source: ARB estimates. Radio: April-May 1969; TV: May 1969. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.
signal.”

Judge McMillan said: “The evidence that the sale of the Florence television station was caused by the economic consequences of the commission’s ‘no improvement’ policy is uncontradicted and overwhelming. And, he said, there could be no finding that the sale was not ‘appropriate’ to effectuate the commission’s ‘no improvement’ policy of 1964.”

The Internal Revenue Code provision on which Jefferson Standard relied states that the commission is to issue the order permitting a tax deferral if the sale involved is ‘necessary or appropriate’ to effectuate a change in policy of, or the adoption of a new policy by, the commission with respect to the ownership and control of radio broadcasting stations. . . .”

The commission, in denying Jefferson Standard’s request, said the applicable section of the Internal Revenue Code applies only to sales required by the commission.

But, Judge McMillan said: “The commission has no power to order the sale of a particular property.” Furthermore, he said, the legislative history shows that Congress did not intend to restrict tax postponements to cases involving involuntary transfers.

The commission three weeks ago wrote a footnote to the WBTW case. The new owner had filed an application requesting an improvement in facilities that would permit the station to extend its signal—the kind of application Jefferson Standard had felt it was barred by the overlap rule from filing.

But the Daily Telegraph found there can be more than one obstacle to commission approval of such facilities. The commission designated the application for hearing on the question of whether a stronger WBTW would impair the development of UHF in the area (Broadcasting, Sept. 15).

Stations’ changes bring end to Skyline network

The Skyline TV Network, Idaho Falls, Idaho, in operation more than 10 years, is scheduled to dissolve at the close of business, Sept. 30. Skyline is a regional network composed of KMTV (TV) Twin Falls, KID-TV Idaho Falls, both Idaho; KXLF-TV Butte, KRTV (TV) Great Falls and KOOK-TV Billings, all Montana. It operated Skyline Advertisers’ Sales, a national and regional sales agent for the Skyline TV Network stations.

Skyline reportedly had annual gross sales of up to $900,000. Its operating budget was estimated at $150,000 a year. Changes in ownership and network affiliations at the various Skyline stations are believed to have caused disruptions that limited the network’s effectiveness. Also contributing to Skyline’s flattening sales curve over the years were differences in distribution and advertising allocations in the Montana and Idaho markets.

In addition, Skyline said its troubles involved the increasing trend towards advertising expenditures into larger markets, and complexities with national sales organizations that represented the regional network.

Melvin B. Wright has been president, general manager and chief executive officer of the Skyline Network since July 1, 1959.

Mr. Wright is on terminal leave and his future plans are unrevealed.

Cable hearings are due in New York and Albany

Two major hearings on cable TV have been scheduled by a committee of the New York state legislature. The first, on Oct. 7, will take place in Albany; the second, on Oct. 15, in New York.

The hearings will cover a nine-point agenda on CATV and will be held by the standing committee on corporations, authorities and commissions. Assemblyman Robert F. Kelly, Republican of Brooklyn, is chairman.

Among the points to be discussed will be legislation, charges, standards, service and the relationship of the FCC to state jurisdiction.

Ford tells Staggers CATV isn’t pay TV

The House Commerce Committee, which has once again postponed for a week its hearings on pay TV, was urged last week by National Cable Television Association President Frederick W. Ford, to accept the proposition that “pay TV and CATV are not synonymous.”

In a letter addressed to the committee’s chairman, Representative Harley O. Staggers (D-W. Va.), Mr. Ford explained that while pay TV would impose a per-program charge, CATV charges its subscribers “on a monthly rate basis for the whole antenna reception service.”

Mr. Ford contended that in the past the “National Association of Broadcasters and the chairman of the FCC have accepted this fundamental difference.”

Mr. Ford also said that although NCTA takes no position for or against establishment of pay TV, it does oppose as discriminatory the FCC’s proposal to require “compulsory carriage by CATV of scrambled pay TV signals . . .”

The Commerce Committee’s hearings are now scheduled for next Tuesday (Oct. 7).

TV households in U.S. hit new peak, ARB says

American Research Bureau, Beltsville, Md., has reported that the total number of TV households increased by over 1.8 million during the last year to a new high total of 59.3 million American homes with one or more TV sets.

The increase in new TV households, ARB indicated, exceeded the number of new households in all states, except Alaska, for the period by 1,675,000. The estimated number of households in the U.S. is 62.3 million.

And, the rating firm said, 11 individual counties are now virtually saturated with TV households. Those, with an estimated 99%, are New Castle, Del.; Cobb and Dekalb, both Georgia; Campbell and Fenton, both Kentucky; Montgomery and Prince Georges, both Maryland; Nassau, N.Y.; Fairfax, Va., and Brooke and Hancock, both West Virginia.

Among the states that showed the most percentage gains, ARB noted, Mississippi led with an increase from 87% to 93%; others were Alabama, from 91% to 95%; Kentucky, Tennessee, Virginia and the District of Columbia, all with a three-point gain to 95%, 96%, 97% and 97%, respectively. Substantial gains in TV-household penetration occurred principally in the South Atlantic states, up three points to 97%, and the East South Central region, also up three points to 94%.

ARB’s 1969-1970 Estimates of U.S. Television Households reports TV penetration by census region, state, county and total U.S. It is compiled annually by ARB, using data from Standard Rate and Data Service and Advertising Research Foundation.

ETVs seek $28 million in government grants

Educational broadcasters have received more than $36 million from the federal government in the last five years to help build and improve noncommercial, educational TV and radio stations. Based on pending applications at the Department of Health, Education and Welfare, public broadcasters are seeking $28 million more.

Up to June 30 when the 1969 fiscal year ended a total of 190 TV and radio stations have benefited from the facilities matching grant program that was initiated in 1964 at the instigation of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The last grant was for $324,219 to help the University of South Dakota establish a new noncommercial, educational TV station on channel 10 at Pierre, S. D. (Broadcasting, Sept. 29, 1969)
is here!

Media Music No. 5

TEN RECORDS OF TOP PROGRAMMING MUSIC FOR THE NEW BROADCASTING SEASON SPARKLES WITH SUCH CATEGORIES AS:

- UP, UP AND GO VOCALS
- :60 SEC. TRACKS FOR COMMERCIALS
- NEW HIP BEAT MUSIC
- STRONG OPEN & CLOSE THEMES FOR SHOWS
- STINGS & PROGRAMMING TAGS
- 1970 SOUND IN STRINGS
- AND MUCH MORE!

THIS “HOT FROM THE RECORDING SESSIONS” ISSUE IS UP, IT’S ALIVE, IT’S INSTANT TODAY!

PLEASE SEND ME:
Media Music No. 5 (10 records) for $115.00 Mono, 125.00 Stereo.
(Surface freight prepaid)
I enclose a check or U.S. Currency.
Please bill me.
Capitol Production Music
Hollywood and Vine
Hollywood, Calif. 90028
Also available are Media Music releases No.’s 1, 2, 3 & 4 for $95.00 Mono and $105.00 Stereo.

NAME

COMPANY

CITY STATE ZIP

Signature
If 4,280 Slides in Color Aren’t Enough Reasons to Subscribe to AP PhotoColor
Here Are 4,280 More Reasons in Black and White

Now, AP PhotoColor (AP's unique color news photo service) has just come up with another journalistic tool to serve you better. As a subscriber, you still get twice a week filings (10 each of 35mm color slides in the news). With each slide you get a PhotoColor index card for caption and identification.

But now, each caption card has the extra added and unique feature of "quick look" identification. That means a Black and White reproduction of the actual color slide in the upper right hand corner of each card for easy filing, easy back ordering and most important, easy selection of exactly the right picture at the right time with less time and effort for every photo editor.

For example, in your AP PhotoColor file of 3500 slides in current use - there are 35 color slides of the President: Nixon sad, happy, serious, angry. Thanks to this new AP PhotoColor quick look system, a quick look is all it takes for a photo editor to select the best pose and expression to suit the story about to be aired. It's all part of the service, free for every subscriber.

AP PhotoColor is now serving over 1000 network television stations and key independents around the world. If you're an AP member - AP PhotoColor should be serving you.

APOLLO 8

View of rising Earth that greeted Apollo 8 astronauts as they came from behind the moon after lunar orbit insertion burn. Earth is about five degrees above horizon. Unnamed surface features in foreground are near Eastern limb of moon as viewed from Earth. Lunar horizon is about 780 kilometers from spacecraft. Horizon shown is about 175 kilometers wide. Earth, 240,000 statute miles away, sunset terminated Africa. Dec. 1968

nasa

THE ASSOCIATED PRESS
The Indispensable Service

For full details and our free catalog, contact your nearest Associated Press representative. call Bob Eunson at AP Headquarters: 50 Rockefeller Plaza, N. Y., N. Y. 10020 (212) PL7-1111.
Who cares if the Little Brown Church is in Nashua, Iowa?

Thousands flock to the church in the wildwood—the hymn-fabled “Little Brown Church in the vale”. Hundreds marry here every year. WHO Radio cares about this famous, inspirational northeast Iowa church—and everything else in Iowa’s past, present and future. That’s why 3,000,000 Iowans care about, and believe in, WHO Radio.
Sept. 15). This award completed obligations of the $4 million appropriated for the 1969 fiscal matching-grants program.

Actually, $4,228,311 was paid out or promised to 29 TV and radio stations during the last fiscal year, HEW reported. The extra money came from unused funds from the previous fiscal year.

During the year, grants were made to help establish 10 new TV and five new radio stations, as well as improve or expand eight TV and six existing radio stations. Radio, which was included for the first time in the 1969 program, involved $404,734, granted to 11 stations.

There are 96 applications for federal financial help pending at HEW, seeking a total of $28 million. At present, no funds have been appropriated for the 1970 fiscal year.

Has Nixon lost control of antitrust policy?

House hearings last week on the newspaper preservation bill revealed a split within the Nixon administration on the measure, which would exempt from antitrust law certain joint operating agreements between newspapers in the same city, if one of the papers is in financial difficulty.

Richard W. McLaren, chief of the Justice Department's Antitrust Division, reiterated his department's opposition to the proposal, which he said would "flout the basic principles of the free-enterprise system." A new and opposing view came from Walter A. Hamilton, deputy assistant secretary of commerce, who said the bill would "help insure the independence of the newspaper press."

Mr. McLaren also told the subcommittee that Commerce, not the Justice Department, speaks for President Nixon.

Once again, the House hearings did not deal with the secondary broadcast angles involved in the bill. Some of the measure's opponents have charged that newspapers with broadcast properties use profits from those stations to further anticompetitive practices, and that these same companies could claim "failing" newspaper status under the bill if their newspaper holdings were struggling, even though the broadcast profits might more than offset newspaper deficits.

Maurice Mitchell is nominee

An ad hoc subcommittee of the Senate Judiciary Committee will hold hearings next week on the nomination of Maurice B. Mitchell chancellor of Denver University to be a member of the U.S. Commission on Civil Rights. Mr. Mitchell, once with WTOP Washington, has also worked for the National Association of Broadcasters.

TV scores with youth, believability polls low

Young people between the ages of 14 and 21 spend one hour 53 minutes on an average weekday watching TV and two hours 22 minutes listening to radio, compared with 23 minutes reading newspapers and 23 minutes with magazines.

High TV-radio attention in this age group was reported by Gilbert Youth Research in a poll conducted by high-school and college students under the direction and supervision of teachers trained in research techniques.

Gilbert said the figures dropped in the 22 to 25-age group to one hour 30 minutes with TV, one hour 48 minutes with radio, 21 minutes with magazines but up in newspaper readership to 30 minutes.

The Gilbert poll also found that in the 14 to 25-age group 61% believed magazines were informative compared with 36% for TV, while a negative reaction was voiced by 20% for TV, 17% for radio and 9% for magazines. Factors of "convincing" and "believability" for TV and radio also scored low, the Gilbert poll found, leading to the conclusion that "young people would rather be amused than informed, and a large percentage are willing to give more of their time to what they feel is an unbelievable media than that to which they describe as convincing."

Complaints are off in August

The public sent 1,160 complaints to the FCC during August, a decrease of 190 from July. Comments and inquiries totaled 2,487,789 below the previous month. Complaints in August included allegations that certain licensees were discriminating against minority groups in their employment practices and programming; concern over common ownership of print and broadcast properties in the same market and objections to program format changes and alleged offensive matter in broadcasts.

Nader confers on bill for consumer agency

A subcommittee of the House Government Operations Committee has recruited consumer advocate Ralph Nader to help draft a compromise bill that would establish a new executive-branch agency on consumer affairs.

Mr. Nader and two other outside experts will serve without pay in an attempt to combine the merits of two pending bills. One, introduced by Representative Benjamin Rosenthal (D-N.Y.), would establish a cabinet-level Department of Consumer Affairs. The other, submitted by Representative Florence J. Dwyer (R-N.J.), would establish a permanent office of consumer affairs inside the White House.

A companion to the Rosenthal bill has been introduced in the Senate by Senator Gaylord Nelson (D-Wis.). All the bills would empower the new agency to represent consumer interests before regulatory agencies.

Cox adds data service

Cox Broadcasting Corp. has formed Cox Data Systems Co., as a new division in the Atlanta headquarters. CDS will provide computer facilities to service data processing requirements of several Cox divisions across the country and develop software "packages" for broadcasting, cable TV and trade publishing.

Packages will be used to provide data processing services to customers of the Atlanta data center as well as additional data centers which are expected to be in operation by 1971. C. Dan Clay, formerly director of information services, Cox Broadcasting, is general manager of CDS.

Starch plans purchase of Roper research firm

Daniel Starch & Staff, Mamaroneck, N.Y., has reached an agreement in principle to acquire Roper Research Associates, New York. Details of the acquisition were not revealed pending approval by the boards of both companies.

Starch, which went public last December with a small issue of stock traded over-the-counter, specializes in continuing audience and marketing research. The firm recently acquired C. E. Hooper Inc., a radio research organization (Broadcasting, May 19).

Roper concentrates on custom research projects, primarily in public affairs. Roper and Starch would maintain separate identities, officials of both firms said.

Media reports:

New building • KGGM(AM) Albuquerque, N. M., has started construction on a new $50,000 studio building. It expects to make its first broadcast from there on Christmas Eve. It will be located on 14th Street and Coal Avenue S.W.

One for CBS • WMFD(AM) Wilmington, N.C., owned and operated by Dunlea Broadcasting Industries Inc., has joined CBS Radio Network. The station, operating on 630 kc with 1 kw fulltime, was previously an affiliate of ABC's American Entertainment Network, but affiliation had to be canceled under FCC small market limitations (Broadcasting, May 5), the network said.
Violence report draws dissent

Research used by Eisenhower group questioned; networks say they're already readjusting program content

Television broadcasters who weathered a charge last week of too much violence in TV programs by the National Commission on Violence—an indictment given front-page treatment by the country's newspapers—are turning their attention to the next TV and violence scenario: the surgeon general's $1-million study of TV and social behavior.

This project, initiated by Senator John O. Pastore (D-R.I.), who is chairman of the Senate Commerce Committee, is about ready to move into high gear, following the second meeting of its advisory committee held in Washington late last week.

The committee considered proposals for research projects submitted by Dr. Eli A. Rubinstein, assistant director of the National Institute of Mental Health, who is the director of the TV study. It confirmed a number of programs, Dr. Rubinstein said, but he declined to discuss specifics pleading professional integrity. Dr. Rubinstein is a psychologist.

Meanwhile broadcasters anxious to determine just what is going to happen now that the violence commission's statement has been made public—and after they had reduced violence in TV programs in the new TV season—could only take notice of the comments of Dr. Milton S. Eisenhower, president-emeritus of Johns Hopkins University and chairman of the commission.

In response to a question of what next, Dr. Eisenhower noted that the report is to the President and it is up to the White House to take whatever action it deems necessary.

The 11-page printed report, entitled "Commission Statement on Violence in Television Entertainment Programs" charged that violence in TV programs has contributed to violence in America. It asked the networks and stations to cool it (Broadcasting, Sept. 15, 22).

Spokesmen for the TV broadcasters, in a generally low-key reaction, noted that (1) the research on which the commission's report is based is pretty old, and (2) brutality in the new season's TV programing has been drastically reduced.

The report was issued on Sept. 24 by the 13-member National Commission on the Causes and Prevention of Violence. This group was appointed last year by former President Lyndon B. Johnson following the assassination of Senator Robert F. Kennedy (D-N.Y.).

The report called on broadcasters to reduce violence in children's cartoons, and in adult programs and to program dramatic shows containing aggression late in prime time when most children presumably are not watching. It also recommended that broadcasters pursue more intensively research into the relationship between TV violence and social behavior of viewers, and to affirmatively promote "more acceptable" methods of resolving conflicts.

The commission also asked the President and Congress to finance the Corp. for Public Broadcastig with a "dedicated" tax so that public broadcasting can present alternatives to commercial programs. And it called on parents to supervise more closely their children's viewing habits and asked all viewers to let networks and stations know when they disapprove and when they like a program.

The key paragraph in the document, and perhaps the most damaging to broadcasters, reads as follows: "Each year advertisers spend $2.5 billion in the belief that television can influence human behavior. The television industry enthusiastically agrees with them, but nonetheless contends that its programs of violence do not have any such influence. The preponderance of the available research evidence strongly suggests, however, that violence in television programs can and does have adverse effects upon audiences—especially child audiences."

In introducing the report, Dr. Eisenhower emphasized that TV cannot be made the 'scapegoat' for violence in America, and that, based on his "intensive" personal viewing in the last few weeks, there has been substantial reduction in the amount of violence in TV prime time compared to the previous season.

To be followed in about a month will be the commission's task force reports on the news media and violence, which is understood not to deal too harshly with TV, and the documentation of violence and the mass media on which the commission's report on TV was based. Also dealt with in this section, but not extensively, are movies and comic books.

Dr. Eisenhower said that the TV report was unanimous except for a "modest" dissent by Ernest W. McFarland, former chairman of the Senate Commerce Committee who is now president and 41% owner of KTVK(TV) Phoenix, Ariz., who did not participate in the findings or approve them because of his TV station ownership interest, but who stated that he recognized the TV industry should continue to improve programing and build character in the youth of the nation and voted to approve the recommendations of the commission. Dr. Eisenhower also noted that Senator Roman L. Hruska (R-Neb.) was not present at the final meeting of the commission when the TV report was approved.

Other members of the commission: Judge A. Leon Higginbotham, U. S. district judge, Philadelphia, vice chairman; Representative Hale Boggs (D-La.); Archbishop Terence J. Cooke, New York; Mrs. Patricia Harris, How.
Buy the News Service that makes economic sense

Good news knows no boundary. Good reporters are scarce. These unique national-interest features consistently give you the best of both.

The proven KCRA NEWS mini-documentary and special-report formats will work for you. Our experts become your experts. Your viewers daily receive fresh, original coverage.

You have at your fingertips concise summaries about people and events that matter — presented in a professional manner by engaging and knowledgeable reporters.

THAT'S SHOW BIZ — WITH HARRY MARTIN. 5 mini-reports weekly. Also adaptable for radio use. Harry knows the names, the people behind the names, the news behind the people.

Harry Martin is a hard-working newsmen with intelligence and tact, wit and expertise. Harry travels all over the west coast to interview newsmakers in the glittering world of show business, placing special emphasis on TV personalities. Harry's lively, informative reports are genuine news programming — and a far cry from mere movie gossip.

FLIGHT TO RUSSIA. 24 5-minute color programs; each scored, narrated, complete. All original footage; all filmed on location . . . an up-to-date, meaningful series.

FLIGHT TO KOREA. 10 5-minute color programs, complete. Korea in kaleidoscope . . . separate, penetrating segments examining the current state of our Asian ally.

JOURNEY TO CANADA. 20 5-minute color segments. A colorful profile of the people within the borders of our northern partner . . . similarities and differences examined against the realities of the present (AVAILABLE NOVEMBER 1969).

FLIGHT TO GREECE. 24 5-minute color segments. A fresh examination of an old country with a fistful of modern problems. (IN PRODUCTION)

All segments available on first-quality high-band color videotape.

Complete Promotion Kits Available. Videotape and audiotape promos, color slides, ad mats and slicks — adaptable for either newspaper or TV Guide. Custom promos available.

Our product fits your news! Some series already sold in New York, Los Angeles, San Francisco, Kansas City, Denver, Salt Lake City, Dayton, Phoenix.

For information or preview materials, contact: Ted Dooley
Kelly Television
310 10th Street
Sacramento, Calif. 95814
(916) 444-7300
TWX 910-367-3557
Defamation bill covers TV

Representative Frank Clark (R-Pa.) has introduced a bill that would express the "sense of the Congress" with respect to "motion pictures and television and radio broadcasts which defame, stereotype, ridicule, demean or degrade ethnic, racial and religious groups...." The bill (H. Con. Res. 328) would call upon the film and broadcast industries to establish "adequate standards" for portrayals of such groups, and would authorize the Congress to formulate and implement standards through legislation if the two industries failed to act within one year after enactment of the bill.

As 'violent,' regardless of the dramatic circumstances or the program's quality and value."

Mr. Goodman also said that, as announced last March, NBC was in the process of establishing qualitative research on the effects of TV violence on viewer attitudes and behavior and that it is now testing methodology.

The violence commission report opens up with the statement that television is the most pervasive of the mass media and notes types of programs

1960-61 season both in prime time and in children's programs. "We shall maintain our efforts in these areas," ABC said, "and shall carefully consider the four recommendations contained in the national commission's statement."

Dr. Stanton also noted that CBS has taken "substantial" steps to alter the context in which violence is presented, as recommended by the commission, and he added that the network was "continuing" extensive research into the behavioral effects of violence depicted on TV.

Julian Goodman, president of NBC, stressed that, although the report "makes some valuable observations" on TV and violence, it gives only general and passing notice of substantial changes that have reduced the amount of violence on the air and modified its treatment, including, he said, a new approach to evening entertainment programming and a complete revision of Saturday morning programming for children.

Mr. Goodman, also took issue with the commission's definition of violence as "the overt expression of force intended to hurt or kill." Under that definition, the NBC president noted, "a single incident—however slight—would result in classifying the whole program as 'violent,' regardless of the dramatic circumstances or the program's quality and value."

Mr. Goodman also said that there were about nine violent episodes per hour in both years in crime, western and action-adventure programs, which comprise about two-thirds of networks' dramatic presentations in both years. In the cartoon programs, only 10% of the network's total hours of entertainment programs, but all concentrated in the Saturday morning "children's hours," there is an almost constant recipe of violence, and that the rate of such episodes was high in both years, more than 20 per hour.

A second study, the attitude of the public toward TV and violence, was not mentioned by the commission but should be an integral part of the task force report when it is published in November. This study was done by Louis Harris & Associates (Broadcasting, Jan. 13).

Television's impact on children is significant and what they see "teaches them moral and social values about violence which are inconsistent with the standards of a civilized society," the commission comments.

In what will undoubtedly be a heavily quoted paragraph the commission notes that television "is never too busy to talk to them [children], and it never has to brush them aside while it does household chores. Unlike their over-crowded parents, television seems to want their attention at any time, and goes to considerable lengths to attract it. The image of the adult world which most children get from television is by and large an unwholesome one, but it is at least an image they find available when they may not have access to the guidance of parents. Indeed, parents too often use the television set as a baby sitter, and for many this is an abdication of their parental responsibility to instill proper values in their children."

The commission finds little support for the theory that depiction of violence on television or other media has an "exhilarating" effect that is beneficial in draining off aggressive impulses in the audiences.

"We believe," the report states, "it is reasonable to conclude that a constant diet of violent behavior on television has an adverse effect on human character and attitudes."

Television violence, the commission continues, not only can displace parental influence but it fills a vacuum in families where parental influences are weak or lacking, notably in low-income areas or where violent "life
But, the commission concludes in this section: "We do not suggest that television is a principal cause of violence in society. We do suggest that it is a contributing factor."

The commission flatly disagrees with broadcasters' arguments that its present standards on the portrayal of violence and its enforcement machinery are adequate. The standards, the report says, are in reality nothing but a "cosmetic approach" and do not get to the heart of the problem. The commission also finds fault with the lack of research undertaken by broadcasters in this field.

Brushing aside the industry's claims that its TV standards for programming are adequate—("We do not agree.")—the commission recommends a four-point program for television broadcasters:

- Abandon the broadcasting of children's cartoons containing "serious, non-comic violence". The commission says: "The cartoons broadcast by the networks on Saturday morning during the 1967-68 and 1968-69 seasons were the most intensively violent programs on television, with perhaps the least amount of redeeming constructive value. We note that the networks have effected substantial improvements in the cartoon programs offered this season. We urge that these improvements be maintained in coming seasons and we urge affiliates and independent stations to refrain from broadcast of violent cartoons produced in prior years."

- Reduce the amount of time devoted to the broadcast of crime, western and action-adventure programs containing violent episodes and run them to late hours. "We include here," the commission said, "full-length motion pictures shown by the networks and independent television stations. In particular, we recommend that programs of this type be restricted to the late viewing hours when fewer very young children are watching television."

And, it continues: "With respect to this recommendation, we note that the networks' 1969-70 program schedule seems to indicate the beginning of a favorable trend along the lines recommended here."

- Portray more acceptable methods of resolving conflicts. "When the resort to violence is depicted as an unusual and undesirable outcome, the context is sharply different from the world of contemporary television in which violence has been the routine method by which people solve problems."

- The television industry should become more seriously active in research on the effects of violence in TV. And, the commission adds, television broadcasters, "future policies, standards and practices with regard to entertainment programs should be more responsive to the best evidence provided by social scientists, psychologists and communications researchers. Although we believe in the desirability of further research and thus urge continuing cooperation with such valuable efforts as the current surgeon general's study of television violence, we reemphasize our conclusion that enough is known to make inexcusable any delay in taking action along the lines we have recommended."

And, referring again to the surgeon general's study, the commission urges that regular analyses of TV program content be undertaken by that group as well as by independent research groups "for the purpose of ascertaining whether a reduction in televised violence is being carried through, both by the networks and by the local stations."

The commission also offered two recommendations specifically to the viewing public and especially to parents: (1) Parents, it said, should make every effort to supervise their children's television viewing and (2) the viewing public should express to the networks and to local stations both disapproval of programs which they find objectionable, and their support for programs they like.

And, in another recommendation, addressed to President Nixon and Congress, the commission urged: "Adequate and permanent financing in the form of a dedicated tax, should be provided for the Corp. for Public Broadcasting so that it may develop the kind of educational, cultural and dramatic programming not presently provided in sufficient measure by commercial broadcasting."

Boxing films planned

The Magic Lantern Co., Miami, will film one-hour boxing matches for national TV syndication. The shows, arranged by boxing promoter Chris Dun-dee, will be shot in the Miami Beach Auditorium. Jim Harper, announcer, and Edwin Pope, sports editor of the Miami Herald, will do commentary and color. Further information is available from Boxing, 7920 E. Drive, Miami Beach 33141.

Distributing $5 million

The American Federation of Musicians has reported that it has begun distribution of almost $5 million to about 18,000 members under terms of an agreement between the union and phonograph companies. This is the fifth straight year in which payments have been made; to date almost $15 million has been disbursed.

---

**NEWPORT FOLK FESTIVAL**

**JULY 20TH**

**...TMI WAS THERE**

Thanks, NBC, for selecting our Mobile #1 for taping highlights of this outstanding festival.

**TRANS MEDIA INTERNATIONAL CORP.**

**MOBILE COLOR PRODUCTION**

538 Madison Avenue | New York, N.Y. 10022 | (212) 2-9200
3259 Winton Road South | Rochester, N.Y. 14623 | (716) 442-0220

**BROADCASTING, Sept. 29, 1969**
Smotherses' suit is far-reaching

In $31-million-plus suit they charge CBS with violating their constitutional rights

After nearly six months of widely publicized recriminations and appeals to governmental agencies and to the public for redress, comedians Tom and Dick Smothers last week turned to the courts in a "definitive and final" counterattack against the cancellation of their weekly Smothers Brothers Comedy Hour series by CBS last April. In a move that long had been threatened, the brothers sued the Columbia Broadcasting System Inc. and various officers and employees of the company for a total of $31,160,000 in exemplary and punitive damages and other damages, some of them on a trebling basis.

In what is potentially the most far-reaching plea in the action taken by the Smothers—possibly a precedent-making complaint—the brothers asked the court for an injunction that would prevent CBS from censoring its entertainment programs. In the language of the suit, a plea is made that CBS, "its officers and employees be permanently enjoined from censoring from any entertainment programs presented over its television network any expressions of social, political, esthetic, moral or other ideas and experiences." The suit says such ideas and experiences are protected from network censorship by the First Amendment.

This argument is said to be based on the U.S. Supreme Court's so-called Red Lion decision of last June (Broadcasting, June 16) which upheld the FCC's fairness doctrine. In the Red Lion decision, the court said, "It is the right of the public to receive suitable access to social, political, esthetic, moral and other ideas and experiences." The court also found that "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

The Smothers-brothers suit is in three filings and lists a total of six different complaints. The filings were made in the U.S. District Court, Central District of California, in Los Angeles. Also listed as defendants in two of the suits are William S. Paley, chairman of the board of directors of CBS Inc.; Frank Stanton, president of CBS Inc.; Richard W. Jencks, president of CBS Broadcast Group; Thomas H. Dawson, president of CBS TV network; Robert D. Wood, president of CBS Television Stations Division; and Michael H. Dann, senior vice president of CBS-TV network, in charge of programing. Mr. Wood is now president of CBS-TV, having replaced Mr. Dawson earlier this year.

One suit, with CBS Inc. as defendant and with a jury trial demanded, is a complaint for damages for deprivation of constitutional rights and injunction against censorship. The second suit, with CBS Inc. and the six top CBS executives as defendants, and with jury trial also demanded, is a complaint for damages under the antitrust acts. The third suit is for damages, for breach of contract, trade libel, and copyright infringement.

The first suit asks $3 million damages. The second suit seeks a total of $18,855,000 damages. The third suit asks $4,305,000 for breach of contract, $3 million for trade libel and $2 million for copyright infringement and unfair competition.

In charging violation of constitutional rights, the first suit argues that network censorship of entertainment programs is in violation of the First and Fifth Amendments. Such practices, it is said in the suit, "constitutes an unlawful interference with, and abridgment and denial of, the freedoms of speech and press. . . . amounts to a previous restraint and restriction on the right of

the plaintiffs to present programs both entertaining and informative. . . . deprives plaintiffs of their liberty and property without due process of law. . . . capriciously and discriminatorily denies plaintiffs the equal protection of the laws. . . . denies plaintiffs access to television substantially dominated and controlled by defendant. . . . deprives the community and the general public of the exercise of freedoms of speech and press by curtailing their right to know and their right to choose among various expressions of ideas and entertainment. . . . and defendant has. . . . assumed to act as censor of constitutionally protected matter under a policy based on standards vague, subjective, and without precision, designed solely for prior restraint of expression and as an agency of suppression."

Tom and Dick Smothers starred in the hour Smothers Brothers Comedy Hour series in the 1966-67, 1967-68 and 1968-69 seasons. On April 3, 1969, CBS terminated its contract with the Smothers brothers. The brothers consistently have claimed that the cancellation was a direct result of the network's attempts to impose a censorship over the programs.

Warner Bros. Pictures realigns TV operation

Warner Bros. Pictures, now under the ownership of Kinney National Service Inc., last week began to reorganize its television operation. Charles McGregor, co-founder of Banner Films and formerly that company's president and chief executive officer, was named executive vice president in charge of global television for Warner Bros. He will be in charge of all television distribution including syndication of Warner Bros. feature films and series. Mr. McGregor is to report to the head of Warner Bros. TV division.

As of late last week, Warner Bros. had not announced a new executive to be in charge of its TV operations. Jerry Leider, however, resigned as vice president in charge of TV, East Coast, for International Famous Agency, New York. In a divesture move, International Famous acquired Ashley Famous Agency, when Kinney National Service, parent of Ashley Famous, acquired Warner Bros. Ted Ashley, top man in Ashley Famous, is now chairman and chief executive officer of Warner Bros. It is believed that Mr. Leider who served

Number 58 advised it should have tried harder

Dan Rowan and Dick Martin, hosts of NBC's Laugh-In, dropped a few thoughts on CBS's cancellation of the Smothers brothers' program in the October issue of Playboy—and suggested that they have their own problems with the blue pencil.

Mr. Rowan noted that when the Smotherses' show slipped to 58th place in the ratings, their bargaining position weakened. "If the Smothers brothers had been number one, they wouldn't have been muzzled—or canceled," asserted Mr. Rowan.

As to their own show, Mr. Rowan observed: "If we have 20 things we want to do and the network takes 12 out, we're still happy to get the eight . . . . I think Tommy Smothers should have realized, and would have, if he were older and had been around longer, that it's their store. I personally am not prepared to be canceled in order to say something . . . . I'll equivocate; I'll duck and dodge. I'd much rather be a working coward than a canceled hero."
under Mr. Ashley at the talent agency, imminently will be named to head the Warner Bros. TV operation. Also resigning from International Famous Agency last week, reportedly to join Warner Bros., was Al Ashley, International Famous Agency's treasurer.

Program notes:

Handshake deal • Stan Harris and Ken Fritz, co-producers of ABC-TV's new 45-minute Music Scene series, have formed Harris/Fritz Productions Inc., Hollywood. The new production firm hopes to develop and produce television series and specials in addition to the ABC series. One of H/F's future projects is Ringo Starr Time, being prepared as an hour special, to feature The Beatles. Mr. Harris, who also is director of Music Scene, last season was producer of ABC-TV's That's Life. Mr. Fritz is a former personal manager of the Smothers brothers, president of the now defunct Kragen, Smothers & Fritz Inc., and executive producer of The Smothers Brothers Comedy Hour.

Indian agreement • WJW-TV Cleveland has purchased the right to televise a minimum of 46 and a maximum of 52 Cleveland Indians games in color for each of the years 1970 through 1972.

New NET season • WHAL-TV Baltimore, cooperating with that city's new ETV outlet, WMFP-TV, offered its facilities for a preview of the new channel's upcoming programs. Included in the one-hour show were remarks on the history and nature of noncommercial television, samplings from locally produced and network programs the station will carry, and a telephone question and answer segments.

Prestigious anchorman • WTOP-TV Washington has signed Tom Braden and Frank Mankiewicz, syndicated newspaper columnists, to anchor the station's 11 p.m. news Monday through Friday beginning Sept. 29. Messrs. Braden's and Mankiewicz's column currently appears in over 80 newspapers. Mr. Braden was formerly owner of the Oceanside (Calif.) Blade-Tribune; Mr. Mankiewicz, news secretary to Senator Robert F. Kennedy.

Self-defense series • Western Video Industries Inc., Hollywood, is distributing a new five-minute series, Self Defense for Women, which is designed to show women how to defend themselves against purse snatching, mugging and other forms of personal attack. There are 130 episodes in the series. The series was developed by and features retired U.S. Marine Major William L. Maughan.

Theatrical timing • Time For Joy, a 90-minute TV special will be on the Westinghouse Broadcasting Co.'s five TV stations the week of Oct. 8. Created by Oscar Brown Jr., the musical revue will be essentially the same as the stage presentation currently playing at the Little Fox Theater in San Francisco.

Two character studies • Cine-Vox Productions Inc., Custom Radio Division, New York, is placing into daily syndication The Michaels Thing, a two-hour radio program of contemporary music and commentary, and the Jimmy Piersall Program, a 90-second daily radio strip. Johnny Michaels of WNEW-FM New York is host of the music program, and former baseball star Jimmy Piersall offers interviews and sports chatter on his show.

'Music Bag' in syndication • Metromedia Television has placed Dick Clark's Music Bag, a one-hour special, in syndication and has sold it in 10 markets. Produced by Dick Clark Productions with Metromedia TV, the program has been bought by KARK-TV Little Rock; WTVN-TV Columbus, Ohio; WBEN-TV Buffalo; WWL-TV New Orleans; KBTY-TV Denver; KFMB-TV San Diego; WTEV-TV New Bedford-Providence, R. I.; WLAC-TV Nashville; WCSI-TV Portland, Me., and WTSJ-TV San Juan, P.R.

Nobody we know at Channel 7, but figures make chains their dial these audience us wonder.

<table>
<thead>
<tr>
<th>STATION TOTAL HOUSEHOLDS - DAYTON AREA</th>
<th>Sunday thru Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station</td>
<td>Circulation*</td>
</tr>
<tr>
<td>WHIO 7</td>
<td>42 counties</td>
</tr>
<tr>
<td>Station B</td>
<td>33 counties</td>
</tr>
<tr>
<td>WHIO-TV Advantage</td>
<td>9 counties</td>
</tr>
</tbody>
</table>

Source: NSI; TV Weekly Cumulative Audiences—February—March, 1969
Source: AIB; Circulation Study 1965

Any figures quoted or derived from audience surveys and estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Twenty years of responsible service to the Miami Valley
Ratings race goes into first turn

NBC-TV comes out ahead in first Nielsen MNA; Mets' heroics cut down network viewing in N.Y.

Following the pattern of the New York Nielsen overnight ratings, the 30-market MNA ratings for NBC-TV's premiere night, Sunday, Sept. 14, available last week, predictably reflected a large sampling for that network's new fare.

NBC's Walt Disney, Bill Cosby, Bonanza and The Bold Ones maintained a lead all night, despite special programming (Archie, Make Room for Granddaddy and football) on CBS-TV and new episodes of The FBI and movie on ABC-TV.

The New York Nielsens for last week, however, were a different story. The New York Mets, who clinched the title for the Eastern Division of the National League last Wednesday (Sept. 24), recorded more audience for their 7:9-15 p.m. baseball game on independent wort-TV than the network-owned stations averaged all evening. The Mets had a 22 rating, 35 share, not quite equaled by ABC-TV's 21.5 rating, 32 share for the 7:30-11 p.m. period and far ahead of NBC's average of 14.5, 22 and CBS-TV average of 11.2, 17.

Among the three networks, ABC took the Wednesday-night honors in New York from 8 p.m. on with The Courtship of Eddie's Father, Room 222 and a movie, "Guide for the Married Man." CBS's new programming, The Glen Campbell Hour and Medical Center, placed third behind NBC's Virginian and Kraft Music Hall.

Tuesday night, (Sept 23), although the Mets had a big audience between 8 and 10:45 p.m. with an 18 rating and 29 share, belonged to ABC, on top all evening with Mod Squad, Movie of the Week and Marcus Welby. CBS's new comedy, The Governor and J.J., placed third behind movies on the other networks.

NBC, featuring three straight hours of comedy between 8 and 11 p.m., led Monday night's New York Nielsens, and also did well Friday and Saturday (Sept. 19-20), when the other networks had not started new programming. Sunday (Sept 21) CBS's Royal Family and Woody Allen specials did not win as many viewers as NBC's Walt Disney, Bill Cosby and Bonanza and ABC's movie, "Our Man Flint."

The available Nielsen MNA report covered the week of Sept. 8-14. Sunday Sept. 14, was the only day during that period to fall into the new season, and the MNA ratings for that day follow:

**Sunday, Sept 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:30 p.m.</td>
<td>12.8</td>
<td>24</td>
</tr>
<tr>
<td>ABC--Land of Giants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Archie, Granddaddy Special</td>
<td>15.5</td>
<td>29</td>
</tr>
<tr>
<td>NBC--Disney</td>
<td>17.9</td>
<td>33</td>
</tr>
<tr>
<td>8:30-9 p.m.</td>
<td>15.8</td>
<td>25</td>
</tr>
<tr>
<td>ABC--FBI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Granddaddy Special</td>
<td>19.8</td>
<td>31</td>
</tr>
<tr>
<td>NBC--Cosby</td>
<td>23.5</td>
<td>37</td>
</tr>
</tbody>
</table>

The New York Nielsens for the new shows aired from Sept. 19-24 follow:

**Friday, Sept. 19**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30-8 p.m.</td>
<td>6.2</td>
<td>12</td>
</tr>
<tr>
<td>ABC--Let's Make a Deal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Wild, Wild West</td>
<td>12.8</td>
<td>24</td>
</tr>
<tr>
<td>NBC--High Chaparral</td>
<td>13.4</td>
<td>25</td>
</tr>
<tr>
<td>8-10:30 p.m.</td>
<td>1.0</td>
<td>2</td>
</tr>
<tr>
<td>ABC--Ethics in Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Wild, Wild West</td>
<td>16.5</td>
<td>31</td>
</tr>
<tr>
<td>NBC--High Chaparral</td>
<td>14.2</td>
<td>26</td>
</tr>
<tr>
<td>10-11 p.m.</td>
<td>13.8</td>
<td>25</td>
</tr>
<tr>
<td>ABC--Ethics in Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Gomer Pyle</td>
<td>20.7</td>
<td>37</td>
</tr>
<tr>
<td>NBC--Name of Game</td>
<td>21.8</td>
<td>37</td>
</tr>
<tr>
<td>9-11 p.m.</td>
<td>2.5</td>
<td>4</td>
</tr>
<tr>
<td>ABC--Judd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Friday Movie</td>
<td>11.0</td>
<td>19</td>
</tr>
<tr>
<td>NBC--Name of Game</td>
<td>21.8</td>
<td>37</td>
</tr>
<tr>
<td>10-10:30 p.m.</td>
<td>2.5</td>
<td>4</td>
</tr>
<tr>
<td>ABC--Judd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Friday Movie</td>
<td>13.3</td>
<td>22</td>
</tr>
<tr>
<td>NBC--Name of Game</td>
<td>24.9</td>
<td>40</td>
</tr>
<tr>
<td>10-11 p.m.</td>
<td>10.5</td>
<td>19</td>
</tr>
<tr>
<td>ABC--Bracken's World</td>
<td>26.5</td>
<td>47</td>
</tr>
<tr>
<td>10:30-11 p.m.</td>
<td>3.9</td>
<td>7</td>
</tr>
<tr>
<td>ABC--Cavett</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Friday Movie</td>
<td>9.7</td>
<td>18</td>
</tr>
<tr>
<td>NBC--Bracken's World</td>
<td>26.5</td>
<td>48</td>
</tr>
</tbody>
</table>

**Saturday, Sept 20**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8 p.m.</td>
<td>5.9</td>
<td>12</td>
</tr>
<tr>
<td>ABC--Dating Game</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS--Jackie Gleason</td>
<td>14.9</td>
<td>30</td>
</tr>
<tr>
<td>NBC--Andy Williams</td>
<td>17.4</td>
<td>35</td>
</tr>
</tbody>
</table>

A second look at the new season

Reviews are tepid, but somewhat better than previous week

With CBS's unveiling of six new shows last week the 1969-70 television season race for audiences was well underway. ABC and NBC each added new shows on the track.

Critical evaluation of the latest attempts to woo prime-time viewers was generally more charitable than it had been for some of the previous week's openings. Two new medical-story series made the scene and were fairly well received. CBS's Medical Center (Wednesday 9 p.m. EDT) was called slick and smooth by one reviewer, a winner by another and the debut of O. J. Simpson won several bouquets. Marcus Welby, M.D. (ABC-TV 10 p.m. EDT Tuesday) was found sensitive, and promising, if somewhat morbid.

All of the returns were not in on The Jim Nabors Hour, (CBS-TV 8 p.m. Thursday), but the available comment was lukewarm.

CBS's The Governor and J.J. (Tuesday 9:30 p.m.) scored on the laugh meter with more critics surveyed. The Monday-night openings, ABC's The New People and The Music Scene, drew scathing comments from a number of critics, who also often noted the shows might appeal to the young audience at which they were aimed. New People is seen at 8:15 p.m. EDT and Music Scene at 7:30 p.m. EDT.

With more returns in NBC's Bracken's World (Friday 10 p.m. EDT) appears to be considered a season success. Comments were on the cynical side but its audience appeal was given much credit.

Evaluations of the new season as a whole were sparse, most writers apparently preferring to wait for more evidence. Paul Molloy of the Chicago Sun-Times, after a week of watching the new shows, found the results mediocre and predicted a disaster for the season.

Two of ABC's new shows The Survivors (9 p.m. EDT) and Love American Style (10 p.m. EDT) will be on television for the first time tonight.

CBS's schedule included openings for Get Smart (Friday 7:30 p.m. EDT), When in Rome (7:30 p.m. EDT) and The Leslie Uggams Show (both Sunday).

Here are comments on the latest television openings culled from some of the critics.
Bracken's World (NBC-TV, Fridays 10 p.m. EDT).

"... a slick, fan magazine-type hour, cluttered with cliches and bulging with bosoms, bottoms and broads ..." Kay Gardella, New York Daily News.

"... the watcher had difficulty sorting out all the ambitious starlets and their hangups ..." Bob Williams, New York Post.

"... would seem to be located in a suburb of Peyton Place named Holly-..." Harry Harris, Philadelphia Inquirer.

"... an emotional extravaganza ... a kind of Peyton Place in costume ... (should) click for a season or two." Tom Donnelly, Washington Daily News.

"... lavish production ... some of the world’s tiresome stereotypes ... will be a TV success." Lawrence Laurent, Washington Post.

"... pure Hollywood tinsel encased in a soap opera storyline but fan magazine addicts will love it ..." Charleston (W. Va.) Gazette.

"Bracken is lucky, he missed the first episode." Morton Moss, Los Angeles Herald-Examiner.

"... a slick package of stereotypes ... all as familiar as the growling lion who overacts in front of the MGM movies," Donald Freeman, The San Diego Union.

"... difficult to offer any sort of appraisal ..." Cecil Smith, Los Angeles Times.

The Music Scene (ABC-TV, Monday 7:30 p.m. EDT).


"... a most untidy affair ..." Percy Shain, Boston Globe.


"... a latter-day version of the Hit Parade." Bob Williams, New York Post.

"... series of interesting introductions to singing faces." Norman Mark, Chicago Daily News.

"... sounds like a winner." Indianapolis Star.

"... if you dig the Beatles, Tom
Jones or James Brown, then The Music Scene is where it's at," Russ Marabito, Family Today (Chicago).

"... is TV's only 45-minute program and that is its only distinction." Lawrence Laurent, Washington Post.

"... will be of interest to young people who are at home Monday nights..." Paul Molloy, Chicago Sun-Times.

"... disc-daffy teen-agers may welcome the chance to see rock, soul and folk favorites." Harry Harris, Philadelphia Inquirer.

"... the comedy has a fine satiric bite." Cecil Smith, Los Angeles Times.

"... it had a cheapie look on its premiere." Terrence O'Flaherty, San Francisco Chronicle.

"... this is good enough to be more than a clique's program." Morton Moss, Los Angeles Herald-Examiner.

"Television's first serious attempt to gather top pops tunes and performers under one roof." Dwight Newton, San Francisco Examiner.

The New People (ABC-TV, Monday 8:15 p.m. EDT).

"... began with many cliche contrivances but has an interesting potential..." Jack Gould, New York Times.


"... a viewing momentum that should make it popular, particularly among the young..." Percy Shain, Boston Globe.

"... one of the characters will undoubtedly be worth mentioning, when they get their cast sorted out for the adventure in paradise or something." Bob Williams, New York Post.

"... somewhere between Gilligan's Island and Lord of the Flies. Lawrence Laurent, Washington Post.

"... has potential of being long-run hit," Peoria (Ill.) Journal Star.

"... if future episodes match it ABC will have a winner." Russ Marabito, Family Today (Chicago).

"... old and unnecessarily simple before its time... really the old people in miniskirts." Norman Marks, Chicago Daily News.

"... I found the premiere a total bore," Paul Molloy, Chicago Sun-Times.

"... started off with a tremendous impact that was vitiated by glimpses of coming episodes..." Harry Harris, Philadelphia Inquirer.

"... was loaded with slogans and abstractions masquerading as flesh-and-blood." Morton Moss, Los Angeles Herald-Examiner.

"... most facinating program idea of the new season, but... will require more humor and honor..." Terrence O'Flaherty, San Francisco Chronicle.

Marcus Welby, M.D. (ABC-TV, Tuesday 10 p.m. EDT).

"... sensitively played, if a bit morbid..." Percy Shain, Boston Globe.

"... one of this season's promising entries..." Kay Gardella, New York Daily News.

"... no doubt will join Medical Center as a success..." Jack Gould, New York Times.

"... an hour that ran more like a week..." Bob Williams, New York Post.

"... little of the warm tenderness of the movie... does have the kind of ingredients that usually mean success for a series." Lawrence Laurent, Washington Post.

"... Young brings solid virtues to the role of a GP. It's good to have him back." Bernie Harrison, Washington Evening Star.


"... three quarters, perhaps a bit more, of the hour's film was valid, worthwhile drama..." Morton Moss, Los Angeles Herald-Examiner.

"... is a medic show that seems as familiar as a hangnail." Dwight Newton, San Francisco Examiner.

The Governor and J. J. (CBS-TV, Tuesday 9:30 p.m.).

"... the laugh track on this series howls. At what, wasn't discernible in the introductory episode." Bob Williams, New York Post.


"... pleasant entertainment..." Percy Shain, Boston Globe.

"... the jokes are funny, the dialogue is crisp and the supporting roles... a delight... ought to enjoy a landslide in the ratings," Lawrence Laurent, Washington Post.

"... I only wish all that energy and break-neck farce tempo were wrapped around something other than a family comedy," Bernie Harrison, Washington Evening Star.

"... dialogue was sharp and laughs followed one another, often only seconds apart." Allen Rich, Hollywood Citizen-News.

"... I enjoyed myself largely because the actors seemed to be enjoying themselves as well," Terrence O'Flaherty, San Francisco Chronicle.

"... may actually be the sleeper on a modest list of new CBS shows," Morton Moss, Los Angeles Herald-Examiner.

Medical Center (CBS-TV, Wednesday 9 p.m. EDT).


"... benign, undistinguished story..." Percy Shain, Boston Globe.

"... a certain winner... noteworthy for unexpected and high excellence of football star O. J. Simpson." Lawrence Laurent, Washington Post.
RTNDA ponders news threats

Stanton counsels 'faint-hearted' to fight back;
Geller sees no new controls coming out of FCC

Members of the Radio Television News Directors Association meeting in convention in Detroit last week found themselves faced with more threats to broadcast news than a year ago—and they were plainly perplexed over how to handle them.

In previous sessions the newsmen had railed against—and accepted grudgingly—the restrictions imposed by the Red Lion free press-fair trial rules. But the current cause for concern was the Supreme Court decision in the Red Lion case which upheld the FCC's fairness doctrine and its personal attack rules (BROADCASTING, June 16).

That decision raised questions, evident during the panel discussions at both the RTNDA meeting and a concurrent session of the National Broadcast Editorial Conference, about how a newsman can maintain his objectivity and integrity in the present regulatory climate and whether a station must serve as a platform for every demanding shade of view irrespective of journalistic judgment.

As Edward Barrett, former dean of the graduate school of journalism at Columbia University, aptly described the dilemma facing broadcast journalists today: "Interviewing the nuts at the extreme right and the extreme left does not produce truth."

Dr. Frank Stanton, president of CBS Inc., viewed a "deeply troubling trend" threatening news freedom as well as the open society the broadcast media help to protect and maintain. But he said the only way to halt these rising restraints from the courts and the commission "is to fight back with more forceful journalism—honest, accurate, unintimidated and courageous."

FCC General Counsel Henry Geller asserted that these threatening trends were not embodied in the personal-attack rules, that, instead, the rules served to promote "robust, wide-open debate" on controversies. But he was challenged in a panel discussion by W. Theodore Pierson, RTNDA's Washington counsel, who wasn't as optimistic concerning possible new commission restrictions growing out of Red Lion. Mr. Pierson said he did not believe a majority of the present commission would follow Mr. Geller's belief "that too much regulation can be a bureaucratic monster."

The media's credibility was also questioned by Herbert Klein, director of communications for President Nixon. Mr. Klein said that the mass media, including broadcasting, have a credibility gap as does the government, and are in danger of losing public support unless people can be assured the news is reported accurately.

"I think the problem should be solved in the industry itself," Mr. Klein asserted. And he added that he was personally opposed to greater interference by government in broadcasting matters. Mr. Klein also said that there are "plenty of demigods in the country, some official and some unofficial," who find it expedient to attack the news media.

Advocates of public access to the media also scored their points before the RTNDA membership—and, at one point, provoked a rebuttal from Dr. Stanton.

Professor Jerome A. Barron of George Washington University noted that the Supreme Court had held that the First Amendment means the public right is paramount to that of the broadcasters. The next step, he predicted, will be that newspapers will be subject to the same fairness requirements.

"The legal responsibilities that are imposed on broadcasting," he said, "will not long evade the print media." He felt newspapers would fall under these rules first because there are so many one-paper markets across the U.S. He was also critical of the courts for the dichotomy of liberalizing libel laws for the print media, yet tightening the fairness laws for stations.

That position was protested by Dr. Stanton who said in citing Professor Barron's views, that "another school, even more distrustful, would set up some systems of oversight of all journalism—print as well as electronics—which would impose regulations on editorial judgment." He termed it a "chilling thought."

He continued: "A large segment of the population, having grown sick and tired of hippies, SDS, LSD, war, protests, riots and the general disarray of our times, wants bad news suppressed."

Dr. Stanton said that he "would intensify the impact of news in order to drive home a message of social significance by having the journalist become part of the action. It's the new journalism of involvement."

All this, he said, "suggests a grievous misunderstanding of the proper role of journalism, which is to report the news accurately, fairly, honestly—to provide the public as whole with information it can trust, rather than to promote special causes, or special interests, or put a pretty face on a sour situation."

Concerning rising pressures from government, Dr. Stanton noted that historically government has found journalism "an exacerbating force" by its very nature. "The better we do our job, the worse the collision," he said.

"It may be considered a tribute to the quality of broadcast reporting that government, with encouragement from some elements of the public, shows an increasing tendency to encroach on our journalistic freedom," Dr. Stanton said, "but the satisfaction this may offer in the first instance pales in comparison with the seriousness of the threat."

Dr. Stanton suggested the new cigarette advertising rules represent a constitutional double standard—"the greater the impact of an organ of the press [broadcasting], the less it is entitled to the protection of the First Amendment."

Even more disturbing, he continued, is the Supreme Court's Red Lion decision which in effect says that "for broadcasting, unlike the printed press, truth is no longer a defense. The way has been opened for individuals and groups, with the force of administrative fiat behind them, to demand and get free time on the air without regard for..."
the truth, decency or responsiveness of their presentations.

Though the court thought it was reinforcing the individual's right to freedom of speech, Dr. Stanton said, "its stripping of First Amendment protection from the broadcast journalist, however, may well lead to a suppression of the individual's right to know."

The great danger in the many pressures on broadcast journalists "is that a sense of surveillance will pervade the climate in which he works," Dr. Stanton said. "The threat of control often can be as effective as actual control," he added, "but this is no time for faintness of heart. We need more probing journalism, not less."

But Mr. Geller predicted that no new controls on broadcast journalism would result from the Red Lion case. (The question of broadcasters' responsibilities for what they air with respect to their news programs, however, is a matter of current debate within the commission [see page 36]. And Mr. Geller recently held, however, that the agency has the legal authority to prescribe categories of programming and specify percentages of time all of Red Lion [BROADCASTING, Sept. 12].)

Mr. Geller explained the main goal at the FCC is "to provide robust, wide-open debate. That is the only way we feel that truth can emerge and it is the best way to lead to an informed electorate." He acknowledged that this is the broadcaster's goal. Mr. Geller said he doesn't think Red Lion changes this at all, but instead reaffirms it.

He said he agrees that too much regulation could get in the way of achieving these common goals. "I think that like the wilderness, we are better off proceeding under the general statement of the fairness doctrine," Mr. Geller said, "with rulings where appropriate and in the unusual case with hearings or forfeiture."

He stressed the term "unusual case," explaining that the only way a licensee can become subject to forfeiture or hearing is through "flagrant misconduct." He said the FCC recognizes honest mistakes should not be subject to sanction.

Mr. Geller added that the commission is not adverse to altering its rules if they are not promoting the robust debate desired. He said the commission would reconsider "promptly" if the facts were properly presented.

Regarding the FCC ruling defending coverage of the Democratic convention in Chicago, Mr. Geller said the finding was significant because it proves the FCC recognizes "it is not the national arbiter of truth" and decisions of journalistic judgment within specific programs are areas in which the government will not enter.

"Our role is not to authenticate the news," he said, "but the government does have the right to know licensees are working affirmatively to protect and maintain the integrity of their over-all news operations."

Defending the broadcast journalist's vital role of exposing corruption in government, Mr. Pierson hoped for more investigative reporters "with fire in their belly." He said the distinction must be made that the fairness doctrine imposes the burden of balance upon the licensee and that the journalist must devise his own professional standards that are sacrosanct from invasion by advertisers, managers or the government.

Those standards were called into question by black-community spokesmen who reaffirmed intentions to continue license-renewal challenges against its local stations.

Leon Atchison, administrative assistant to Representative John Conyers Jr. (D-Mich.), warned a joint session of NBEC and RTNDA on urban affairs that "the new frontier of the civil-rights movement will be in the area of the mass media." Mr. Atchison said: "The black communities in urban areas across America are taking a hard look at their local mass media, with the idea of filing with the FCC to block the renewal of licenses for stations which have not been responsive to the needs of the black communities."

Ben Holman of the community relations service in the Department of Justice was somewhat critical of broadcasting's failure to meet the challenges of the ghetto. He praised stations for making more progress in this area and particularly lauded the efforts of broadcast newsmen. However, he hoped stations would expose more of the racism of whites to show that the solution to the ghetto problem is in the white community and not the black.

That broadcast newsmen have been complacent too long, particularly with regard to their professional standards, was the contention of Robert Gamble, WFMB-AM-FM-TV Indianapolis. Keynoting the convention Mr. Gamble recalled that RTNDA adopted its code of ethics three years ago, enacted a procedure to censure member infractions and issued position papers on matters of conduct and professionalism. He chided the group for barely using the procedure.

"It should be used," he said, noting, "we cannot reject outside interference unless we accept responsibility within. We cannot claim the privilege of a professional without commitment to its standards."

RTNDA has begun moving to answer Mr. Gamble's call. Eddie Barker, KRLD-AM-TV Dallas, disclosed in his annual president's report that a special ad hoc committee was formed after the Red Lion decision, met in Washington Aug. 8 and Sept. 5 and agreed the development of better standards for broadcast news is essential. As a result a series of essays is being written on key subjects.

These position papers will comprise a new "handbook of excellence in broadcast news" for member use as well as for distribution generally. It would not necessarily be a "code" to which members would subscribe, Mr. Barker explained, but it would display professional responsibility and "what it is we are seeking to accomplish and the directions we are or should be going."

Philadelphia Orchestra on Broadcasting

Parkway Productions Inc. will produce and syndicate a weekly broadcast by the Philadelphia Orchestra. Conducted by Eugene Ormandy, the group will be recorded in concert in Philadelphia; Saratoga Springs, New York, and during a European tour in Florence, Italy; Hamburg, Germany; Vienna, and London. The 52-week series has been sold to more than 40 markets, including WQXR-AM-FM New York, WFAC-AM-FM Los Angeles, WFMT (FM) Chicago, WPLN-AM-FM Philadelphia, KLIF (FM) Houston, WGMG-AM-FM Washington and the Voice of America.

White award to Walker

The Radio Television News Director Association's Paul White Memorial Award was presented at the RTNDA convention annual banquet last Friday (Sept. 26) to Judge Herbert V. Walker of Los Angeles County superior court, who ordered the closed-circuit TV installation for the benefit of newsmen covering the Sirhan B. Sirhan trail last spring.

Mr. Geller explained the main goal of the fairness doctrine," Mr. Geller

"Our role is not to authenticate the news," he said, "but the government does have the right to know licensees are working affirmatively to protect and maintain the integrity of their over-all news operations."

Defending the broadcast journalist's vital role of exposing corruption in government, Mr. Pierson hoped for more investigative reporters "with fire in their belly." He said the distinction must be made that the fairness doctrine imposes the burden of balance upon the licensee and that the journalist must devise his own professional standards that are sacrosanct from invasion by advertisers, managers or the government.

Those standards were called into question by black-community spokesmen who reaffirmed intentions to continue license-renewal challenges against its local stations.

Leon Atchison, administrative assistant to Representative John Conyers Jr. (D-Mich.), warned a joint session of NBEC and RTNDA on urban affairs that "the new frontier of the civil-rights movement will be in the area of the mass media." Mr. Atchison said: "The black communities in urban areas across America are taking a hard look at their local mass media, with the idea of filing with the FCC to block the renewal of licenses for stations which have not been responsive to the needs of the black communities."

Ben Holman of the community relations service in the Department of Justice was somewhat critical of broadcasting's failure to meet the challenges of the ghetto. He praised stations for making more progress in this area and particularly lauded the efforts of broadcast newsmen. However, he hoped stations would expose more of the racism of whites to show that the solution to the ghetto problem is in the white community and not the black.

That broadcast newsmen have been complacent too long, particularly with regard to their professional standards, was the contention of Robert Gamble, WFMB-AM-FM-TV Indianapolis. Keynoting the convention Mr. Gamble recalled that RTNDA adopted its code of ethics three years ago, enacted a procedure to censure member infractions and issued position papers on matters of conduct and professionalism. He chided the group for barely using the procedure.

"It should be used," he said, noting, "we cannot reject outside interference unless we accept responsibility within. We cannot claim the privilege of a professional without commitment to its standards."

RTNDA has begun moving to answer Mr. Gamble's call. Eddie Barker, KRLD-AM-TV Dallas, disclosed in his annual president's report that a special ad hoc committee was formed after the Red Lion decision, met in Washington Aug. 8 and Sept. 5 and agreed the development of better standards for broadcast news is essential. As a result a series of essays is being written on key subjects.

These position papers will comprise a new "handbook of excellence in broadcast news" for member use as well as for distribution generally. It would not necessarily be a "code" to which members would subscribe, Mr. Barker explained, but it would display professional responsibility and "what it is we are seeking to accomplish and the directions we are or should be going."

Philadelphia Orchestra on

Parkway Productions Inc. will produce and syndicate a weekly broadcast by the Philadelphia Orchestra. Conducted by Eugene Ormandy, the group will be recorded in concert in Philadelphia; Saratoga Springs, New York, and during a European tour in Florence, Italy; Hamburg, Germany; Vienna, and London. The 52-week series has been sold to more than 40 markets, including WQXR-AM-FM New York, WFAC-AM-FM Los Angeles, WFMT (FM) Chicago, WPLN-AM-FM Philadelphia, KLIF (FM) Houston, WGMG-AM-FM Washington and the Voice of America.

White award to Walker

The Radio Television News Director Association's Paul White Memorial Award was presented at the RTNDA convention annual banquet last Friday (Sept. 26) to Judge Herbert V. Walker of Los Angeles County superior court, who ordered the closed-circuit TV installation for the benefit of newsmen covering the Sirhan B. Sirhan trial last spring.

RTNDA names new president


RTNDA also elected three new members to its board: Wayne Vriesman, KWDAM-TV Des Moines; Jud Collins, WSTM-AM-FM Nashville, and Roy Wood Sr., WVON(AM) Chicago. Mr. Wood becomes the first black journalist to serve as an officer of RTNDA.

Philadelphia Orchestra on

Parkway Productions Inc. will produce and syndicate a weekly broadcast by the Philadelphia Orchestra. Conducted by Eugene Ormandy, the group will be recorded in concert in Philadelphia; Saratoga Springs, New York, and during a European tour in Florence, Italy; Hamburg, Germany; Vienna, and London. The 52-week series has been sold to more than 40 markets, including WQXR-AM-FM New York, WFAC-AM-FM Los Angeles, WFMT (FM) Chicago, WPLN-AM-FM Philadelphia, KLIF (FM) Houston, WGMG-AM-FM Washington and the Voice of America.
Newsmen may desert doghouse

White House pool may perish if newsmen are relocated to more spacious quarters

Members of the White House press corps may soon be occupying working quarters in the executive mansion a little more in keeping with the glamorous role their friends and relatives back home think they play.

At present, they work out of a section of the west wing of the White House complex, where the President's office is located and where space is at a premium.

President Nixon is planning to close down the White House swimming pool, covering it over and remaking the pool area, which includes a message room and florist shop, into quarters for newsmen that will be more comfortable than those they now occupy. The area is located between the White House living quarters and the west wing.

The President went on a walking tour of the newsmen's facility with a small group of reporters last week, and said he thought it was inadequate. But that would not be the only reason for the switch, if it is made.

The President is said to have other plans for the quarters now occupied by the print and broadcast reporters and photographers. A lounge area where newsmen read, gossip and doze while awaiting the twice-a-day news briefings would be turned into quarters for his staff and a waiting room for distinguished visitors calling on the President.

Presidential visitors now either pick their way through the crowd of newsmen or, if they want to avoid questioning, duck in through a rear basement entrance where they rub shoulders with the White House chauffeurs.

The White House swimming pool was installed during the administration of President Franklin Roosevelt, to enable him to exercise his polio-stricken legs, and was used frequently by Presidents Kennedy and Johnson.

But President Nixon would not miss it. He prefers swimming in the ocean, a preference he has indulged in visits to his homes in San Clemente, Calif., and Key Biscayne, Fla.

Presidential thinking on the project is said to have already reached the blueprint stage. And workmen were seen surveying the pool area. Construction is expected to start soon.

Broadcast newsmen particularly will probably welcome the change, for they are said to be in line for the kind of elbow room they now lack.

Each of the four networks—ABC, CBS, NBC and Mutual Broadcasting System—have a small cubicle opening off a narrow corridor. What with audio equipment, typewriters and telephones, two working reporters can fill each cubicle to overflowing.

The nonnetwork newsmen are even less fortunate. Reporters for Metromedia Inc., Storer Broadcasting Co., UPI Audio, WTOP(AM) Washington, Westinghouse Broadcasting Co., RKO General Inc. and the Voice of America occupy a dreary area, that broadcasters have long called the doghouse.

Six of the seven reporters work out of five booths the shape and size of broom closets, Metromedia and WTOP newsmen sharing one of them. The RKO General man uses a photographer's dark room. Television film crews use the area for storing their gear.

Golden West Broadcasters, which didn't assign a man to the White House until President Nixon moved in, doesn't even have a dark room. Its Alan Lidow uses a typewriter and telephone booth.
in a 20' x 60' room with 29 small desks and occupied mainly by press reporters. When he saw the doghouse, President Nixon remarked that his pets had better quarters, and the reporters nodded in agreement.

According to what knowledgeable sources say is current White House thinking, the new facility in the swimming-pool area would contain 13 or 14 broadcast booths, four or five more than now in use.

There would also be a fairly large area that would be used as a combination lounge and news-briefing room, which would have a built-in camera platform and permanent lighting for television filming. There was no indication whether the White House is considering facilities for live television.

The Roosevelt room in the west wing is now used occasionally for filming news briefings. Cables for lighting are run in from mobile units, and reporters complain about the lack of space in the room. The proposed space could accommodate 40-odd White House regulars plus the 30 or more who show up for special assignments.

Some reporters say colleagues who are set in their ways might not feel the new comfort is worth the loss of an area where they can keep tabs on who is visiting the President.

The nonnetwork broadcast types are not likely to be among the grumblers. After all, they will be getting out of the White House doghouse.

Money tree still growing for ASCAP

Members told $43.8 million was accrued in receipts, gain of about $8.5 million

The American Society of Composers, Authors and Publishers has an A-B-C plan for the future, some 600 West Coast members attending the organization's semiannual meeting in Los Angeles were told last week.

The A stands for a continued fight for adequate compensation. The B is for bylaws updated and modern. The C represents copyright, which must be revised from the 1909 law and preferably before the close of the 91st Congress, it was emphasized to ASCAP members.

They were assured that the performing-rights society is experiencing "healthy growth" this year. The meeting was told that ASCAP had total domestic receipts of $43,877,000 for the first eight months of 1969. This represents an almost $8.5-million increase in receipts over the January through August period of last year.

For this year's eight months, expenses were reported at $6,922,000. This leaves $36,955,000 for distribution to domestic members and foreign societies. The breakdown of domestic receipts was $42,905,000 from licensing songs, $160,000 from dues, and $812,000 from investments.

Also available for distribution to ASCAP members, but not included in the receipts figures, is a total of $290,000 received during the first eight months of 1969 from the four national radio networks. An additional $99,819 of interest has accrued in an escrow account involving the radio networks.

Pursuant to a court order, monthly payments on the accounts received from CBS, ABC, NBC and Mutual Broadcasting are being kept separate from ASCAP's general funds and cannot be distributed until final determination is made of the rate proceedings involving the radio networks.

ASCAP, it was further reported, currently has 14,843 writer and publisher members. Writers number 11,040, publishers 3,803. Since Feb. 26, 560 writers and 227 publishers have joined ASCAP.

Do newsmen need a survival kit?

Incidents in Chicago, Watts, Mississippi convince KHJ's Art Kevin there is a need

After covering the Democratic national convention in Chicago, Art Kevin, news director of KHJ-AM-FM Los Angeles, felt that he had been pushed around enough. He had been jostled in Watts, shoved while walking with civil-rights workers through Mississippi, bumped during the march on the Pentagon, and clobbered across the back in Chicago. Always he had heard the excuse from assailants that they didn't know he was press.

After last year's Democratic convention turmoil, Art Kevin became convinced that there is a great need for newsmen to have some kind of visual identification that cannot be mistaken or missed from any vantage point or even at a considerable distance. He came back from Chicago and designed what he calls, "the newsmen's survival kit."

What it amounts to is a collection of equipment and supplies to be used for a specific purpose—so that newsmen reporting a crowd action or hazardous event can live through it and remain healthy. The kit basically contains uniform, goggles, boots, helmet, utility belt, gas mask, poncho and medical aid pack, all stuffed in Army-surplus duffle bags. The four full-time and one part-time KHJ field reporters carry the kits with them at all times in the trunks of their mobile units.

The total price for outfitting each mobile-unit reporter with full survival kit was $160 (adding a personal tape recorder and walkie talkie increases the cost to $400). For an aggregate of $800, Art Kevin feels that he has made his staff "battle gear ready" to report any story.

The key item in the kit is a blue jump-suit uniform designed by Mr. Kevin and manufactured by a Los Angeles company that turns out uniforms for police departments across the country. The uniform has no buttons, but instead two long zippers. It opens up like a coat and, reportedly, can be put on or taken off in 40 seconds.

The designation "press" is boldly stamped on a front pocket, across the entire back, and on left and right shoulder patches.

"There is no way we cannot be identified as newsmen," says Mr. Kevin. KHJ's parent company, RKO General Broadcasting, is distributing the uniform to all its stations' newsrooms around the country.

The jump suit is worn with a blue highway-patrolmen-type helmet. "I tell my people to wear it whenever there's the slightest chance of trouble," says Art Kevin. "Let people laugh at you," I tell them. "I don't want you injured."

KHJ's "newsmen's survival kit" spread out for inspection on the Los Angeles station's mobile unit.
INTRODUCING

ECU MEDIA NEWS SERVICE*

FOR RECORDED REPORTS
CALL:

AREA CODE (212)
870-2247

* STARTING OCTOBER 15th, 1969
news of religion tailored to
broadcast use. Our FREE service
offers you news gathered from
wide ecumenical sources —
international, national, regional
and local.

FOR SPECIAL SERVICES
CALL:

AREA CODE (212)
870-3101

— daily audio reports
— actualities
— interviews
— commentaries
— summaries
— features
— visuals
— production resources

ECU-MEDIA NEWS SERVICE / Suite 1920 / 475 Riverside Drive / New York, N.Y. 10027
(a cooperative service of the
c-member denominations of The National Council of Churches of Christ, U.S.A.)
Hard news gets the nod on CBS Radio

New five-minute weekday programs launched; size, reach and flexibility of radio stressed

Plans for an overhaul adding up to 60 changes in the CBS Radio Network's program schedule took the spotlight at the 16th annual convention of the CBS Radio Affiliates Association, held in New York last Wednesday and Thursday (Sept. 24-25).

Network officials said, and affiliate sources confirmed, that the changes were developed in response to proposals by the stations and would have the effect of putting greater emphasis on hard news and minimizing features in CBS Radio network programming.

A total of 212 broadcasters representing 126 of the network's approximately 240 affiliated stations were on hand for the meeting, which appeared to reflect a spirit of satisfied cooperation between network and stations, unmarred by serious controversy.

Contributing to the apparent harmony were reports by CBS Radio officials describing CBS as "the leading radio network," holding out the 1970's as a period of vast growth for America and of expanding opportunities for broadcasters, and assuring the affiliates that CBS Radio would help make them "the best promoted" stations in their communities.

Between sessions dealing with day-to-day operations, the convention heard addresses on broader issues confronting broadcasters and on one facing the country as a whole.

Richard W. Jencks, president of the CBS/Broadcast Group, spoke into a tribute to radio and a warning that the FCC's one-to-a-customer proposal and the encouragement of strike applications at renewal time reflect a "regulatory philosophy which, however damaging it may be to the field of television, could even more seriously disrupt the rigorously competitive field of radio."

Richard S. Salant, president of CBS News, called again for broadcast newsmen to engage in "self-examination, self-criticism and examination of why we do what we do and whether we're doing the best we can." But, he stressed, though newsmen must get "as near to the truth as is humanly possible," universal credibility is impossible because some people "find credible only those facts and reports which support their own predispositions."

John A. Volpe, secretary of transportation in the Nixon cabinet, reviewed problems of air, water and land traffic. He addressed the convention's wind-up luncheon Thursday.

The 60 changes planned for the CBS Radio network program schedule, starting Nov. 17, center on 10 new programs to be introduced and seven to be dropped. The others for the most part were said to be changes in time periods and featured personnel and similar realignments. The "Dimension" features will drop the title "Dimension" and stand under their own names, and some of the features themselves will be dropped and others added as part of the increased emphasis on hard news.

Despite the widespread changes, the affiliates were advised, there will be no change in the weekly volume of network-option time.

George J. Arkedis, vice president of the CBS Radio Division and general manager of the CBS Radio Network, said the changes would enable affiliates to "keep pace with the rapid changes that are occurring within the industry and society" and "provide programs that are better integrated, contain more immediacy and more news."

Five new five-minute weekday programs will be launched Monday, Nov. 17:

Wallace At Large at 10:30 a.m. EST, featuring CBS News correspondent Mike Wallace with colleagues around the world in reports on the lively arts; Mid-Day Weather at 12:30 p.m. with CBS meteorologist Gordon Barnes feeding separate reports for the eastern, central and mountain Pacific time zones; Mid-Day Report at 11:30 p.m., similar in format to the network's First Line Report and featuring correspondent John Hart on Monday, Wednesday and Friday and correspondent Joseph Benti on Tuesday and Thursday; Profile at 2:30 p.m., featuring Charles Osgood of CBS-owned WCBS(AM) New York in reports on people, events and things in the news; and Correspondents Report at 5:30 p.m., presenting top CBS newsmen in reports on a current news story.

Five other new five-minute shows will be added to the weekend schedules, effective Nov. 22-23: Spotlight on Sports at 8:15 a.m. and 5:05 and 6:10 p.m. on Saturdays and 10:05 a.m. and 5:05 and 8:10 p.m. on Sundays; The Action Generation at 2:05 p.m. Saturday, featuring Larry Atteberry; Pets and Wildlife at 4:30 p.m. Saturday and Sunday with Roger Caras; Time for Youth at 11:30 a.m. Sundays with correspondent John Lawrence exploring campus turmoil, the draft and other issues concerning the younger generation; and Science for the...
Our St. Valentine’s Day promotion turned into a massacre.

Who is WPRO’s greatest lover, we asked.
26,375 people voted ... on 26,375 Valentine cards!
We were floored. When our personalities get involved, our listeners take them to heart.
And that’s just one more reason why there’s more to WPRO than meets the ear.
The finest color camera ever made for sales managers is the finest ever made for sponsors, engineers and cameramen.

The New 3-Tube RCA TK-44A.

The TK-44A can improve your station's color image and help increase sales. It outperforms any other color camera in the world today. Once you see and try the TK-44A, you'll agree. You'll discover features found in no other camera. Features that mean better color and faster set-up. Features that mean more time for your engineers and camera-men to spend in program production instead of tinkering, to assure less tension and greater efficiency—indoors and out!

The TK-44A. The maximum-performance studio camera that can double as your most dependable remote camera. The camera with the innovations you need today... and tomorrow!
You get more for your money in color control and fidelity.

A The TK-44A can deliver the kind of color you like. No more old-fashioned painting which always unbalances grey scale. Reason: the "Chromacomp."

B The TK-44A can bring your sponsors’ products to the home TV screen in truer-to-life color than any other lead-oxide camera. Reason: "Chromacomp."

C The TK-44A can give you the highest degree of color-match with any color camera you own. No other camera can offer you this important operating advantage. Reason: the unique "Chromacomp" Color Masker.

D The TK-44A can increase picture sharpness without causing a corresponding increase in noise. Reason: the unique comb filter Contour Enhancer.

E The TK-44A can produce life-like color at all light levels. Even at 15 foot candles, it can still deliver full video levels. Reason: optics 30% more efficient than the No. 2 camera.

In the months ahead, we will tell you why the new TK-44A offers you more for your money in operating flexibility. But if you want complete details now, call your RCA Broadcast Representative or write RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA...Totally Responsive
World Honors From Hollywood

Your outstanding television and radio commercials of 1969 may qualify for top honors in the 10th annual International Broadcasting Awards, which were established to promote broadcast advertising and worldwide business cooperation. Last year, 3,315 entries were made by advertisers, agencies, production companies and broadcasters in 39 countries. Trophy and certificate awards will be made in 12 television and eight radio categories, plus sweepstakes honors. For entry kits and full information, write to:

Hollywood Radio and Television Society
1717 N. Highland Avenue
Hollywood, California 90028
(213) 465-1183
'70's at 7:30 p.m. Saturdays and Sundays with Dr. Leonard Reiffel covering changes in science and their likely effects in the next decade.

Programs to be dropped, network spokesmen said, are the 10 Jack Drees weekend sports reports, the Bob Trout and Norton Mockridge weekend features, and the Monday-Friday Dimension at Home, Dimension on Mother and Child, Dimension on Tomorrow's Living and Personal Closeup.

In changes in public-affairs programming, a Saturday program in December and January will be available for station sale: the National Football League Western Conference championship on Dec. 27, the NFL Eastern Conference championship on Dec. 28 and the Cotton Bowl college game Jan. 1. For the first two the network will charge stations a "small fee"; for the third, no fee.

Among current programs changing time periods, Dear Abby will be carried at 9:10 a.m. Monday through Saturday. The Reasoner Report will go to 3:30 p.m. Monday through Friday, Vietnam Diary moves to 5:30 p.m. Sunday and Sports Central USA, with Win Elliot, will expand from five broadcasts a weekend to 10. All these are five-minute programs.

Looking ahead, Clark George, president of CBS Radio, told the broadcasters that the 1970's just 99 days away, would "out-do anything we've experienced during the '60's—a decade of fantastic growth for this country."

A faster growth rate, smaller households but more families with children, an increase in white-collar jobs, significant growth in income and education—conditions generally regarded as favoring increased spending and increased advertising—were forecast by Mr. George.

In the Wednesday luncheon speech Mr. Jencks stressed the importance, size, reach and flexibility of radio.

There is much emphasis on the importance in the use of radio to serve minority groups, he asserted, but "there is even more to be said for the role of network affiliates in unifying the listening audience—in bringing to the public, as a whole, every day, day after day literally as regularly as clockwork—an authoritative news and information service."

Mr. Salant, addressing the affiliates Thursday morning, maintained that the current "high incidence of attacks on journalistic credibility" does not justify "hitting the panic button."

He cited Roper studies for the Television Information Office and the recent Lou Harris poll for Time Magazine as showing that "people rely on and trust broadcast journalism to a greater degree than other forms of journalism.

Moreover, he said, "a substantial part—certainly not all—of the attacks on journalistic credibility come from people of very pronounced political and social views who refuse to believe because they don't want to believe . . . this is so among the very conservative, who have a tendency to write letters, and the very liberal, who have a tendency to write articles."

The affiliates also heard optimistic reports concerning immediate past and immediate future.

Mr. Arkedis said the latest four-network radio's all-dimension audience research (RADAR) study, for fall 1968, showed CBS Radio with 17 of the top-20 programs among adults aged 18 and over, and with 20 of the top-20 programs among women 18 and over. "In addition," he said, "CBS Radio affiliates are among the top three stations in 36 of the top 63 markets."

Maurie Webster, CBS Radio vice president for division services, told the affiliates that his department offers information services, sales promotion, advertising and audience promotion, program practices, engineering, research coordination and sales-development materials that "will help make you the best-promoted station in your community."

Firm plans N.Y. branch
Glen-Warren Productions Ltd., Canadian television production company, is opening an office in New York for production of television commercials, series and specials for the U.S. and international markets. The company said that Nat B. Eisenberg, president of N.B.E. Productions Ltd.?New York, would be associated with it. The address is 1700 Broadway, New York.

NAB, record industry talk of mutual aid
Mutual problems of two industries with closely allied interests—radio and records—were explored by representatives of the two groups in New York last Thursday (Sept. 25).

The occasion was a meeting of the liaison committee established earlier this year by the National Association of Broadcasters and the Record Industry Association of America to expedite and expand communications between the two organizations.

Although the meeting was closed, it was presumed to have encompassed an exchange of views and information looking toward what the founding announcement last spring called "a more effective area of mutual planning to meet the challenges of both programming and production of recorded music as used in radio."

The committee was created as an outgrowth of comments by both broadcasters and record-company representatives in "record roundtable" sessions during the 1968 series of NAB fall conferences, recognizing radio's reliance on records for much of its programming and record companies' reliance on radio performance to promote record sales.

Charles M. Stone, NAB vice president for radio, and Henry Brief, executive director of RIAA, said at the time that the committee would deal with "matters involving either or both industries where one might assist the other."


More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y.
(212) 355-0405

BROADCASTING, Sept. 29, 1969

(PROGRAMING) 71
Klein cites value of TV to Nixon

Says emphasis on medium will continue; relations with newsman called good

Herbert G. Klein, White House director of communications who last Thursday (Sept. 25) reminded radio-TV newsman in Detroit that the media have credibility problems (see page 61), in an earlier speech in New York also noted that President Nixon will continue to rely on TV to reach the American people.

Speaking to the Public Relations Society of America, Mr. Klein said that the Nixon administration has not pulled the plug on its promise to keep an "open administration" and permit media access to high-level administration officials. Then he added that this open policy extends to presidential news conferences and to a continued "stress" on television as a means of communicating with the public.

Asked to comment at a news conference before his New York talk on the release last week of the violence commission report that was critical of TV (see page 52), Mr. Klein said: "You can't blame any one thing for the increased rate of crime," and that insofar as TV program standards were concerned, it was his belief that "it's the job of the television industry to police itself."

At both the conference and in his talk, Mr. Klein sought to temper criticism of reporters who had expressed growing frustration in seeking Mr. Nixon's views or explanations of issues. The Washington news corps had noted a decline in recent months in presidential news conferences including a three-month period in which no conferences were held.

Mr. Klein told the public relations group that the dearth of news conferences was only temporary and caused principally by the President's involvement with his recent overseas trip followed by "The San Clemente (Calif.) Gap," referring to Mr. Nixon's extended stay at his "California White House" retreat. He noted also that Mr. Nixon had scheduled a TV news conference for last Friday (Sept. 26) and said there would be no change in the "open policy" but that news conferences could not be held on a "regular basis because this would lock us in."

Mr. Klein responded to a question as to whether the press—newspaper and radio-TV—"adequately represented the President to the public" and whether it was "fair in representing the views" of the President, by noting that over-all there were "good relations." There have been "some inaccuracies," Mr. Klein said but he gave good marks to news media for their "basic coverage" of White House events. While the news reporters tend to have "more liberal attitudes," they are "basically fair" to the President, he said.

Station to support antiwar projects

Support for the planned student "moratoriums" against the war in Vietnam Oct. 15 was promised last week, by WLKW (AM) Providence, R.I., which will give free time to the movement.

WLKW has opposed the war editorially for many months, according to owner Alexander M. Tagger. He said the station will publicize the moratorium movement daily until Oct. 15. On that day the station will air one-minute spots hourly for 24 hours. Mr. Tanger also said the station will also support the subsequent moratorium days that are planned until the U.S. withdraws or has accepted a negotiated peace. The moratoriums on U.S. campuses are being set up by the Vietnam Moratorium Committee in Washington. Sam Brown, one of the moratorium leaders was a principal organizer of youth for Senator Eugene McCarthy (D-Minn.). Mr. Brown is working with a staff of 15 young people in offices at 1029 Vermont Ave. N.W., Washington. He said that the campaign was being financed by donations.

Mr. Brown said that to date WLKW is the first and only commercial broadcaster to respond to the committee's solicitation for support. He said support was indicated by a number of university-owned stations but no firm commitments had been received.

The student committee hopes for a one-day shut down at universities and colleges when students will be asked to circulate antiwar petitions and leaflets. A spokesman for WLKW said the reaction of advertisers to the station's plans was generally negative but that he was not disturbed.

Ailes leaves 'Wholey' in contract dispute

Producer Roger Ailes has resigned from The Dennis Wholey Show, syndicated, daily, variety-talk series, claiming a "breach of agreement" by the program packager, R. Associates, headed by Tad Reeves.

Mr. Ailes, who claimed he was creator as well as producer of the show, said "it was clearly understood by all parties that I would have creative control of the show and final decisions with regard to staff assignments." He added that "since R. Associates has breached our agreement, I have no other choice but to resign from the show."

The series is produced for Taft Broadcasting Co., which syndicates the series in 24 markets. A spokesman for Taft said the company was not involved in the dispute and Mr. Ailes' disagree-
Foreign agent
CBS Enterprises has signed to negotiate distribution deals for foreign sales of five new TV series produced by Hanna-Barbera Productions, Hollywood. The series are being presented on one or the other of the three TV networks during the 1969-70 season on Saturday mornings. Product that CBS Enterprises will handle outside of the U.S. includes Scooby Doo, Where Are You, The Perils of Penelope Pitstop, Dastardly and Muttley in Their Flying Machines, The Banana Splits Adventure Hour and The Cattanooga Cats.
In a production separate agreement, Western Publishing Co. will publish a series of comic books based on the cartoon characters appearing in H-B’s five network series.

New WNYW host
Wnvw, an independent, commercially sponsored short-wave radio station broadcasting music, news and documentaries to Europe, Africa and Latin America, has added Jim Aylward to its staff of personalities. Mr. Aylward, formerly director of special projects at Sesac Inc., New York, will host the station’s afternoon portion of Music From New York. Wnvw is owned and operated by Radio New York Worldwide.

You may never see a 450 Ton Truck*

But... in Greater Western Michigan you’ll see WKZO outpull them all.

With more than 3 times as many Ford, Chevy and Plymouth dealers in our primary area as compared to the No. 2 station, WKZO has the horsepower to speed up sales for you in Greater Western Michigan.
Your Avery-Knodel man can put you in the driver’s seat with more car sales with WKZO.

*The Army's 572-foot long overland train can carry a 168 ton payload.
NCCJ group honors broadcasters

Portrayals of social injustice, human relations and religion win Brotherhood Awards

Radio-TV stations, networks and group owners figure heavily in the National Conference of Christians and Jews announcement today (Sept. 29) of the winners of Mass Media Brotherhood Awards. The awards, presented annually by the NCCJ, are for outstanding treatment of human-relations themes.

CBS News wins an award in the documentary category for "Black History: Lost, Stolen or Strayed." NBC-TV is the recipient of a drama award for "The Wish," an episode of "Bonanza." ABC-TV wins a series award for "Time For Americans," six programs on racism.

WJZ-TV Baltimore is cited for "The Other Americans," a documentary concerning the disadvantaged. Westinghouse Broadcasting Co. gets an award for "One Nation, Indivisible," its three-and-one-half-hour documentary on racial crisis. Editorial awards go to WCBS-TV New York for an editorial series on a New York City school strike and to Peter Kaye of KERS-TV San Diego for drawing attention to discrimination in city government employment.

Special recognition goes to Charlotte Morris of WNEW-TV New York for producing "Focus," a series of community-oriented public service announcements. Also receiving special awards are the South Carolina ETV Network for a weekly job series, "Job Man Caravan," and WITF-TV Hershey, Pa., for "So Where Are You, God," a drama/documentary.


Radio awards go to the Television, Radio and Film Commission of the United Methodist Church for "Night Call," a telephone call-in program, and to WLIR (AM) New York for "What Must Be Done," a series of 13 programs on urban problems. WERE (AM) Boston is commended for its editorials.


TIO teacher's guide begins new semester

New fall issue lists upcoming specials and films for classroom use

An expanded third issue of "Teachers Guides to Television," has been mailed to regular subscribers and to station managers, along with suggestions for use to the mutual benefit of educators and broadcasters.

The Television Information Office, which has been giving editorial, promotional and financial assistance to the new publication, has sent copies of the "Teachers Guides to stations, accompanied by a covering letter from TIO director Ron Danish. The letter outlines projects that have been successfully employed by station managers in the past to promote the magazine locally. "Teachers Guides," which begins its second year of semi-annual publication, suggests programs for classroom study and offers a supplementary bibliography. Included on this fall's list are specials on all three networks and, for the first time, a regular series, ABC-TV's comedy drama, "Room 222."

A further innovation in the fall "Teachers Guides" is a "related film list," which provides descriptions of films, many of them off-air documentaries, available for classroom use. Guides to weather and space are also offered as teaching aids throughout the year.

Mr. Danish's letter to station managers points out that television is often criticized for its program content, particularly in what is available for children. He suggests that "Teachers Guides" can be used to bring television's positive values to the attention of educators and community opinion leaders.

TIO notes that in the past, stations have used items about "Teachers Guides" on their news programs, discussed it on women's and other talk shows, mentioned "Teachers Guides" in connection with promotion for shows selected for the Guides, and distributed promotional copies to schools.

In addition to "Room 222," (Wednesdays, 8:30-9 p.m.), the programs selected for the new "Teachers Guides" are: CBS-TV's "The Mystery of Animal"

Teachers Guides to Television are available until Jan. 1 at $1 a semester and $2 for the school year; after Jan. 1 it will be $2 a semester and $3 per year. Orders for fewer than 10 copies must be accompanied by payment and a 25 cent handling charge per magazine. The address is: Teachers Guides to Television, P.O. Box 564, Lenox Hill Station, New York 10021.

CBS Radio names 3 in promotion contest
Promotion managers at three stations affiliated with CBS Radio are winners of silver trophies as "Promotion Men of the Year," and three stations were honored last week for 30 continuous years of affiliation with the CBS Radio network.

The presentations were made during the annual CBS Radio affiliates convention held in New York (story page 66). The promotion contest is the first held by CBS Radio. The winners, by market size, were Thomas C. Cox, KRDL(AM) Dallas (markets over 500,000); Bill Hollingsworth, WDBJ(AM) Roanoke, Va. (markets between 100,000 and 500,000); and Edward B. Fritts, WPAF(AM) Paducah, Ky. (markets under 100,000). Others receiving trophies are William A. Roberts, vice president and general manager of KRDL, and Frank E. Kohler, vice president and general manager of WDBJ, for support given their promotional managers.

Golden microphones were presented to James Woodruff WABL Columbus, Ga. (joined CBS on March 15, 1939); Claude Freeman, WNNC(AM) Ashevillle, N.C. (April 1, 1939) and Ben Ludy, KWFT(AM) Wichita Falls, Tex. (July 15, 1939). The mikes, presented by Clark B. George, president of the CBS Radio Division, recognized the 30-year affiliation of the stations with the network. Along with microphones, each of the three station executives received a tape narrated by CBS's Walter Cronkite and highlighting the significant events of 1939.

Louis Read will head NAB information unit
The selection of Louis A. Read, president of Royal Street Corp.'s radio and television division (WSU-TV New Orleans and 51% interest in WALA-TV Mobile, Ala.), as chairman of the television information committee of the National Association of Broadcasters was announced last week by Roy Danish, director of the Television Information Office. Mr. Read succeeds William Walbridge, vice president and general manager of KTRK-TV Houston and chairman of the NAB.

Mr. Danish also reported during a TIO meeting in New York that 11 stations have joined or rejoined TIO since July 1. These include the six Triangle outlets (WNBN-TV Binghamton, N.Y.; WTVH-TV Philadelphia; WPBT-TV Altoona, Pa.; WNBC-TV New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa. and KEFRE-TV Fresno, Calif.), plus WDHH-TV Boston, WLW-TV Indianapolis, WJC-TV TV Fresno, Calif.), plus WDHH-TV Boston, WLW-TV Indianapolis, WJC-TV Pittsburgh, KTVM-TV Oakland-San Francisco and KTSF-TV Topeka, Kan.

He also told the group that TIO's 60-second film spot, "You Have the Right to Know," has been to more than 300 TV stations that have purchased prints. The film spot was previewed at the last NAB convention (BROADCASTING, March 31).

International

Peacock affair jars British TV
Inquiry Into independents, BBC promised; it may alter all television there
British commercial television has been precipitated into a major upheaval with the dismissal, Sept. 18, of Michael Peacock, managing director of London Weekend TV, and the subsequent resignation in protest, of six senior LWT executives.

Mr. Peacock, who is 40, was BBC-TV1 controller before joining the new programmer LWT just over two years ago. His deputy, Dr. Tom Margerison, has been named to the newly created post of chief executive.

Announcement of the reshuffle came after a week-long investigation by a "watchdog" committee set up by the board to inquire into the management of LWT. Although the company has lost $2.6 million in its first year of operation, and is expected to declare only minimal profits for the second, next month, it denies that the Peacock affair is a money versus culture clash.

In an official statement the company says there never has been any dispute between board and management about the program objectives of LWT. It adds: "The board is confident that the new management will achieve these objectives and that the company will fulfill its responsibilities. . . ."

There is to be no change in program policy, according to Dr. Margerison, who says, "the original aims of the company remain as they were."

The six executives who announced their resignations—they include Humphrey Burton, head of drama, arts and music; Derek Granger, head of plays, and Frank Muir, head of entertainment—also issued a statement which declared that Mr. Peacock's leadership would be vindicated by the success of forthcoming programs. They said that they will complete their current projects and remain at LWT until the transfer of responsibility is completed.

Meanwhile, it is expected that Postmaster-General John Stonehouse will be calling on the Independent Television Authority for a full report on the rump-us inside LWT. One of the questions which Peacock supporters believe Stonehouse must ask is why was Peacock fired? There has been much speculation and inside opinion seems to veer toward a report that Peacock is brilliant but difficult. With a major inquiry into both BBC and independent TV looming, there is a distinct possibility of changes in the whole structure of commercial television in Britain.

February new date for Intelsat meeting
That international conference on the future of the International Telecommunications Satellite Consortium, which expected to resume and complete its work in November, found itself facing a well-known Washington ailment—slippage. The conference now will re-
sume in February.

But a preparatory committee, which has been meeting for the last three weeks in Washington, will resume Nov. 18 and hopes to have a working draft of a new Intelsat treaty ready for circulation among the 70 Intelsat nations at least 60 days before the scheduled resumption Feb. 16, 1970, of the plenary sessions.

John Killick, British undersecretary of state who is chairman of the preparatory group, reported "good progress" in the latest round of working committee meetings.

In the preliminary draft of the convention, approval of an international secretariat, under the direction of a secretary general, has won the concurrence of virtually all members, including the U.S. But the question of who shall manage and operate the satellite system is still to be resolved, according to an informed source. At present, under the interim Intelsat treaty, the U.S. Communications Satellite Corp. is the manager.

The international conference began in Washington last February, under the chairmanship of Leonard H. Marks, Washington attorney and former head of the U.S. Information Agency. He was also chairman of the U.S. delegation. Former Pennsylvania Governor William Scranton is now chief of the U.S. delegation.

To help in Philippines

ABC News producer Daryl Griffin left last week for Manila, Philippines, where he will spend three months as a consultant in organizing the news department of channel 3 of the ABS-CBN Network. Mr. Griffin was pool producer of Apollo 11 coverage, and has handled Apollo 10 and Apollo 8 coverage, President Nixon's inauguration, and the 1968 elections.

---

**Record TV spending planned by Bell unit**

65% of ad budget now in television; special set for NBC-TV in April

Bell System, Long Lines Department, New York, will spend a record $6.5 million on television during the 1969-70 season with a one-hour entertainment-public interest special on NBC-TV next April as its keystone effort ("Closed Circuit," Sept. 22).

Dan E. Hutchins, director of advertising for the Bell System, Long Lines, reported last week that the department's initial representation on TV began in 1966. This season, he added, 65% of its $10 million advertising budget will be invested in participations in daytime and nighttime network, plus full sponsorship of the special on NBC-TV, It Couldn't Be Done on April 2 (7:30-8:30 p.m.).

"Until three years ago long lines had been exclusively in print," Mr. Hutchins said in an interview in New York. "We then decided to experiment with television and we have found it a highly effective medium. What we are selling is long-distance telephone calling and a principal ingredient is emotion. There is no medium that can communicate emotion more effectively than TV."

The special, which is being produced by Lee Mendelson Film Productions Inc., Burlingame, Calif., is a tribute to American know-how in the past, present and future. It will interperse entertainment with film clips and new footage on such projects as the Panama Canal, Golden Gate Bridge, Holland Tunnel, the Alcan Highway, current challenges, such as the redesigning of Niagara Falls and future endeavors, including ocean exploration and the design of new cities.

"Since the program will cover virtually all states in the Union, our commercials will be produced on location," Mr. Hutchins said.

**Magnavox doubles spots to sell new color sets**

The Magnavox Co., through Kenyon & Eckhardt, both New York, has started a $14 million advertising campaign to introduce its new color television system called "Total Automatic Color."

The advertising budget calls for doubling television and radio spending in the upcoming market year. There are spots on network television and a heavy spot radio schedule. In addition, there will be an intensive local campaign geared to television and radio through the company's co-op budget.

In 1968 Magnavox spent $615,300 on spot television. Of that amount $78,700 was spent for color television spots, and $271,500 for television-radio-phonograph combination units.

---

**Candidate's best ally is his broadcaster**

Media experts agree station manager can aid political broadcast buys

It is not only the broadcast buy that is important in political campaigns. There is also the posture of the station manager to consider.

The broadcasters' importance in the critical area of placing political advertising during a campaign was pointed up by advertising agency executives responsible for buying the time at a seminar held in New York Sept. 19-20.

The seminar, held under the auspices of the American Association of Political Consultants, covered topics that ranged from creative strategy and conception and media planning to production techniques and local programing, press relations and news conferences.

Media experts, led by Ruth Jones, radio-TV consultant, and William Murphy, vice president and media director, Papert, Koenig, Lois, New York, noted how broadcasters can aid a political campaign. They said:

- Getting those scarcity spots, prime-time 60's, prime-time five-minute positions and election-eve time, can depend on the good will of a station manager.
- Buying pre-emptible spots saves a candidate money, and if station management likes a candidate, that can be insurance against pre-emption.
- The national advertising business a media buyer also represents can cut the ice with a station manager in an election campaign.

A creativity session dealt with the role the agency must play in presenting a candidate to the public. There was some contention over whether or not an agency should present a candidate with
NAB’s interpretation of tobacco ad issue

Four-year phase-out plan not just political ploy, Wasilewski tells Moss

The cigarette-advertising debate lingers on. National Association of Broadcasters President Vincent W. Wasilewski provided the latest report last week when he challenged a tobacco-industry spokesman’s interpretation of the differences between NAB’s proposal for termination of broadcast cigarette advertising and the proposal made by cigarette manufacturers.

In a letter to Senator Frank E. Moss (D-Utah), Mr. Wasilewski took issue with Joseph Cullman, president of Philip Morris Inc., who in an earlier letter to the senator had said that broadcasters should not have labeled the tobacco-industry’s proposal to drop broadcast cigarette advertising as “discriminatory.” Mr Cullman said the only difference between the cigarette industry proposal and that of the broadcasters is one of timing; the cigarette industry proposes prompt action (one year or less), and the broadcasters propose a four-year phase-out through 1973” (Broadcasting, Sept. 15).

According to Mr. Wasilewski, “the difference between the cigarette-industry proposal and that of the broadcasters is a great deal more than ‘timing.’” The NAB proposal, he said, “was formulated primarily in response to the rulemaking proceeding of the FCC, in which the commission strongly urged the broadcast industry to take ‘voluntary action’ on what it regarded as a serious public health problem.” And, he added, “in adopting this proposal, the NAB did not ask for congressional sanction or federal action which would pre-empt the regulatory agencies or the states in the field. As indicated above, I submit that these differences cannot be categorized as merely those of ‘timing.’”

Mr. Wasilewski apparently meant to convey that the tobacco industry, unlike broadcasters, had hinged its phase-out proposal on adoption by the Congress of a law that would curb the Federal Trade Commission from requiring warnings or other restrictions on cigarette advertising—but the cigarette manufacturers’ offer was conditioned only upon exemption from antitrust law of the companies’ joint agreement to withdraw from broadcast advertising.

Moreover, although NAB did not ask for pre-emptive legislation when it offered the four-year phase-out plan, the association’s action came after months of hearings and meetings with broadcasters and consumer groups.

Production 70. A Workshop in Television Techniques

The state of the videotape art. Case histories from education and industry. The psychology of color. Economic lighting techniques. Professionals. Educators.

On October 22 and 23, and October 29 and 30, Reeves/Actron is presenting Production 70, the second edition of their videotape workshop. Each session, held in their Lincoln Square studio, has a distinct focus: the first is for educators and industrial users, the second is for commercial and agency professionals. Enrollment in each workshop is limited to 100.

This year’s specialized format is designed to give each group the greatest opportunity to work on a wide range of subjects in depth, and provide ample time for detailed discussions on programs of technique and cost.

All lectures and demonstrations will be given by the top professionals in the field. Among them will be film producer, Pablo Ferro, and master lighting artist, Imero Fiorentino.

Educational & Industrial Workshop (October 22 and 23) Includes: Case history of videotape use by a major corporation. Introduction to Synchrovision by its designer. Case history of videotape use by The State University of New York. Concept of visualization. Methods of economical lighting.

State of the art—use of Helical Scan videotape.


Reeves/Actron
A Service of Reeves Telecommunications Corp.
Registration for either session of PRODUCTION 70 is $140, including lunches. All inquiries should be addressed to Richard Christian, Reeves/Actron, 565 Fifth Avenue, New York, New York 10017.
of political maneuvering, during which NAB's position was that Congress should limit severely the agencies' power to regulate the advertising of "a lawful product." The maneuver ended, for all practical purposes, when Mr. Cullman told Senator Moss's consumer subcommittee that cigarette companies would withdraw from broadcast advertising by September 1970, or sooner if broadcasters would terminate existing contracts. It was that action which was labeled "discriminatory" by broadcasters.

Discrimination is now the primary live issue left for broadcasters, and NAB president Wasilewski again sounded that theme in his letter. Calling for "equal treatment from the Congress," he said that any antitrust exemption granted to cigarette manufacturers should be conditioned on "the voluntary withdrawal of the cigarette companies from advertising and promotion in all advertising media by a fixed date. Only in this way can the principle of equality between competing advertising media which now accept this product be maintained," he said.

Another call for equal treatment came from the FCC, in another letter to Senator Moss. The commission called for an "acrosstheboard" approach by Congress affecting all media alike, and said the question of discrimination raised by broadcasters is "a significant one."

However, the commission added, the possibility of discrimination did not deter it from issuing its proposed ban on radioTV cigarette advertising. Rather, the commission said it chose to discharge its "responsibility in the broadcast field," where it has jurisdiction, thus leaving the matter of equal treatment up to Congress.

The agency supported as "an excellent starting point" for termination of broadcast cigarette advertising, a proposal sent to Senator Moss by NBC calling for "early termination . . . by the substitution of commercials promoting the products of the cigarette companies other than cigarettes (and by some substitution of public service announcements sponsored by these companies)," as the FCC paraphrased it. NBC made its proposal in response to a letter from Senator Moss asking whether each of the networks planned to terminate existing cigarette contracts by Jan. 1, 1970, as the tobacco companies had earlier suggested. NBC refused, but offered the above alternative (Broadcasting, Aug. 25).

As part of the basis for its interest in the NBC proposal, the commission said: "Clearly, early termination will adversely affect, to varying degrees, the private interest of either the broadcasting industry or the cigarette industry. Since the latter industry is primarily responsible for the health hazard issue, since it is now diversified so that it can advertise other products (and even to some extent present public service announcements), and since it does secure benefits from the compromise under consideration (e.g. prevention of any state regulatory legislation and suspension of the Federal Trade Commission proceedings until July 1971), it would appear reasonable that the cigarette industry should bear the largest brunt of the effect of early termination . . . . At the same time, we would also urge that the broadcasting industry make every effort, in the way of equitable adjustments, to faciltiate a resolution along the above lines."

Warnings said to have some effect on smoking

Warnings of the dangers of cigarette smoking are contributing to a small decline in cigarette consumption, the Department of Agriculture said last week.

In a "tobacco situation" report, department economists reported that higher costs and health warnings have combined to reduce per capita cigarette smoking by 2-to-3%, and may also have led to a decline in the number of smokers. They said drop has occurred despite a rise in the smoking-age population and in consumer incomes, factors which have previously contributed to higher cigarette sales.

L.A. office to barter 'Death Valley' episodes

The Los Angeles office of McCann-Erickson Inc. last week revealed that it is going to assume total responsibility for barter sales for retitled episodes of television's longest-running western, Death Valley Days. In the past U.S. Borax and Chemical Corp., Los Angeles, owner of the syndicated series, used Peter Roebuck and Co., New York, independent syndicator, to cover the sales activity of the program. McCann-Erickson, agency for U.S. Borax, formerly handled only contract and commercial responsibilities.

The barter sales of retitled Death Valley Days amounts to a tradeout of sorts. The way it works is that old Death Valley Days shows are sorted out in various packages and retitled. Host-narrators in the first-run product, such as Robert Taylor or Ronald Reag-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 14, 1969

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Week ended</td>
<td>Week ended</td>
<td>Week ended</td>
<td>Total minutes</td>
</tr>
<tr>
<td></td>
<td>Sept. 14</td>
<td>Sept. 14</td>
<td>Sept. 14</td>
<td>week ended</td>
</tr>
<tr>
<td></td>
<td>ABC Cume</td>
<td>Cume</td>
<td>Cume</td>
<td>Sept. 14</td>
</tr>
<tr>
<td></td>
<td>Jan. 1</td>
<td>Jan. 1</td>
<td>Jan. 1</td>
<td>Sept. 14</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$101.9</td>
<td>$120.4</td>
<td>$335.0</td>
<td>94</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$ — — — —</td>
<td>$204.3</td>
<td>$12,662.5</td>
<td>$456.4</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>52,284.2</td>
<td>484.0</td>
<td>868.1</td>
<td>88</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>$124.7</td>
<td>23,833.1</td>
<td>22,074.0</td>
<td>1,533.0</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>51,711.8</td>
<td>78,860.6</td>
<td>303.0</td>
<td>10,386</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>$67.4</td>
<td>23,856.9</td>
<td>2,678.5</td>
<td>91,750.3</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>11,267.2</td>
<td>22,074.0</td>
<td>11,267.2</td>
<td>11,267.2</td>
</tr>
<tr>
<td>5 p.m.-7:30 p.m.</td>
<td>484.0</td>
<td>22,074.0</td>
<td>481.9</td>
<td>3,427</td>
</tr>
<tr>
<td>Sunday</td>
<td>4,934.1</td>
<td>7,332.2</td>
<td>125.0</td>
<td>57,174.3</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>181.2</td>
<td>6,571.4</td>
<td>15.0</td>
<td>18,837.7</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>169,081.1</td>
<td>229,480.6</td>
<td>6,388.7</td>
<td>448</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>$16,818.7</td>
<td>227,260.8</td>
<td>16,322.0</td>
<td>626,722.5</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>761.8</td>
<td>18,166.0</td>
<td>136.0</td>
<td>3,237</td>
</tr>
<tr>
<td>11 p.m.—Sign-off</td>
<td>14,738.1</td>
<td>18,166.0</td>
<td>1,838.5</td>
<td>38,352.6</td>
</tr>
<tr>
<td>Total</td>
<td>57,723.2</td>
<td>$285,018.4</td>
<td>$11,133.3</td>
<td>1,919</td>
</tr>
<tr>
<td></td>
<td>$285,018.4</td>
<td>$404,439.0</td>
<td>$389,461.2</td>
<td>$29,237.0</td>
</tr>
<tr>
<td></td>
<td>$7,723.2</td>
<td>$10,390.5</td>
<td>$11,133.3</td>
<td>69,850</td>
</tr>
</tbody>
</table>

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 14, 1969

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Week ended</td>
<td>Week ended</td>
<td>Week ended</td>
<td>Total minutes</td>
</tr>
<tr>
<td></td>
<td>Sept. 14</td>
<td>Sept. 14</td>
<td>Sept. 14</td>
<td>week ended</td>
</tr>
<tr>
<td></td>
<td>ABC Cume</td>
<td>Cume</td>
<td>Cume</td>
<td>Sept. 14</td>
</tr>
<tr>
<td></td>
<td>Jan. 1</td>
<td>Jan. 1</td>
<td>Jan. 1</td>
<td>Sept. 14</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$101.9</td>
<td>$120.4</td>
<td>$335.0</td>
<td>94</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>$ — — — —</td>
<td>$204.3</td>
<td>$12,662.5</td>
<td>$456.4</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>52,284.2</td>
<td>484.0</td>
<td>868.1</td>
<td>88</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>$124.7</td>
<td>23,833.1</td>
<td>22,074.0</td>
<td>1,533.0</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>51,711.8</td>
<td>78,860.6</td>
<td>303.0</td>
<td>10,386</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>$67.4</td>
<td>23,856.9</td>
<td>2,678.5</td>
<td>91,750.3</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>11,267.2</td>
<td>22,074.0</td>
<td>11,267.2</td>
<td>11,267.2</td>
</tr>
<tr>
<td>5 p.m.-7:30 p.m.</td>
<td>484.0</td>
<td>22,074.0</td>
<td>481.9</td>
<td>3,427</td>
</tr>
<tr>
<td>Sunday</td>
<td>4,934.1</td>
<td>7,332.2</td>
<td>125.0</td>
<td>57,174.3</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>181.2</td>
<td>6,571.4</td>
<td>15.0</td>
<td>18,837.7</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>169,081.1</td>
<td>229,480.6</td>
<td>6,388.7</td>
<td>448</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>$16,818.7</td>
<td>227,260.8</td>
<td>16,322.0</td>
<td>626,722.5</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>761.8</td>
<td>18,166.0</td>
<td>136.0</td>
<td>3,237</td>
</tr>
<tr>
<td>11 p.m.—Sign-off</td>
<td>14,738.1</td>
<td>18,166.0</td>
<td>1,838.5</td>
<td>38,352.6</td>
</tr>
<tr>
<td>Total</td>
<td>57,723.2</td>
<td>$285,018.4</td>
<td>$11,133.3</td>
<td>1,919</td>
</tr>
<tr>
<td></td>
<td>$285,018.4</td>
<td>$404,439.0</td>
<td>$389,461.2</td>
<td>$29,237.0</td>
</tr>
<tr>
<td></td>
<td>$7,723.2</td>
<td>$10,390.5</td>
<td>$11,133.3</td>
<td>69,850</td>
</tr>
</tbody>
</table>

78 (BROADCAST ADVERTISING) BROADCASTING, Sept. 29, 1969
Erickson, the Teletronics Teletronics package, Trails exclude sell Berkshire. The stations are permitted a job now to be handled each an, are cut the producers Mr. Gould houses into two tape recorders, three complete tape pro-
ice video as all officials to a video change the function of the company equipment West, Rent A Car “You ain't new

Teletronics’ expansion coincides with the producers. George a

TV commercial producers. The second spot focuses on Andy &

1968, Avis said, and television spots across the country and television audience. Stale coffee oils in the pot may

BROADCASTING, Sept. 29, 1969

Ad executives told to watch tots shows

Assignments to watch and review the Saturday morning children’s programs and commercials on all three television networks are the lot of 54 executives of Dancer-Fitzgerald-Sample.

The executives, all involved with advertising for General Mills, Peter Paul and Topper Toys, have been or-

Dodgeville, Wis.: WDMP-FM, Dodgeville, Wis.

Dip-it ads campaign for better coffee

The wicked coffee witch may be turning your coffee into a bitter brew, a new commercial warns the ladies in the daytime television audience.

Stale coffee oils in the pot may be creating the “witches’ brew,” explains the 30-second animated spot for Dip-It, a coffee-pot cleaner made by Econom-ics Laboratory, St. Paul.

The commercial begins its two-month run today (Sept. 29) on NBC-TV and in a spot campaign around 40 markets. Warwick & Legler, New York, is the agency, and Pelican Films, New York, is the production company.

Avis opens new campaign

“You ain’t seen nothing yet!” from Avis Rent A Car System, declares a new $6-

most advertising campaign from Avis’s agency, Benton & Bowles.

A three-week “warm-up” campaign with that theme began last week in radio and television spots across the country. The major campaign will break Oct. 13, Avis said, and will feature 60- 30- and 20-second commercials.

One 60-second spot focuses on Andy Granatelli, whose car won the Indianapolis 500 race, and who has now pre-

Sunshine switch due after 44-year deal

Cunningham & Walsh, New York, sub-

cluded a letter of resignation last week to Sunshine Biscuits Inc., New York after a 44-year association with the manufacturers of Sunshine Biscuits, Krispy Crackers, Hi Ho Crackers, Cheez-It, Hydrox Cookies and Cheez-Pix.

A spokesman for Cunningham & Walsh said client changes in management and marketing direction caused the agency to terminate the long-standing business relationship. Billings are ap-

Commercials: 144-AM-FM Clinton, Iowa; wFN-

Avis openings:

KROS-AM-FM Clinton, Iowa; WDN-

AM-FM Dixon, Ill.; KFMR(AM) Salina, Kan.; and WDMP-FM Dodgeville, Wis.: Walton Broadcasting Sales Corp., Chi-

WAB(AM) and WAAF(AM) both Wor-

WeIR-FM Garden City, N.Y.: Her-

WNFL(AM) Green Bay, WNAF(AM)


Avis opens new campaign

“Your ain’t seen nothing yet!” from Avis Rent A Car System, declares a new $6-

most advertising campaign from Avis’s agency, Benton & Bowles.

A three-week “warm-up” campaign with that theme began last week in radio and television spots across the country. The major campaign will break Oct. 13, Avis said, and will feature 60-

Sunshine switch due after 44-year deal

Cunningham & Walsh, New York, submitted a letter of resignation last week to Sunshine Biscuits Inc., New York after a 44-year association with the manufacturers of Sunshine Biscuits, Krispy Crackers, Hi Ho Crackers, Cheez-It, Hydrox Cookies and Cheez-Pix.

A spokesman for Cunningham & Walsh said client changes in management and marketing direction caused the agency to terminate the long-standing business relationship. Billings are approximately $1 million, with 90% going into network television. Past billings have been as high as $4 million. Cunningham & Walsh will continue to handle Sunshine’s advertising through the end of the year while a new agency is being selected.

Dip-it ads campaign for better coffee

The wicked coffee witch may be turning your coffee into a bitter brew, a new commercial warns the ladies in the daytime television audience. Stale coffee oils in the pot may be creating the “witches’ brew,” explains the 30-second animated spot for Dip-It, a coffee-pot cleaner made by Economics Laboratory, St. Paul.

The commercial begins its two-month run today (Sept. 29) on NBC-TV and in a spot campaign around 40 markets. Warwick & Legler, New York, is the agency, and Pelican Films, New York, is the production company.

Avis opens new campaign

“Your ain’t seen nothing yet!” from Avis Rent A Car System, declares a new $6-

most advertising campaign from Avis’s agency, Benton & Bowles.

A three-week “warm-up” campaign with that theme began last week in radio and television spots across the country. The major campaign will break Oct. 13, Avis said, and will feature 60-

Sunshine switch due after 44-year deal

Cunningham & Walsh, New York, submitted a letter of resignation last week to Sunshine Biscuits Inc., New York after a 44-year association with the manufacturers of Sunshine Biscuits, Krispy Crackers, Hi Ho Crackers, Cheez-It, Hydrox Cookies and Cheez-Pix.

A spokesman for Cunningham & Walsh said client changes in management and marketing direction caused the agency to terminate the long-standing business relationship. Billings are approximately $1 million, with 90% going into network television. Past billings have been as high as $4 million. Cunningham & Walsh will continue to handle Sunshine’s advertising through the end of the year while a new agency is being selected.

Dip-it ads campaign for better coffee

The wicked coffee witch may be turning your coffee into a bitter brew, a new commercial warns the ladies in the daytime television audience. Stale coffee oils in the pot may be creating the “witches’ brew,” explains the 30-second animated spot for Dip-It, a coffee-pot cleaner made by Economics Laboratory, St. Paul.

The commercial begins its two-month run today (Sept. 29) on NBC-TV and in a spot campaign around 40 markets. Warwick & Legler, New York, is the agency, and Pelican Films, New York, is the production company.

Avis opens new campaign

“Your ain’t seen nothing yet!” from Avis Rent A Car System, declares a new $6-

most advertising campaign from Avis’s agency, Benton & Bowles.

A three-week “warm-up” campaign with that theme began last week in radio and television spots across the country. The major campaign will break Oct. 13, Avis said, and will feature 60-

Sunshine switch due after 44-year deal

Cunningham & Walsh, New York, submitted a letter of resignation last week to Sunshine Biscuits Inc., New York after a 44-year association with the manufacturers of Sunshine Biscuits, Krispy Crackers, Hi Ho Crackers, Cheez-It, Hydrox Cookies and Cheez-Pix.

A spokesman for Cunningham & Walsh said client changes in management and marketing direction caused the agency to terminate the long-standing business relationship. Billings are approximately $1 million, with 90% going into network television. Past billings have been as high as $4 million. Cunningham & Walsh will continue to handle Sunshine’s advertising through the end of the year while a new agency is being selected.

Dip-it ads campaign for better coffee

The wicked coffee witch may be turning your coffee into a bitter brew, a new commercial warns the ladies in the daytime television audience. Stale coffee oils in the pot may be creating the “witches’ brew,” explains the 30-second animated spot for Dip-It, a coffee-pot cleaner made by Economics Laboratory, St. Paul.

The commercial begins its two-month run today (Sept. 29) on NBC-TV and in a spot campaign around 40 markets. Warwick & Legler, New York, is the agency, and Pelican Films, New York, is the production company.
Tender offer for MGM called a success

If he reaches goal, Kerkorian will own a third of the company and may put in his own team

Kirk Kerkorian, Las Vegas financier, indicated last week that this tender offer for 620,000 shares of Metro-Goldwyn-Mayer Inc. stock at $42 a share was "quite successful." He would not say whether or not he received more shares than he tendered for.

The offer expired Sept. 23. A final tally will not be available until later this week.

At any rate, if he acquires the 620,000 shares he sought, he will have 33% of the shares of MGM. Previously, he had bought 1,263,950 shares in a $35 tender offer. That offer touched off a bitter fight between Mr. Kerkorian's forces and those of Board Chairman Edgar Bronfman, who, along with President Louis Polk, urged stockholders not to sell to Mr. Kerkorian. They did not fight the latest offer.

Asked why he did not ask stockholders not to sell, Mr. Polk last week said, "I considered it a fair price for the stock, and I do not believe it is management's job to interfere in issues concerning the sale of company stock."

Mr. Polk, as Mr. Bronfman's choice for president, will be in a weak position, it is thought, if Mr. Kerkorian gains control of the company. Asked about

The Broadcasting stock Index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.
that, he said last week, "a chief executive is expendable." He added, however, that whether or not Mr. Kerkorian keeps him on, "Mr. Kerkorian will find a good management team at MGM." Earlier, Mr. Kerkorian had said he could provide MGM with "better management than it now has."

The company had a loss of approximately $25 million at the end of fiscal 1969 ended Aug. 31.

In view of this loss, the board of directors met Sept. 25 and omitted the declaration of dividend on the company's common stock for the fourth quarter of its fiscal year. No dividend had been paid for the third quarter, either.

Mr. Kerkorian's influence may be felt when the stockholders vote for a new board of directors at the annual meeting in January. MGM has 17 directors at that time, but there will be five vacancies at that time.

In a surprise move, MGM last week announced that it had named Kenneth Hyman to head its International Productions. Mr. Hyman formerly was executive vice president in charge of production at Warner Bros.-Seven Arts.

Mr. Hyman will be working in MGM's London office. Asked about MGM's involvement in television production in England, he said it is too early to predict anything, but that the company will "surely become more involved in that area."

Company reports:

Collins Radio Co., Dallas, broadcast equipment manufacturer, reported declines in sales and net income for the fiscal year. The company also declared a regular quarterly dividend of 20 cents per share, payable Oct. 13 to stockholders of record Sept. 29.

For the year ended Aug. 1:

<table>
<thead>
<tr>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.01</td>
</tr>
<tr>
<td>Sales</td>
<td>400,053,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>8,332,000</td>
</tr>
</tbody>
</table>

Music Makers Group Inc., New York, creator of music for advertisers, producer of radio and TV programing-production packages and minority stockholder of WPEA (AM) Manchester, N.H., reported a 28% increase in revenues and a 42% increase in net income for the year ended June 30:

<table>
<thead>
<tr>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.59</td>
</tr>
<tr>
<td>Revenues</td>
<td>3,335,070</td>
</tr>
<tr>
<td>Net Income</td>
<td>301,220</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>566,958</td>
</tr>
</tbody>
</table>

Star Broadcasting Group Inc., Omaha

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>NS</td>
<td>34</td>
<td>34</td>
<td>33</td>
<td>42</td>
<td>25</td>
<td>5,883</td>
<td>193,479</td>
</tr>
<tr>
<td>CUC</td>
<td>NS</td>
<td>19</td>
<td>19</td>
<td>18</td>
<td>24</td>
<td>14</td>
<td>12,428</td>
<td>132,000</td>
</tr>
<tr>
<td>DIS</td>
<td>NS</td>
<td>97</td>
<td>97</td>
<td>96</td>
<td>86</td>
<td>80</td>
<td>4,381</td>
<td>370,195</td>
</tr>
<tr>
<td>FWY</td>
<td>NS</td>
<td>24</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>19</td>
<td>1,244</td>
<td>32,145</td>
</tr>
<tr>
<td>MCA</td>
<td>NS</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>55</td>
<td>40</td>
<td>666</td>
<td>3,330</td>
</tr>
<tr>
<td>N</td>
<td>NS</td>
<td>45</td>
<td>44</td>
<td>45</td>
<td>49</td>
<td>35</td>
<td>21,425</td>
<td>202,442</td>
</tr>
<tr>
<td>TA</td>
<td>NS</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td>31</td>
<td>23</td>
<td>8,381</td>
<td>175,798</td>
</tr>
<tr>
<td>TLL</td>
<td>NS</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>25</td>
<td>19</td>
<td>2,083</td>
<td>16,287</td>
</tr>
<tr>
<td>TF</td>
<td>NS</td>
<td>85</td>
<td>75</td>
<td>75</td>
<td>85</td>
<td>69</td>
<td>1,760</td>
<td>14,293</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>NS</td>
<td>34</td>
<td>34</td>
<td>33</td>
<td>42</td>
<td>25</td>
<td>5,883</td>
<td>193,479</td>
</tr>
<tr>
<td>CUC</td>
<td>NS</td>
<td>19</td>
<td>19</td>
<td>18</td>
<td>24</td>
<td>14</td>
<td>12,428</td>
<td>132,000</td>
</tr>
<tr>
<td>DIS</td>
<td>NS</td>
<td>97</td>
<td>97</td>
<td>96</td>
<td>86</td>
<td>80</td>
<td>4,381</td>
<td>370,195</td>
</tr>
<tr>
<td>FWY</td>
<td>NS</td>
<td>24</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>19</td>
<td>1,244</td>
<td>32,145</td>
</tr>
<tr>
<td>MCA</td>
<td>NS</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>55</td>
<td>40</td>
<td>666</td>
<td>3,330</td>
</tr>
<tr>
<td>N</td>
<td>NS</td>
<td>45</td>
<td>44</td>
<td>45</td>
<td>49</td>
<td>35</td>
<td>21,425</td>
<td>202,442</td>
</tr>
<tr>
<td>TA</td>
<td>NS</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td>31</td>
<td>23</td>
<td>8,381</td>
<td>175,798</td>
</tr>
<tr>
<td>TLL</td>
<td>NS</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>25</td>
<td>19</td>
<td>2,083</td>
<td>16,287</td>
</tr>
<tr>
<td>TF</td>
<td>NS</td>
<td>85</td>
<td>75</td>
<td>75</td>
<td>85</td>
<td>69</td>
<td>1,760</td>
<td>14,293</td>
</tr>
</tbody>
</table>

| Standard & Poor Industrial Average | 94.77 | 103.60 | 103.50 |

N-New York Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)
based group broadcasters, reported a 20% increase in revenues and a 205% increase in net income for the year ended June 30:

Earned per share | 1969 | 1968
--- | --- | ---
Revenues | 2,803,333 | 2,584,000
Net income | 211,287 | 67,034

**Reeves Telecom Corp.**, New York, group broadcaster, multiple CATV owner and producer of television programs, reported record revenues but a decline in net income for the six months ended June 30:

Earned per share | 1969 | 1968
--- | --- | ---
Revenues | 10,086,000 | 7,195,000
Net income | 288,000 | 370,000

Note: Figures are restated to reflect acquisitions treated as pooling of interest.

**Television Communications Corp.**, New York, group CATV owner and applicant to purchase WBNH-TV Charlotte Amalie, V. I., reported a record 19% increase in sales and a record 127% increase in net income for the year ended July 31:

Earned per share | 1969 | 1968
--- | --- | ---
Revenues | 4,573,000 | 3,849,000
Net income | 536,000 | 236,000

**Columbia Pictures Industries Inc.**, New York, producer and distributor of motion pictures and television programs, reported declines in both revenues and net income for the fiscal year:

<table>
<thead>
<tr>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
</tr>
<tr>
<td>1968</td>
</tr>
</tbody>
</table>

**Columbia Pictures Corp.** and Screen Gems Inc. are divisions, said lowered earnings had been anticipated but added that fiscal 1969 "stood up well in comparison to any of the corporation's better years." He noted that fiscal 1968 net income was "the highest in history," and voiced optimism that the current fiscal year would show improvement over last year.

For the year ended June 28:

Earned per share | 1969 | 1968
--- | --- | ---
Revenues | $1,032 | $753
Net income | 5,903,000 | 10,383,000

**Who's traded during August**

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 August (all common stock unless otherwise indicated):

- **Annex Corp.—**W. E. Roberts exercised option to buy 7,000 shares, giving him a total of 24,382 held personally, 5,380 held by wife and 7,285 held in trust. Walter E. Weber exercised option to buy 100 shares, giving him a total of 1,100.
- **Aveo Corp.—**G. Keith Funston bought 100 shares, giving him a total of 200,100 held personally, 70 held by wife and 225 held in trust. Robert K. King bought 400 shares, giving him a total of 16,920.
- **Capital Cities Broadcasting Corp.—**Followed the sale of options, P. R. Beuys bought 4,000 shares, giving him a total of 11,500, Robert K. King bought 400 shares, giving him a total of 1,800, Robert K. King bought 400 shares, giving him a total of 16,920.
- **Columbia Pictures—**Leo Jaffe sold 10,000 shares, leaving 80,324 held personally, 1,749 held by wife, 96 held by daughter and 401 held by class A shares. Michael J. Cohen exercised option to buy 105,000 shares, giving him a total of 115,000 held personally and 1,200 held by class A shares. Cowles Communications—John H. Perry Jr. bought 100 shares, John H. Perry Jr. bought 100 shares, giving him a total of 581,000, 226,500 shares through trading account and 8,743 shares through trading account, giving him a total of 57,372 held personally and 1,193 held by class A shares. Walt Disney Productions—C. S. O'Neil exercised option to buy 500 shares, giving him a total of 13,000 held personally.
- **Cox Cable Communications—**Marcus Bartlett sold 300 shares, giving him a total of 2,100 held personally. **Cypress Communications—**David Graham bought 20,000 shares, giving him a total of 450,000 held personally and 2,000 held by class A shares. **Craft-Meeting Cards—**John J. Laux bought 100 shares, giving him a total of 10,786 held personally and 7,744 held by wife. **Storer Broadcasting—**Alan Henry exercised option to buy 100 shares, giving him a total of 11,000 held personally and 15 held by wife. **Taft Broadcasting Co.—**E. C. D'Angelo Jr. bought 2,000 shares, giving him a total of 12,200 held personally and 21 held held by wife. **V. I., producer of television programs, reported declines in both revenues and net income for the fiscal year:

- **Amalie, producer of television programs, reported declines in both revenues and net income for the fiscal year:**

  - **Boston Herald-Traveler Corp.** sold 9,187 warrants, leaving 18,593 warrants. **Boston Herald-Traveler Corp. acquired 9,187 warrants.** **Filmmay Inc.—**Following shares were exercised through the National Stock Exchange: 400: R. R. St. John, 3,000, and J. R. Schoemer III, 400.
- **Fuqua Telecommunications Inc.—**Robert S. Divine bought 3,000 shares, J. B. Fuqua bought 20,000 shares, giving him a total of 416,000 held personally, 400 held by wife as custodian and 3,066 held in trust. James A. Goese bought 4,000 shares, giving him a total of 10,000 shares, leaving 10,000 held personally, L. F. Klawiter bought 8,000 shares, giving him a total of 15,500 held personally and 3,000 held by wife and children.
- **Grey Advertising—**Ben Atwood bought 650 shares, leaving 1,000 held personally. **Gulf & Western Industries—**Philip J. Levin bought 5,000 shares, giving him a total of 28,449, Mrs. Philip J. Levin bought 5,000 shares, giving her a total of 31,025.
- **Kinney National Security Inc.—**Allan B. Ecker bought 700 shares, leaving 700 held personally and 1 held by wife.
- **Lamb Communications—**Edward L. Cobb bought 1,000 class A shares.
- **MCA Inc.—**Max Adler sold 200 shares, leaving 126,500 held personally, 1,900 held by wife, 4,051 held in trusts and 2,250 held by class A shares. James A. Goese bought 200 shares, giving him a total of 10,000 shares, leaving 10,000 held personally, 10,000 held by class A shares, giving him a total of 10,010. L. F. Klawiter bought 200 shares, giving him a total of 15,700 held personally and 3,060 held by wife.
- **Metromedia Inc.—**C. W. Weber bought 200 shares personally and bought 40 shares as custodian, giving him a total of 1,850 held personally and 71 held as custodian. **SM Corp.—**200 shares through trusts, leaving 894,000 held through trusts, 1,000 held personally and 1,900 held by wife, C. B. Samney bought 200 shares, leaving 18,949 held personally, 4,735 held by wife and 219 held as custodian.
- **Motorola Inc.—**Following are exercise of options: John T. Hickey bought 1,200 shares, giving him a total of 12,500 held personally, 999 held by wife and 693 held as custodian, Paul Young bought 5,000 shares, giving him a total of 2,100, E. P. Vonderfecht bought 1,000 shares, giving him a total of 1,500, National General Corp.—Herbert A. Allen sold 4,500 shares, leaving 1,900 held through trusts and 6,660 held personally, 10,500 held by wife and 4,200 held as custodian.
- **PKL Co.—**John Collins sold 200 shares as custodian, leaving 5,500 held personally and 500 held in trust, 200 shares as custodian and 219,011 held in trusts. A. Dannig bought 500 shares, giving him a total of 3,306, Elliott F. Pickle bought 2,000 shares, giving him a total of 2,977.
- **Typo-Color Inc.—**Robert F. Sabatini held 100 shares, giving him a total of 3,988. Mr. Hilfsheimer also bought 20,000 shares, giving him a total of 3,400 held personally and 20,000 held as custodian. Mr. Scherer bought 20,000 shares, giving him a total of 3,500.
- **Wometco Enterprises—Stock fund bought 2,000 shares, leaving 43,900 held personally, 82,500 held by wife. The fund also owns $2,500 of 10% convertible subordinated debentures.** **Wometco Enterprises—Stock fund bought 2,000 shares, leaving 43,900 held personally, 82,500 held by wife. The fund also owns $2,500 of 10% convertible subordinated debentures.
Medical is newest name in broadcast

Basic Communications enters merger deal with entertainment-oriented company

Group-broadcaster Basic Communications Inc. of New York, has merged with Medical Investment Corp. a Minneapolis-based diversified communications, entertainment and marketing services complex, for cash and stock valued at $6,850,000.

At the same time, the boards of directors of Medical Investment Corp. and Twentieth Century-Fox Film Corp. approved an agreement for Fox to acquire 45% voting interest in Medical Investment Corp. through an exchange of $4 million of Fox convertible stock and warrants.

Under the merger agreement, which is subject to FCC approval, Medical Investment Corp. will issue $1.5 million in cash and 389,091 common shares, based on a value of $13.75 per share, for Basic Communications—owner of WIGO (AM) Atlanta; WYDE (AM) Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va. The Wheeling stations produce and stage the 34-year-old Wvwa Jamboree, a weekly country-music show in Wheeling. On Sept. 9, Basic Communications purchased that city's Capital Theater to stage the show.

Basic will be operated under its president and 50.8% owner, Emil Mogul, who will also become senior vice president of Medical Investment and is proposed as a member of the company's board of directors. Basic Communications had revenues last year of over $2 million.

Thomas K. Scallen, president of Medical Investment, said the proposed acquisition is a natural extension of the company's activities in the field of communications, adding that under Mr. Mogul's leadership it intends to further expand its activities by acquiring additional radio and television stations and CATV facilities.

Despite its name, Medical Investment is a diversified company which owns Shipstads and Johnson Ice Follies; Blaine Thompson Co., a New York advertising firm oriented to the entertainment industry which handles a majority of advertising for Broadway shows and other entertainment, and Royal Typographers Inc., a New York firm which does typesetting primarily for the advertising industry. It also has interests in banking, land development and the leasing of medical equipment.

Medical Investment, which is traded over the counter, earned $415,000 or 66 cents per share on revenues of $7,236,000 for the six months ended June 30, 1969. This compares with last year's net income of $195,000 or 31 cents per share on revenues of $4,430,000.

All the Basic Communications stations operate full-time—WIGO (AM) on 1340 kc with 1 kw day and 250 w night, WYDE on 850 kc with 10 kw day and 1 kw night and WWVA on 1170 kc with 50 kw. The Wheeling FM operates on 98.7 mc with 7.4 kw and an antenna height of 470 feet above average terrain.

Brokers handling the transaction were Kleiner, Bell & Co. and Adams Broadcasting Services.

Earlier this year, Basic withdrew from a proposed $18-million merger agreement with West Michigan Telecasters (Wzwm-Fm-Tv Grand Rapids, Mich.) and the Birmingham (Mich.) Eccentric and Averill Press (Broadcasting, March 17). The other parties continued with their merger plans and the FCC approved the merger Sept. 17. Under the plan, West Michigan will form a holding company, Synergistic Communications Corp., 55% owned by West Michigan stockholders and 45% owned by three new stockholders—Henry M. Hogan Jr., Paul Neal Averill and Elinor Bunin. Mr. Hogan will exchange his 98% of the Eccentric and 100% of a Michigan commercial printing company for 41.84% of Synergistic. Mr. Averill will exchange his 2% of the Eccentric for 2.5% of Synergistic and Elinor Bunin will exchange her company (which creates and produces graphic designs and films for television and motion pictures) for 2.5% of the new company.

Financial reports:

- Combined Communications Corp., Phoenix-based group broadcaster, has reached an agreement in principle to acquire Neagel Outdoor Advertising of Kansas City Inc. for 148,000 Combined Communications common shares. The company acquired Naegele Outdoor Advertising of Detroit earlier (Broadcasting, April 21).

- Filmways Inc. and Skye Recording Co., both New York, have announced termination of their agreement for acquisition of Skye by Filmways (Broadcasting, Aug. 4).

- Signal Co.'s Inc., Los Angeles, has filed a registration statement with the Securities and Exchange Commission offering $10 million of sinking fund debentures for public sale. Net proceeds will be added to general funds. Signals Co.'s is engaged in oil and gas business, manufacture and sale of aerospace and industrial products and the manufacture and sale of motor trucks. It also owns 49.9% of Golden West Broadcasters, group station owner.

Time Inc. sets up new film division

Time Inc., New York, publisher, group broadcaster and CATV owner, announced last week an agreement in principle to acquire Peter M. Robeck & Co., New York-based primary distributor of British Broadcasting Corp. television programs.

The acquisition would be made through an exchange of 13,500 shares of Time common stock, worth more than $600,000, for all outstanding stock of the Robeck Co.

The Robeck organization would serve as the core of a new division of Time, to be known as Time-Life Films, with Mr. Robeck as managing director and Frank White, formerly associate director of Time's corporate development department, as associate director of the new division. Time-Life Films plans to continue working with the BBC after the acquisition, Time chairman Andrew Heiskell said in announcing the merger plan.

Time-Life broadcast stations are KLZ-AM-FM-Tv San Diego, KERO-TV Bakersfield, Calif., and WpBm-AM-FM-Tv Indianapolis.
Fates & Fortunes

Broadcast Advertising

John Schneider III, with National Brewing Co., Baltimore, appointed corporate advertising manager for Colt 45 Malt Liquor and brewery's regional brand beers. He will also have advertising responsibility for Baltimore Orioles baseball club and Laco Corp., producer of waxes, cleaners and olive oil products. Both are subsidiaries of National Brewing Co.

Frederic Cuba, associate director of research, Charles F. Frost, account supervisor, Jack D. Hill, media research director, Jane Maas, copy group head, Sanford Roth, art group head, and Terry Stern, copy group head, all with Ogilvy & Mather, New York, elected VP's.

Pat Kenney, assistant advertising manager, Alberto-Culver Co., Melrose Park, Ill., joins wews(Tv) Cleveland, as national sales manager.

David H. Means, VP and account supervisor, N. W. Ayer & Son, Philadelphia, elected VP and management supervisor.

Richard Schaller, local sales manager, KHON-TV Honolulu, appointed general sales manager.

Thomas G. Roche, with NBC Spot Sales, New York, joins Edward Petry & Co., Chicago office, as group sales manager.

Johnny Jacobs, general manager, wktc-(AM) Charlotte, N.C., appointed corporate sales manager of Action City Broadcasting Corp., parent company.

Bill Sommers, with RKO Radio Representatives, Los Angeles office, named western sales manager, FM sales division, RRR.

Elton L. Spitzer, director of sales, wtmp(FM) Chicago, joins wrfm(FM) New York as director of special projects, including development of special sales campaigns.

Verne Reynolds, manager of Seattle office, Lennen & Newell, named VP-client services for Alaska, Washington and Oregon. He is succeeded by Harry M. Sey, VP and account supervisor in L & N's San Francisco office.

Stanley E. Yudin, assistant media director, L & N, New York, appointed associate media director.

Jerrold M. Marshall, with H-R Representatives, Philadelphia, joins radio division of Edward Petry & Co. as manager of office there.

Roberta von Cantz, co-founder of Colgan-Shimer-von Cantz, Philadelphia agency, named president. She succeeds W. Robert Shimer, also co-founder, who retains position of chief executive officer with responsibilities in creative development.

Arnold Kusnetz, research supervisor, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt there as research account manager.

Stanley J. Bodner and John U. Hill, account supervisor, Bishopric/Green/Fielden, Miami, named VP's.

Jose Luis Amador, with KUKA(AM) San Antonio, Tex., named VP and sales manager.

James Parker, with WJAC-AM-FM Johnstown, Pa., appointed sales manager.

Charles M. Bell, local sales manager, WRC(AM) New Britain, Conn., joins WCAS(AM) Cambridge, Mass. as sales manager.

John S. Lotz, commercial manager, KERP(AM) St. Louis, and Thomas V. O'Connell with WNEW(TV) Cleveland, joins WKRKY(AM) Cleveland as general sales manager and local sales manager, respectively.

Paul Theriault, senior executive, WNEW-FM New York, appointed station's director of New York sales.

Rudy Fiala, Chuck Kellowe, Mike Mangano and Hal Silverman, copy supervisors, Doyle Dane Bernbach, New York, named VP's.

Andy Sanders, with KOGM(AM) Albuquerque, N.M., appointed general sales manager.

Thomas J. Price, formerly sales-service coordinator, KHJ-TV Los Angeles, joins Tempo Enterprises, Hollywood commercial film-production company, as director of creative services.

Marvin Greenbaum, associate director for advertising and marketing, Columbia direct-marketing services division of CBS, New York, joins Edward McLean & Co. agency there as director of production services.

Ray Rhodes, director at KFAX(AM) San Francisco, forms Ray Rhodes & Co., media representatives with offices at 68 Post Street, San Francisco. Phone 981-1833.

Betty Neiny, with CBS Television Stations National Sales, New York, appointed coordinator of New York office.

Herb Levitt, sales promotion art director, Wells, Rich, Greene, New York, named to head new promotion services...
department of The Lampert Agency there.

Media

Robert F. Klein, general sales manager, KNEW (AM) Oakland, Calif., named VP and general manager.

Walt Kearsey, VP and general manager, WBK (AM) Pittsfield, Mass., resigns to pursue career in travel business and other interests. No successor has been named.

V. James Moore, secretary-treasurer, Mullins Broadcasting Co., Denver, also named VP. Jerry Robinson, business manager of Mullins' KBTR (AM) and KBTV (TV) both Denver, and Charles Haskell, company VP, also appointed assistant treasurer and assistant secretary of company, respectively.

Marshall Coe, with KUKA (AM) San Antonio, Tex., named executive VP and station manager.

Edward Bergman Jr., Midwest sales manager for Chain Store Age Magazines, Chicago-based subsidiary of Lebhar-Friedman Inc., New York, named VP and general manager of Leesburg (Fla.) Cablevision Inc., also Lebhar-Friedman subsidiary.

Theodore R. Lon, formerly business manager, WCAO (AM) Baltimore, joins WBBD-TV Detroit in same capacity.

Karen Layland, director of communications center of National Council of Churches, New York, joins National Association of FM Broadcasters there as administrative director.

Harry Lipson, general manager, WPBN-TV Traverse City and WTMJ-TV Cheyboygan, elected president, Michigan Association of Broadcasters. Others elected:

John S. Markward, WOOD-TV Grand Rapids, VP; Jay Watson, WJBK-TV Detroit, secretary-treasurer.

Morris DeLisser, co-director of co-operative college development program, Phelps Stokes Fund, New York, joins CBS there as staff executive for minority-management resources, management resources department. His duties will include executive placement of and manpower planning for minority-group personnel.

Jerome W. Morris, VP secretary-treasurer and business manager of KTAR-

Graham Junior College

RADIO AND TELEVISION BROADCASTING

Graham Junior College   (Founded at Cambridge School) 632 Beacon St., Boston, Mass. 02215

13 named at Cox

Marcus Bartlett, VP of Atlanta-based Cox Broadcasting Co.'s technical publishing, program production and distribution, and services divisions and CATV affiliate, Cox Cable communications Inc.; Frank Gaither, VP, broadcast division; and Clifford M. Kirkland Jr., VP and secretary-treasurer of corporation, all named executive VP's of their respective divisions. James M. Rupp, Michael S. Klevman and Ernest L. Adams, with Cox Broadcasting's broadcast division, named corporate VP's of marketing, programming and engineering, respectively.

Station general managers Don Elliott, WSB-AM-FM, Atlanta; Elmo Ellis, WSB-AM-FM, Atlanta; Stanley G. Mouse, WHIO-AM-FM-TV, Dayton, Ohio; C. George Henderson, WSGC-AM-FM-TV Charlotte, N.C.; Roger D. Rice, KTVU-TV Oakland-San Francisco; Leonard A. Swanson, WABC-TV Pittsburgh; and James W. Wesley, WIOD-AM-FM Miami, all Cox Broadcasting Co. stations, also named station VP's.

AM-FM Phoenix, appointed controller of KOOL-AM-FM-TV that city.

Harry C. Butcher, former broadcaster and cable TV operator, becomes chairman of executive committee of weekly Goleta (Calif.) Sun, scheduled to become five-day-a-week daily. Mr. Butcher, was CBS Washington, V.P. before World War II, founded KIST (AM) and was involved in establishment of KEY-TV both Santa Barbara, Calif.; and was owner of KIVA (TV) Yuma, Ariz., as well as pioneer in cable TV, all in post-war years. He has sold his remaining 5% interest in Cable TV of Santa Barbara to majority stockholder Philadelphia Bulletin Co.

Henry J. Davis, director of TV program development for Storer Broadcasting Co., Miami Beach, appointed to newly created position of station manager at Storer's WITI-TV Milwaukee.

Programming

S. Reynolds Parke III, eastern sales manager, ABC-TV, New York, joins Metromedia Producers Corp. there as VP in charge of national sales.

M. Kenneth Hyman, executive VP in charge of worldwide production, Warner Bros.-Seven Arts, Burbank, Calif., named VP in charge of European production for MGM (see page 78 C).

Murray Horowitz, director of creative services, Independent Television Corp., New York, named VP-creative services.

Morris Goldschlag, general attorney for theaters, real estate and motion-picture production, ABC, New York, joins Filmways Inc. there as VP and director of legal affairs.

Ira Barmak, producer-writer of Game, new series, for Chuck Barris Productions Inc., Hollywood, joins CBS Enterprises Inc. to direct development of new syndicated TV programing. He will have offices at both CBS Enterprises, New York, and Ira Barmak Enterprises, Hollywood.

Robert T. Quinlan, VP and general

(Advertisement)

"Let the punishment fit the crime"

Ah, that it were so. But in cases of libel, slander, piracy, plagiarism, invasion of privacy or copyright violations it just may not happen that way. As a matter of fact, juries sometimes decide in favor of the underdog simply because he is the underdog. You don't have to be a "top dog" to be hit with a damage suit, you just have to be part of the communications industry. Solution? An Employers Special Excess Insurance Policy. Decide what you can afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. D, EMPLOYERS INSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.
manager of Telewest Productions, San Francisco, appointed production and remote sales manager for mobile-unit operation of kbsc(TV) Corona, Calif.

Thomas H. Darrah, with WJAC-AM-FM Johnstown, Pa., appointed program director.

Jim Michaels, with WNNI(AM) Columbus, Ohio, appointed program director.


Jack James, director, WREK-TV Rockford, Ill., joins WCCL-TV Minneapolis-St. Paul as producer-director.

Tom Swift and Timothy Powell, co-production directors, KMFX(FM) San Francisco, appointed program director and music director respectively.

William J. Wilson, with The Christophers, New York, appointed associate director with responsibilities including Christophers' radio and TV programs.


News

Lou Cioffi, ABC News correspondent and head of Far East bureau, appointed Tokyo bureau chief. He succeeds Roger Peterson, who returns to ABC News staff in New York.


Norman O. Wagy, news director, Storer Broadcasting Co.'s WJW-TV Cleveland, appointed bureau chief of Storer's expanded Washington news bureau.


Jerry Bowen, reporter, KSTP-TV St. Paul-Minneapolis, joins WCCO-TV Minneapolis-St. Paul as writer, reporter and newscaster.

William J. Dill, general news supervisor, AP's Chicago bureau, appointed chief of AP's Baltimore bureau. He succeeds Marvin D. Beard, who resigns.


Carl George, reporter for KABC-TV Los Angeles, joins KNXT(TV) there as newscaster.

Randy D. Covington, newsman for AP in Indianapolis, joins KXYZ-AM-FM Houston as editorial director.


Hi Mayo, with KBRI(AM) Brinkley, elected chairman of AP Arkansas Broadcasters Association. He succeeds Jim Pitcock, with KATV(TV) Little Rock.

Wanda Ramey, newscaster for KPIX(TV) San Francisco, joins KGO-TV there as newscaster.

Rev. Walter Wilson, formerly assistant pastor of First Baptist Church, Lima, Ohio, and news director of WIMA-AM-FM-TV there, joins WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, as night news editor.


Bill Rees, newscaster, WCFL(AM) Chicago, joins KQV(AM) Pittsburgh, in same capacity.


Robert Cerminara, with WJAS(AM) Pittsburgh, and David Ellsworth, with WCUE(AM) Cuyahoga, Ohio, join news department of WAGM(AM) Cleveland.

Rod Carr, managing news editor, WTRK(AM) Troy and WDRC(FM) Albany, joins WNYS(TV) Syracuse, all New York, as reporter and newscaster.

Bud Carter, news director, WHB(AM) Kansas City, re-elected president, Missouri Radio-TV News Association. Others elected: Don Shinkle, KRCG(TV) Jefferson City, VP; and Jim Hale, KTVI(TV) St. Louis, secretary-treasurer.

Ray Ruester, formerly VP for news and special events, WFTV(TV) Orlando, Fla., joins The News Journal, Daytona Beach, Fla., as political editor.

Ross Muholland, with United Broadcast News, Birmingham, Mich., syndicated automotive oriented radio and publishing service, appointed as host of United Broadcast News radio program, Cars and Comments. Company has moved general offices from Detroit to Suite 204, 700 Maple East, Birmingham, Mich. 48011.

Promotion

Josh Kane, assistant trade news editor, program and trade publicity department, NBC, New York, appointed to newly created position of manager, program and trade publicity.

Michael B. Levine, PR director, Police Athletic League of New York, joins WNY-AM-FM Washington as advertising and promotion manager.

Jeff Satkin, assistant to advertising director, Screen Gems, New York, joins Walter Reade Organization there as director of advertising promotion for TV.
division.

Alexander S. Dusek, advertising and sales promotion manager, WBBZ-TV Boston, appointed creative services director.

Roy N. Lang, with promotion department, WFGA-TV Jacksonville, Fla., appointed promotion manager.

Equipment & Engineering

James L. Wilson, formerly VP of engineering NBC, New York, joins Philips Broadcast Equipment Corp., Montvale, N.J., audio-video systems division, as VP and general manager.


Donald J. Degenhardt, studio services manager, broadcast operations and engineering department, ABC, New York, appointed to newly created position of TV project manager.

Deet Jonker Jr., production coordinator. Edward Messina Jr., also with ABC broadcast operations and engineering department, New York, appointed to newly created position of assistant director of film services-technical.

Mr. Andre  Mr. Herman

John Andre, marketing manager, Delta Electronics Inc., Alexandria, Va., joins Broadcast Electronics, Silver Spring, Md., as marketing manager for government and systems. Don Herman and Marty Heckman, with Broadcast Electronics equipment sales, appointed broadcast sales manager and sales promotion manager, respectively.


Fernando Perez, Latin American export sales manager for Telescop International Corp., New York, named international marketing manager for Sparta Electronic Corp. and Jampro Antenna Co., both Sacramento, Calif.-based subsidiaries of Computer Equipment Corp.

Vincent Ciuruzo, lighting director for ABC-TV on both East and West Coasts and James Kilgore, lighting director, Lewron TV Inc., Baltimore, join newly opened Los Angeles office of Imetro Fiorentino Associates Inc., lighting designers and consultants, as staff lighting directors.

Allied

Cecil L. Richards, with Hamilton-Landis & Associates, Washington, media brokerage firm, named VP.

Alvin Snyder, executive news producer, WCBS-TV New York, accepts appointment as broadcast deputy to Herbert G. Klein, director of communications for President Nixon.

Gerald Lukeman, VP in charge of sales, Audience Studies Inc., New York, named to newly created position of executive VP with over-all supervision of ASI offices in Los Angeles, Chicago and New York.


Arron Kessler, with Career Academy Inc., Milwaukee, occupational education organization, appointed divisional director of northeastern division there. His responsibilities include marketing of Career Academy's radio-TV broadcasting courses.

Charles D. Jacobson, formerly executive VP, Alfred Politz Research Inc., New York, and Richard Vincent, manager of research development for Time magazine, New York, join Daniel Starch & Staff, Mamaroneck, N.Y., as assistant to president and associate publisher, respectively.


International

Gordon F. Keeble, chairman and executive officer, CTV Television Network Ltd., Toronto, resigns. Future plans are unannounced. Murray H. Chercover, president and chief operating officer of network, named president and managing director.

Hiroshi Sakamoto, manager of foreign relations and program exchange, Nippon Hosyo Kyokai (NHK), principal Japanese radio and TV network, granted two-year leave of absence to join International Broadcast Institute, Rome, organization studying contemporary revolution in mass communications, as deputy director. IBI, whose principal funds are now derived from Ford Foundation, opened Rome office in February 1969.

Charles V. Andersen, operations manager of computer-products division of Ampex Corp., Culver City, Calif., named VP-general manager of Europe, Africa and Middle East area of Ampex International, with headquarters in Reading, England. He replaces James T. Walsh, who resigns.

Deaths

Quayle B. Smith, 51, communications lawyer, died Sept. 19 at Veterans hospital, Washington, of lung cancer. Mr. Smith practiced law in Washington since 1947, first with Segal, Smith & Hennessy, and from 1960 to 1967 with Pierson, Ball & Dowd followed by one year in private practice. He is survived by his wife, Eleanor, one son, and one daughter.
As compiled by Broadcasting, Sept. 16 through Sept. 23 and based on filings, authorizations and other FCC actions.


New TV stations

Final actions


Hearings examiner granted ex parte temporary authorization to file line responsive pleadings to petitions to enlarge issues filed July 21 by Antwin Theatres Inc. Action Sept. 17.


Minnesota—FCC denied applications by Control Data Corp., computer manufacturer, for review of review board actions in two Minneapolis TV proceedings. Control Data alleged it would receive harmful interference from operations to TV trans. Action Sept. 17.

Rulemaking action

Hagerstown, Md., and Altoona, Pa.—FCC amended TV table of assignment by assigning ch. 33 to Hagerstown and substituted ch. 38 for ch. 31 at Altoona. (Doc. 18692). Action Sept. 17.

Call letter action

West Virginia Educational Broadcasting Association, Grandview, W. Va. Granted *WSWP-TV.

Existing TV stations

Final actions


State Educational Radio and Television Facility Board, Idaho City—Broadcast Bureau granted mod. of CP to change ERP educational TV to 245 kw vis., 24.5 kw aur.; change type trans. and ant. height 140 ft. C.

KSLA-TV Shreveport, La.—Broadcast Bureau granted license covering permit for changes. Action Sept. 18.


KMOX-TV St. Louis—Broadcast Bureau granted license covering permit for installation of auxiliary ant. at main trans. and ant. location. Action Sept. 18.

WAKR-TV Akron, Ohio—Broadcast Bureau granted license covering changes. Action Sept. 18.

WNEP-TV Scranton, Pa.—Broadcast Bureau granted license covering permit for installation of auxiliary ant. at main trans. and ant. location. Action Sept. 18.

WCSC-TV Charleston, S. C.—Broadcast Bureau granted license covering permit for changes; granting license covering use of main trans. as alternate main trans. Action Sept. 18.

K2TV(TV) Corpus Christi, Tex.—Broadcast Bureau granted license covering permit for changes. Action Sept. 18.


Actions on motions

If, Broadcast Bureau, on requests by Electric Industries Association and National Association of Broadcasters, extended time through Oct. 19 for filing reply comments to Doc. 17 in amendment process. Action Sept. 18.

Hearing Examiner Basil P. Cooper in San Diego (Gross Broadcasting Co. [KJG-TV-TV]). TV proceeding, on request of applicant and respondent Party, postponed further prehearing conference to Oct. 21; postponed hearing to Nov. 1; rescheduled evidentiary hearing to Oct. 9 (Doc. 13877), Action Sept. 18.

Hearing Examiner Isadore A. Hong in Baton Rouge (Louisiana Television Broadcasting Corp. [WBHZ-TV-TV]). TV proceeding, on request of applicant and respondent Party, postponed further prehearing conference to Oct. 21; postponed hearing to Nov. 1; rescheduled evidentiary hearing to Oct. 9 (Doc. 13877), Action Sept. 18.

Hearing Examiner James F. Tierney in Greensboro, N. C. (South Carolina Educational Television Commission [WTTV(TV) et al.]). TV proceeding, granted petition by Reeves Telecon Corp. for leave to amend application to reflect election of new member to the Board of Directors of subsidiary corporation (Doc. 18589), Action Sept. 12.

Network affiliations

ABC

Formula: In arriving at clearance payments for network use of BC multiplied by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially used by program for which compensation is paid, then by the fraction of station's total commercial availabilities during program broadcast. ABC deducts 20% of station's network rate for changes, including payments to ASCAP and BMI and interconnection charges.


KXVII-TV Amarillo, Tex. (Marsh Media Corp., Ltd.)—Contract dated July 14, 1969, replaces one dated April 1, 1955; effective Sept. 15, 1969, to Sept. 15, 1971. First call right. Programs delivered to AT&T testboard at Amarillo until midnight, Monday, between AT&T testboard at Wichita Falls, Tex., and station's master control is constructed and in operation. Programs then delivered to AT&T testboard at Wichita Falls. Network rate, $2,525; compensation paid at 30% prime time.

NBC

Formula: NBC pays affiliates on the basis of usable hours, adjusted for equivalent hour, at Broadcast Bureau granted license covering permit for installation of auxiliary ant. at main trans. and ant. location. Action Sept. 18.

WNEM-TV Bay City-Saginaw-Flint, Mich. (Meredith Corp.). Letter-agreement dated...
### PROFESSIONAL CARDS

#### JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
296-6400
Member APOCO

#### JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Telephone District 7-1205
Member APOCO

—Established 1926—

#### PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-1000
Member APOCO

#### A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
296-2315
WASHINGTON, D.C. 20006
Member APOCO

#### GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg.
National 8-7757
Washington, D.C. 20004
Member APOCO

#### A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member APOCO

#### GUY C. HUTCHESON
CONSULTING ENGINEERS
817-261-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

#### WALTER F. KEAN
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(312) 447-2401
Member APOCO

#### HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport-Los Angeles, California 90120
(213) 342-5208
Member APOCO

#### CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Rd.
Cleveland, Ohio 44141
Phone: 216-526-4386
Member APOCO

#### VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
TWX 910-931-0514
DENVER, COLORADO
Member APOCO

#### RAYMOND E. ROHRER
Consulting Radio Engineers
427 Wyatt Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member APOCO

#### E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

#### CARL S. SCHREIBER
CONSULTING ENGINEER
634-9558
Member APOCO

#### TERRILL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014
Member APOCO

#### ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plaintown, N.Y. 11903
(516) 694-1903

#### ERIC B. SHORT
CONSULTING ENGINEER
345 Colorado Blvd.
Los Angeles, California 90020
(213) 447-2401
Member APOCO

#### SERVICE DIRECTORY

#### COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo
Phone Kansas City, Laclede 1-3777

#### CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

#### ALVIN H. ANDRUS
Broadcast Consulting Engineer
1926 Eye Street, N.W.
Washington, D.C. 20006
Telephone (202) 338-3213
Member APOCO

#### RTV International, Inc.
RADIO PROGRAM CONSULTATION
Shelton Singer, Vice President
405 Park Avenue
New York, N.Y. 10022
(212) 421-0680

#### contact
BROADCASTING MAGAZINE
1235 DeSales St. N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 658-1022

#### PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 593-1661

#### SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers—among them, the decision-making
station owners and managers, chief engineers and technical
applicants for am, fm, and facsimile facilities.
*ARB Continuing Readership Study

#### Telecommunication Consultants International, Inc. (TCI)
Offers Consulting Services in Telecommunications & Electronics
Data Handling Systems
Gerald C. Gross, President
1028 Conn. Ave., N.W.
Washington, D.C. 20036
Phone (202) 659-1155

---

BROADCASTING, Sept. 29, 1969
Summary of broadcasting
Compiled by FCC, Sept. 1, 1969

<table>
<thead>
<tr>
<th>Licensed</th>
<th>STA*</th>
<th>CP/PS</th>
<th>Total Licensed</th>
<th>STA*</th>
<th>CP/PS</th>
<th>Total Licensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,249</td>
<td>3</td>
<td>7</td>
<td>4,256</td>
<td>3</td>
<td>4,332</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,996</td>
<td>0</td>
<td>42</td>
<td>2,038</td>
<td>151</td>
<td>2,189</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>495</td>
<td>2</td>
<td>9</td>
<td>504</td>
<td>16</td>
<td>522</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>122</td>
<td>0</td>
<td>0</td>
<td>122</td>
<td>0</td>
<td>122</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>617</td>
<td>2</td>
<td>64</td>
<td>681</td>
<td>13</td>
<td>694</td>
</tr>
<tr>
<td>Educational FM</td>
<td>371</td>
<td>0</td>
<td>11</td>
<td>382</td>
<td>43</td>
<td>425</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>99</td>
<td>0</td>
<td>6</td>
<td>105</td>
<td>6</td>
<td>111</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>160</td>
<td>0</td>
<td>18</td>
<td>180</td>
<td>19</td>
<td>199</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization
1 Includes 25 educational AM's on nonreserves channels.
2 Includes two licensed UHF's which are not on the air.


New AM stations
Start authorized
- WPUL Bartow, Fla.—Authorized program operation on 1130 kw, 1 kw-D. Action Sept. 17.

Final action

Actions on motions
- Hearing Examiner Millard F. French in Blue Ridge and Charlestonville both Georgia (Clix Broadcasting Co., AM—Beaverton, Ore.). AM proceeding, granted motion by Clix Broadcasting and extended to Sept. 30 time to exchange engineering exhibits and to Oct. 15 time to exchange non-engineering exhibits (Docket 18362-7). Action Sept. 17.

Other actions

Stations
- Review board in Kansas City, Mo. AM proceeding. Docs. 18353-54, instrument before panel of review board scheduled for Oct. 9 at 9 a.m. Injunction in action. Action Sept. 17.

Call letter applications
- Lorain Community Broadcasting Co., Lorain, Ohio. Requests WIRO.
- Camuy Broadcasting Corp., P.R. Requests WCHQ.
- Call letter actions
- Kona Coast Broadcasting Co., Kealakekua, Hawaii. Granted KKKX.
- Outer Banks Radio Co., Wanchese, N. C. Granted WOBX.

Existing AM stations
Application
- WAAM Ann Arbor, Mich.—Seeks CP to increase station power to 5 kw: change DA-2 patterns: trans. loc.; ant. system. Action Sept. 17.

Final actions
- Broadcast Bureau granted renewal of license to: KASH Eugene, Ore.; KOOK Billings, Mont.; WBMH Harwurth, WUSM Reading and WSLT Shaminok, all Pennsylvania; WSTI Alton, Ill.; WTHE Kinston, N.C.
- WGHM Skowhegan, Me.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Sept. 15.
- WWVC Wilkesboro, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1970, granted mod. of CP to change trans. location to Woodland Boulevard near West View Drive; conditions. Action Sept. 15.

Actions on motions
- Hearing Examiner Thomas H. Donahue in Superior, Wis. (WWIC Co., AM—Tigers) AM proceeding, granted by WWIC for leave to amend application to specify Duluth instead of Duluth as location of station and make correlative changes; further ordered amended application removed from hearing examiner’s prehearing conference line (not by that action accepted for filing); opened request for hearing conference Sept. 19 (Docket 16967). Action Sept. 17.
- Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colin Johnston (WECP) and Ford Broadcasting Co., AM proceeding, exhib. 1 of Meredith Colin Johnston now being complete, set certain procedural dates and ordered hearing record closed (Dockets 16967-8). Action Sept. 11.

Fines
- KFLN Baker, Mont.—FCC notified of apparent liability of $2,865 for non-compliance with station authorization and for rule violations in that station was repeatedly directed to cease and desist and ordered to pay $2,865. Oct. 1 through Nov. 15, 1968, did not sign appropriate log when starting duty and again when going off duty. Action Sept. 17.
- WVOZ Los Angeles, Calif.—FCC notified of apparent liability forfeiture of $100 for non-compliance with license to make filings and investigations each seven days; and for violation of rules for excessive modulation. Action Sept. 17.
- WVOZ Carolina, P.R.—FCC ordered International Broadcasting Corp., Rio Piedras, P.R. to show good cause to continue to observe terms of station authorization, and failure to obtain provisions of rules by over-modulating, making fictitious log entries, failing to log external frequency measurements and using excessive tower lights at local sunset on 5 occasions. Action Sept. 17.
- KWMC Del Rio, Tex.—FCC notified of apparent liability forfeiture of $500 for violations in that transmitting equipment inspections were performed by operator not holding valid radiotelephone first license from Oct. 11 through 25, 1968; no entry in maintenance log between Oct. 17 and 19, 1968, which indicates calibration check of remote meters against regular base current; and no entry in maintenance log between Oct. 25 and 28, 1968, which check that for proper operation of tower light was made Oct. 14-19, 1968. Action Sept. 17.
- WSNO Barre, Vt.—FCC notified of apparent liability forfeiture of $300 for rule violations in that station authorized on Oct. 15, 1968, was not in operation on Nov. 19, 1968, with power of more than 30 kw above authorized 250 w. Action Sept. 17.

New FM stations
Applications
- Punta Gorda, Fla.—Charlotte County Broadcasting Corp., AM—Punta Gorda. Seeks 107.5 kw, 15 kw-D. Ant. height above average terrain 224 ft. P.O. address: Box 777, Punta Gorda. Estimated construction cost $25,872; first-year operating cost $21,000; revenue $25,000. Principals: John J. Car, secretary-treasurer (15%), Robert Lotz, vice president, secretary and member of board; Robert Lotz, vice president, member of board; E. W. Gorden, vice president, member of board; Robert Lotz, sole owner. Action Sept. 17.
- Punta Gorda, Fla.—Charlotte County Broadcasting Corp. Seeks 92.9 mc, 15.28 kw. Ant. height above average terrain 174 ft. P.O. address: 1 Main Street, Bangor 40401. Estimated construction cost $27,114.50; first-year operating cost $18,800; revenue $15,200. Principals: Melvin L. Stone, president, et al. Applicant owns WETY(FM) (Docket 16749).
- Newport, Tex.—Bowie County Broadcasting Inc. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 366, Newport, Tex. Estimated construction cost $29,995; first-year operating cost $17,000; revenue $13,000. Principals: Andrew Bonham, president (25%), Tuff C. Jones, secretary (15%), Robert Knox, treasurer (30%), Ellis B. McGee (15%), John H. McCord and Hiram Shute (each 5%). Mr. Bonham owns radio supply firm. Mr. McGee owns radio station. Mr. Knox owns real estate, general store, and some of pharmacy and gift shop. Mr. Jones is physician and owns clinic, hospital and nursing home. Mr. Shute owns 85% of bowling alley, and 50% each of grocery store and barrel wash. Applicant owns KBNO-AM (Docket 16992). New Boston, Tex. Action Sept. 17.
- Pleasanton, Tex.— Atascosa Broadcasting Co., AM—Pleasanton. Seeks 98.3 mc, 3 kw. Ant. height above average terrain 219 ft. P.O. address: 215 North Main Street, Pleasanton 76874. Estimated construction cost $36,607; first-year operating cost $12,000; revenue $15,000. Principals: Ben L. Parker (50%), John Parker owns KBOP(AM) Pleasanton, cattle farming. Mr. Parker owns residential rental company. Action Sept. 22.

Starts authorized
- WGUL-FM New Port Richey, Fla.—Authorized program operation on 105.5 mc.
ERF 1.65 kw, ant. height above average terrain 130 ft. Action Sept. 12.


KINT-FM El Paso.—Authorized program operation on 973 mc, ERP 60 kw, ant. height above average terrain 830 ft. Action Sept. 11.

WWOW-FM Logan, W. Va.—Authorized program operation on 101.9 mc, ERP 13.5 kw, ant. height above average terrain 830 ft. Action Sept. 12.

Final action

Midleton, Wis. — Hudson Broadcasting Corp. FCC granted 103.3 mc, 3 kw. Ant. height above average terrain 300 ft. Action Sept. 12.

Macon, Ga. — squash from WCMR. and 50% of WCMR (Both Harrisburg, Pa., 32% of WAAW-FM West Allis, Wis., and is at


Actions on motions

Chief, Broadcast Bureau, on request of Grundy County Broadcasters, Inc., extended to Sept. 15 time to file replies to action in amendment of Section 73.202 of rules for assignment of 2868 to Coal City, Ill. Action Sept. 23.

Chief, Office of Opinions and Review, in response to request of Georgia Broadcasting Co.), FCC proceeding, granted motion by Middle Georgia Broadcasting Co. to extend time for filing comments and to order examiner to issue findings and conclusions of law by Oct. 6 upon reply filed by Oct. 20. (Doc. 27648.) Action Sept. 18.


Chief Hearing Examiner Arthur A. Gladstone in North Syracuse and Syracuse, both New York, (Syracuse Broadcasting Co.,) on request of Steven L. Berlin, David M. Krause and Bruce E. Elving, FCC proceeding, granted motion by Charles J. Frederick as presiding officer; scheduled presiding hearing conference for Oct. 28 and hearing on Nov. 24 (Docs. 18667-8). Action Sept. 18.

Hearing Examiner Isadore A. Ronig in Louisiana, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), on request of Chief Broadcasting Co. of Lawton, advanced further presiding hearing conference to Sept. 16 by order to schedule further hearing conference for Oct, 23 and postponed hearing conference to Oct. 19 (Docs. 18559-60). Action Sept. 12 and 16.

Hearing Examiner Ernest Nash in Wichita, Kan. (Fannin, Inc. and KAKE-TV Inc.), FCC proceeding, granted motion by Jack Inc., in re: application for change of ownership of television station and bank bond, denied petition to amend ex-


Hearing Examiner Ernest Nash in Dayton, Tenn. (Express Broadcasting Co. and Norman A. Thomas), FCC proceeding, granted motion by Norman A. Thomas for waiver of rule and accepted notice of publication (Docs. 18547-8). Action Sept. 9.

Other actions

Review board in Corydon, Ind. FM proceeding, granted motion by Alexander A. Maksimow, for extension of time to file objections to renewal of license to Central Broadcasting Co. (Docs. 17086-7). Action Sept. 17.

Rulemaking petitions


Existing FM stations

Application

*KXCM-FM Moorhead, Minn.—Seeks CP to replace expired permit as reinstated and modified. Action Sept. 19.

Final actions


WJL(FM) Birmingham, Ala.—Broadcast Bureau granted CP to change station location from 1001 North 6th St., Birmingham, (new site 1201 North 6th St., Birmingham); install new trans.; new install dual polarized ant., make changes in ant. system, ant. height 155 ft.; remote control permitted, condition. Action Sept. 17.

*KGED-FM San Francisco, Calif.—Broadcast Bureau granted license covering ant., license. Action Sept. 15.

*KSF(FM) Santa Monica, Calif.—Broadcast Bureau granted CP to change station location to 1700 Ocean Avenue, Santa Monica; change antenna site 101; install on auxiliary; remote control permitted. Action Sept. 15.

*WWVA-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to change ERP to 65 kw. Action Sept. 15.

*VWNS-FM Chicago.—Broadcast Bureau granted CP to install new ant. Action Sept. 15.

*WGLD(FM) Oak Park, III.—Broadcast Bureau granted license covering installation of new ant. and improvements in trans. equipment. Action Sept. 15.

*WAFF(FM) Angola, Ind.—Broadcast Bureau granted modified of CP to extend completion date to Oct. 13. Action Sept. 15.

*WBTO-FM Linton, Ind.—Broadcast Bureau granted modified of CP to change ant., ERP 3 kw, condition. Action Sept. 15.

*KRTN-FM Des Moines, Iowa.—Broadcast Bureau granted modified of CP to extend completion date to Jan. 1, 1970; granted modified of CP to change type of trans. type ant, ERP 60 kw; remote control permitted. Action Sept. 15.

*KYP(FM) Fairfield, Iowa.—Broadcast Bureau granted license to operate new station; specify type ant. Action Sept. 15.

*KCBS-FM Alexandria, La.—Broadcast Bureau granted modified of CP to extend completion date to Oct. 15; Action Sept. 15.

*WMDF-FM Hazlehurst, Miss.—Broadcast Bureau granted modified of CP to extend completion date to Oct. 15; Action Sept. 15.

*WIIF-FM Birmingham, Mich.—Broadcast Bureau granted modified of CP to extend completion date to Oct. 15; Action Sept. 15.

*WVOC(FM) Bridgeville, N. Y.—Broadcast Bureau granted remote control. Action Sept. 15.

*WDRK(FM) Greenville, Ohio.—Broadcast Bureau granted modified of license covering station to Lewel Broadcast Bureau granted modified of CP to install 27 kw trans. and to use ant. as auxiliary ant. Action Sept. 15.

*WPOS(FM) Holland, Ohio.—Broadcast Bureau granted CP to change type trans. and to use ant. as auxiliary ant. Action Sept. 15.

*WDYR(FM) Philadelphia.—Broadcast Bureau granted CP to change ant., ERP 11 kw and 6 kw; change type of trans.; Action Sept. 15.

*WFFI-FM Philadelphia.—Broadcast Bureau granted CP to change ant., ERP to 27 kw vert.; conditions. Action Sept. 15.

*WMRM(FM) Philadelphia.—Broadcast Bureau granted CP to change type of trans. and auxiliary ant. ERP 15 kw vert., ant. height 600 ft. Action Sept. 15.

*WPBS(FM) Philadelphia.—Broadcast Bureau granted CP to change type ant.; increase ERP to 14 kw; reduce ant. height to 150 ft.; remote control permitted; ERP to 7.9 kw at auxiliary trans.; Action Sept. 16.

*WDBK(FM) Rio Piedras, P. R.—Broadcast Bureau granted CP to install vert. trans. and ant.; ERP 1.5 kw vert. Action Sept. 18.

*KPMF(FM) Houston.—Broadcast Bureau granted CP to change type of trans.; ERP 18 kw. Action Sept. 18.

*KBXR-FM San Antonio, Tex.—Broadcast Bureau granted CP to change type of trans.; in stall circular polarized ant., ant. height 155 ft.; ERP 100 kw; conditions. Action Sept. 16.

*KFMC(FM) Provo, Utah.—Broadcast Bureau granted modified of CP to decrease ERP to 3 kw at auxiliary trans. Action Sept. 16.

*KERI(FM) Bellingham, Wash.—Broadcast Bureau granted modified of CP to extend completion date to March 15, 1970. Action Sept. 15.

*WBAY-FM Green Bay, Wis.—Broadcast Bureau granted CP to change type of trans.; ant. height 1080 ft. Action Sept. 15.

*WFMR(FM) Milwaukee.—Broadcast Bureau granted CP to change type of trans.; ERP 39 kw Action Sept. 15.

Actions on motions

Hearing Examiner Bassi P. Cooper in Chicago (application for assignment of license of WBY-FM (Continued on page 95)

(Continued for the RECORD)
### RADIO

#### Help Wanted—Management

**Wanted:** Sales manager—Small market daily/near Pittsburgh. Stock options available. Box J-174, BROADCASTING.

Established Chicago radio station is seeking a skilled sales manager. Salary, high incentive. Reply in confidence. Box J-395, BROADCASTING.

**Wanted:** General manager for small market AM station. Must be interested in man with sales experience. One year experience. Good opportunity in a fine city. OKAO is a publicly-held corporation (mainly in the newspaper business) which can offer unusual benefits to right person. Contact David Adrian, Midway Publishing Corp., 251 Jefferson Blvd., Des Moines, Iowa 50309. Phone 515-244-7908.


Talent, initiative, and management ability are the three things we will look for to get one of the most outstanding management positions in radio stations in the western United States off the ground. There will be multiple opportunities to step into management just as soon as you prove yourself! This is a young, hard working, dynamic, business-like kind of place to work. If you would be interested in time sales, or air writing and would like to be in Los Angeles, M-F 7-4, and a picture immediately to P.O. Box 236, Fortuna, California 95540.

#### Sales

Major midwest market needs the right man. Percentage of station good, a possibility. Outstanding opportunity. Box J-164, BROADCASTING.

Salesman wanted for Central Florida growing market station. Box J-179, BROADCASTING.

Great opportunity for ambitious young salesman to learn the business with a modern, progressive, small market. Must be leader in medium market. Send complete details to Box J-276, BROADCASTING.

Box J-336. SAM: Salesman with track record. Managing now or capable of Top opportunity. Unique situation. Good starting salary. Box J-370, BROADCASTING.

Successful young man with two years of experience with disk, commercials sales experience to fill position held by a top biller who went to a major market after long tenure in smaller market. Includes writing and resume, along with letter outlining your goals to Box J-385, BROADCASTING.

Opportunity head-up sales operation. Midwest county seat. Five figure income established. Box J-189, BROADCASTING.

Local salesman wanted for Radio KOWN, Escondido, California. Handle 80% of Local Sales. Base commission. Call Jay Raymond (714) 745-8511.

One pro needed by KXOA AM & FM, Sacramento, California. These Fuqua Communications stations offer you terrific opportunity...good salary...excellent commission plan, plenty of room at the top. What do you offer in return? Contact Martin Small, General SalesMgr., Post Office Box 15184, Fuqua Communications is an equal opportunity employer.

Are you successful in your present radio sales position? But unhappy with the financial return because you can go no further in your present market? Do you see your position in the same position 5 or maybe 10 years from now? Are you ready for a major market? If this is you, then now is the time to investigate this outstanding opportunity to move up to a part of a young aggressive company with S&M and AM-FM stations. Send resume on VFDC format. We have an opening for an ambitious and creative young diskman. Mpls-St. Paul, MN. Salaries subject to WMN. Salary plus commission can put you far beyond your present income. Call 612-645-7757, David Miliband.

---

**Sales continued**

- **Washington DC: Quality music stations WMJR/ WGGY stereo have openings for young, proven, small or medium market diskman.** Good opportunity! Salary $10,000 guaranteed, plus commission. Send resume to Ted Dort, WMJR/WGGY, 1901 L St., N.W., Washington, D.C. 20036.
- **Bilingual announcer for all French FM station.** Prefer announcer or program director with heavy experience on all French stations. Applicants must speak and write French. Starting pay $7,000 annually with a merit increase after first 6 months. Send tape, photograph, references, and experience to WMCE, Inc., Box 398, Brunswick, Maine 04011.
- **Top 40 personality with production talent and program/music director potential.** Solid opportunity to move up. Resume and tape to WCLK, Charlotteville, Virginia.
- **One half of very successful two-man morning show** looking for half. Ideal music host with professional production know-how, good rating potential. Should be comfortable to interrelate with warm-humored news host. Diversified format requires professional disciplines and broad creative flexibility. Rich eastern market, opportunity for co-host or seasoned pro. Job available in mid-October, salary, benefits. Send tape, resume to Box J-148, BROADCASTING.
- **Newspaper—announcer for south Texas network station. Box J-178, BROADCASTING.**
- **For middle music network station in Texas. Box J-184, BROADCASTING.**
- **Illinois. Experienced announcer with first phone for solid opportunity for right man. Box J-250, BROADCASTING.**
- **Maryland station salesmen with sales and public relations experience. First ticket preferred. Box J-262, BROADCASTING.**
- **Bright, capable, experienced delayer wanted by midwest full-time diskhost with upbeat MOR format. Some news gathering and writing experience helpful. Too pay for proven ability, liberal benefits, include detailed experience, photo, references in resume, tape. Box J-270, BROADCASTING.**
- **Telephone talk man. Top ten market for the communications of a big market on AM radio doing a break—don’t apply unless you’re tops. East Coast. Send resume and tape to Box J-296, BROADCASTING.**
- **Fulltime AM in small growing Alabama town of over 15,000 needs a good announcer with 3rd ticket and a good 1st ticket combo man. Sports play by play not necessary but desirable. Salary open. Reply Box J-311, BROADCASTING.**
- ** Experienced announcer by AM-FM stereo station, excellent on-location facilities, Blue Cross insurance. Salary $50. If you live in New Mexico or adjacent state send resume and tape to KSBH, Los Alamos, N. Mex. Full opportunity employer.**
- **Announcer: KSOK in lower Rio Grande Valley, Raymondville, Texas. Send tape to E. L. Clinton.**
- **Alaska announcer-newman immediate opening 5000 watt AM MOR heavy public affairs budget $750-850 to start depending on ability. Hunting & fishing paradise. Send tape & resume to KKNM Radio, Box 950, Kenai, Alaska.**
- **Experienced Top 100 announcer with 3rd endorsed immediately. Send tape to KWKV, Box 777, Hobbs, New Mexico.**
- **Michigan medium market, medium market.** Experienced first phone, strong on production. Palm Beach market promotion format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.
Announcers continued

Where is all the good guys at? Beautiful north- eastern Michigan resort area looking for a do-it-all guy. Announce, write, production. 1st position. If you've got the goods we've got the job, age no barrier. Easy living daytime television. TD. Good benefits. Call us collect for full info.' 517-362-3417.

A very good opportunity for announcer-salesman. 1st ticket or announcer-1st ticket. We can make it interesting to you. Box 1-386, 313-277-8513 nights. St. Louis area.

Need two first phone announcers for new 1000 watt daytime. Sales if desired. Send tape, resume to Box 35, WOR, Radio Broadcasting, Box 337, Brockport, New York 14420.

Countrypolitan first phone announcer for fully automated. In time of time to be creative. Very nice starting salary. Contact Bob Thorburn P.O. Box 569 Carrollton, Georgia.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. G-COM complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. G-COM benefits complete resume and salary requirements. Box G-136, BROADCASTING.

Chief engineer wanted. New England Network station. Write Box J-111, BROADCASTING.

Qualified engineer for network station in South Texas. Box J-181, BROADCASTING.

Chief engineer for AM FM station, Metropolitan market. No announcing. Box J-333, BROADCASTING.

Chief engineer. A challenging, permanent opportunity with station group. Fair salary plus unusually fine fringe benefits. Experience required in all phases of AM/FM operation and supervision. Please supply complete resume and salary requirements first letter. Box J-343, BROADCASTING.

Wanted, first class engineer and announcer. Phone 726-3595, or 726-3760 Radio Station WAPJ, Joliet, Illinois.

Transmitter operator-experienced or inexperienced. Must have first-class license. Large group operation with excellent fringe benefits. Contact Collect, Mr. Morgan, WARM Radio, 717-346-4645.

Chief engineer to work for Hartford, Connecticut and Springfield, Massachusetts stations under same ownership. Experience necessary. Must have full knowledge of FCC regulation. Call Donald Wilks, WYTM Radio Station, East Longmeadow, Mass. 413-525-4111.

See Vermon display ad—page 92.

NEWS

Challenge: Rebuild news department at top rated midwest station. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air. A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsman with responsibility for developing strong news image as well as development of local newscasts. First phone desirable but not necessary. Send tape and resume. Complete resume and salary requirements must be complete. Box J-347, BROADCASTING.

News director with authoritative voice. Background must be in market research. Prefer over thirty years age. One of top twenty markets. Bright future. Tape picture, send resume, Box J-160, BROADCASTING.

Network station has challenging local news opening. Controversial, competitive kommteins. Box J-255, BROADCASTING.

Newsmen-experienced for midwest MOR station with theater, variety, early show. Must have complete resume starting salary requirements to Box J-342, BROADCASTING.

If you are a young radio newsman—2 years experience and something in the way of TV experience you can use you in a radio TV news department in a thriving midwest market. Chance to break into TV. Tape resume Box J-351, BROADCASTING.

Television opportunity for the right young personality who is interested in entertainment. Strong, commercial MOR song announcing. Send picture, and tape to news director, KUTV, 179 South 400 East, Salt Lake City, Utah 84111.

Attention Northern New England, news director for 5,000 watt full-time WAKE, Augusta-Gardiner, Maine. Number one rated station covering several counties, experience and resume, Box 782, Augusta, Maine, or call DT 207-582-3303.


Top news station in Westchester County, N.Y. has openings for qualified, strong writer, deliver. A “home” for the right person, good pay, fine benefits including retirement, hospitalization, excellent working conditions. Send tape and resume. WCNY, AM-FM, Box 188, Peeksilk, N.Y. 10566.

Need at once, 1st ticket morning newsmann with a knack for getting local news. Must be mature in thinking wanting a stable position with the number one rated station in the area. Contact Program Director Len Talbot at all request WOR & Portland Street, Westchester, Mass., or call 617-199-0551.

News director, for WPZJ, Porttown, Pa. A great Scott station. Present newsman leaving after 15 years of 1st class news reporting. Send tape and full particulars today. Box 656, Porttown, Pa. 19464.

Aggressive news-oriented station desires experienced morning newsmann able to gather, edit, write, and air news. Full fringe benefits with cd and paid profit sharing. Send air check, resume, salary requirements and picture first letter. Program Director, WOTB, Box 5176, Winston-Salem, N.C. 27103.

See Vermon display ad—page 92.

Programing, Production, Others

Program director-delay-first ticket—no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. $1,7500 to $10,000 to start. Great opportunity to get first tape time Box G-263, BROADCASTING.

Our copywriters moving into agency ownership. Remarkable opportunity open immediately for real talent who can produce quality and quantity at dynamic contemporary station with national reputation for creative work. All details to Box J-271, BROADCASTING.

Traffic director/male or female/experienced in mak- ing daily logs must understand FCC rules/must want responsible/must be reliable/pleasant voice. For- dia University, Program Director, WOBU, BROADCASTING.

Program director/announcer interested in production—first ticket—midwest medium sized market. Send resume and tape. Box J-365, BROADCASTING.

Florida major market, 24 hr, contemporary, needs proven program director. Take complete charge and add substance to music. Must have seven years experience. Send resume and picture. Box J-374, BROADCASTING.

Wanted operators manager to head programing, promotion and production department for south- east NRC affiliate. Excellent small city living con- ditions in 100 market. Addes inquiries in confidence to President, Box J-394, BROADCASTING.

Strong, commercial MOR FM station has opening for experienced programming director-opera- tions manager. Air. Voice, production, automation experience. Must have knowledge of newsmanship, tape, desired earnings. Greg Routon, WJSU-FM, Box 2089, Madison, Wis 53701.

Writer with radio copy experience as minimum, send resume to David Hoyle, WOOD AM FM TV 120 College St, Grand Rapids, Michigan 49503.

Are you a good production man looking for a stable operation? Would you like a little air trick to go with it? Do you have a first ticket? If the above fits you and you work well with nice people at the number one station in the area, contact Len Talbot, Program Director, of all request WOR, B Portland St, Worcester, Mass., or call 617-799-0551.

Traffic director directed for high volume con- temporary station in beautiful eastern market, contact Burt Levine, WMOV, Roanoke, Va.

Situations Wanted Management

Position programming “proven” good music format, $10,0000- $11,000- BROADCASTING.


Manager or sales manager, 16 years experience. If you want creative ideas and sales action I'm the person you've been waiting for, available now! Box J-304, BROADCASTING.

Successful general manager seeks career position with quality operation in Dixie. Box J-363, BROADCASTING.

General-sales manager, sales oriented. Successful regional record seller for eastern metro suburban stations. Top industry references. Box J-377, BROADCASTING.

See “attention managers—own” ad under “Pro- gramming.”

Sales

Five figure salesman desires station mgr.-sales mg- position with Milatary operation in small or medium market. Experience in all phases of radio including small market. Extremly good sales record. Box J-383, BROADCASTING.

Announcers

Young, experienced broadcast school grad wants midwest rock station. Available in October. Box J-154, BROADCASTING.

Attention Florida. Jock Newcomer 10 years experi- ence, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in morn- ing, afternoon, and night time slots. Strong, on production also experienced as newsmann doing gathering and reporting same. Have also posted talk shows, telephone open lines, live remotes. Utah 84111.

DJ, tight board, good news, commercials, 3rd phone. Box J-196, BROADCASTING.

Negro jock, hard worker, dependable, third, re- locate anywhere. Picture, resume, tape. Box J-242, BROADCASTING.

Experienced play by play, news air shift, third endorsement. Military operation. Willing to relocate, Box J-254, BROADCASTING.

Brenco Jimmy wants Top 40 MOR position now! Wants to relocate. Nine months experience, draft free—stable! Box J-288, BROADCASTING.

Professionally trained woman announcer, dj, MOR, third endorsed, tight boardwork, good voice, creative, ambitious, relocation OK, prefer NE, also secretarial experience. Box J-292, BROADCASTING.

Nine year pro, top personality, and production. Call 913-617-1283, or write Box J-240, Midland, Michigan.

Successful experience in the rating race, have first presently at the #2 rated overall #1 MOR, in a market of five, . . . broad experi- ence in all formats... not a nine to five man, . . . ten years professional experience no board, just facts. Available Nov. Ist. Box J-315, BROADCASTING.

First phone seeks first announcing job. MOR or C&D small or medium market. Maintenance po- tential. Experience in business management. Mar- ried, draft-exempt. Send salary range. Box J-318, BROADCASTING.

Announcer-23rd endorsed-experienced-AM or FM who specializes in good music market. Virginia-Washington area-call 703-633-7056 or write Box J-331, BROADCASTING.

First phone announcer. Beginner, would like a music troupe and/or network. Write or call 212- 456-3009. Box J-335, BROADCASTING.

Personalty, for MOR station. Production know how and copy. Medium-metro market Box J-344, BROADCASTING.

Sportscaster broadcast school grad 3rd phone endor- sed Ohio, Kentucky, Indiana. Box J-345, BROADCASTING.
Announcers continued

First phone experience top 40 format production. Contact Bob, 608 East 24th, National City, Calif. 477-1307.

Good grief! Somehow out there is an owner or manager who needs an announcer. An effective administrator and operations man who has operated his own business, is a great mike personality, knows the market, has a first ticket and excellent references. If you need a highly experienced, take-charge, pro and one re- 
munication greater than a Beginners salary, phone 815-964-6857.

Technical

Chief Eng. or Ass't. Chief, 15 years experience FM-AM on air. Strong on maintenance. Box J-310, BROADCASTING.

Engineer 2 years experience sports, boardorp northern New York, state salary Box J-337, BROADCASTING.

Supervisor seeking chief or assistant chief position 
Experience with RCA equipment and lining for advancement. Prefer south or west. Box J-378, BROADCASTING.

Veteran announcer, 35's, some technical experience. Would like opportunity to learn AM or TV mainte-

NEWS

newman, presently working for major network station in NY as writer/editor. Wants back on air as reporting news. Has completed his first 1 class license. Medium or major markets only. 11 thousand base. Box J-291, BROADCASTING.

Professional news announcer-writer-producer. Over 25 years in professional broadcasting-Washington, D.C. area Box J-529, BROADCASTING.

Black radio newcomer, young, experienced, seeks challenging position in major market with heavy emphasis on outside reporting. Hard worker with tested supervisory abilities. Also interested in "Pounding a News tv beat?" Box J-339, BROADCASTING.

Position desired as full-time newswoman, or newsmen DJ brodion station. East Coast location preferred. Box J-343, BROADCASTING.

Programing, Production, Others

General production-news announcing-personnel man- 
agement. Over 25 years professional broadcasting ex-
perience, Washington, D.C. Area. Box J-328, BROADCASTING.

Small stations: Let San Francisco area announcers do your commercial and promotional production. Box J-334, BROADCASTING.

Am a staffman in a very big TV station in a very large market. Have 13 years AM-TV experience and desire and action and attention to detail on a somewhat smaller area. Let's get together. Box J-

Attentio

n management-owners of the full time ama-
tions in competitive markets. Seeking station, pro-
gramming one of the nation's most successful good formats. First phone, married. Let's talk: 618-

Program director-music director. Modern country. Complete responsibility for three format change-
overs. Some track record-top credentials. Three top-10 markets—strong on-air and production background. Box J-387, BROADCASTING.

-ster, announce-music and program director position desired. Box 59, Rancocas, N.J. (609) 871-

College student with music degree looking for job in radio as music librarian. Paul Rilling, 5750 Ridge Avenue, A

FM—Nation's leading background music program desires new chance. 215-324-4125.

TELEVISION—Help Wanted

Help Wanted Announcers

Personal, dependable, announcer for South Texas station. Box J-176, BROADCASTING.

ANNOUNCERS WANTED

EXPERIENCED

1) Top 10, Market Announcer, who wants a change in location. Very good work record. Contact J-49, BROAD-
CASTING.

2) Southern Florida area, 4 years experience DJ, MC, morning show. Box J-14, BROADCASTING.

3) Licensed and experienced announcer. Excellent voice and delivery. Southern California or Los Angeles, Box J-25, BROADCASTING.

TELEVISION—Help Wanted

Announcers continued

Florida VHF full color station seeking experienced announcer capable of handling weather and some sportscast. Send resume and a tape of your best work. Box J-35, BROADCASTING.

Announcer/narrator, excellent opportunity at West Virginia's first public television station. WVTV-TV located in scenic mountain resort area. Announcer and continuity position desired. Experience required. Knowledge of music essential. Most work pre-recorded. Excellent growth potential. Salary based on qualifications, work history. Apply by resume to Employment Manager, Office of Person-

TELEVISION—Help Wanted

Announcers continued

Four engineers needed for VHF station in Florida. Salary negotiable. Box J-125, BROADCASTING.

Opportunity for qualified assistant chief engineer, Northwest VHF Box J-173, BROADCASTING.

Two engineers with first class license needed immediately. Should have good solid-state back-
ground and systems knowledge. Will be working all color station. State experience, salary re-

TELEVISION—Help Wanted

Announcers continued

Two announcers, good and capable, for South Florida station. Will consider out of town, Box J-132, BROADCASTING.

Two announcers needed for new station in West Texas. Will move out of state. Box J-67, BROADCASTING.

Flex-Male television engineer, for major network station. Contact Box J-125, BROADCASTING.

Technical

Qualifed, reliable transmission engineer for VHF, Texas resort city. Box J-167, BROADCASTING.

Two engineers with first class license needed immediately. Should have good solid-state back-
ground and systems knowledge. Will be working all color station. State experience, salary re-

Announcers continued

First experienced announcer looking for news or play by 
plай. Prefer Western time zones will consider offers. Mature, military completed. Box J-353, BROADCAST-
ING.

Southwest Ohio and southeast Indiana stations: 
Mickey today, top 40, MOR, announcer, capable of handling any situation. Love tight board, family man, relable. 3rd endowed. Box J-312, BROAD-
CASTING.

Veteran sportscaster, concluding baseball season seeks position as play-by-play radio or TV Box J-355, BROAD-
CASTING.

Personality plus gal with degree looking for 
responsibility job with on-air duties. Radio, TV modeling Box J-359, BROADCASTING.

All stations within 100 mile radius of New York City—First notice; fresh, dynamic, exciting, personality 
voice on the prowl again Box J-364, BROADCASTING.

DJ top 10, MOR, announcer, sportscaster capable of handling any situation. Love tight board, family man, relable. 3rd endowed. Box J-312, BROAD-
CASTING.

English announcer with smooth polished and reso-
nant delivery. Have twelve years experience and 
can apply myself to either MOR or easy listening. 
Commercial delivery sincere and sophisticated with-
out being phony. Also thoroughly versed and the vocal position that pays well in major market. Box J-375, BROADCASTING.

First phone experience. Authoritative news, excel-
lient production. Ready to move up. Prefer pro-
gressive rock jazz. Call after 4 p.m., 717-807-2876. Box J-376, BROADCASTING.

Pep, Middle Road—young, assiduous, smooth, 
imals, skill, will be active in all air personnel position in major market background. Best references. 215-

Vietnam returnee, air personality looking for a 
production job top-40 station in a large medium or 
metro market with warm year-round climate. Prefer 
California or Florida...but all offers considered. 
Six years experience 3--Commercial, 3--Air. 
$200 weekly or compensation equivalent. Third 
phone number to verify references. Available Dec. 1, Box J-384, BROADCASTING.

Announcer, DJ, sportscaster, experienced, congenial 
personality, married, northeast preferred. Box J-385, BROADCASTING.

Two and a half years experience, third phone. Box J-
386, BROADCASTING.

3rd endowed beginner; single, 24 yrs., draft free, 
waits first break in any radio station, with MIT 
school—authoritative and good voice will relocate. 
Contact Box J-124, first phone available now. 
Write Richard T. Beasley, 1656 Cornell Ave., 
Waterloo, Iowa 50702.

MOR morning or mid-morning happy person with 
humor and personality 7 years experience, 
degree, 3rd Phone (309) 342-1775.

Female announcer—needs first break in radio. DJ 
newscaster, commercial, broadcast school graduate 
3rd Phone, good voice, tight board, will relocate. 
Claudia Linder, 4917 Stacy St., Oakland, Califor-

rice 415-655-6451.

Progressive rock lock if you need one tomorrow call 
Mike today. (415) 383-1618, 822 Clayton St. 
#6, San Francisco, Calif. 94117.

Addnser--DJ newscaster...15 years exp. 
seeking permanent radio position...1st Phone 
...family man...premier position seven years 
...pole Gernard 30 Townhouse Drive, Easthampton, 
Mass. 413-227-2529.

Top-40 PD/DJ winning personality induces perfec-
tion and cooperative work, knows music, 8 years 
experience, first class. Available now! (513) 631-

North Carolina-Virginia Stations: 1st phone Washing-
ton, D.C. Professional available for air shift or 
programming. Call 919-330-4236.

Predictable DJ newscaster 9 years experience incl-
1st child. Veteran, Cruze, 1 Buchanan Rd., Asheville, 
N.C. 28803. (704) 254-2571.

Creative personality seeks major market. The result 
of using music, the human element and human 
interest is an entertaining program that gets attention. 
For alchock write to 1048 Pine St., Santa Monica, 
California 90402.
INSTRUCTIONS continued

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at schools. Reservations required. First two months ahead. Applications due Nov. 1, Jan. 1st. For information, references and reservations, call: Scottsdale (A.R.) 393-6926; Elkins Institute, 5077 Warner Avenue, Huntington Beach, California 92647; (formerly of Burbank, California). Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition, $503. Class begins at and R.E.I. Schools, Oct. 13 & Nov. 17. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. In Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (913) 783-1407. Fully approved for Veterans Training.

R.E.I. In Delightful Glendale at 625 E. Colorado St., Glendale, California 94340. Call (213) 244-1777.

R.E.I. In Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Licensed by the New York State department of education. Official FCC license preparation for people who cannot afford to make mistakes. Also announce—DJ—news—sports, training. Contact: 745, W. 141st St., N.Y. 855, 10024. Phone (212) DX-5-9245. V.A. approved—student loan program. First class license in only four weeks at TIB...tuition $290.00...results guaranteed.


TIB/New England...class starts Oct. 20th...Technical Institute of Broadcasting...Sixty Silver Street, East Hartford, Connecticut 06108 (812-289-4001).

TIB/Miami...next class starts Oct. 6th...Technical Institute of Broadcasting, 283 South Krome Ave., Miami, Florida 33166 (203-247-1155).

American institute of radio offers the nation's finest course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition $330.00, 2623 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0460.


Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson Radio License Institute, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Seattle—one week first phone instruction, Dec. 4-10th for our audio-visual students. Bob Johnson Radio License Institute, 1060 D Duncan, Manhattan Beach, Calif. 90266.

In your town, unexcelled personal FCC license instruction. Save traveling and living expenses. Our tape recorded home study first phone course with one week personal instruction in your town is available to small groups, radio stations and industry. Five year proven record. Write, Seminars, Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266.

See our Display ad under instruction on page 94, Don Martin School of Radio & TV, 1653 No. Cherry St., Hollywood, California, HD 23-2396.

FAVORITE TRADITIONS

There are certain programs and events that have become favorites over the years. These are some of the most beloved traditions in broadcasting:

**Autumn in Vermont**
A beautiful place to work (like wise winter, spring & summer) sales, engineering, anchors, etc. all depts.

**Vermont Assoc. of Broadcasters**
Box 910, White River Jct., VT. 05001.

**Cycle**

**RADAR**...HELP WANTED

**AUTUMN IN VERMONT**

**Vermont Assoc. of Broadcasters**
Box 910, White River Jct., VT. 05001.

**Cycle**

**RADAR**...HELP WANTED

**RADIO V.P.**

Here is an exceptional opportunity for an executive with a proven track record. A 4 milllion annual gross station. Our present General Manager has been associated with the corporation. We are ready to interview qualified candidates immediately in order to fill the opening as soon as possible. Base salary up to $60,000 with excellent fringe benefit package. Total compensation should exceed $75,000 first year. Resume to Box J-129, Broadcastind.

We are not a major group and all replies will be held in confidence.

**Help Wanted—Management**

**RADIO V.P.**

Here is an exceptional opportunity for an executive with a proven track record. A 4 million annual gross station. Our present General Manager has been associated with the corporation. We are ready to interview qualified candidates immediately in order to fill the opening as soon as possible. Base salary up to $60,000 with excellent fringe benefit package. Total compensation should exceed $75,000 first year. Resume to Box J-129, Broadcasting.

We are not a major group and all replies will be held in confidence.

**Sales**

**MAN EXPERIENCED IN BROADCAST TRADE DEALS**

We're looking for a man experienced in merchandise trade deals with national manufacturers. He need not be available on a full-time basis, although we would prefer it. Please send full details on your background to:

Box J-391, Broadcasting.

**SALESMEN**

To offer our expanded line of quality radio programs, promotions, and short features to stations. Proven ideas, new ones now being developed. Boost your income substantially if you're now selling on radio or TV stations. Write:

Herb Robinson, HARCO
2519 Maryland Ave.
Baltimore, Md. 21218.

**Answerers**

Wanted: Drive Time Announcer for Black owned, and operated Station. 3 years experience required. Send tape, resume, and salary required to the:

Program Director, CBS Broadcasting Co., 2301 Grand Avenue, Kansas City, Missouri 64108.

**TOP FORTY AIR PERSONALITY WEST COAST**

$21,000 starting salary for air personality who can entertain our listeners. First opening in two years and we want the best talent in the country at this salary figure. Tapes invited from medium market air personalities only. Send air check and resume to:

Box J-794, Broadcasting.

All replies acknowledged.

**MOVE WEST YOUNG MAN**

Top southern California MOR station wants afternoon traffic time personality with proven ratings. Salary in 5 figures. Send tape, resume and picture to:

Box J-357, Broadcasting.
Help Wanted

ENGINEERING OPENINGS

Radio & Television Chief Engineer openings are now available to qualified candidates in every area of the country. Also, openings with broadcast equipment manufacturers for Product Managers, Sales Managers & Salesmen and Design Engineers, etc. Send resume today! No fee and confidential.

Nationwide Broadcast Services
645 N. Michigan Ave.
Chicago, Illinois 60610

Situations Wanted

SALES & ADMIN EXEC

At 39 I've sold large and small markets. Outstanding record selling local, regional, and Nat. accounts. A history of success in Sales, Ratings, Programming, management & org. ability. If you demand excellence & give commensurate compensation I'm yours, 12 years with current org. medium or a large mkt.
only, East coast.

Box J-360, Broadcasting.

Situations Wanted

Management

WANTED

Experienced bookkeeper for AM station WSTX in beautiful Christiansted, St. Croix, U.S. Virgin Islands. Male or female, single. Equal opportunity station. New offices and studios. Starting salary $6,500 annually. Will pay travel from mainland for right person. Send picture, resume to:

Bob Carpenter
P.O. Box 428
Christiansted, St. Croix, US.V.I. 00820.

Announcers

ANNOUNCERS

22 well trained announcers with 3rd endorsed. For tape and resume write or phone.

Midwestern Broadcasting School
228 S. Wabash Ave.
Chicago, Ill. 60604/Ph 312 2-0712

TRADE DEAL

Will trade exceptional talent & "MAJOR MARKET" proven ability for a daily show on your station

(... And some money too, of course.)

Box J-362, Broadcasting.
TELEVISION—Help Wanted

SALES MANAGEMENT
We are accepting applications from a limited number of Sales Managers and Salesmen for placement with our Radio and Television clients. Many of these openings are with well-known stations in top markets. College graduates currently earning under $20,000 per year are invited to submit their resume on a confidential basis. No fee to individuals for this service.

Ron Curtis
Nationwide Management Consultants
645 No. Michigan Ave.
Chicago, Ill. 60611

Sales

senior sales representative

VIDEO PRODUCTS
Aggressive sales representatives with strong technical knowledge of TV equipment are needed in Washington, D.C., New York and Chicago. A number of our top executives started from these positions.

Come and work with the finest in the field. Ampex has an exceptional profit sharing plan plus an employee benefit program.

For an interview pick up the phone and call collect
Ray Rutman
(415) 367-2509
2655 Bay Rd.,
Redwood City, Calif. 94863

AMPEX
An Equal Opportunity Employer

Help Wanted Technical

NEW YORK CITY OPPORTUNITY
Two supervising engineers needed for New York City television station. Operational experience and B.E.E. or equivalent necessary. Salary up to $18,000/yr. Write, giving full details:

Box J-397, Broadcasting.

TELEVISION—Help Wanted

NEWS CAMERAMAN
News Cameraman for top 10 operation. Top pay, working conditions and fringe benefits. Union shop. Professional only. Area code 415-242-4300 Ext. 265.

Newscaster-Commentator
Top Florida TV Market
Experienced only. need apply. Strong delivery . . . authoritative . . . good eye contact. Dig, write, interview. Send resume, salary requirements.

Box J-243, Broadcasting.

INSTRUCTIONS continued

F.C.C. 1ST PHONE IN 5 WEEKS
TOTAL TUITION $360 ROOMS and APTS. $15-$20 PER WEEK
ATTEND SCHOOL IN
Glendale, Calif.
Fredericksburg, Va.
Kansas City, Mo.
OR
1336 Main St.
Sarasota, Fla. 33577
Call 813-955-6922

WANTED PROFITABLE AM PROPERTY
Up to $350 M. Prefer along east coast.
Contact:
WLNG Radio
Sag Harbor, L.I., N.Y. 516-725-2300.

NYC FM
or class B North Jersey station. Radio pro would buy 51 to 100%. Confidential; principal only.

Box J-144, Broadcasting.

AM/FM
Publicly-held broadcast corporation is looking toward acquiring five broadcast properties with the following qualifications: AM or AA/FM combination in the top 100 markets; Class B-C FM only in major markets, Either cash, stock exchange; or a combination of the two.

All replies will be treated in strictest confidence and full disclosure made prior to request for financial information. Present staff and management will be retained if at all possible. Individual licensees will be considered for executive positions if desired. Reply to:

Box J-324, Broadcasting

giving as much information as possible. All replies will be acknowledged.

BROADCASTING, Sept. 29, 1969
FOR SALE—Stations

NEW ENGLAND AM

FCC is about to approve our acquiring AM in large, New England market. Our multiple station group needs a partner/general manager. Invest $25,000. Own 40% manage operation. Don't apply if you haven't cash or proven track record.

Box J-390, Broadcasting.

FULFILLMENT

North Alabama radio station for sale... full time... profitable, nice building, excellent equipment. kW day, 250 watts night. No brokers. Principal only with financial reference. Write: Box J-350, Broadcasting.

FOR SALE

Old, established, 5kw in midwest city of 45,000. Gross last three years above $380,000. No Brokers, please. Reply: Box J-340, Broadcasting.

La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

KJUR-FM, Monte Rio, Calif. Purchaser has first option to buy remaining stock when offered. Full particulars write:

P.O. Box 2033,
Winter Haven, Florida 33880.

STATIONS FOR SALE

1. UPPER MIDWEST, AM-FM. Exclusive. Price $75,000. 29% down.
2. SOUTH, AM-FM. Exclusive. $125,000. Terms.
3. PACIFIC NORTHWEST. Gross $90,000. Price $150,000, $25,000 down.
4. FLORIDA. Exclusive, Growing market, $30,000.

Jack L. Stoll
and ASSOCIATES
6281 Hollywood Blvd.,
Los Angeles, California 90028
Area Code 213-469-7757

Confidential Listings

R.A.D.I.O.
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6-8 Sunset Blvd., Suite 701
Hollywood, California 90028 — 213-469-1171

BROKERS-CONSULTANTS

AM-FM

Single station market
CASH FLOW
approximately $110,000
Price: $650,000
Box J-396, Broadcasting.

Chapman Associates

2045 Peachtree Road
Atlanta, Ga. 30309

Whether you concentrate in the printed media or in sky-writing it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. BROADCASTING is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens as it happens. This coverage, accurate, intensive, thorough—gives you the facts you need for your workload, money-making use.

Subscribe now...pay later!

(Continued from page 87)

as to what interrogatories and requests for documents applicants will not respond voluntarily (Doc. 18417). Action Sept. 17.

• Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-TV, on request of FCC, to serve San Francisco Bureau continued conference to Sept. 23 (Doc. 18550). Action Sept. 11.

Call letter actions:

• KXSK-FM, Forrest City Broadcasting Co., Forrest City, Ark. Granted KBPF(FM).

• WCHQ(FM), Camuy Broadcasting Corp., Camuy, P.R. Granted WCHQ-FM.

• KLJU-FM, Radio Longview Inc., Longview, Tex. Granted KJER-FM.

Renewal of licenses, all stations


Modification of CP’s, all stations

• Broadcast Bureau granted mod. of CP’s to extend completion dates for following: WNTY Southington, Conn., to Oct. 16; KTAC-AM, Miles City, Mont., to March 18, 1976; WUTR-TV Utica, N.Y., to Oct. 18, 1970. Actions Sept. 18.

Processing line

• FCC notified that on Oct. 28, following AM applications will be considered ready and available for processing: WFNC Fayetteville, N.C.; Cape Fear Broadcasting Co. has licenses: 940 kc, 1 kw, 10 kw-LS, 1 kw; but has CP: 940 kc, 1 kw, 50 kw-LS; D.A.-N, U.KWBA Valirol, Calif., KNBA Encinitas, Calif., has CP: 1190 kc, 250 w-D; requests: 1190 kc, 1 kw, 250 kW (CH-48). WYEX-WL Newton, Iowa, Clark Broadcasting Co. Requests 850 kc, 500 kw, DA-D. WEIF Moundsville, W. Va., Marion Valley Broadcasting Inc. has: 1370 kc, 1 kw-D; requests: 1370 kc, 3 kw-D, NEW Nome, Alaska, Catholic Bishop of MC-Scranton, Pa. Requests 780 kc, 5 kw, 10 kw-LS-U.

Translator actions

• Broadcast Bureau granted licenses covering changes for following UHF translators: KBKHT, KBKBB and KKBZ Selling, Taloga and Vici, all Oklahoma, Actions Sept. 15.

• Southern Property Owners Association, Lake Isabella, Calif.—Broadcast Bureau granted CP for new translator on south shore of Lake Isabella on ch. 12 by rebroadcasting KABC-TV Los Angeles, Action Sept. 11.

• Hamden, Conn.—FCC granted CP to RKO General Inc., licensee of WHCT-TV Hartford, Conn., for new 150 kw-UL translator to serve Hamden on ch. 53 by rebroadcasting WHCT-TV, Action Sept. 17.

• WQYJ and K1QOQ both Townsend, Mont.—Broadcast Bureau granted assignment of licenses of UHF translators to Townsend TV Distric, Action Sept. 18.

• K74DO Forrest-McAllister, N. M.—Broadcast Bureau granted mod of CP to take changes in ant. system of UHF translator, Action Sept. 18.

• American Colonial Broadcasting Corp., Mariposa, P.R.—Broadcast Bureau granted CP for new UHF translator to serve Mariposa on ch. 92 by rebroadcasting WSUW-TV Fonce, P.R. Action Sept. 15.

CATV

Final actions

• Santa Barbara, Calif.—FCC granted petition by Cable TV of Santa Barbara Inc. and Cable TV of Santa Barbara Contra, Inc. for temporary stay of license order requiring continued carriage of KCOY-TV Santa Maria, Calif., and to provide KCOY-TV with nonduplication protection. Action
**Inc., Kansas (each)**

Mr. son Messrs. statement: transfer Sept. 16 - FM), from King Brown. Bivens and Donnell argument for 16 al. to Gerald Brown. William Bivens, Johnson and (each none}

**Actions on motions**


- Hearing Examiner Thomas H. Donahue in Wheeling, Wa. (Wheeling Antenna Inc.), CATV proceeding, following Sept. 18 con.


**Ownership changes**

- WDAG(AM) Dothan, Ala.—Seeks transfer of control of Dothan Broadcasters Inc. from Jess Swilcook (100% before, none after) to WDAG Inc. (none before, 100% after). See WDAG(AM) Inc. (none before, 100% after). See WDAG(AM) Inc. (none before, 100% after). See WDAG(AM) Inc. (none before, 100% after). See WDAG(AM) Inc. (none before, 100% after).

- WKTVX(AM) Waukesha, Wis.—Seeks assignment of license from Waukesha Broadcasting Co. (none before, 100% after). See WKTVX(AM) Inc. (none before, 100% after). See WKTVX(AM) Inc. (none before, 100% after). See WKTVX(AM) Inc. (none before, 100% after). See WKTVX(AM) Inc. (none before, 100% after).

- WQRX(AM) Columbus, Ohio—Seeks transfer of control of WQRX Inc. from American Dielectrics Corp. (100% before, none after) to Gerald Brown, William Bivens, Jack Donnell (each none before, 25% after, 50% after). See WQRX(AM) Inc. (none before, 100% after). See WQRX(AM) Inc. (none before, 100% after). See WQRX(AM) Inc. (none before, 100% after).

- WQX(AM) Atlantic Beach, Fla.—Seeks transfer of control of WQX(AM) Inc. from Florida Broadcasting Corp. (100% before, none after) to James E. Midkiff (65% before, 100% after). See WQX(AM) Inc. (none before, 100% after). See WQX(AM) Inc. (none before, 100% after). See WQX(AM) Inc. (none before, 100% after). See WQX(AM) Inc. (none before, 100% after).


- WIFI(AM) Philadelphia—Seeks assignment of license from High-Fidelity Broadcasters Corp. (100% before, none after) to WKXW(AM) (100% after). Consideration: $25,000.00. Sellers: Spencer group broadcaster. (none before, 100% after). See High-Fidelity Broadcasters Corp. (none before, 100% after). See High-Fidelity Broadcasters Corp. (none before, 100% after). See High-Fidelity Broadcasters Corp. (none before, 100% after). See High-Fidelity Broadcasters Corp. (none before, 100% after).

- WRJS(AM) San Ger main, P.R.—Seeks assignment of license from Electronic Enterprises Inc. to Southwestern CATV Corp., for $80,000. See Electronic Enterprises Inc. (none before, 100% after). See Southwestern CATV Corp. (none before, 100% after). See Southwestern CATV Corp. (none before, 100% after). See Southwestern CATV Corp. (none before, 100% after). See Southwestern CATV Corp. (none before, 100% after).

- WKBY(AM) Chatham, Va.—Seeks transfer of control of WKBY Inc. from George H. Beasley (51% before, none after, 100% after). See WKBY Inc. (none before, 100% after). See WKBY Inc. (none before, 100% after). See WKBY Inc. (none before, 100% after). See WKBY Inc. (none before, 100% after).

- WOJ(AM) and WQLT-FM, both Florence, Ala.—Seeks transfers of control of WOJ Radio Inc. from Cecil Batchelor and Claude E. Sparks (each 50% before, none after) to Seven Points Investment Co. (none before, 100% after). See WOJ Radio Inc. (none before, 100% after). See WOJ Radio Inc. (none before, 100% after). See WOJ Radio Inc. (none before, 100% after). See WOJ Radio Inc. (none before, 100% after).

- WSMM(AM) Knoxville, Tenn.—Seeks transfer of control of State Mutual Broadcasting Corp. from State Mutual Life Assurnace Co. of America (100% before, none after) to America Group Corp. (none before, 100% after). See State Mutual Broadcasting Corp. (none before, 100% after). See State Mutual Broadcasting Corp. (none before, 100% after). See State Mutual Broadcasting Corp. (none before, 100% after). See State Mutual Broadcasting Corp. (none before, 100% after).

- KSLY(AM) San Luis Obispo, Calif.—Broadcast Bureau Inc. (100% before, none after) has loaned Ben Withkam to Romer Odom for $170,000. Odom is vice president and general manager of WOTTO(AM) Toledo, Ohio. Action Sept. 18.

- W2ZM-FM TV Grand Rapids, Mich.—FCC grants transfer of control of W2ZM Telecasters Inc. from William C. Dempsey, et al. (none before, 100% after) to Synergetic Communications Corp. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after).

- W2ZM-FM TV Grand Rapids, Mich.—FCC grants transfer of control of W2ZM Telecasters Inc. from William C. Dempsey, et al. (none before, 100% after) to Synergetic Communications Corp. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after). See W2ZM Telecasters Inc. (none before, 100% after).

- Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 23. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Franchise grants shown in italics

- Wood River, Ill.—Madison County Cablevision Inc. has been granted a 25-year franchise. The principals in the company are Robert H. Hough and Robert D. Melican, partners in HDH, Inc., headed by Alton Ill. speaker of the Illinois house. The system would provide a minimum of eight channels, with a maximum of 15; and with a maximum installation charge of $35. The firm will pay the county receipts from monthly service charges for the first two years, 5% for over 5,000 customers, 5% for 4,000 to 5,000 customers, and 6.5% over 5,000 customers. After two years the franchise may be voided for non-performance.

- Auburn, Mass. — Parker Cablevision of Auburn, Mass., represented by Peter A. Consiglio and John J. Melican, has applied for a franchise. The system would offer a channel for school use, plus continuous news and weather reports and stock-market quotes. Subscribers would pay $5 and $25 for installation and a monthly fee of $15.

- Amityville, N. Y.—Teleprompter Island Cable TV Corp. (multiple CATV owner). The firm has applied for a nonexclusive franchise. The firm would pay $2,500 on approval, $5,000 on first $50,000 of annual revenue, scaling up to 10% on $150,000 and higher. Subscribers would pay $15 for installation and $5 monthly.

- Branciff Manor, N. Y.—Saw Mill River Cablevision Inc. has been awarded a five-year franchise.

- Richfield, N. Y.—KWR Systems Inc. of New York has been granted a franchise.

- Chesapeake, Va.—Stoneham Corp., headed by R. H. Stoneham, has applied for an exclusive 30-year franchise. The system would provide 12 channels, including a channel for television, a channel for a continuous movie running 24 hours a day, and a channel for broadcast from a local studio. Subscribers would pay $10 for installation and $4.85 monthly.
How to be heard in the Babel that is the LA market

the headlines while they sip their morning coffee. Some 72% of Southern Californians drive to work. They get their news by listening.”

Two months ago, Gordon Davis was given a new assignment. He passed on direct management of the 98-person station (52 of them in news) and became top Westinghouse corporate officer on the Southern California scene. Now he has some key responsibilities. For one he has to involve the station in public life, rap with local and state public officials, be sensitive to the controversies in and the needs of the community.

Anybody that knows the Westinghouse operation anywhere, knows, too, that such a calling is the standard assignment for station management. The Westinghouse mission, there can be no doubt, is to be an involved, responsible broadcaster, and long-time Westinghouse disciples such as Gordon Davis don’t have to be pushed into community affairs.

On his desk these days are two books. Incongruous for a business office, they are “Soul on Ice” by Eldridge Cleaver, and “The Dutchman” by Leroi Jones. Has straight-forward Gordon Davis—Central Casting would call it—a Van Heflin-type—gone radical? Is he learning the ways of anarchy?

Relax, Donald McGannon; Gordon Davis is just being a responsible reporter. He wants to find out for himself before forming an opinion. For his other big job today is editorializing on KFWB. Mr. Davis wants to know what the books by the black militants are about because they face a ban in California school libraries. This, in his view, is certainly KFWB’s business and the station should take a stand.

The same motivation was behind his recent series of 10 editorials proposing the teaching of basic law in public schools. Ignorance of the law, he said in the editorials, “is a major element of social disorder.”

Gordon Davis also has taken consumer problems to heart, and subsequently to air. He has asserted in editorials that consumers are frequently fleeced. He wants to enlighten; not spark heat, draw sensational attention, indulge lobbyists, play to the FCC.

Gordon Davis, who sincerely believes that all-news radio “is the most exciting, most important development in broadcasting to come along since television,” wants KFWB to have a full awareness of the problems in the community, to be sensitive to them. He comes on the air with three of four different editorials each week. For 60 to 90 seconds at a time, once every three hours, eight times a day, listeners are given evidence that Gordon Davis and his station care and are standing up to be counted.

“We want to be more than just reporters of the news,” he explains. “We speaking on behalf of man. We want to speak for that guy in the streets.”
The Hyde years

One of the few traditions in the comparatively new art and profession of broadcasting is the new-season kick-off appearance of the incumbent chairman of the FCC before the International Radio and Television Society in New York.

Last week FCC Chairman Rosel Hyde made what he described as his second farewell address. He had fully intended to retire last June 30 and turn the hot FCC gavel over to the successor selected by President Nixon. But since Dean Burch hasn't yet qualified, it was Mr. Hyde's lot to take his second retirement bow.

If he had simply made a pro-forma appearance with little more than a thank you and a goodbye, it would have been sufficient and welcomed. The men and women of the society, as well as many broadcasters, wanted to pay their respects to the most popular chairman and commissioner in more than four decades of communications regulations.

But Mr. Hyde did have something to say—plenty, in fact. He fervently believes in the fairness doctrine and he scolded stations for not following through on his advocacy of cut rates for political campaigners. Many broadcasters do not agree with him on these counts but they would never question his sincerity or dedication. Nor do we.

But all who earn their living in broadcasting should mark well the parting words of the chairman on the two fundamentals of a free broadcasting structure: the critical need for retention of basic allocations authority for non-government service in a separate independent agency rather than the executive branch, and the basic journalistic responsibility of the broadcaster, free from FCC censorship.

In all his 40 years as a government official in communications, from junior attorney to hearing examiner, general counsel, commissioner since 1946 and twice chairman, Mr. Hyde's credo has been that government works best in seeking to cooperate with its licensees. He got post-freeze TV off the ground that way in 1952. If, as sometimes happens, the licensee didn't spruce up, Mr. Hyde has not been reluctant in taking the harder line.

In recent years, in a patient effort to bring some semblance of harmony and balance to the FCC, Mr. Hyde conditioned what most men would not have endured. He has succeeded. Even with the odds against him he has proved that nice guys can win some ball games the hard way. Tough as conditions are, the public interest has been better served because he has been around.

Worth bipartisan support

J. Leonard Reinsch, president of Cox Broadcasting, has offered some practical suggestions for streamlining Democratic party conventions. His general plan, as presented to a special party commission (BROADCASTING, Sept. 22), would benefit both the politicians and the broadcasters.

Mr. Reinsch's dual role as a broadcaster and a veteran adviser and official in Democratic conventions is apparent in his recommendations. As a broadcaster he wants broadcast journalism to be given adequate access to convention events and personalities, including floor interviews. As a party adviser he wants to put the best Democratic faces on the tube with a professionally produced pro-party film and shortening the dull seconding speeches.

He also believes that gavel-to-gavel live coverage by television may be obsolete, and he recommends that the convention arrangements committee "meet with the television networks and review the possibilities of live coverage of only major events."

Hopefully the Democrats will pay attention to their experts' advice, and Republicans, for competitive reasons, will fall in with the concept of modernizing conventions. Whatever the parties do, however, their authority extends only to the management of their own shows. Covering the conventions remains a matter for the editorial decisions of the broadcast newsmen themselves.

The nonviolent season

Another new television season has begun to roll, and whatever else may be said for it, there can be no doubt that the new prime-time schedule is unusual in one respect: Virtually everything resembling violence has been deleted.

The pressures that have produced this result have been immense, intense and seemingly endless. Congressional leaders, notably Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, have campaigned ceaselessly, as have countless other figures, public and private. The President of the United States joined the chorus briefly at one point last spring. And as recently as last week, as reported elsewhere in this issue, the Eisenhower Commission on the Causes and Prevention of Violence concluded, in effect, that although there is no hard research linking TV violence with violence in the streets, television should program itself as if there were.

The Eisenhower commission did recognize that television should not be made the scapegoat for violence in life, but at the same time it saw in TV a contributing influence and called upon both broadcasters and viewers to impose voluntary restraints. The irony is that most of the recommendations had already been put into effect.

No reasonable broadcaster, certainly not in the current climate, would advocate the depiction of violence for the sake of violence.

But it is our belief, as we have said before, that in some cases they have over-reacted. No matter how undesirable, violence has always been a part of life, starting in the general vicinity of the Garden of Eden. TV schedules that treat it as if it did not exist add fuel to the complaint that TV programming is irrelevant and unrealistic, and the ultimate irony is that broadcasters find themselves in this predicament because they took their critics seriously and tried to respond responsibly.
KSTP Covers the Broad Market.

Women.
Media men love ’em. Especially the 18-34 housewife type. The heavy users who can make or break a brand.

So to give you a better selective audience of women in the Minneapolis-St. Paul area, we’ve heavied up the KSTP afternoon lineup with some bright new programming.

The Dennis Wholey Show
This is a talk show that’s different, because the host is different. Dennis Wholey is a personable, articulate young man who’s built a growing reputation as one of the most perceptive interviewers around. Not only can he talk, he can listen. One comedian called Dennis’ interview “. . . the best I’ve had in 31 years of show business.”

Strange Paradise
You thought every possible idea for a daytime drama had already been used? How about Colin Fox playing the dual role of a millionaire industrialist and his 300-years-dead ancestor, in a show set in the Caribbean, involving voodoo? Don’t laugh. Wait until you see the ratings.

Dial 5
“Dial 5” is a new expanded version of our long-running and successful “Dialing for Dollars”, which has been moved into the noon-to-one o’clock time slot. Popular Jane Johnston joins Jim Hutton in hosting this viewer-participation show, which also incorporates a news/weather segment with Bill Beebe and Marilou Thibault.

Because women have widely varying tastes and preferences in programs, we offer a wide variety of afternoon shows. So your commercials reach a much wider audience. Want to sell women? Take Five. KSTP, Channel 5.
Freedom of choice!

Professional sound has entered a new era. It started with the Electro-Voice Model RE15. And now there are four E-V dynamic cardioid microphones that share its distinctive advantages — with some unique benefits of their own.

Unaffected by Distance... Angle
Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D\* construction. Now it offers something you've never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike... or even move around to the back... you'll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won't change between the dress rehearsal and the final performance, no matter what the talent does.

Improved Cardioid Pattern
Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There's also an integral bass-tilt circuit to cut rumble below 100 Hz. when needed.

Now Select from Four Models
In addition to the original RE15, we've added the RE16. The same fine microphone with an external "pop" filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

These four great cardioid microphones give you new freedom to head off sound problems before they start. Your E-V microphone headquarters has them waiting. Choose today.


ELECTRO-VOICE, INC., Dept. 99/BR
660 Cecil Street, Buchanan, Michigan 49107