Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

THE UNCLE WATCHERS ARE WATCHING YOU

That's the name of the youth-minded market that can be yours any day you schedule this audience-bending series. It did it on the network . . . it's doing it in market after market.

Consistently, U.N.C.L.E. attracts the young crowd (not to be confused with kids, which, in fact, tune out when U.N.C.L.E. comes on). The picture of a beautiful performance is coming in loud and clear. These are the real beautiful people, the buyers and doers your buyers want.

Remember these figures: 31% women, 25% men, 27% teens, 17% children. That's the average audience comp for U.N.C.L.E. in markets surveyed in May. And 62% of both the men and women viewers are under 50. A real performance story for the young-in-heart. Why not have your station on the *UNCLEWATCHERS* list?

MGM
TELEVISION

The Lancaster-Harrisburg-York-Lebanon WGAL-TV market: Vital in your selling plans

Recently released figures from ARB Survey Reports* indicate that the Channel 8 market ranks 6th in cups of instant coffee per day, 8th in headache remedies per week, and 9th in glasses of soft drinks per week. Definitely one of America's greats! A market that is too important to be overlooked.

Product	Rank	Usage
¼-pounds of margarine per week	14th	5,161,000
Dish-washings per week	9th	24,341,000
Toilet soap bars per month	9th	9,527,000
Tooth-brushings per day	10th	10,068,000
Deodorant applications per day	7th	5,514,000

*Compilation from ARB Local Market Reports based on total survey area including overlap from adjacent total survey areas, Nov. 1967. All ARB estimates are subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WGAL-TV LANCASTER, PA. CHANNEL 8

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

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

CLOSED CIRCUIT®

Spreading spot

Blair Radio, division of John Blair & Co., New York, station representative, is understood to have entered into association with Keystone Broadcasting System under which Blair will offer advertisers time on its own represented stations, plus outlets on KBS's long list. It's said to be means of competing more effectively with network radio which can provide advertisers with extensive coverage on economical basis.

Line forms here

True to character, President Johnson is keeping own counsel on plans, if any, to fill vacancy on FCC. Last week it was surmised he may delay action until after political conventions or until Senate finally acts on confirmation of appointment of Abe Fortas to be chief justice. President would be unlikely to send up another sensitive appointment while Justice Fortas's fate is still unresolved.

Names still on list of FCC possibilities include: H. Rex Lee, deputy administrator of Agency for International Development; A. Prose Walker, former engineering director of National Association of Broadcasters who recently resigned as Washington executive for Collins Radio; Earl Snead, former dean of University of Oklahoma law school and now vice president of Liberty National Bank in Oklahoma City. There are also several aspirants within FCC staff. It's presumed President may prefer someone from outside—possibly with noncommercial broadcasting experience.

Empty aeries

High-level decisions in New York this week may be hard to get—with corporate brass concentrated in Miami at Republican convention. Here's partial list of highest network officers expected to attend: ABC: Leonard Goldenson, president; CBS: John Schneider, president, CBS Broadcast Group; Mutual: John Fraim, chairman; NBC: Walter Scott, chairman; Julian Goodman, president; David Adams, senior executive vice president. Station-group chiefs will also be in abundance.

Not yet

When will President's Task Force on Telecommunications submit its report? Deadline is this month, but is unlikely to be met. Staff is making presentations to task-force members now, but it'll take considerable doing to bring together disperate views. Best guess is that report won't come out until fall—perhaps after November elections.

At least one recommendation—whether adopted by task-force majority or not—will be for full-scale reorganization of what is now FCC. Agency and present members would be eliminated. In FCC's place would be created new agency, or perhaps two, one to handle administration, other to make policy and act as what would amount to appelate bench.

Try again

Grand plan for vastly complex cable system delivering myriad of communications to U.S. homes has been submitted to Task Force on Telecommunications—and sent back for further work. Report came from Complan, New York-based group of former Bell Telephone Labs researchers that was hired by task force for wired-city study.

Word inside task force is that Complan foresaw elaborate cable grid, computerized and fed by all manner of programing and data services. But task-force staff felt Complan conclusions lacked supporting information and returned report for revision. There's some doubt revisions can be made in time for useful consideration by task-force members.

Branching out

Expansion of broadcast and related interests of Post-Newsweek Stations, allied in ownership with *Washington Post* and *Newsweek* magazine, is definitely on company's agenda. That aim is foretold by resignation of Larry H. Israel from Westinghouse Broadcasting to become chairman and chief executive of Post-Newsweek group (see page 27).

Son of flicker

NBC-TV is preparing to introduce new form of movies made for TV. Network is working on concept of presenting, in its movie time periods, sequels to feature films specifically made for television. Idea was inspired by "The Adversaries," two-hour "World Premiere" produced by Roy Huggins in association with Universal TV. Movie, with Burl Ives, Dorothy Provine, Guy Stockwell and James Farentino, is completed, has been screened by network and will be played in upcoming season. NBC-TV thinks it works so well that sequel already has been ordered, also for first-time showing on television.

Politics by wire

Cable-TV programing from Chicago convention of Democrats may include more than "official" channel that national committee is feeding to hotels (see page 44). Principal in operation of several down-state Illinois systems has been negotiating with small Chicago video-tape studio to package shows on one-inch tapes for immediate CATV use, and observers think idea may spread. Meanwhile, Gregg Liptak, Cox Broadcasting's programer from Lakewood (Ohio) CATV system (which suspended operations last week [see page 40]) goes to Chicago today to plan hotel channel shows. Marcus Bartlett of Cox started hotel cable programing concept at Democrats' 1964 convention in Atlantic City.

Lou Smith, vice president and general manager, Chicago office of Edward Petry & Co., station rep, resigns to join Corplex International Corp., Chicago, as vice president. He will concentrate in sales for Corplex which operates twin-channel cable system linking all of city's hotels and will get heavy use during Democratic convention. Mr. Smith joined Petry in 1951.

Animal act

Universal Television, which only this year—and without general notice to industry—started to think about producing specials for television, has all but placed new hour awards show in prime time for next June. Special will be *The 19th Annual Patsy Awards* to best TV and motion picture animal actors. Show will be live and taped before formal dress audience with human celebrities as presentators and host of caliber of Johnny Carson. Sponsor is likely to be Ralston Purina Co. on behalf of its pet foods. Universal tried idea on for size last June by staging event before live audience with Woody Woodbury as host.

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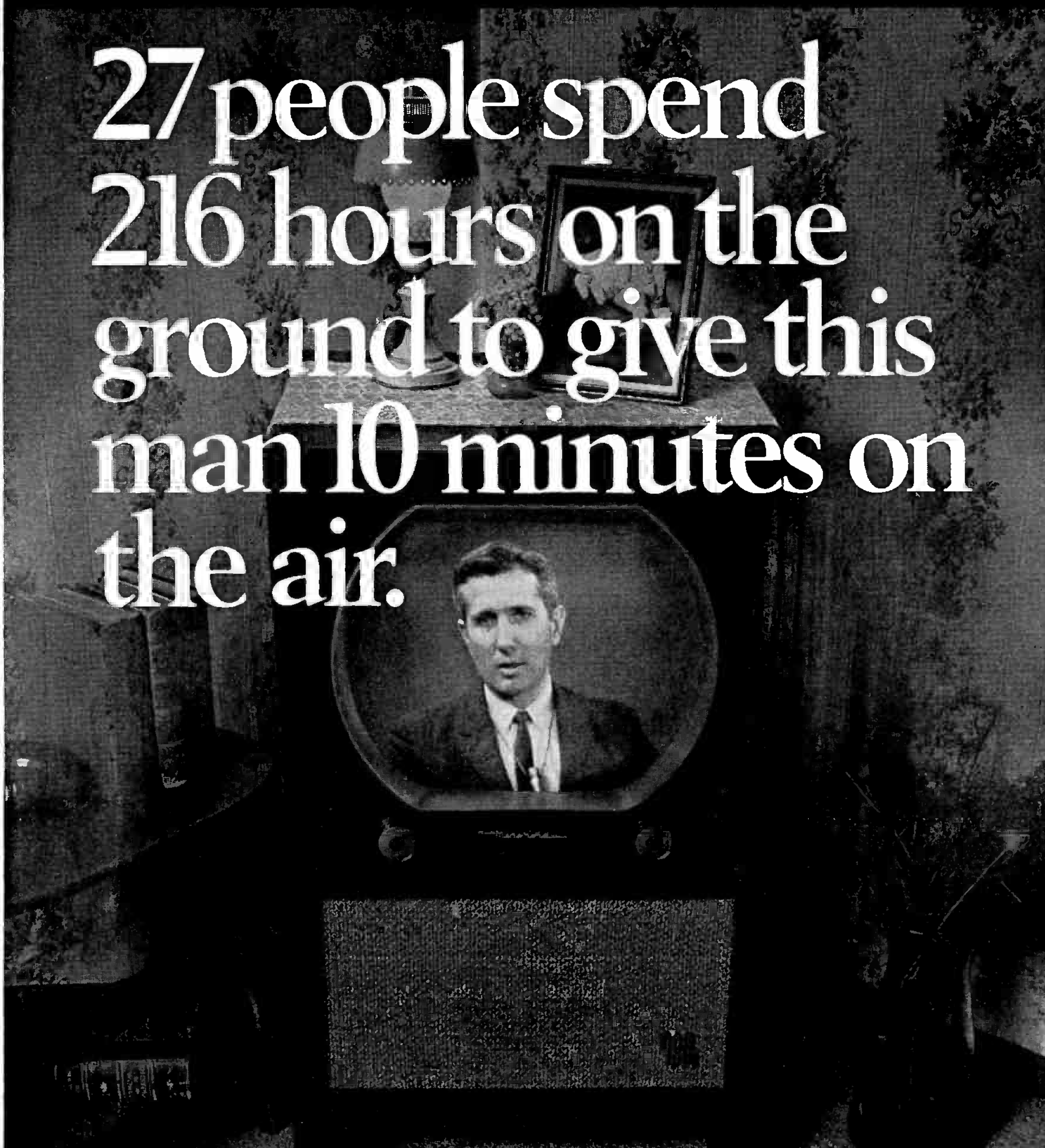
An expert team of specialist reporters feeds WJW-TV headquarters with the news of the city.

Be it a shake-up in city hall, a strike in a local factory, or a suburban fire — we take the latest, most important, up-to-the-minute news and tell it like it is.

That's what makes award-winning WJW-TV news tops in Cleveland.

WJW-TV Cleveland

We're turned on.



LOS ANGELES KGBS	PHILADELPHIA WIBG	DETROIT WJBK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WHN	DETROIT WJBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	STORER BROADCASTING COMPANY

WEEK IN BRIEF

FCC appears to be undergoing not-too-eager transformation as it wields tougher regulatory rope in response to buffeting from internal pressures Congress, Justice and the press. See . . .

TIGHTENING NOOSE . . . 19

Probe into Overmyer UHF CP's leaves "blood all over the floor" as Representative Moss proposes "stringent limits" on CP transfers; FCC's Johnson wonders whether permittees should even be allowed to transfer them. See . . .

MOSS AND CO. . . . 20

Westinghouse proposes to absorb MCA Inc. in $360-million merger that would create major amalgam of broadcasting and production. FCC for now is on the sidelines with justice, IRS taking close looks. See . . .

NEW GIANT . . . 24

Justice Department stance opposes more than 100 broadcaster comments in one-to-a-customer rulemaking. Justice sees rule as possible way of dealing with problem of media concentration. See . . .

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Washington appellate court confers 'extreme' extension to right of anyone who listens to radio or watches TV to intervene in an FCC case involving a broadcaster. Decision affects WFMT(FM) Chicago case. See . . .

PROMPT COURT ACTION . . . 34

West Coast conglomerate Signal Co.'s pays $25 million for 49.9% interest in Golden West Broadcasters. Autry retains control; Shaw heads broadcasting division, Reynolds in charge of sports unit. See . . .

SIGNAL BUYS . . . 36

FCC approves $6-million dual transfer of two Tucson stations. KVOA-TV is assigned to Pulitzer Publishing Co. for $3 million; KGUN-TV goes to May Broadcasting Co. for $2.9 million. See . . .

TUCSON SALES . . . 37

Republican convention coverage will be most comprehensive yet with new techniques to be unveiled. Hand-held portable color cameras and ABC-TV's 90-minute format prompt most attention. See . . .

BROADCASTERS READY . . . 42

RCA wins $1.3 million contract for joint 'tall tower' installation atop new 100-story John Hancock building in Chicago that will accommodate five local stations, be in use by 1969. See . . .

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French cabinet announces brand-name commercials will be introduced in October on one of state-run TV networks; cuts French broadcasting system's news staff by more than a third. See . . .

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DEPARTMENTS

Broadcasting

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AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

FCC will consider freeze on CATV's

FCC begins focusing this week on problem of designing more efficient machinery for regulating CATV industry. Initial indications are that solution will involve freeze on expansion of CATV systems into major markets.

General counsel's office is understood to have recommended that commission bar importation of distant signals into top 100 markets for next five or 10 years.

Commission's CATV task force is proposing indefinite freeze on importation of distant signals into top 50 markets; rationale is that UHF development, which commission feels is threatened by unlimited CATV expansion, is principally in those markets.

Both general counsel and staff, reportedly, would permit CATV program origination, but would prohibit systems from carrying commercials.

Proposals by general counsel and task force are contained in thick presentations touching on all aspects of CATV regulation.

Commission will discuss matter with staff in special meeting Tuesday (Aug. 6).

Overhaul of present CATV regulatory machinery, which has proved unable to deal with administrative burden since commission assumed control over CATV industry in March 1966, became inevitable after two recent U. S. Supreme Court decisions dealing with cable industry.

In first, court established commission's authority over CATV. In second, it held that CATV systems do not incur liability when they pick up and carry copyrighted programing. Commission had expected court to apply copyright to CATV systems—action commission attorneys said would lessen commission's regulatory burden.

In separate special meeting this week, commission will discuss problems in connection with establishment of domestic satellite system. Officials said it is one of series of such meetings that have been held. No decisions are expected to emerge.

Humphrey's TV pitches

United Democrats for Humphrey have begun series of 15 five-minute spots on network TV in preconvention advertising effort to cost close to $1 million through Doyle Dane Bernbach, New York. First commercial was on ABC-TV and next is scheduled for NBC-TV Aug. 9. All will be in prime time, and on all three networks. Spot television is also being used in 14 states. Format is to have Vice President Humphrey speak on various issues.

More troubles face stations in Chicago

New labor dispute boiled to surface in Chicago Friday (Aug. 2) that could affect film coverage of Democratic convention there starting Aug. 26 (see page 44). Film editors at CBS-owned WBBM-TV Chicago voted to strike if station and Local 780 of Motion Picture Film Editors-IATSE fail to agree on improved differential wages and better working conditions in editing documentary films compared to normal news films.

Local 780 members at NBC-owned WMAQ-TV and ABC-owned WBKB-TV there are supporting WBBM-TV editors, union spokesman said. Many of them regularly handle network material. Local 780 negotiations also are pending at WMAQ-TV and WBKB-TV.

Pell warns of peril in violence laxity

Suggesting that "an aroused public" will demand tough government enforcement of TV programing codes unless steps are taken by broadcasting industry to cut down on violence, Senator Claiborne Pell (D-R.I.) urged Friday (Aug. 2) that broadcasters start ball rolling by financing "independent university research institute" to study subject.

Institute on effects of media violence, he said, would follow example of Great Britain, where rigid media-violence code is already in effect. Senator termed National Association of Broadcasters code "inadequate," and "more honored in breach than observance."

Citing consumerism trend of recent years in Congress, he added that if "caveat emptor" is obsolete, "caveat spectator" should be, too.

Booth hearing urged in revised dissent

FCC Commissioners Kenneth A. Cox and Nicholas Johnson say that geographic concentration of Booth American's radio and CATV interests in Michigan raise "grave" questions that commission should consider in hearing before granting company's application for FM station in Saginaw.

Commissioners said one factor to be considered is relationship of John L. Booth, owner of Booth American, to principals of Booth Newspapers and Evening News Association, publisher of *Detroit News* and owner of WWJ-AM-FM-TV Detroit.

Interlocking ownership between Booth Newspapers and *Evening News* was uncovered by commissioners in course of what they called "odyssey to

It's not just roof, it's sky that's falling

With normal headaches involved in setting up coverage of national political conventions, who needs more of them? So ABC can be pardoned if it may have reached for that "little green bottle" as result of not one or two, but three mishaps that occurred all in one evening—last Thursday (Aug. 1).

First, its roof fell in—that one above its facilities complex off main floor of Republican convention site in Miami Beach (see page 42). No one was injured, as one network executive was reported to have muttered for posterity, "Hey, the roof's sagging," moments before he and others scampered to safety. Although most equipment was buried and one TV camera was heavily damaged, all was expected to be in working order by Saturday.

Meanwhile, William F. Buckley Jr., who was expected to provide commentary on proceedings, may yet make appearance—in cast. He broke his collarbone while yachting in Long Island Sound and was rushed to Stamford (Conn.) hospital.

Another casualty was ABC Radio correspondent Keith McBee who succumbed to near-90° heat in Miami Beach and landed in hospital. He's expected back on the job Monday.

more AT DEADLINE on page 10

WEEK'S HEADLINERS

Larry H. Israel, president of Westinghouse station group and executive vice president and director of Westinghouse Broadcasting Co., joins Washington Post Co. as director and vice president, and chairman and chief executive officer of its subsidiary, Post-Newsweek Stations (see page 27).

Mr. Allen

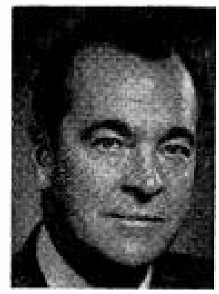
Mr. Chaseman

James E. Allen and **Joel Chaseman** elected presidents of Westinghouse Broadcasting Television and Radio Station Groups in reorganization of WBC following resignation of **Larry H. Israel** (see above). Mr. Allen and Mr. Chaseman have been serving since January 1967 as WBC's VP-TV and VP-radio, respectively. Under restructuring, Messrs. Allen and Chaseman will report to Donald H. McGannon, chairman and president of WBC. Mr. Allen joined WBC in 1956 as manager of advertising and promotion, WBZ-TV Boston, and subsequently became sales and general manager. In 1964 he was named VP-sales for WBC Productions and WBC program sales in New York and later named executive VP. Mr. Chaseman began with WBC at WJZ-TV (then WAAM-TV) Baltimore in 1957, leaving there as program manager to become national radio program manager at WBC in New York. In 1964, he was appointed general manager of WINS New York.

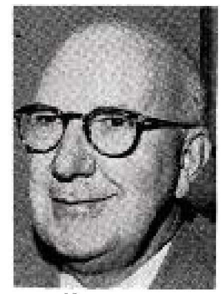
Jeremiah Moynihan, acting media director, Campbell-Ewald Co., Detroit, named senior VP and director of media. Mr. Moynihan joined agency in 1954 as manager, outdoor department. He was appointed assistant media director in 1958 and was named VP in 1963. Prior to joining C-E, he was with National Outdoor Advertising Bureau for 22 years.

Hope Martinez, associate media director, BBDO, New York, elected VP. Miss Martinez joined BBDO in 1945 in talent payment division. She later became media supervisor and planner and coordinator of spot activity. She was appointed associate media director in 1966.

Edmund C. Bunker, executive VP, KFI Los Angeles, named president, general manager and director of that NBC affiliate. He succeeds **George A. Wagner,** who becomes chairman of board of directors. Mr. Bunker joined station in June at same time **Charles E. Hamilton,** VP, and station manager for 25 years, retired. Before joining KFI, Mr. Bunker was senior VP for Inter-



Mr. Bunker



Mr. Wagner

public Group of Companies Inc., New York. From 1942 to 1965 he served as president of Radio Advertising Bureau. Prior to that he was executive with CBS for 12 years. Mr. Wagner began his career with Earle C. Anthony Inc., licensee of KFI, as executive 35 years ago and for last 14 years was chief executive officer of corporation.

For other personnel changes of this week see FATES & FORTUNES

an understanding of media control in Michigan."

Comments were published in revised dissent to commission action approving Booth-American's FM application (BROADCASTING, May 20). They said they had been wrong in stating that "Booth American owns nine newspapers" in Michigan and seven AM and seven FM stations. They noted that Booth American is owned by John L. Booth, while Booth Newspapers, which owns papers, is controlled by his cousins.

But, they said, they have now discovered that same individuals who own Booth Newspapers—John L. Booth's cousins— have "substantial interests" in Evening News Association.

And commissioners noted that John L. Booth has 8% interest in and sits on board of directors of Booth Newspapers.

This ownership interest represented one of troubling aspects of case for commissioners. They noted that 8% interest is, under FCC rules, sufficiently large (over 1%) to prevent Booth Newspapers from owning radio stations, since Booth American already owns full quota.

But, they added, same principals who control Booth Newspapers have substantial interest in Evening News Association, "licensee of very valuable radio and television properties in Detroit."

(Commissioner Cox explained that relationship discussed isn't intended to suggest that violation of multiple ownership rules on part of Booth American and Evening News Association necessarily exists. He said, however, question should be explored in hearing).

Booth American cable interests that commissioners say should be considered in concentration of control of media question are in or planned for Holland, Jackson, Muskegon, and Saginaw, all Michigan.

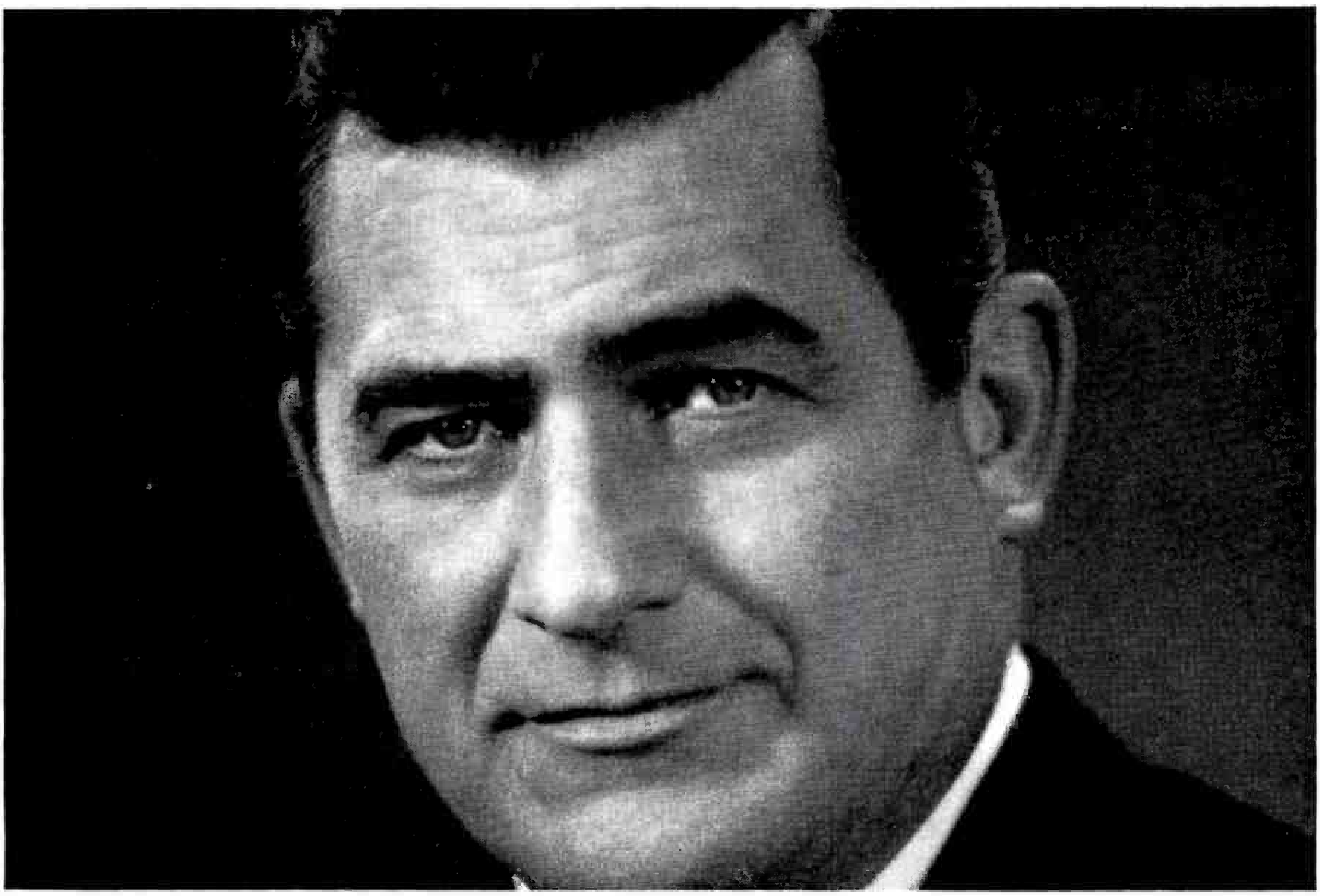
Progress or perish, commission tells CP's

FCC cracked down on eight more dormant UHF construction permits in decision announced Friday (August 2). Commission notified permittees their CP's will be canceled unless they give notice within 30 days of intent to proceed with construction.

Decision reflects growing commission concern over number of UHF's initiated but not on air. In ruling two months ago, eight requests by UHF's for additional time to complete construction were turned down and permittees were given opportunity for oral hearing only if they responded within 30 days. Subsequent actions on requests for extension of time have been similarly hard-line (BROADCASTING, June 3 et seq.).

In its letter to each permittee, commission noted that construction delays were apparently voluntary and not beyond permittees' control. If they file within 30 days, commission said, permittees will be entitled at most to oral argument to determine whether delays were avoidable.

Eight permittees are WMLK(TV) (ch. 57) Janesville, Wis.; WPDT(TV) (ch. 15) Florence, S. C.; WPCT(TV) (ch. 31) Melbourne, Fla.; WROA-TV (ch. 25) Gulfport, Miss.; KWID-TV (ch. 41) Tulsa, Okla.; KWIG(TV) (ch. 63) Des Moines, Iowa; WRIV-TV (ch. 33) Riverhead, N. Y., and KTOV-TV (ch. 31) Denver.



Anchorman goes overboard for objectivity, underwhelms the news.

Harry K. Smith believes the news is more important than the newscaster. That doesn't mean he telecasts in deadpan. He just doesn't get in the way.

The world's jam is Smith's bread and butter, and he quietly thrives on excitement. As anchorman of "News 7," he smoothly spreads his reports on world and national news through the nightly half hour. He communicates with the authority and lucidity gained by the day's conversations with newsmakers and WMAL-TV reporters, wire-service backgrounding, film and tape viewing.

"The payoff," says HKS, "is how much residue of information is left with the viewer, not how much we know." Twenty years' training as newspaper reporter, broadcasting newsman, actor, writer and director, insures a large residue.

Watch "News 7" (5:30 p.m. weekdays) for Joseph McCaffrey, Capitol Hill; Louis Allen, weather; local news and sports specialists—and Harry K. Smith, catalyst.

wmal-tv abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by Harrington, Righter & Parsons, Inc.

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 5-7—Association of National Advertisers workshop on advanced administrative and planning techniques. Drake Oak Brook hotel, Chicago.

Aug. 5-9—Annual meeting, American Bar Association. Among principal speakers are Senator Philip A. Hart (D-Mich.); U. S. Circuit Judge Otto E. Kerner, former chairman of President's Commission on Civil Disorders; Betty Furness, President's adviser on consumer affairs; Commissioner James M. Nicholson, Federal Trade Commission. Civic Center, Philadelphia.

Aug. 8 — Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

Aug. 8-11—Meeting of board of directors, American Women in Radio and Television. New York Hilton, New York.

Aug. 9-10—Rocky Mountain CATV Association meeting. Teton Village, Jackson Hole, Wyo.

Aug. 12—Seventh annual TV day, sponsored by Georgia Association of Broadcasters. Speaker: FCC Commissioner, Robert E. Lee. Atlanta Marriott, Atlanta.

Aug. 16-18—Conference of the Educational Television and Radio Association of Canada. University of Calgary, Calgary, Alberta.

Aug. 22-23—Fall convention of the Arkansas Broadcasters Association. Arlington hotel, Hot Springs.

Aug. 24—Radio newsmen workshop sponsored by Pennsylvania News Broadcasters Association. Penn Harris Motor Inn, Harrisburg.

August 27—Annual stockholders' meeting, Rollins Inc., Atlanta, to elect board of directors and to act on proposed amendment to articles of incorporation.

Aug. 30-Sept. 1 — 1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society. Hotel Het Hof Van Holland. Hilversum, The Netherlands. For information: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University College of Engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 9—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television Society, and Society of Motion Picture and Television Engineers. Registration forms: International Broadcasting Convention, 1968, Savoy Place, Victoria Embankment, London, W. C. 2. Grosvenor House, London.

RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

■Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Down Towner Motor Inn, New Orleans.

Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention, Kansas City, Mo.

Sept. 15-17—Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in standard broadcast service. Previous deadline was July 16.

■Sept. 17—Annual advertising conference sponsored by Premium Advertising Association of America. Navy Pier, Chicago.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: Rosel Hyde, FCC chairman, Waldorf-Astoria hotel, New York.

Sept. 18-20—Meeting of the Tennessee Association of Broadcasters. Ramada Inn, Nashville.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton. New York.

Sept. 26-28—Annual fall meeting of **New York State Cable Television Association.** Castle Inn motel, Olean.

Sept. 26-27 — Fall conference, **Minnesota Broadcasters Association.** Hotel Leamington, Minneapolis.

Sept. 27-29 — Western area conference, **American Women in Radio and Television.** Sheraton-Portland, Portland, Ore.

Sept. 27-29—Meeting of the **Hawaiian Association of Broadcasters.** Surf hotel, Kauai.

Sept. 29-Oct. 2—**Pacific Northwest CATV Association** fall meeting. Sheraton-Portland, Portland, Ore.

OCTOBER

Oct. 3 — Luncheon sponsored by **International Radio and Television Society.** Speaker: Alvin R. (Pete) Rozelle, commissioner of major professional football. Waldorf-Astoria hotel, New York.

Oct. 4-6—Southern area conference, **American Women in Radio and Television.**

Oct. 5-6—Fall meeting **Illinois News Broadcasters Association.** Decatur.

Oct. 5-7—Fall convention of **Texas Association of Broadcasters.** Inn of Six Flags, Arlington.

Oct. 6-9—**Michigan CATV Association** convention. Boyne Highlands, Harbor Springs.

Oct. 7-8—Annual fall convention, **New Jersey Broadcasters Association.** Howard Johnson Motor Lodge, Atlantic City.

Oct. 8—New deadline for filing comments on **FCC's** proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

Oct. 9—Deadline for reply comments on **FCC's** proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Oct. 11-13 — Northeast area conference, **American Women in Radio and Television.** Jug End, Egremont, Mass.

Oct. 14-15—Third annual management seminar sponsored by **TV Stations Inc.** New York Hilton, New York.

Oct. 14-18—11th annual **International Film & TV Festival of New York.** Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

Oct. 17-19 — 43rd birthday celebration, **Grand Ole Opry.** Municipal Auditorium. Information: Lynn Orr, WSM, Box 100, Nashville.

Oct. 18-19—Annual meeting of **New York State AP Broadcasters Association.** Buffalo.

Oct. 18-20—West Central area conference, **American Women in Radio and Television.** Midtown Motor Inn, Des Moines, Iowa.

NAB FALL CONFERENCES

Oct. 17-18—New York Hilton, New York.

Oct. 21-22 — Ambassador hotel, **Los Angeles.**

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, **Cincinnati.**

Nov. 14-15—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

Oct. 22 — Deadline for filing reply comments on **FCC's** proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■Oct. 31-Nov. 1—Fall convention, **Ohio Association of Broadcasters.** Neil House, Columbus.

■Oct. 22-23—First state conference on telecommunications sponsored by **Michigan state board of education.** Lansing civic center, Lansing.

Oct. 22-23—Broadcast executive sales conference sponsored by **Tennessee Association of Broadcasters** and **University of Tennessee School of Journalism.** University Center, Knoxville.

■Oct. 25-26—Fall meeting **Maryland-D.C.-Delaware Broadcasters Association.** Annapolis Hilton. Annapolis, Md.

Oct. 25-27—Mideast area conference, **American Women in Radio and Television.** Pittsburgh Hilton, Pittsburgh.

NOVEMBER

Nov. 6-8—West Coast conference on broadcasting of **Institute of Electrical and Electronics Engineers.** Ambassador hotel. Los Angeles.

■Nov. 8—New deadline for filing reply comments on **FCC's** proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Aug. 8.

Nov. 10-13—**California CATV Association** fall meeting. Del Coronado hotel, Coronado Island.

Nov. 10-15—Technical conference, **Society of Motion Picture and Television Engineers.** Washington Hilton, Washington.

■Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by **Illinois Institute of Technology** and **IIT Research Institute.** Sherman House, Chicago.

■Indicates first or revised listing.

OPEN MIKE®

Fair salary for FCC

EDITOR: I have just read that FCC commissioners' salaries will probably be raised from $28,750 to $35,000 annually [CLOSED CIRCUIT, July 22]. It is my suggestion that, in all fairness (Section 315 etc.), commissioners' salaries be reduced to $10,000 to $15,000, so that they may be placed on a more evenshouldered position to the managers and owners whose problems they so realistically understand. — *Joseph S. Fields,* KGYN *Guymon, Okla.*

On WNEW-TV sales post

EDITOR: July 22 BROADCASTING, by omitting one little word, incorrectly printed that William Carpenter had been appointed WNEW-TV New York's general manager rather than general sales manager. WNEW-TV's vice president and general manager is Lawrence P. Fraiberg. Bill Carpenter will become our vice president and general sales manager effective Aug. 12.—*Richard Ballinger, information services,* WNEW-TV *New York.*

Another attendance factor

EDITOR: Come now, let's be honest in interpreting statistics.

In CLOSED CIRCUIT [July 29] . . . you imply that baseball teams are not at all benefitted by newspaper coverage and cite the attendance spurt this year of the Detroit Tigers to prove your point.

Don't you think that the fact that the Tigers look like they may be pennant winners for the first time since 1945 has anything to do with it?—*Walter Grimes, W. B. Grimes & Co., Washington 20004.*

Abby loves Hix

EDITOR: I loved the cartoon by Sid Hix in your June 24 BROADCASTING. May I please have the original? It would be wonderful framed and hanging in my office.—*Abigail Van Buren, 704 River Drive, St. Paul, Minn.*

(Original has been forwarded.)

"Dear Abby left the studio hours ago, but listen, you've got a no-good husband . . . kick the bum out!"
Drawn for BROADCASTING by Sid Hix

BOOK NOTE

"Voting and Nonvoting: Implications of Broadcasting Returns Before Polls are Closed," by Kurt Lang and Gladys Engel Lang. Blaisdell Publishing Co., Waltham, Mass. 172pp., $2.50.

Results of a study commissioned by CBS Inc. and presented during last year's Senate hearing on political broadcasting have been expanded by the Langs and made available in book form. Investigation of voter attitudes and behavior of comparable precincts in Ohio and California in the 1964 presidential election showed some, but "minimal," effect of broadcast early returns on voters in a later time zone. The Langs' findings were corroborated by other studies cited in the Senate hearing record compiled under the chairmanship of Senator John O. Pastore (D-R.I.). In addition to presentation of interview data, the Langs present theoretical considerations on voting or nonvoting influences as affected by news dissemination.

MONDAY MEMO from TOM LAUER, media supervisor, N. W. Ayer & Son, Los Angeles

Where station selection is the key to success

This memo comes to you from a Los Angeles media man concerned with the automotive field in an area which is twice as important in the sports specialty and luxury car fields than the national average.

Contrary to the popular notion in the East, the Western man dons his trousers one leg at a time. The Southern California market is different from Philadelphia, New York or Chicago from a media standpoint primarily in that we spend so much time in our cars. Due to the extremely high auto usage, radio is important and one of the most influential media in the Los Angeles market. It follows that outdoor, transit, and skywriting, when the smog clears, are great, too.

Since we represent an automobile dealers' association, our objective is to originate and place advertising going beyond and tieing-in or augmenting the factory effort. This includes the fields of copy, media selection, and timing.

I'm not going to go through lofty theories on the power of radio or the size, effectiveness, efficiency, flexibility, economy or the persuasiveness of radio. All of this you have heard until it's coming out of your ears.

Buying Strategy ▪ What I thought you might be interested in would be a brief rundown of the radio buying philosophy at Ayer for the Lincoln-Mercury Dealers Association (Los Angeles district). Not that any of this is startling or peculiar to Ayer . . . but it may interest you to know some of our thinking to see where certain stations fit . . . or don't fit . . . into our buying plans.

First of all, we start from the general media belief that, with our size budget, we can't enjoy the luxury of multimedia exposure. We've got to concentrate in one medium and not splinter our dollars over two or three. In our case, it's usually radio, for the reasons I said a moment ago I wasn't going to mention.

Another economic fact of life with this client is the necessity of running our advertising in relatively short flights. Since our budgets are predicated on sales forecasts for the next six or eight weeks, we're in and out, and we've got to talk to the multitudes as many times as we can afford to reach them.

In the Los Angeles market. radio reaches people quickly providing you use enough stations heavily enough. You've got to spend big if you're going to make a noise . . . especially if you're restricted to flights.

Ayer subscribes to the philosophy that, due to the vertical-type programing prevailing in this market, we need lots of stations to turn up the hroad reach we must have. The great listener loyalty to stations, to personalities, and to formats make it necessary to buy a lot of stations.

We usually use 18-20 stations in Los Angeles. This isn't as many as it sounds, though, because we run approximately 700 spots a week. So the lightest schedule on any station is fairly good. A straight average for all stations would be about 35 spots per week . . . which isn't bad.

That Next All-Important Step ▪ Then there is the job of choosing the right stations to insure that those sales messages get into the right homes and to the right prospective customers.

In my opinion, the matter of station selection is the key to the success of any radio buy. You all have listened to buyers give you the "demographics routine . . . quality not quantity" . . . until your heads rattle. But, dammit, that's the name of the game.

I won't bore you with the old phrases like "climate versus cost per thousand" or "persuasive value versus numbers," but these are extremely important factors.

Ask any buyer whether he, or she, buys by the numbers and I'll lay you 50-to-1 that he'll say "no." In my opinion, this guy is either lying or is too lazy to do his homework. Of course we all pay attention to the numbers . . . it's the only guide to audience measurement we've got to go by. Besides, it's the greatest protection of any timebuyer's job that's ever been invented on this earth.

But the "quality" audience aspect is all-important. Especially in the case of our client here. We know who buys Continentals and Mercurys. We know the Cougar buyer is 25 years old plus, the Mercury/Montego huyer is probahly 35-50, the Continental buyer is older, probably around 50 . . . and, of course, more affluent.

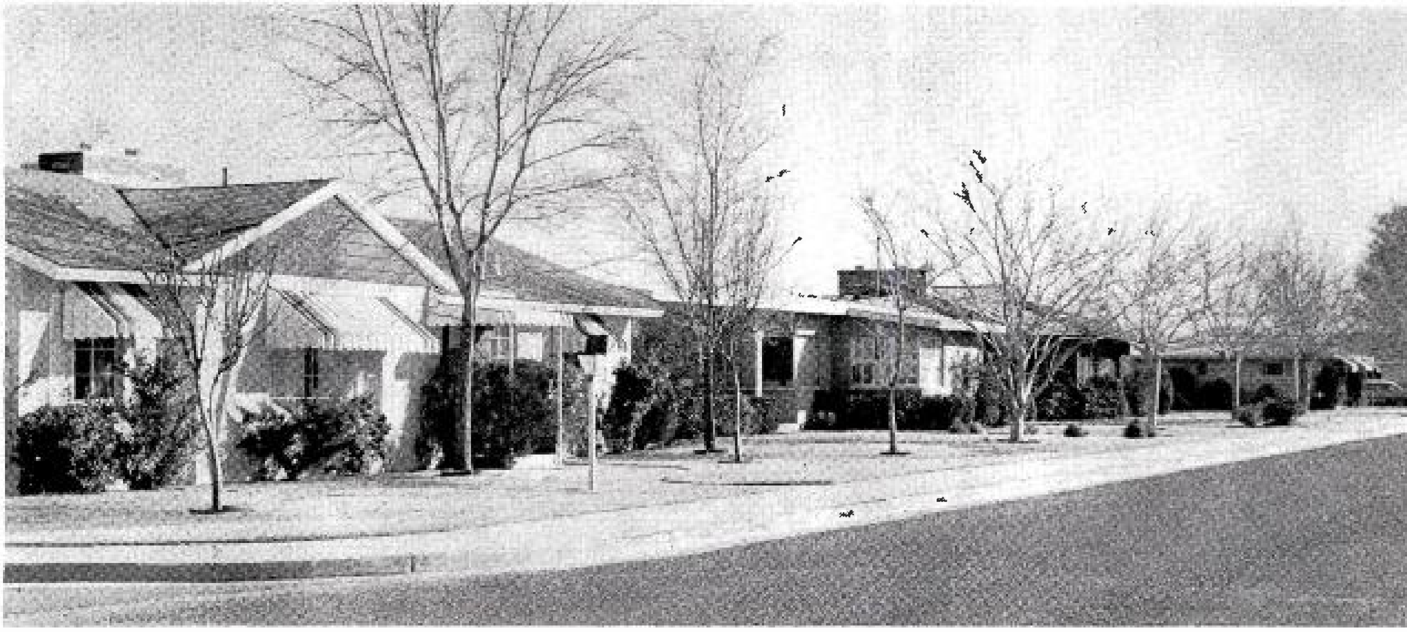
Radio Concentration ▪ So we have to concentrate our efforts on adult-appeal stations. Our prospect is somewhat older, upscale income-wise, and probably better educated. Therefore, we don't feel we can afford to spread our limited dollars into rock 'n' roll or ethnic stations. Now, let me say I'd love to have the mass of adult men some rock 'n' roll stations turn up. I just can't afford it. I've got to put my client's dollars where I can reach my best customers with a minimum of waste. We don't have funds for future or image-building.

We've got to get buyers into our dealers" showrooms right now . . . and we know who those buyers are and where to reach them.

So I guess this is a long way of saying what you've heard 1,000 times and what a lot of us have talked about personally. Let me end by saying that, whether you agree with our ideas or not, Lauer, personally, has come a long way since my Chicago days six or seven years ago when I made a fervent radio proposal to a big client, calling for the use of a 12-plan on two stations in the top-50 markets. Oh, as most Eastern buyers, I recognized Los Angeles was different and recommended we really "blast off" here and go 50 a week. The shock of this was too much though the whole proposal was killed. . . . Thank heavens!

Thomas W. Lauer has been media supervisor at N. W. Ayer & Son Inc., Los Angeles, since the fall of 1966. Mr. Lauer has the responsibility for media planning and buying on the agency's Lincoln-Mercury Dealers Association account. Prior to joining Ayer, he was associated with Carson/Roberts/Inc., Los Angeles, Compton Advertising Inc., Chicago, and Tatham-Laird Inc., Chicago. He also spent 10 years at NBC-TV in Chicago.

Peaceful? Just a mile away there's a street that millions think is the busiest, most glamorous boulevard in America!



Can you guess which city these homes are in? Here are some accurate (but misleading) clues:

- The City, and the county area around it, has 85 schools, with 22 more in the planning stage.
- Its people support 143 churches.
- There are one-and-a-half times as many people living here as there were just ten years ago.

Schools, churches, families—and more families. These clues won't help you much unless you really know... Las Vegas. They mean a great deal to the management and staff of KLAS-TV because they are the terms in which we think and act for this wonderful area. It's a community where 66,000 children are growing up. Where 82,000 families have built homes and are clearing the desert to make room for the million residents expected by 1985. Annual sales of goods and services already stand at more than a half-billion dollars!

Yes, Las Vegas offers the excitement of "The Strip". But more importantly, it stands for responsibility and opportunity. That's why KLAS-TV, "The Station That Cares", focuses so much of its programming on *local* needs and interests.

Here are some recent additions to this community-centered programming:

OUR TOWN. Twice daily, Monday through Friday. Civic, community and social events.

RECREATION DIRECTORY. Covering every aspect of leisure living available to Southern Nevadans.

RELIGIOUS DIALOGUE. Each week local clergymen discuss current trends and problems.

TELEFORUM. Guests of local prominence discuss problems of immediate concern to the community.

STRATEGY. A weekly look at our school system—from kindergarten through the University level.

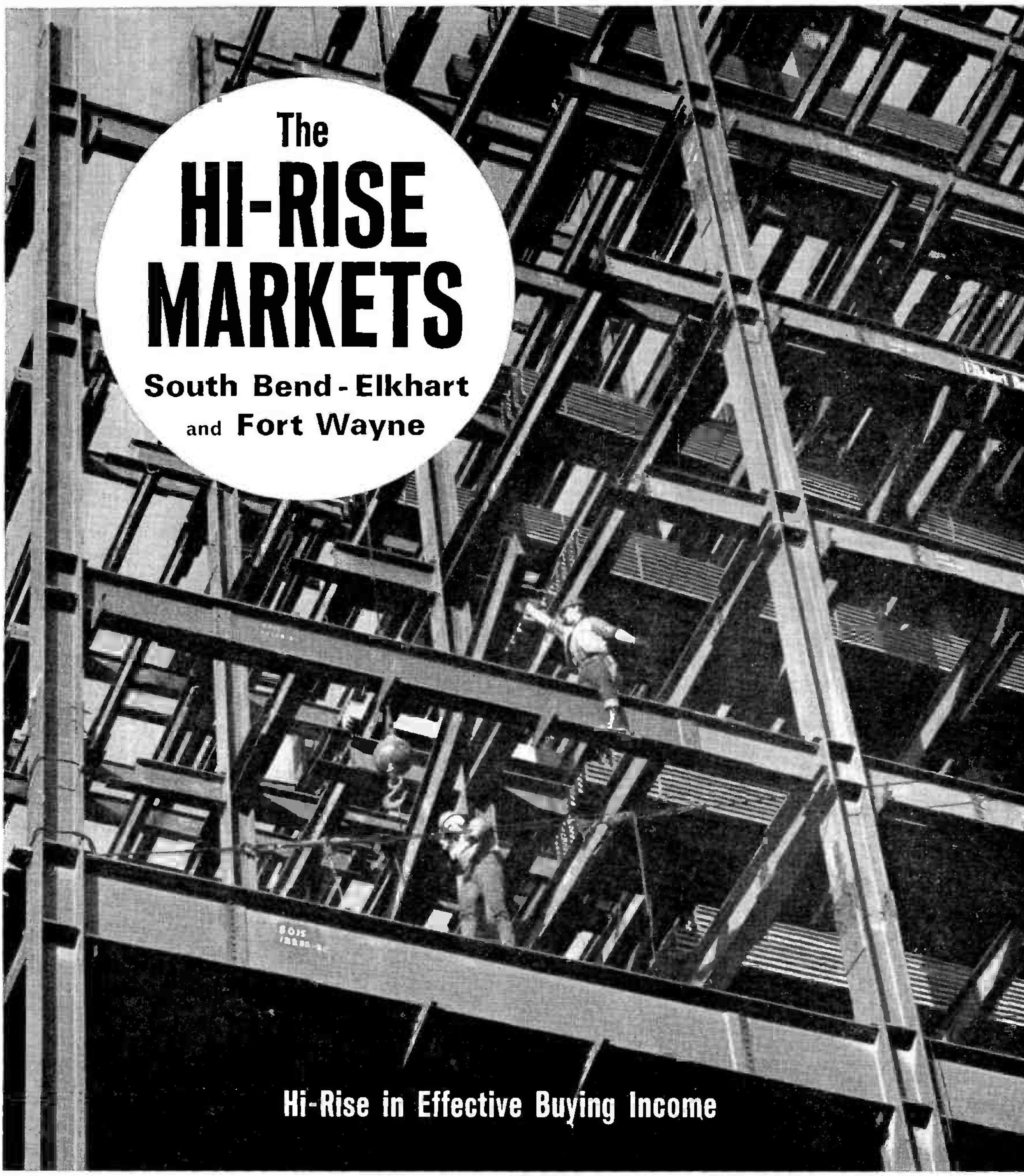
This is only a beginning. KLAS-TV is constantly improving its technical facilities and will continue to add programming that will stress Channel 8's image as "The Station That Cares!"

TELEVISION CODE

KLAS-TV, Las Vegas. "The Station That Cares." CBS Channel 8 for Southern Nevada.

Paul Stoddard, *General Manager. Represented by the Edward Petry Co.*

A service of the Hughes Tool Company P. O. Box 15047. *Telephone: 702/735-7511*



HI-RISE IN AUTOMOTIVE SALES! Hop into the Hi-Rise markets where our viewers spend over $400 million* annually! Auto sales need a boost? Just give a honk to the boys at Blair.

*Source: Sales Management "Survey of Buying Power," June 1968

THE COMMUNICANA GROUP · INDIANA COMMUNICATORS

The Communicana Group

WSJV-TV SOUTH BEND-ELKHART 28 ABC

WKJG-TV FORT WAYNE 33 NBC

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

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

BLAIR TELEVISION

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 5, 1968, Vol. 75, No. 6

Tightening noose of regulation

The rope's in the FCC's not entirely eager hands, but it's being pulled in response to cries for lynching by Congress, Justice and the press


Chairman Hyde


Mr. Bartley


Mr. Lee


Mr. Cox


Mr. Wadsworth


Mr. Johnson

The FCC, lacking one member and buffeted by pressures from within and outside, is undergoing something of a transformation, even before the appointment of a seventh commissioner.

In the public prints, the image of the commission remains what it has been for several years, that of a do-nothing, stumble-footed agency that is the captive of the industry it regulates. But among those who watch the commission through the daily grind of its news releases, orders and decisions. and among those who are subject to its authority, the commission appears to be getting tough, even harsh, in its regulation.

The close observers see a stiffening attitude at the commission on questions involving alleged trafficking in licenses. They note that concentration of control of media is a live and continuing problem for the commission. as are. of all things, the employment practices of broadcast licensees. Even commercial practices and broadcast news-interviews and editorials are causing the commission to flex its muscles.

The highly visible FCC—the one known if not loved far and wide—was on public display again last week, in hearings before the House Investigations Subcommittee. That panel. which appears to have been fishing for evidence of wrongdoing in the commission's dealings with the Overmyer Communications Co., hasn't caught anything yet. But it has portrayed the commission as having acted in a casual, perhaps even inept, manner in its grant of UHF construction permits to Overmyer and in the subsequent approval of the transfer of those CP's to the AVC Corp. (see page 20).

Mississippi Case ▪ This is also the commission that Commissioners Kenneth A. Cox and Nicholas Johnson, in a ringing dissent in June, told the world had twisted its own hearing processes in order to protect the license of "racist" WLBT(TV) Jackson, Miss.. which had been accused by the United Church of Christ of discriminating against Negroes in its programing and of violating the fairness doctrine. (Never mind the recommendation of the commission's Broadcast Bureau, which had participated in the hearing, that the commission grant full three-year license renewal for the station, or the conclusion of a hearing examiner that the charges against the station had not been proved, or the commission majority's point-by-point rebuttal of the dissenters' statement: The editorial writers believed the dissent.)

And this is the commission that the same two members, in dissents stretching back over almost two years and in their well-publicized report on Oklahoma broadcasting. suggest is not interested in seeing to it that broadcasters provide the local service for which the U.S. system of broadcasting was created. (In the Oklahoma report, they called the present license-renewal process "a ritual in which no actual review takes place".)

Some pushover, that FCC.

But how does one account. then, for the FCC's treatment of veteran broadcaster Morgan Murphy? The commission in June suddenly changed its mind about an issue a prospective competitor of Mr. Murphy's had raised against him. and ordered a company in which he is a principal to undergo a hearing, in its bid for channel 35 Yakima, Wash., on whether he had engaged in trafficking over the years (BROADCASTING. July 1). Not only that, but the commission placed the burden of proof on Mr. Murphy—a procedural step Mr. Murphy's counsel last week labeled grossly unfair and a departure from recent commission practice. In the WLBT case, for instance, the burden of proof was placed on the accusers. not the station. Mr. Murphy is seeking to have the burden in his case shifted to his accuser. KIMA-TV Yakima.

McLendon, Too ▪ The McLendon Corp. has been literally hobbled by the commission with same issue. From recent commission actions. it appears that

Moss and company again turn on the heat

Representative John E. Moss (D-Calif.) pledged last week to introduce legislation placing "stringent limits" on the transfers of construction permits for broadcast stations. And the outer limits of such legislation were sketched out by FCC Commissioner Nicholas Johnson when he suggested that the fundamental question was whether permittees should even be allowed to transfer CP's.

The Moss promise was made during a resumption of congressional hearings on the transfer of the Overmyer UHF CP's.

And the battle between the Investigations Subcommittee of the House Commerce Committee and the FCC will probably continue because of lack of preparation by the FCC, Congressman Moss declared, after Subcommittee Counsel Robert Lishman's line of questioning was stalled time after time as FCC staff members searched for documents being referred to.

At one point during commission testimony last week it developed that an FCC staff witness needed to have the most basic document in the case—the transfer application— before him to answer a question about the basis for his recommendation—and he didn't have it. Its absence precipitated a tongue-lashing and a promise from Representative Moss that the subsequent subcommittee report would have a good deal to say about lack of preparation by and general incompetence of FCC witnesses.

Rough Handling ▪ The tongue-lashing was but one of many received by the FCC during two full days of testimony that left, as one observer put it, "blood all over the floor." Joining Mr. Moss in sharp questioning was Representative John D. Dingell (D-Mich.), but none of the questioning by other subcommittee members present could have been termed friendly. The closest approach came when Representative Hastings Keith (R-Mass.) asked FCC Chairman Rosel H. Hyde how many additional staff members the commission would need to eliminate the excuse of staff shortages for less-than-adequate performance. But the friendliness dissolved when no answer was directly forthcoming. "Don't ask someone," he told Mr. Hyde, "you ought to know."

And the lack of a prompt response by Mr. Hyde to a question from Counsel Lishman about commission knowledge of Daniel H. Overmyer's financial circumstances caused Mr. Moss, acting as chairman in the absence of Subcommittee Chairman Harley O. Staggers (D-W. Va.), to direct Mr. Lishman to drop the line of questioning entirely. "The record is abundant for the subcommittee to comment and make recommendations," he said pointedly.

Subcommittee staff questioning followed rough outlines laid out in sessions held earlier with principals to the Overmyer transfer deal and commission witnesses (BROADCASTING, July 22, 1968, Dec. 18, 1967). The subcommittee continued to probe the commission's reasons for approving the original five UHF CP's to Overmyer companies, subsequent requests for extensions of the permits and the final FCC approval of transfer of the block of permits to U. S. Communications, a subsidiary of AVC Corp.

A sticking point in last week's session was the absence of disclosure in the extension applications for three of the permits that Mr. Overmyer had already negotiated to transfer to AVC. The subcommittee sees "concealment" of information from the commission as the keystone of its case, and is sharply critical of the commission's procedures for dealing with what are observed to be obvious blank spots on applications.

The subcommittee, in reviewing the commission's documents in the case (and not, it's charged, even a complete set, at that), points out what, to it, are a series of red flags that should have warned the commission at a number of points, but didn't. First, the subcommittee avers, the Overmyer balance sheets didn't, on their face, indicate sufficient resources to fund the planned stations. Second, news of the transfer agreement, coming later than the 30-day deadline required by the rules for amending applications with details of changing financial circumstances, should have alerted the commission at that point it was time to blow the whistle.

Matter of Timing ▪ On the first day of last week's hearing. FCC staff members testified that the failure of Mr. Overmyer to notify the commission of the stock-purchase and loan agreements negotiated on March 28, 1967, until June 30, 1967, when the transfer request was filed, was "a technical violation of the rules" that caused no damage to the proceedings. The requests for extension, it was explained, said that financial negotiations were in the works (although in the case of three of them, the agreement had already been reached) so that no action was immediately contemplated. The CP's, it was added, did not expire, but were held in suspension from the time the extension requests were received. By the time the commission made a decision, all the information

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that company, which has been active in the trading market, won't be able to buy or sell another station until it purges itself of the trafficking issue in a hearing.

Nor should broadcasters regard these two as isolated cases. Policy has been set. Any licensee with a fairly active record in the trade mart would appear to be fair game.

Some industry captive, that FCC.

And there is the pending rulemaking aimed at prohibiting broadcasters who own one full-time station from acquiring another, in any service, in the same market. The aim, the commission says, is to promote diversification of programing sources and viewpoints. But the proposal would mark a radical departure from the existing system, in which broadcasters may own one station in each of the three services in a market—a system the commission has fostered over the years as a means of encouraging broadcasters to develop first FM and then TV, as those services came along.

There is also the policy and pending rulemaking that are both aimed at prohibiting broadcasters from engaging in racial discrimination in their hiring practices; those who do stand to lose their licenses. The commission, in effect, is helping to establish and maintain fair-employment standards in the broadcasting business, a role most commissioners would have been expected to leave to other agencies specifically charged with that mission.

Why the transformation?

There has been no change of heart on the part of the commissioners. The majority remain basically conservative, uneasy about extending government authority. But the agency is caught up in was in its possession.

The next day Chairman Hyde revealed that the information had been filed in time after all, it had been discovered, but the information went to a different section, and the transfer division was not aware of it. Still, he said, all the information had come together by decision-making time.

But the subcommittee staff charged that the information should have been filed as an integral part of the extension requests, and Mr. Hyde agreed that the commission staff should have alerted the commission to the violation.

As a token of the effect the Overmyer case is having on the FCC's internal procedures, Mr. Hyde later said (in response to criticisms about the FCC's balance-sheet-reading abilities) that financial filings are now being routinely scrutinized by a CPA.

Over all, the commission majority's basic defense in the Overmyer case rests more on strategic than tactical grounds. Commissioner Kenneth Cox, whose Overmyer dissent raised the red flag that caught the subcommittee's eye, summed it all up: "The commission was apparently so concerned about expediting UHF service that it [sidestepped] these questions."

The point was also made by Chairman Hyde. The commission could, he noted, adopt restrictive rules—such as not allowing CP transferors from recouping out-of-pocket expenses (a point he made at last year's hearing), or requiring construction permittees to have cash in hand for a full three years' operations—but such rules would keep "all but the most wealthy" from starting stations. It seemed clear that Mr. Hyde regarded the fact that two of the transferred stations are now on the air (San Francisco and Newport, Ky.-Cincinnati), with the others progressing toward an air date, as the final test of the commission's decisions.

Crackdown Wanted ▪ The subcommittee, to the contrary, can see another happy ending, with AVC given no opportunity to acquire in one fell swoop five TV permits in top markets (San Francisco, Cincinnati, Houston, Pittsburgh and Atlanta) and Mr. Overmyer given short shrift for gaps in applications and fancy bookkeeping. (And the top-market UHF's, it's felt, wouldn't have lacked for patrons, had Mr. Overmyer CP's been reverted to the commission and the allocations again made publicly available.)

Congressman Moss's proposed CP-transfer regulation bill, which will probably be held over for consideration next year because of the unlikeliness of moving any new legislation this late in an election-year session, could include ideas already before the Commerce Committee in legislation proposed earlier in the year by Congressmen Moss, Dingell and Richard Ottinger (D-N.Y.) (BROADCASTING, Feb. 12).

Mr. Moss gave no specifics of his new proposal, but the earlier bill called for mandatory public hearings, open to all "interested parties"—a position recommended last week, at least for all multiple-ownership transfers, by FCC Commissioner Robert Bartley, with subcommittee members nodding assent—and give the FCC power to determine "fair market value" of stations' assets (as defined by the commission) and prohibit transactions exceeding that value.

There was no clue at the end of last week's sessions, held Wednesday and Thursday (July 31, Aug. 1), when or in what manner the subcommittee would resume its deliberations on the Overmyer case. Congressman Moss earlier indicated that more questioning of FCC staff members was indicated when time would allow.

a complex of forces—criticism from Congress and in the press, changing conditions in American society among them—that are sweeping it along.

Loevinger Absence ▪ One reason for the drift appears to be the absence of Lee Loevinger, who left the commission on June 30 and for whom the President has yet to name a replacement. He had been an articulate and effective spokesman for those on the commission opposing the hard line of Commissioners Cox and Johnson—and before them, Chairman E. William Henry; he had provided the intellectual respectability for the conservative position. Chairman Rosel H. Hyde, a gentle man reluctant to impose tough regulation, had leaned heavily on Mr. Loevinger. Now there is no one taking Commissioner Loevinger's place.

The commission, in designating the Morgan Murphy-dominated company for hearing on a trafficking issue, referred to recent court decisions reflecting judicial concern over that issue. However, there are those in the commission who suggest another factor also was present in the decision—the Overmyer hearing on the Hill. It is argued that the commissioners have been so scarred by the treatment that they have received on the case that they are determined to make all their errors in assignment-and-transfer cases in the future on the side of excess caution.

The proposed one-to-a-customer rulemaking was issued for comment in an atmosphere generated by interest on the part of Congress and the Justice Department in transfer-and-assignment cases under the commission's jurisdiction. The House Investigations Subcommittee delved into commission policies on sales and multiple ownership in its investigation of the Overmyer case. So did the Senate Antitrust and Monopoly Subcommittee, in hearings it held last spring (BROADCASTING, April 1).

Justice's Interest ▪ And the Justice Department has made clear it will check into any proposed sales from which anticompetitive consequences might flow. (And Justice told the FCC last week it ought to make its one-to-a-customer rule even tougher [see page 32].) It was at the department's urging that the commission notified the Enterprise Co. of Beaumont, Tex., which owns two newspapers in that city, that its application to purchase KFDM-TV Beaumont could not be approved without a hearing on the concentration-of-control-of-media question. The department also looked into, but chose not to oppose, the sale of WFMT(FM) Chicago to WGN Continental Broadcasting Co., which owns WGN-AM-TV Chicago, and is a subsidiary of the publisher of the *Chicago Tribune* and the *Chicago American*.

(This case, incidentally, provides evidence of yet another kind of pressure to which the commission is now subject. Although Justice found no reason to intervene, some private Chicago citizens did. They opposed the sale of WFMT in a late-filed pleading with the commission, and when that was rather off-handedly rejected, persuaded the U.S. Court of Appeals to send the matter back to the commission for "further proceedings." [See page 34].)

One other element is believed to have played a part in the commission's unanimous decision to issue the one-per-market proposal for comment—the constant battering the commission has taken on the concentration-of-control question from Commissioners Cox and Johnson, as well as Robert T. Bartley. The majority had managed to brush off the arguments of the three commissioners, but this became harder to do once members of Congress began quoting the dissenters.

The toughening attitude on the part of the commission in concentration questions was indicated last week. Under discussion was the application of WMIK Middlesboro, Ky., daytimer that is the only outlet in Middlesboro and whose owner runs the only newspaper there, for the only FM channel. The commission accepted a staff recommendation to hold a hearing in the case. In the past the commission generally granted such applications without hearings (over the protests of Commissioners Cox and Johnson); the rationale was that, if it didn't the channel would probably go unused.

Hiring Practices ▪ Commission action aimed at prohibiting licensees from engaging in racial discrimination in hiring practices seemed the longest kind of long shot when a petition requesting it was filed in April 1967 by the United Church of Christ. Some commissioners felt the agency was ill equipped to police the hiring practices of licensees; some, reportedly, still feel that way. But given the current climate of racial unrest and the administration's expanding effort to eliminate racial discrimination in hiring, what commissioner would express doubts about the proposal in public? And Chairman Hyde, it's known, felt it was essential that the commission act ununanimously on the issue, as it did.

Reports that the commission has resumed its practice of deferring action on license-renewal applicants who have proposed what the staff regards as unusually heavy budget of commercials provided something of a surprise also. The commission for the past two years has been dealing with such applicants by renewing their licenses but requiring them to justify their proposals, in terms of the public interest, half-way through their new license period.

The three cases reported two weeks ago, however, commission official said. were different. The applications involved sky-high commercialization proposals. or statements had been submitted that contained identical justifications for policies to be followed by commonly owned stations in different cities, or both (BROADCASTING, July 29). Still, the commission was serving notice it was not automatically accepting *any* commercial proposal.

Programing ▪ And the commission showed no hesitation two weeks ago in rapping two broadcasters in connection with programing matters. By 5-to-0 votes (Chairman Hyde was absent) the commission reprimanded Metromedia Inc. for permitting an independent producer to engage in a "deliberate distortion" of the meaning of a taped interview program that was carried on the company's WTTG(TV) Washington, and WJIM-TV Lansing, Mich., for not notifying viewers of the financial interest its licensee corporation has in a matter on which the station editorialized.

It may be that the commission had no alternative to what it did in each case. particularly in view of the short leash on which members of Congress are keeping the agency. But both decisions represent new law. With the Metromedia decision, the commission has indicated it will pass on complaints from persons who claim to have been misquoted or to have been misrepresented in news and interview programs. The WJIM-TV case tells licensees they must inform their audience of any financial interest they have in any matter on which they editorialize.

It would not be accurate to chalk off the commission's growing toughness to accident or drift entirely. In common-carrier matters in recent years it has demonstrated an ability to make mighty AT&T toe the line.

The commission is in the midst of a top-to-bottom inquiry into AT&T rate structure—an inquiry that has already resulted in a order requiring the company to reduce rates by $120 million. In a decision in June, the commission forbade telephone companies from filing tariffs that prohibit the attachment to the public phone system of equipment that the telephone companies do not supply. (That decision is being reconsidered on petition of the phone companies, but the FCC has given no sign of wishing to retreat.) The commission has also held that phone companies must seek its approval before building channel facilities to serve CATV systems.

Thus, strict regulation is not foreign to the FCC; the agency is not the plaything of those it would regulate. Deliberately or not, the commission is beginning to give evidence of this in broadcasting matters as well as common carrier.

"One of these days," a commission official, who is not entirely happy with the trend he sees developing, commented, "broadcasters are going to wake up and find a whole new commission." And he wasn't talking about names and faces; he meant policies and attitudes.

Sonderling in New York

Sonderling Broadcasting Corp., opened new coroporate headquarters at 680 Fifth Avenue, New York, last Thursday (Aug. 1). Egmont Sonderling, president and chief executive, had operated out of Sonderling's Long Beach, Calif., station, KFOX-AM-FM, while Alan Henry, vice president for group operations, worked from WWRL Woodside, N. Y. Other Sonderling stations are WOPA-AM-FM Oak Park,, Ill.; KDIA Oakland, Calif.; WDIA Memphis; WOL-AM-FM Washington, and WLKY-TV Louisville, Ky. Sonderling is seeking FCC approval for purchase of WAST(TV) Albany.

GE revamps in Denver, bolsters news setup

General Electric Broadcasting Co., Schenectady, N. Y., has announced major management appointments for its radio and television holdings, and strengthened its news service to them.


Mr. Mueller

Robert L. Maynard, vice president and general manager, WMTW-TV Portland, Me., joins GE as general manager of KOA-TV Denver. Merrill Mueller, veteran NBC news correspondent, joins KOA-TV as managing editor and news anchorman. In addition. he will prepare special news reports for GE's stations in Schenectady and Nashville.

In a move to better coordinate news coverage for the three cities, Bernard J. Shusman. manager-news for the company's Schenectady affiliates [WGY, WGFM(FM) and WRGB(TV)]. takes charge of the news service and GE's recently established Washington news bureau.

Richard B. Belkin. program manager for WGY and WRGB(TV) transfers to KOA-AM-FM as general manager.

General Electric Broadcasting is also licensee of WSIX-AM-FM-TV Nashville.

Permit of Channel 16 may be in jeopardy

The FCC has notified Channel 16 of Rhode Island Inc., permittee of WNET(TV) Providence, R. I., that its construction permit for that station is in jeopardy because of an apparently unwarranted delay in construction. According to the commission, Channel 16 appears to have halted its proposed changes in station facilities voluntarily, because of "economic and other considerations," rather than for reasons beyond the permittee's control.

The permittee had previously indicated that it would complete construction within six months after approval of its application for changes in the station's facilities, which came on January 25. Unless the firm gives notice within 30 days of its intent to proceed, the commission said, its application will be dismissed, construction permit canceled. and call letters deleted.

WNET is owned primarily by Harold C. Arcaro (92%). He also controls WHIM-AM-FM Providence.

Nobody we know at Channel 7, but figures make

locks their dial these audience us wonder.

STATION TOTAL HOUSEHOLDS · DAYTON AREA

Station	Station Circulation*	Sunday thru Saturday† Eve. 7:30 PM 11 PM	Sunday thru Saturday† Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000

†Source: NSI = TV Weekly Cumulative Audiences—February-March 1968
*Source: ARB Circulation Study 1965

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

WHIO 7 TV DAYTON, O.

Represented by Petry

CBC Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSB AM-FM-TV, Atlanta; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

New giant in the making

Westinghouse proposes to absorb MCA, creating major amalgam of broadcasting and production; FCC on sidelines as Justice, IRS take looks

Two of the biggest and most productive companies in communications, the Westinghouse Electric Corp. and MCA Inc., moved last week to effect an estimated $360-million merger.

Following by three days a joint announcement of a proposed merger plan, in which Westinghouse would acquire MCA in an exchange of stock, the boards of directors of each company voted unanimous approval in separate meetings in New York Wednesday (July 31). Board approval paved the way for other necessary formalities, including an MCA stockholder vote and a favorable tax ruling, before a merger can be completed. MCA sources indicated its stockholders would probably vote on the proposal at a meeting to be held later this year—by October.

The Westinghouse-MCA merger announcement took industry and Wall Street by surprise, and by design. It was made on a Sunday (July 28) to minimize disruption in trading (for stock activity, see box below).

Communications specialists in Wall Street viewed the proposal as a sensible marriage. These specialists saw no reason to fault the prospect of a giant communications company because of its sheer size though they acknowledged that this very prospect was likely to attract government scrutiny.

The specialists were proved right. At the Department of Justice an antitrust team of lawyers was hurriedly assembled to look into the merger and to make recommendations to the chief of the antitrust division as to whether the federal government should take any action.

Custodial Role ▪ The attention of the Department of Justice in the Westinghouse-MCA marriage stems from its traditional concern with any amalgamation of this size. But, in addition, the federal government has what its antitrust lawyers call an ongoing interest in MCA. Late in 1962, MCA signed a consent order agreeing to refrain for seven years from merging with or acquiring any other major television, motion-picture or phonograph production or distribution company without the consent of the Department of Justice or unless it persuades a federal judge that the merger or acquisition will not "unduly restrain or substantially lessen competition in the television, theatrical motion-picture or phonograph-record industries in the United States" (BROADCASTING, Sept. 24, 1962).

The 1962 decree also forbids MCA to engage in tie-in practices in conjunction with the sale or lease of any of its programs or products or those of its subsidiaries.

Most important, it forced MCA to divest itself of its talent-representation business.

First Charges ▪ The original antitrust complaint by the Department of Justice was filed in July 1962. It charged MCA with gaining competitive advantages through its "unique dual role" as talent agent and TV program producer. It also charged MCA with making unlawful tie-in sales and with forcing clients to agree to package representation contracts giving MCA sales rights for all productions in which clients held an interest, all in violation of the Sherman Antitrust Act.

The government also claimed that MCA's acquisition of Universal Pictures, and Universal's subsidiary, Decca Records, violated the Celler-Kefauver antimonopoly law. This acquisition, however, was permitted to go through but with stringent controls to prevent anticompetitive practices.

Early last week, just after the Westinghouse-MCA announcement, there was some question in government circles as to whether the Department of Justice or the Federal Trade Commission would do the investigating. It was decided quickly that Justice should handle the matter because of its surveillance responsibility over MCA stemming from the 1962 consent order.

At the other end of town, FCC lawyers also evinced interest in the merger, but their thinking was mainly speculative, since no change in the licensee of the WBC stations appears involved. Commission approval would be required, it was noted, only if there were to be a substantial change in the stock ownership of Westinghouse Electric. Since Westinghouse stock is so widely dispersed, FCC lawyers, as well as outside communications attorneys, feel that the communications agency will not become involved.

Pair with Power ▪ The merger would bring together two leading corporations in the entertainment and the electronics-broadcasting businesses.

Westinghouse, the second largest electrical equipment maker in the U.S. (General Electric is first), has a wholly owned subsidiary, Westinghouse Broadcasting Co., a major factor in broadcasting. WBC is a station group with interests in cable television systems; is in the station-representation business; produces and distributes programing both for its own stations and syndicates to other broadcast outlets, and in a limited way, is in feature-film making.

MCA owns one of the major Hollywood studios (Universal City); is one of the biggest producers-distributors of movies and television programs; has a record company, and is in real estate and banking.

Motion-picture executives noted that the Westinghouse Electric acquisition of MCA would continue a trend that has been noticeable over the past year of major film studios becoming part of conglomerate firms or otherwise giving up their "independent" status.

Most talked-about examples are Un-

Effect of merger plans on NYSE

Closing stock prices and volume of trading in MCA Inc. and Westinghouse Electric Corp., whose merger plans were announced July 28:

	MCA		Westinghouse Electric	
	Price	Volume	Price	Volume
Fri. July 26	52¾	316,000	72	159,000
Mon. July 29	49⅛	274,000	71⅞	91,000
Tues. July 30	48¼	89,000	71⅞	95,000
Wed. July 31		(stock exchange closed)		
Thurs. Aug. 1	45	17,000	71⅞	14,100

Both companies are listed on the New York Stock Exchange.

ited Artists becoming part of Transamerica, and Paramount Pictures and Desilu acquired by Gulf & Western. Other changes, though of a different nature, have included such acquisitions as that of Warner Brothers by Seven Arts, and of Embassy Films by Avco (also a station group owner). Such other majors as 20th Century-Fox and Columbia Pictures-Screen Gems are diversified in various areas in addition to TV, while MGM has long been rumored as being ripe for acquisition or merger with a non-movie company.

The Fiscal Size ▪ Based on the 1967 earnings of Westinghouse and MCA, between them net income comes to more than $138.1 million ($122,490,000 for Westinghouse and $15,680,140 for MCA). Westinghouse's sales now are at the rate of more than $3 billion a year, and its per-share earnings for the first six months increased from $1.35 in 1967 to $1.52 in 1968. MCA's per-share earnings in the first quarter were 99 cents a share, up from 90 cents a share in 1967.

In the proposed merger, Westinghouse would exchange about 5,348,600 shares of its preference stock for MCA's outstanding stock (some 7.6 million). Westinghouse is to exchange 0.677 of a share of its convertible preference $3 cumulative dividend stock for each share of MCA's common. The preference stock would be part of 10-million shares which were authorized by Westhouse shareholders earlier this year.

In the first five years, the preference stock would be convertible to Westinghouse common on a share-for-share basis, and after that period, would be redeemable at $85 a share.

The merger would be effected hopefully without making large holdings subject to the capital-gains tax, because stock rather than cash would be involved in the transaction. MCA stockholders would receive shares in Westinghouse once the merger was completed. The tax-free aspects are subject to a ruling by the Internal Revenue Service.

The exchange of stock was valued roughly at $360 million at Aug. 1 closing prices.

The Gainers ▪ Reportedly the largest stockholder in MCA is Jules Caesar Stein, the company's board chairman, whose stock is currently valued at more than $100 million. It was Mr. Stein and Donald C. Burnham, president of Westinghouse Electric Corp., Pittsburgh, who worked out the merger plans and announced the proposal.

Those close to the two companies said the prospect of merger was first raised some two years ago and the channels of communication kept open until about a month ago when serious negotiations were entered into and a merger proposal obtained.

Mr. Wasserman

Mr. Stein

In addition to Mr. Stein and Mr. Burnham, the top executives in the companies most directly concerned with the communications and broadcast fields are Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., and Lew Wasserman, president and chief executive officer and also a large stockholder of MCA.

While those close to the organizations stressed that speculation on how an expanded Westinghouse Electric would organize or group its activities in the communications area was "premature," it was acknowledged that Mr. McGannon and Mr. Wasserman would assuredly assume important roles.

It was conjectured that Mr. McGannon is in a particularly favorable position to assume greater responsibility in the communications-entertainment area at Westinghouse, particularly in view of his stature and background in broadcasting and related activities.

When Westinghouse formed Westinghouse Learning Corp., Mr. McGannon was made its chairman. But only recently this facility's first-growth phase was completed, and Dr. Verne S. Atwater, a former Ford Foundation vice president, assumed its presidency. Westinghouse Broadcasting operations had been functioning under operational control of Larry H. Israel, executive vice president of WBC and president of Westinghouse Broadcasting station group, whose departure to head Post-Newsweek Stations in Washington was announced last week (see page 27).

Western Front ▪ In Hollywood, officials close to MCA's organization assumed that Mr. Wasserman would continue to direct the company's production complex and said MCA could be expected to absorb eventually Westinghouse's syndication activities as well as its current feature-film commitments.

The largest stockholders in MCA are Mr. Stein with 1.3 million shares; Mr. Wasserman with just under 700,000 shares; Milton R. Rackmil, president of Decca Records, with a little less than 27,000 shares, and Taft B. Schreiber, MCA vice president, with nearly 190,000 shares.

Westinghouse Electric Corp., Pittsburgh, in 1967 reported sales of $2.9 billion and a net income of $122,490,-

Mr. Burnham

Mr. McGannon

000. A big share of its business is in the manufacture of electrical equipment (including nuclear power facilities), but as a diversified company it also is in several other areas including computers, building construction, mass transit, consumer products (including radio and TV sets), nuclear reactors (including work for NASA and the military services), oceanographics, water and air purification and in research and development. Its international activities include the export of defense equipment and industrial and consumer products.

Westinghouse Broadcasting Co., which the parent company's report in 1967 noted "produced record revenue and profit," is Westinghouse's subsidiary in the fields of communication and entertainment.

The Line-Up ▪ WBC's stations are WINS New York, WJZ-TV Baltimore, WOWO Fort Wayne, Ind., WBZ-AM-FM-TV Boston, KDKA-AM-FM-TV Pittsburgh, KPIX(TV) San Francisco, KYW-AM-TV Philadelphia, WIND Chicago and KFWB Los Angeles.

The program production arm, WBC Productions, is responsible for such TV shows as *The Mike Douglas Show* and *The Merv Griffin Show*. These programs are distributed by WBC Program Sales, which also syndicates programs originated and produced either under corporate auspices or by individual stations. Group W Films finances feature-film production with independent producers (virtually all overseas). WBC has completed 14 features over the past two years, with another 10 or 11 to be made within the next two years. WBC holds no theaterical rights to these movies. All will be released for showing in theaters first and then made available to WBC for TV exhibition.

The station representation companies are Television Advertising Representatives Inc. which represents eight TV stations, including WBC's five owned outlets, and Radio Advertising Representatives Inc., which represents the seven WBC stations plus a limited list of other outlets.

CATV subsidiary companies include Clearview of Georgia and Clearview of Florida Inc.

Westinghouse Learning Corp. is Westinghouse Electric's recent formal entry in the learning field. It has contracts from government agencies and commercial and industrial organizations. Westinghouse is also in broadcast equipment through the manufacturing facilities of the parent company.

The MCA Portfolio ▪ MCA Inc., which makes its headquarters in North Hollywood, Calif., last year reported $224.3 million in gross revenues with a net income of $15,680,140. Over the past 10 years, MCA's gross revenues increased more than four-fold and net income almost four times from a $4-million level.

Television now brings MCA more in gross revenue than do motion pictures, though between them, TV and movies provide the bulk of revenue (73%). TV last year was responsible for 43%, or $96.5 million, of total gross revenues. Motion pictures provided 30% or $67.3 million. MCA's activities include music publishing, phonograph records (Decca Records), tape cartridges, phonographs, accessories and musical instruments, all responsible for about 20% or $44.7 million total gross revenue. MCA by next month expects to have released 29 motion pictures to theaters in 1968.

MCA's other operations include Columbia Savings and Loan Association in Pueblo, Colo., with $1 million in earnings and assets of nearly $189 million in 1967; Universal Education and Visual Arts (educational films and film strips); Universal City Tours (tourist attraction on the Universal City studio lot); a controlling interest in Gauss Electrophysics Inc. (small electronics firm developing high-speed magnetic recording equipment) and in Saki Magnetics Inc., which makes magnetic heads. Late last year MCA acquired Spencer Gifts Inc., which is in direct marketing of merchandise by mail and through retail stores. Spencer Gifts last year had gross revenues of over $19.5 million and a net income of $876,000.

Universal's television activity is in the production of films—episodes for series and features for direct network TV exhibition—and in the syndication of programs in the U. S. and overseas. Universal, a major studio, was for years the leading producer of TV shows for the networks but was replaced in 1966 by 20th Century Fox. This year, Universal has regained the top spot in terms of total hours of network production.

MCA at Universal City is producing seven shows this season, all, with the exception of *It Takes a Thief* on ABC-TV, for NBC-TV: *The Outsider, Adam 12, Name of the Game, The Virginian, Dragnet* and *Ironside* plus "World Premiere" movies. Universal will have completed about 15 such movies for "World Premiere" this year.

MCA TV is a leading TV syndicator. Most of its activity is in the licensing of off-network series (*Run for your Life* on NBC last season is the latest release) and in feature film (latest released package is Universal Feature, which contains 50 movies).

In an expansion program, MCA is erecting a hotel (Sheraton-Universal of the Stars) on its lot. Scheduled for opening later this year, the hotel will rise 21 stories and will have 500 rooms. Eventually MCA plans to have two other hotel facilities on its property plus an amusement park. It has also recently entered into the production of specials (both film and tape) for network exhibition and has deals pending to produce movies for ABC and CBS.

FCC decision draws many CATV protests

The FCC decision restricting the importation of Los Angeles TV signals by San Diego CATV systems drew fire from both substantive and procedural standpoints in petitions filed last week. And—in what amounted to a synthesis of the two arguments—one petitioner contended that the commission had mishandled the evidence by turning an adjudicatory proceeding into a policy-making platform.

According to Southwestern Cable Co., the San Diego case was not a "quasi-rulemaking" proceeding, as the commission contended, but one which demanded only an implementation of earlier policies regarding distant signals, through normal adjudicative proceedings involving particular parties, specified issues, and a request for specified restrictions. The procedural point is of

Pay-TV resolution shoved back to next month

The House Commerce Committee managed to squeeze another short discussion on pay TV into a crowded preconvention schedule last week, but left the fate of a pending resolution asking for more delay by the FCC on its subscription-television docket unresolved until the full committee can meet again in September.

At a brief meeting Tuesday (July 30), Representative James Harvey (R-Mich.), author of this year's delay resolution, acted to clear up a tangle of substitute motions and amendments (BROADCASTING, July 29, 22) by moving the previous question—which, if adopted, would place before the committee the original motion, shorn of all complications.

But Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), an opponent of further delay, on grounds the committee should have looked into pay TV this year but didn't, proposed that the Harvey resolution be committed to his subcommittee for further study. Under House rules, he contends, a motion to recommit may immediately follow a motion for the previous question.

If Mr. Macdonald is upheld on his interpretation of the rules, the committee's order of business on its return in September will be to vote on the adoption of the previous question, then, if adopted, to vote on the Macdonald recommital motion.

Action ▪ The panel's brief deliberation came as both opponents and proponents of pay TV girded for the showdown vote that did not come. While the National Association of Broadcasters made the backstage rounds in the Rayburn building, Zenith Radio Corp. conducted a full-page newspaper advertising campaign trumpeting denial of the public's right of choice and fired off a blistering news release charging the NAB with resorting to "smears and misrepresentations."

Zenith charged that the NAB in telegrams to its members said pay TV would siphon off popular TV fare that is now free, despite the NAB's knowledge that the subscription-TV proposal pending before the FCC contains safeguards against such siphoning.

In the newspaper advertisements, which ran in the *New York Times*, the *Baltimore Sun* and the three Washington dailies (after they resumed publication following settlement of a stereotypers' strike [BROADCASTING, July 29]), Zenith reprinted a pro-pay-TV column from the *Cleveland Plain Dealer*, with the catchline: "Don't let this lobby (networks and theater owners) take away your right to choose. . . ."

The NAB issued no specific reply to the Zenith campaign, but was reported actively soliciting committee votes for the Harvey delay measure —a sense-of-the-Commerce-Committee resolution.

"critical concern," Southwestern said, because the burden-of-proof requirements and the extent to which the commission is bound by the evidence of record will vary with the method employed.

Beyond the procedural question, Southwestern said, the record supports its request for additional authorization to import Los Angeles stations into San Diego. The firm said that its franchise area is located within the predicted grade B contours of Los Angeles stations, and that those stations are already viewed off-the-air there. Therefore, it argued, additional authorization for Southwestern wouldn't establish a new competitive factor.

In fact, Southwestern argued, its proposed additional service would actually benefit UHF development—a pivotal question in the commission's decision. CATV carriage of local UHF and improved reception of Los Angeles stations, taken together, would represent a more enticing package for potential subscribers than less diversified offerings, the firm said. In this way, CATV would get more people watching UHF, according to Southwestern.

Another petition, by Vista Cablevision, Vista, Calif., held that the similarity of its CATV operations to that of Escondido, Calif.—which was permitted to continue importing Los Angeles signals—warrants similar relief for Vista. The firm said that Escondido was permitted to carry the signals because its system was not judged to have an adverse effect on San Diego UHF development. The grant was conditioned, Vista said, on the provision in Escondido of an outlet for community self-expression. According to Vista, its operation would also further local self-expression without damaging UHF development.

Petitions by the cities of El Cajon and Chula Vista, Calif., argued that the denial of service to a monority of their citizens was not in the public interest. The El Cajon petition also said that the FCC should have enlarged the issues to determine whether the right of a person to enjoy 12 channels is greater than the right of a station to enjoy a partial monopoly.

Consulting firm formed

Sam Street, director of convention and field services for the National Cable Television Association, has resigned that position to form a consulting firm. The firm, S.S. Street and Associates Inc., will provide CATV brokerage services, cable system promotion and development, market research, and general consultation services. The address is 10816 Horde Street, Wheaton, Md. 20902; phone is (301) 933-6768.

Israel to Washington Post group

Named chairman of Post-Newsweek Stations; resigns as head of WBC station operations

Larry H. Israel, head of station operations at Westinghouse Broadcasting Co., will join the Washington Post Co. Aug. 19 as its top broadcast officer and a director and vice president of the parent company.

Mr. Israel is leaving his post as president of the Westinghouse station group and executive vice president and director of Westinghouse Broadcasting Co. to become chairman and chief executive officer of Post-Newsweek Stations, a subsidiary of the Post company. The Post-Newsweek stations are WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

As a corporate director and officer, he will also serve on the management council of the *Washington Post* and *Newsweek* magazine, the company's two principal publishing properties. Mr. Israel's new association was announced by Katharine Graham, president of the Post company, and Frederick S. Beebe, chairman.

Laurence E. Richardson continues as the president of Post-Newsweek Stations.

The departure of Mr. Israel from WBC was said to be wholly unrelated to the proposed merger of the parent Westinghouse Electric Co. and MCA (see page 24).

Donald H. McGannon, president and chairman of Westinghouse Broadcasting, called Mr. Israel a "superior broadcaster and individual." In a statement Mr. McGannon said: "We would have wished that Larry's career would have been in Group W for many years to come, with constantly growing responsibilities and positions. We were delighted for this personal opportunity, and our best wishes and warm friendship will be with him always."

Philadelphia Start ▪ Mr. Israel, 49 years old, has been in broadcasting since 1947 when he joined WFIL Philadelphia as a newsman. He had previously been on the staff of the *Philadelphia Inquirer*, like WFIL a Triangle Publications property.

A year later he moved to WDTV(TV) Pittsburgh (now KDKA-TV) and served successively as news editor, operations manager and sales manager. Five years later he became general manager of a new UHF station, WENS(TV) Pittsburgh (now off the air), and later managed it and KMGM-TV Minneapolis (now KMSP-TV) simultaneously.

He joined Westinghouse in 1957 as general manager of the company's newly acquired WJZ-TV Baltimore. Two years later he was appointed president of Television Advertising Representatives Inc., which was set up to represent WBC's own stations and others. The two Post-Newsweek television stations are represented by TVAR.


Mr. Israel

In 1963 Mr. Israel became executive vice president for Westinghouse station operations. In 1966 he was elevated to his present job.

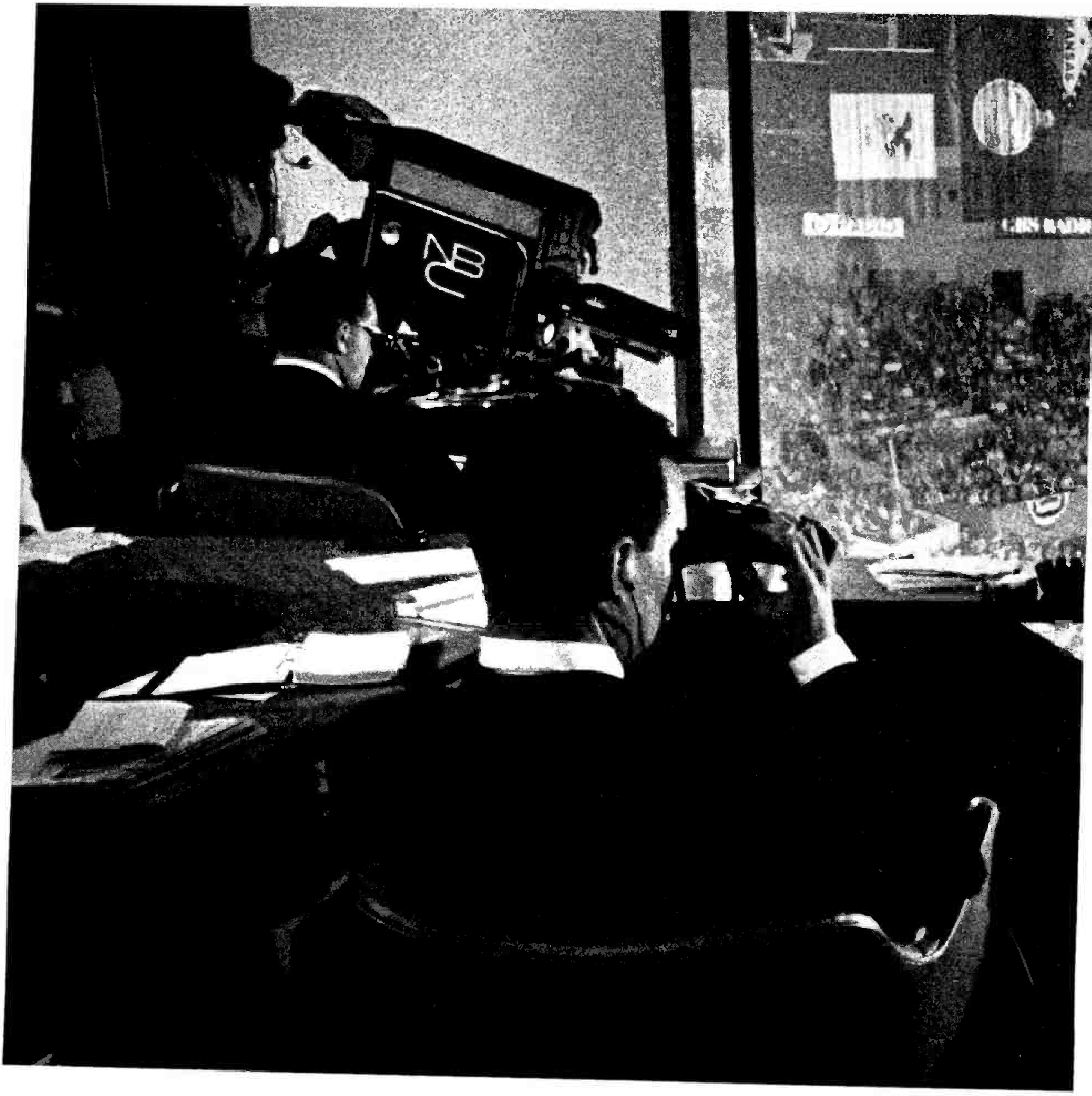
In his new association Mr. Israel will establish his headquarters in Washington.

Selma TV station leveled by fire

Early Wednesday morning (July 31), six hours after receiving a call from a disgruntled viewer who threatened to blow the station up, WSLA(TV) Selma, Ala., was burned to the ground.

Billy R. Morgan, WSLA news and program director, said the man called to complain about a religious program and, disappointed in the station's response, asked: "Do you know what TNT is?" When Mr. Morgan answered affirmatively, the unidentified caller said that perhaps he should settle the argument by "just blowing you up."

The police are investigating the ruins


NBC

The next best thing to watching it with NBC NEWS is to be there.

for evidence of arson, but Mr. Morgan says that so little remains that there is little to go on. Investigators have ruled out explosives, but noted that the files appear to have been ransacked and that the blaze apparently started in that part of the building.

The 3 a.m. fire completely destroyed the building that housed the station's offices, studios and transmitting equipment. Damage, only partially covered by insurance, is estimated at $100,000 to $200,000. "We'd been making plans to move and buy new equipment, anyway," Mr. Morgan said, "and this sort of speeds things up. Now we have no choice."

The station hopes to be back on the air in 30 days, but no definite plans have yet been made. The situation is further complicated by an option for purchase held by Gay-Bell Stations, which will have to decide if it wants to complete the purchase, and if so whether to wait until the present owners, Selma Television Inc., have rebuilt, or whether to do the rebuilding themselves.

Selma Television Inc. is owned by Frances J. Brennan (50%), William E. Benns Jr. (45%) and Barbara Benns (5%). Mrs. Brennan also holds 90% of WAPE Jacksonville, Fla., and 18% of WFLI Lookout Mountain, Tenn. Mr. Benns owns 25% of WVOK Birmingham, Ala., and 32% of WFLI. They also own WBAM Montgomery, Ala.

The purchase price was to have been "in the neighborhood of $200,000," according to general manager Cyril Brennan, "but certainly will change now." Gay-Bell Stations is owner of WLEX-FM-TV Lexington, Ky., and WCOV-AM-FM-TV Montgomery, Ala., a CBS-TV affiliate, and reportedly hoped to convert WSLA into a satellite of WCOV-TV. WSLA is currently an ABC-TV affiliate.

Meanwhile, WSLA personnel are operating from a tent set up on the station's front lawn, with telephones that have been connected to one of the few walls of the building still standing. Electricians have by-passed the leveled building to relight the airplane warning lamps on the station's tower, the only structure left undamaged by the blaze.

Mr. Morgan reported that other Selma businesses have received threats from unknown callers since the fire that "the same thing that happened to channel 8 is going to happen to you."

H&B expands CATV holdings

H&B American Corp., Beverly Hills, Calif., has been awarded franchises to construct and operate new CATV systems in Duluth, Minn.; Milpitas and Arcadia, California, and Cape May Point and Middle Township, New Jersey. The potential of these new francished areas is believed to encompass some 40,000 subscribers. H&B already is serving a reported 129,000 subscribers through 39 CATV systems in 58 communities. In addition to its new franchises, H&B is a publicly owned company listed on the American Stock Exchange, and has purchased operating CATV systems serving Galena and Hanover, Illinois. The acquired systems are adjacent to an operating CATV system in Dubuque, Iowa, one of H&B's largest facilities. No price was disclosed.

Changing hands . . .

ANNOUNCED ▪ *The following station sale was reported last week subject to FCC approval.* (For other FCC activities see FOR THE RECORD, page 68).

▪ KLIK Jefferson City, Mo.: Sold by John P. McGoff, Michael L. Dow and associates to group headed by Floyd B. Linn for $575,000. Sellers own WSWM-(FM) East Lansing, Mich. and KFEQ-AM-TV St. Joseph, Mo. Mr. Linn is a retired businessman. KLIK is a daytimer on 950 kc with 5 kw.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 68).

▪ KVOA-TV Tucson. Ariz.: Sold bv Steinman group to the Pulitzer Publishing Co. for $3 million (see page 37).

▪ KGUN-TV Tucson. Ariz.: Sold by James S. Gilmore to May Broadcasting Co. for $2.9 million (see page 37).

▪ KSBW Salinas, Calif.: Sold by John C. Cohan and associates to Thomas J. and Charles Dudley King Jr. for $550.-000. Sellers will retain KSBW-FM-TV Salinas; they own KSBY-FM-TV San Luis Obispo and KNGS Hanford, all California. Thomas King is senior vice president and associate manager of Detroit office of J. Walter Thompson. Mr. King Jr. is a musical arranger and composer. KSBW is a daytimer on 1380 kc with 5 kw.

▪ WAUK-AM-FM Waukesha, Wis.: Sold by C. Wayne Wright and associates to Bernard Zonderman Sr. and Peter Vanden Bosh for $400,000. Buyers own WJBL Holland, Mich. WAUK is a daytime station on 1510 kc with 10 kw. WAUK-FM is on 106.1 mc with 19.5 kw.

▪ KWON Bartlesville, Okla.: Sold bv Horace C. Boren to D. A. Rawley Sr. and sons for $367,500. Mr. Rawley and family own or control the *High Point Enterprise. Burlington Times-News, Thomasville Times*, all North Carolina. They also own WKJK Granite Falls.

N. C., WVCF Mount Dora, Fla., and a CATV in Quincy, Fla. Mr. Boren owns KMUS Muskogee, Okla. KWON is full time on 1400 kc with 1 kw day and 250 w night.

ABC adds 11 stations to radio networks

Eleven new affiliates have joined ABC's four radio networks, it was announced Wednesday (July 31) by Walter A. Schwartz, president of the ABC Radio network. Total affiliation is now 891.

New affiliates of the American Contemporary Network are KLYD Bakersfield, Calif.; WNAP(FM) Indianapolis; WDLP Panama City, Fla., and KIRL St. Louis. Joining the American Information Network are WRNG Atlanta and WMEN Tallahassee, Fla. Four new stations of the American Entertainment Network are KXYZ Houston; WIIN Atlanta; WBSA Boaz, Ala., and WWBR Windber, Pa. The most recent station to join the American FM Network is WTRO-FM Dyersburg, Tenn.

With the signing of KIRL and WNAP to the Contemporary network, all four of the ABC Radio networks are now represented in those cities. The other ABC-affiliates in the St. Louis market are WIL American Information, WEW American Entertainment and WIL-FM American FM, in the Indianapolis area WIRE Information, WGEE Entertainment and WFMS-FM the FM network.

The American Contemporary Network now has 178 affiliates; the American Information, 313; the American Entertainment, 235, and American FM, 165.

FCC grants licenses to only 221 Texas stations

The FCC last week granted license renewals to 221 out of a total of 446 Texas radio and TV stations. And, in perhaps the least surprising development of the week, Commissioner Kenneth Cox issued a dissenting statement and was joined by Commissioner Nicholas Johnson.

As in earlier dissents, Commissioners Cox and Johnson based their argument on what they considered inadequate provision for news and public affairs programing in some of the applications. According to Mr. Cox, many of the stations in question are probably operating in what he would consider the public interest. However, he added, this conclusion is based on information not acted upon by the commission in authorizing the renewals. Commission data on "these significant program categories" (news and public affairs) consists of the percentage of time to be devoted to them, "and nothing more," he said. He contended that the questionable applications should not be granted without further inquiry.

Major reasons for deferral of some applications were omissions or deficiencies in Section IV-A reporting and nonprograming problems. Section IV-A requires details on station programing.

FCC issues partial stay on June 26 decision

Telephone companies providing CATV channel service got half-a-loaf from the FCC last week when the commission granted a partial stay of its June 26 decision that Section 214 of the Communications Act applies to the companies' leaseback arrangements with CATV systems.

In an attempt to maintain the status quo, pending resolution of the matter on appeal, the commission granted the stay to systems built and operating by June 26, but refused to retract its cease and desist orders for new and partially constructed systems. According to the commission, a complete stay would permit unsupervised construction to an unlimited degree. . . . Clearly such unsupervised and unlimited construction would be inconsistent with the public interest."

The June 26 ruling ordered telephone companies to get certificates of public convenience and necessity for CATV channel services already built, and to cease further construction until certificated. That decision was appealed to the U. S. Court of Appeals in Washington by the principals: Associated Bell System Co.'s., United Utilities Inc., General Telephone Systems and General Telephone Co. of California. The new order was in response to petitions by the companies for a stay pending the court's decision.

In a related decision, the commission denied a request by California Community Television Association for reconsideration of an emergency grant to Pacific Telephone and Telegraph Co. to build supplementary CATV cable for Pacific Cable Services Inc. PT&T received the authorization, the lone exception granted by the commission to its cease-and-desist order, because the open utility trenches where the company planned to lay cable were to be filled after July 15. The commission noted that the emergency grant did not "set aside" its June 26 decision, as CCTA had claimed, since Pacific had applied for certification.

Justice opposes cross ownerships

Department urges FCC to expand proposal for one-to-a-customer rule and institute divestitures of multiple-media holdings in same markets

The nation's broadcasters last week found themselves faced with a new and fearsome opponent in the controversy over the FCC's proposal to prohibit owners of one full-time station from acquiring another in the same market. It is the Department of Justice, which not only expressed support for the proposal, but urged the commission to go further and consider breaking up multiple-station ownerships, as well as newspaper-broadcasting combinations, in the same market.

More than 100 licensees in some 70 comments filed in the rulemaking proceeding urged the commission to abandon or at least sharply modify the proposed rule. The commission's aim—to promote a maximim diversification of programing sources and viewpoints—cannot be achieved by an iron-clad rule, many of them said. Indeed, some added, the rule would be counterproductive—it would result in a decrease in the quantity and quality of programing.

But it was clear that the department's comment added a new and, for the broadcasters, ominous note in the proceedings. At a minimum, it will strengthen the hand of those commissioners who favor the so-called one-to-a-customer proposal—and all six commissioners present when the rulemaking was considered voted to issue it for comments. (BROADCASTING, April 1).

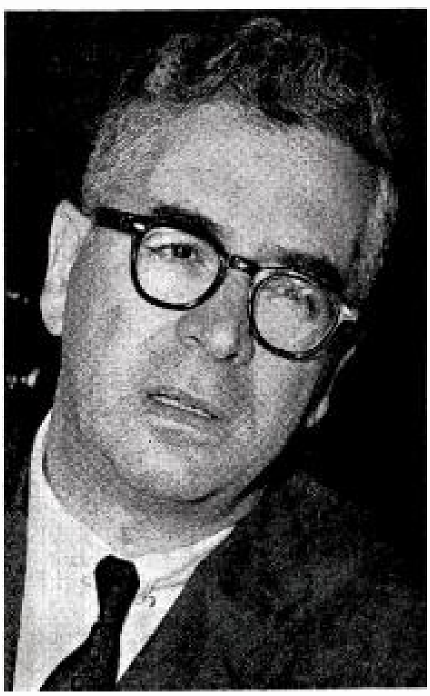
Justice View ▪ The department, whose comments were signed by Edwin M. Zimmerman, assistant attorney general in charge of the antitrust division, said the "proposed amendments represent an appropriate effort to help deal with the problem of mass media concentration in many significant local markets."

As proposed, the rule would not apply to daytime only stations (the commission feels licensees of such operations should be permitted a nighttime outlet) nor would it require divestiture of existing properties. However, since it would apply to transfer-and-assignment proceedings, the rule would result in a fragmentation of combinations through the station-trading process.

But this process is too slow for Justice. It said that the proposal would "do little to alleviate the existing concentration of media ownership in many of the nation's major cities." And the department regards the proposal as defective in its failure to touch on "problems that may be created" by newspaper purchases of stations in the newspaper's market.

"We therefore urge the commission to consider carefully the advisability and feasibility of extending, in some form, the policy of proposed amendments to license-renewal proceedings and to newspaper-broadcasting combinations" the department said.

Potential Effect ▪ Thus, broadcasters owning more than one station in a market would, if the department's suggestion were adopted, find themselves at license-renewal time having to decide which of their properties they want to keep. And there are roughly 1,600 combinations of ownership in markets across the country, according to an analysis of BROADCASTING YEARBOOK listings (BROADCASTING, March 25).



Justice's Zimmerman
The FCC should go further

The department is not explicit in its suggestion as to the break-up of newspaper-station combinations. But it apparently would not seek an across-the-board rule, for it cites its opposition to the pending sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., owner of the only two daily newspapers in Beaumont. The department in that pleading said "serious" antitrust questions are involved in the proposed sale. (BROADCASTING, May 13). (The commission has told the principals in the Beaumont case that it will not approve the sale without a hearing on a concentration of-control-of-mass-media questions.)

The commission has not shown any sign of favoring a rule barring newspaper ownership of stations. Chairman Rosel H. Hyde, in testimony last March before the Senate Antitrust and Monopoly Subcommittee, said the commission can handle the cross-ownership-of-media matter on a case-by-case basis (BROADCASTING, April 1).

Although the commission based its proposal on its concern for promoting a diversity of voices, the department said "it is both permissible and desirable for the commission to refer to antitrust standards for guidance."

And the "clear effect of combined ownership of similar broadcast media in the same local market," it said, "is to reduce the diversity of news and information sources available, and to lessen the degree of competition for advertising between these alternative media." The department added that "a striking concentration of facilities in many major markets has already occurred."

No Need ▪ However, some of the broadcasters commenting in the proceeding argued that the proposed rule was not needed since, among other things, the number of different owners of newspapers and broadcast stations is on the rise. NBC, for instance, said that in the five cities in which it owns television stations, there has been an increase of 35% in the number of different media owners, from 91 (owning 127 newspapers and broadcast stations), in 1948, to 125 (owning 198 newspapers and stations).

NBC and others also expressed the view that the commission lacks the authority to adopt the rule it has proposed—let alone that which Justice suggested. "The commission, the Congress and the courts have been unanimous in their agreement that the commission not be authorized to adopt any rule or policy, the effect of which would be to discriminate against any person because he has an interest in another medium for gathering and disseminating information," NBC said.

But the principal theme running

through the broadcasters' comments is that the commission should not attempt to deal wih the question of concentration of control of media in individual markets through an "inflexible" rule.

The commission's present case-by-case approach, in which the various factors present in each individual case are weighed, said the National Association of Broadcasters, has permitted the agency both to "guard against monopoly of the means of mass communic itions" and to "encourage the maximum of qualified persons to enter the field of mass communications."

NAB also said the commission's proposal is pointing in the wrong direction, if diversification is the aim. "Effective competition and diversification of programing and viewpoints," it said, "are fostered by encouraging the little ones to grow bigger and by developing a climate that will enable them to do so and not by forcing the big ones to grow smaller and fewer in number."

For the broadcasters, the commission has ample equipment now to prevent monopoly. The law offices of Marcus Cohn noted that the commission has the authority to deny an application for a broadcast license where "unwarranted monopoly might result." The firm said, too, that the equal-time law and the fairness doctrine are effective in preventing broadcasters from limiting their facilities to the expression of one point of view.

The firm also sounded another theme common to many of the broadcasters' comments—the proposal would retard the expansion of broadcasting, particularly in UHF and FM. Stations in those services need the support of a financially strong affiliated station in order to develop, the firm noted.

Among those making the same point was the All Channel Television Society, an association of UHF broadcasters. It said UHF stations deserve the same kind of help from affiliated stations as that given VHF stations in their early stages of growth.

A dramatic example of the kind of difficulty the proposed rule could cause was given by ABC. The company, noting that it has been seeking merger with a larger company in order to become more competitive with the other networks, said that if the association were to take the form of a transfer of control of ABC, the proposed rule would require it to divest itself of all but one of its stations (AM, FM or TV) in each of the markets in which it has outlets.

Network Dependence On Stations ▪ And to provide AM, FM and TV network services to some 1,100 stations, ABC said, it needs "the revenues and economic support provided by owned-and-operated facilities." It said program experimentation, including its new four-network radio approach, depends on profits from its owned stations.

Some of those commenting criticized the commission for not supporting its proposal with more than what they regard as a conclusionary statement that it would promote diversification of viewpoints. Meredith Broadcasting Co. said "it is incumbent upon the commission to state in detail what is wrong, or what could go wrong, with the present, highly limited multiple-ownership rules."

CBS argued that jointly owned stations frequently "are the most publicly oriented stations with the highest commercial and program standards." It noted that a large majority of stations winning such public service awards as the Ohio State and George Foster Peabody awards in recent years are those having joint facilities in the same market.

Several broadcasters had alternative proposals for the FCC if it determines to adopt a rule. Midnight Sun Broadcasters, licensee of seven AM, FM and TV stations in Alaska, suggested that the commission apply the rule to major markets only—and continue the case-by-case approach in smaller ones. The smaller markets, the licensee said, are where FM stations need financial help from affiliated outlets.

Two major broadcasters, however, suggested the contrary. NBC said the rule should apply only in markets where the number of owners of mass media is so small that there is a danger that common ownership will limit the availability of a diversity of views. NBC suggested that five different owners of newspapers and stations would provide sufficient basis for assuming substantial diversity.

NBC also suggested, however, that the proposed rule not apply to present licensees or to their stations so long as they remain under common control. The network said the commission should make clear that common ownership by the present licensees or their transferees will not affect license renwals.

Storer Broadcasting Co. suggested that. if the commission's concern is with smaller markets having fewer communications voices—"and there have been indications to this effect"—it should determine what constitutes a presumedly "adequate" number of voices. And any rule should be limited so as to encourage that objective, Storer added.

The company also suggested that newspaper ownership may be "a proper area for concern . . . since there is some evidence that a combined major newspaper-AM-FM-TV operation may be used in an anticompetitive manner by unduly promoting one or more of the broadcast properties in the associated media under common control."

Triangle Publications Inc. also offered an alternative to what it regarded as "a rigid" proposal—one that it said, would be self-defeating. Triangle said the commission could achieve diversification through greater attention to programing relations between networks and broadcasters (limiting stations' carriage of network-originated programing), and through policies designed to encourage the production and distribution of programing.

Discrimination ▪ The comments also revealed a number of full-time broadcasters who feel that, in excluding daytimers from its effect, the proposed rule discriminates against them. The Association on Broadcasting Standards, which represents regional full-time stations, said there is no reason to discriminate against full-timers. It noted that when the commission last year adopted its rules permitting presunrise operation by daytimers, it said that full-timers experiencing interference should look to FM to fill out their service.

And the Community Broadcasters Association, an organization of 144 Class IV broadcasters said that, if the proposed rule is adopted, they should be exempt, as the daytimers are. CBA noted that their night-time coverage is limited, since their maximum authorized power at night is 250 w.

The broadcasters' opposition to the proposed rule wasn't unanimous last week. In the torrent of broadcaster filings. one emerged that supported it. KBCA-FM Los Angeles said the AM-FM ownership produces a monopolistic effect. restricts FM developments, and constitutes unfair competition to FM. The proposed rule is in the public interest and a vital necssity for the full development of FM broadcasting to the ultimate extent of its capabilities that the proposed rulemaking be adopted," KBCA-FM said.

Problems arise in Storer-Patterson sale

The sale by Storer Broadcasting Co. of its KGBS-AM-FM Los Angeles to Norwood J. Patterson for $2.3 million seems to have run into some sticky problems—serious enough for lawyers representing both parties to have visited FCC Chairman Rosel H. Hyde and Commissioner Kenneth A. Cox and some of their advisers last week to take a reading on potential roadblocks to approval.

Aside from the latent conflict with FCC policy regarding the common ownership of both an AM and FM in the same city, the principal issue seems to be the arrangement Mr. Patterson had made to sell KGBS-FM to National Science Network for $800,000 following his acquisition of the two Los Angeles stations. National Science Network owns WNCN(FM) New York and WDHF(FM) Chicago. L. W. Frohlich is president of NSN.

The Patterson-NSN contract was made before Mr. Patterson agreed to buy both Los Angeles stations from Storer.

The FCC's one-to-a-customer policy is now the subject of a rulemaking proceeding. Storer bought what is now KGBS-FM from Rogan Jones in 1966 for $327,000. It bought KGBS from John Franklin Burke Jr. and associates in 1959 for $1.3 million. Although the FM station has been held less than three years, the FCC's rule permits it to be sold in conjunction with an AM station held more than three years without a hearing being held.

Contract Agreement ▪ In his contract to buy the Storer West Coast stations (BROADCASTING, April 29), Mr. Patterson agreed to pay $1 million in cash at closing, $500,000 at the end of the first year, and the remainder of the $2.3 million over a period of years. Storer, in turn, agreed not to compete with Mr. Patterson in the Los Angeles area, and in fact announced that it was withdrawing from the 11-party comparative FCC hearing for 1110 kc that has been underway since 1964.

Mr. Patterson owns KBIF Fresno, KICU-TV (ch. 43) Visalia-Fresno, both California, and KTW-AM-FM Seattle. His father, S. H. Patterson, sold KSAN-TV (ch. 32) San Francisco (now KNEW-TV) to Metrodmedia Inc. for $1 million last March.

Applications for FCC approval of the ownership change of the Los Angeles stations, and the further assignment of the FM station, have not yet been filed.

Results from the meeting with the FCC commissioners and staff are understood to have been inconclusive, although there seemed to be virtual agreement that approval of the sales without a hearing might prove difficult.

Can just anybody queer station sale?

THAT'S QUESTION RAISED BY COURT REJECTION OF FCC TRANSFER

The right of anyone who listens to radio or watches television to intervene in an FCC case involving a broadcaster was given an "extreme" extension last week. A federal court in Washington held that protesters to the sale of WFMT(FM) Chicago to WGN Continental Broadcasting Co. should have been heard, even if they didn't file their objections on time or in the proper form.

The ruling, an unsigned per curiam opinion by two of the three judges on the panel that heard argument, is considered so far-reaching in communications law circles that it's understood consideration is being given by FCC to asking for reconsideration by all nine members of the D. C. Circuit Court of Appeals.

In an admittedly unique situation, the court told the FCC that a group of Chicago citizens, under the name of Citizens Committee to Save WFMT-FM (sic), and 14 individuals, should have been given a role in the case. The court implied strongly that the group's demand for a hearing on the transfer—the Chicagoans expressed fear that WFMT's pure classical-music format would be changed under the new ownership—should have been granted.

In discussing the party-in-interest issue, the court said: "Moreover, Mrs. DeGrazia [one of the appellants] is entitled to consideration as a representative of the listening public. Such parties do not have the same sort of Washington representation to uncover threats to their interest, or deploy apparatus to combat them, as do parties whose interest is economic . . ."

Communications lawyers feel that last week's decision widens immeasurably the same court's ruling in 1966 upholding the right of the Church of Christ to intervene in the license renewal hearings of WLBT(TV) Jackson, Miss. There, it is noted, an established organization making specific complaints was held to have standing. In the Chicago situation, on the other hand, the citizen's group was formed solely to oppose the transfer of WFMT.

$1 Million Sale ▪ The sale of the Chicago classical-music FM station to the *Chicago Tribune* subsidiary for $1 million was approved by the FCC on March 27 and the transfer was consummated on April 29. Whether the station will have to be retransferred to Bernard Jacobs, its original owner pending further FCC proceedings was not made clear by the court; the decision failed to mention this request by appellants.

The citizen's group filed its first protest on March 26, one day before the commission approved the sale, although it is agreed that notice that the objection would be filed was given to the commission on March 21. The FCC secretary on April 4 notified the group that the sale had been approved and that the objections were filed late—actually three months after the conclusion of the 30-day period during which protests are eligible to be received under FCC regulations. The application for commission consent to the sale of the station was filed on Nov. 20, 1967.

The FCC secretary also informed the Chicago citizens that WGN Continental had formally agreed to make no change in the classical-music format of the station and had arranged to keep the same staff on.

Complications ▪ Further complicating the transfer is the question of concentration of media in the Chicago area. This was the main point of the only dissent to approval, made by Commissioner Nicholas Johnson. WGN Continental is owned by the *Chicago Tribune*, publisher of the *Tribune* and *American* in that city; WGN Continental also owns radio and TV stations in Duluth, Minn., and Denver, Colo. Through interlocking ownership of the McCormick and Patterson families, the *Chicago Tribune* is related to the *New York Daily News* which owns WPIX-FM-TV New York and WICC Bridgeport, Conn. This point actually aroused the interest of the Department of Justice's antitrust division, but nothing official was ever done.

Making the case even more complex is the fact that the FCC on the very same day it granted the WFMT sale issued a rulemaking notice proposing to prohibit acquisition of more than one broadcast service in a single city. This one-to-a-customer proposal, and its juxtaposition to the grant of the WFMT transfer, was considered by the court to be significant as an indication of the commission's feeling that the ownership in the same city by the same entity of an AM, an FM and a TV may be contrary to the public interest. Comments on this proposal were due last week (see page 32).

Set Forth Reasons? ▪ Further, the court said that the Communications Act requires the commission to set forth reasons for granting a transfer of ownership where an objection has been lodged. This the commission did not do in the WFMT case, the court noted, and went on to say:

"The Communications Act requires the commission to designate an application for hearing if a substantial and material question of fact is presented or if the commission is unable 'for any reason' to find that the public interest, convenience and necessity would be served by granting the application . . . The need for articulation of findings requires the decision-making body to focus on the value to be served by its

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DR. NATHAN WRIGHT
Chairman. Black Power Conf.
ELDRIDGE WAITH
N. Y. City Police Dept.

2. & 3. EDUCATION
JONATHAN KOZOL
Author and teacher
DR. ELLIOTT SHAPIRO
Dist. Supt., NYC Bd. of Ed.

4. & 5. EMPLOYMENT
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Vice Chmn., Ford Motor Co.
DON SLAIMAN
Dir. Civil Rights, AFL-CIO
CYRIL TYSON
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GARY ROBINSON
Director, OIC, Roxbury, Mass.
LARRY MARTZ
Gen. Ed., Business, Newsweek

6. & 7. MONEY SOURCES
ROBERT THEOBALD
Writer & economist
DR. VIVIAN HENDERSON
Pres., Clark College
DR. DICK NETZER
Head, Economics Dept., NYU

8. SELF-HELP
BERKELEY G. BURRELL
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ELMER YOUNG, JR.
Admin. Exec., OIC HQ., Philadelphia
RAYMOND BROWN
VP, Freedom Natl. Bank

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THOMAS F. MURRAY
VP, Equitable Assurance Soc.
DR. FRANK HORN
NYC Housing & Dev. Admin.
JACK F. WOOD, JR.
Natl. Comm. Against Discrim. in Hsg.

10. HEALTH
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Former Pres., Natl. Med. Assn.
DR. JAMES HAUGHTON
NYC Health Services Admin.
DR. ALVIN POUSSAINT
Tufts U. Med. Schl., Boston
MATTHEW CLARK
Medical Editor, Newsweek

11. AID FOR THE NEEDY
MAJOR R. OWENS
Commr., NYC Community Dev. Agcy.
DR. GEORGE WILEY
Natl. Welfare Rights Org.
LISLE CARTER
Dep. Dir., Natl. Urban Coalition

12. THE NATIONAL COMMITMENT
JOHN V. LINDSAY
Mayor of New York
WHITNEY YOUNG, JR.
Exec. Dir., Natl. Urban League
FLOYD McKISSICK
Natl. Dir., CORE (on leave)

13. WHITE RACISM & BLACK NATIONALISM
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Signal buys into Golden West

Giant conglomerate to pay $25 million for 49.9%; Autry retains control; Shaw heads broadcasting division; Reynolds in charge of sports unit

The fever to participate in the exploding leisure time market, epidemic on the West Coast since last year, has infected another conglomerate organization. Signal Companies Inc. (formerly Signal Oil & Gas Co.), with interests in petroleum refining and distribution, truck manufacturing, pressurization and air-conditioning equipment, banking, steel, real estate and transportation, has announced an agreement to buy a 49.9% interest in Golden West Broadcasters, a group broadcaster, for $25 million in cash. The purchase would be made from Golden West's seven minority stockholders.

Gene Autry, who owns 50.1% of GWB, would retain control of the station group. He would continue as chief executive officer and chairman of the company's board of directors and would assume the added responsibilities of president of GWB.

The agreement includes an option for Signal to purchase all of Mr. Autry's stock interest in GWB in the event of his death. Mr. Autry's controlling interest in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson is not involved in the agreement with Signal. The agreement stipulates that Mr. Autry will continue to control all GWB properties as long as he lives. These would include GWB's ownership of KMPC and KTLA-(TV) Los Angeles; KSFO San Francisco; KEX Portland, Ore.; KVI Seattle; Golden West Baseball Co. (California Angels); Airwatch-Sigalert Inc.; a 16% interest in the Los Angeles Rams football team; and real estate holdings.

Reynolds Sports President ▪ Robert O. Reynolds, president of GWB since its formation in 1952 and one of the minority stockholders involved in the purchase agreement (he and his family hold 30% of GWB), will become president of a sports division that will be formed. He will continue as president of the California Angels, while Mr. Autry remains as chairman of the board of the professional baseball team. Messrs. Autry and Reynolds would also continue as vice presidents of the Los Angeles Rams National Football League team.

William D. Shaw, another minority stockholder who was bought out (he

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decision and to express the considerations which must be the basis of decision. . . .

". . . Certainly that finding cannot fairly be inferred when the decision was made without a hearing or any statement of reasons, and at a time when the commission's contemporaneous action revealed at least grave doubt as to whether such assignments are in the public interest."

Then, the court concluded:

"When the subject of surveillance is as sensitive as that involved here, when there is no hearing at which the full facts are brought out, promoting confidence that all relevant facts and aspects have been considered and that the public interest would be served by the grant, when the affirmative finding of public interest required by Congress does not appear expressly, when there is no opinion or other statement providing a reasoned application of articulated standards to the facts of the case, and when the commission has at least some concern that under today's conditions the public interest requires a strict approach, there exists a combination of danger signals that cannot be ignored or bypassed."

The case was heard by Circuit Judges J. Skelly Wright and Harold Levanthal and Senior Circuit Judge Henry W. Edgerton who, however, did not participate.

The FCC has 21 days from July 30, the date of the court ruling, to decide whether it wants to seek reconsideration. At the end of that period, the court's mandate comes down and must be followed by the commission.

The court set aside the FCC's order "for failure to conform to the procedural requirements prescribed by Congress," and remanded it to the commission for further proceedings.

It's anticipated, notwithstanding the outcome of the Chicago case, that the commission may very well revise its procedural rules to take into account the filing of informal objections to transfers of ownership.

Ward L. Quaal, president of WGN Continental Broadcasting Co., said Thursday he is confident the FCC will move quickly inasmuch as WGN's operation of WFMT since April 29 "has more than fulfilled WGN's pledge to the commission and the listening public that the widely applauded fine arts programing of the station would be continued and improved."

Mr. Quaal said that not only has WGN retained all personnel but has increased the staff to better serve the public. Also, he noted, "the WFMT broadcast day has been extended from 18 hours to 24 hours. WGN has improved the engineering facilities of the station too."

Harry R. Booth, Chicago attorney representing the citizens committee, said he was very pleased the court recognized that the public is entitled to a hearing.

Mrs. Burton Joseph of Highland Park, Ill., chairman of the citizens committee, said late Thursday her group probably would have to be expanded in order to find sufficient financial support to carry out the litigation progress. She said the committee members were dedicated WFMT listeners who merely wanted to be assured the public got its hearing.

Platform writers hear proposals

Broadcast spokesmen present solutions to problems plaguing TV

Solutions for public television funding and calls for suspension, if not repeal, of the equal-time restrictions of Section 315 were presented by broadcasters to delegates writing the platform for the Republican national convention in Miami Beach last week.

And in no less significant fashion the delegates heard a proposal for the institution of a 24-hour election day, and a request for longer terms of licenses for holds 1.4%), would become president of GWB's broadcasting division. Mr. Shaw, vice president and general manager of KSFO San Francisco, and also GWB vice president in charge of radio (the latter a promotion he received in March of this year), would continue, initially at least, to make his base in San Francisco.

Loyd C. Sigmon, executive vice president and general manager of GWB, and still another minority (4%) stockholder involved in the purchase agreement, is expected to retire from active participation in the company. It's anticipated, however, that he will remain active in the broadcasting business.

Stout Adds Duties ▪ No change in management, personnel or policy is planned for the individual station properties. Clair L. Stout, secretary-treasurer of GWB, will assume the added duties as assistant to Mr. Autry. Mr. Stout is a partner in the Washington law firm of Dow, Lohnes and Albertson who now has his headquarters on the West Coast.

The Signal Companies Inc. is a 40-year-old company based in Los Angeles. Among its more than a dozen subsidiaries is Mack Truck Inc., one of the nation's oldest and largest manufacturers of heavy-duty motor trucks. Another subsidiary is Garrett Corp., principal supplier of pressurization and air-conditioning equipment for military and commercial aircraft and spacecraft.

Signal (1967 net sales: $1,505,416,-000, net income: $49,136,000) sells gasoline in this country through about 2,000 retail outlets (some 1,300 of them owned and leased by the company) in 16 western, southwestern and southern states under the names Hancock, Norwalk, Advanced, Regal, SOC and Super-Test. It also sells gasoline in Belgium, Germany and the United Kingdom through about 1,000 retail service stations.

Forrest N. Shumway is president and chief executive officer and Samuel B. Mosher is chairman of the board of directors.

16-Year History ▪ GWB was started in 1952 with the purchase of KMPC Los Angeles for $800,000 from the estate of G. A. Richards. Mr. Reynolds and Mr. Sigmon, both of whom already had been with the station for more than 10 years, joined as principal minority stockholders with Mr. Autry in forming GWB. Other minority stockholders involved in the purchase agreement with Signal are Wesley L. Nutten Jr. (who in his own and family names is the second largest minority holder), Oren Mattison, Stanley L. Spero (vice president and general manager of KMPC) and Bert West.

Golden West has been on the trading block since early this year. The reported price was $25 million for KTLA(TV), a property GWB bought from Paramount Pictures Corp. for $12 million in 1963, and a total of $60 million for all of the company's holdings. There were believed to be several prospective buyers for all or part of GWB's interests including the Mutual Broadcasting Corp., Bonneville International Stations (The Corp. of the President of the Church of Jesus Christ of Latter Day Saints), WGN Continental Broadcasting Co. and Community Television of Southern California (noncommercial KCET[TV] Los Angeles).

The educational station, a UHF outlet, supposedly was interested in acquiring KTLA, a VHF station, but reportedly couldn't raise the $25-million asking price. Most recently, industrialist Howard Hughes, fresh from being thwarted in efforts to acquire a large share of ABC, tried to purchase all of GWB and refused to accept an agreement, similar to the one that now involves Signal, which would have allowed Mr. Autry to retain his controlling interest.

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broadcasters.

The broadcast spokesmen were Dr. Frank Stanton, CBS president; William G. Harley, National Association of Educational Broadcasters president, and Vincent Wasilewski, National Association of Broadcasters president. In separate appearances they presented their views before the Committee on Resolutions, headed by Senator Everett M. Dirksen (R-Ill.).

Dr. Stanton issued the proposal for basic electoral reform that would institute simultaneous voting hours across the nation and "would end unsupported speculation" as to the influence that results of early-closing polls exercise on the rest of the nation.

But the thrust of his remarks was the support he gave to a controversial part of the Carnegie Commission report on public television, and the subsequently-created Corp. for Public Broadcasting.

Sales Tax ▪ Dr. Stanton noted that CPB must have "predictable and reliable" financing if it's to achieve "stability and independence," and that a "clear, clean, equitable and sensible way" to finance the corporation would be through a sales tax on television sets.

"Such a tax would not be large enough to hurt either the manufacturer or the buyer," he claimed, "and it would bear a distinct relationship to public use of the new service." He suggested that a platform plank be included that would express "an affirmation of the need for a strong and viable noncommercial broadcasting service" financed in this manner.

Mr. Harley also requested support from the committee for a "reaffirmation" of an independent educational broadcast system permanently financed and insulated from the annual appropriations process.

Blunt Criticism ▪ The so-called equal-time restrictions of Section 315 of the Communications Act received blunt criticism from Dr. Stanton who noted that "in election after election the full capacity of the broadcast media to bring the candidates to the people is seriously diminished."

When 315 was temporarily suspended for the 1960 Nixon-Kennedy debates, he cited, "a larger percentage of eligible voters" went to the polls than "ever before in our history." Suspension was withheld in 1964; but in 1968 ("this year of vital decision in our national life," he calls it) a permanent solution must be found, Dr. Stanton suggested, "to a problem left far too long to last-minute and piecemeal remedies."

He said he hoped the committee would call for repeal of "the anachronistic legality that is Section 315." However, "at the very least," he urged a resolution calling on the House (which has a similar Senate-passed resolution up for consideration) to temporarily suspend equal-time restrictions for presidential and vice-presidential candidates "for this campaign only."

Wasilewski Reiterates ▪ Suspension of those rules for the 1968 campaign was also the main thrust of Mr. Wasilewski's remarks. He said that the Senate resolution would "allow all broadcasters to demonstrate their dedication to the concept of fair play . . . [and that the] wider use of broadcast facilities by the candidates would result in greater public awareness of the issues."

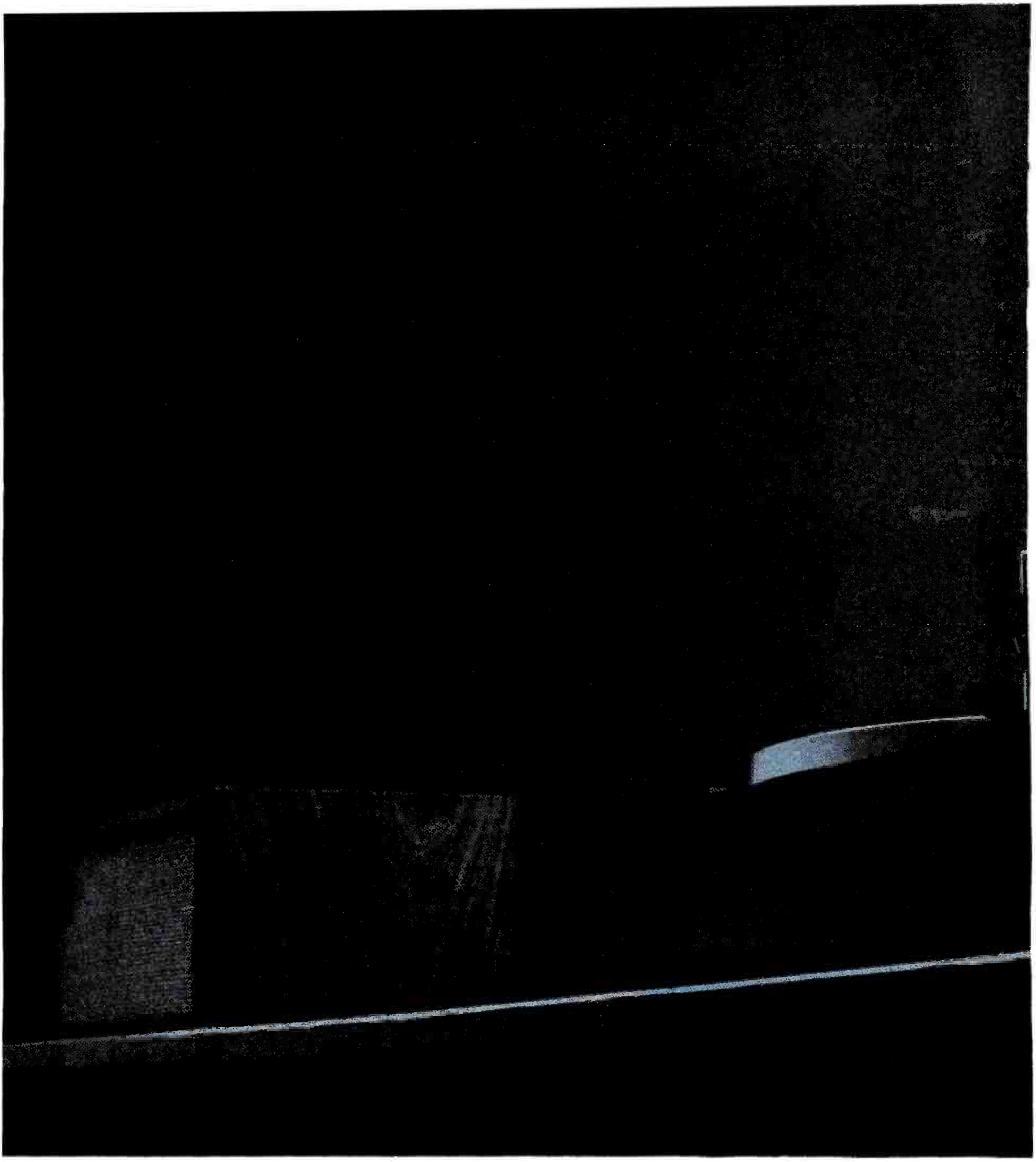
Tucson sales win approvals

FCC turns down bid by Southwest Cablevision to stop station transfers

Two Tucson station ownership changes were approved by the FCC last week in a dual transfer amounting together to almost $6 million.

Approved were the assignment of KVOA-TV from WGAL Television Inc. (Steinman group) to Pulitzer Publishing Co. for $3 million, and of KGUN-TV by Gilmore Broadcasting Corp. to May Broadcasting Co. for $2,910,000.

The transfer approvals were unanimous, with Commissioner Kenneth A.



You've really been turned on since 1940.

If yours was one of the 764 pre-1940 radio stations, your programing fare was limited essentially to music from New York or Hollywood. Virtually all of the rest of American music wasn't available to you or your audiences. Great bodies of music which enjoyed regional popularity were never heard by all of America.

Beginning in 1940, a significant change came about. BMI was formed. It gave creators of music a chance to be heard and

sers of music the benefits of a varied and ncreasingly major repertoire. From the eginning, BMI's interest included the oundstage and the theater but extended ar beyond to all of the other musical xpressions of our culture. During the ears of BMI's existence, and because of BMI's concern, the many sounds of Amer-ican music have been heard, accepted and acclaimed. Among them have been coun-try, jazz, rock, western, gospel, rhythm and blues, contemporary concert, electronic and experimental music. All of these are now a part of the American musical scene.

Today, after 28 years of encouragement of all kinds of music, BMI is home for some 18,000 writers and 8,000 publishers. Nowhere more than on radio is the variety of their music evident. Today, instead of 764 stations there are 6,391. And their primary programing fare is music. More than half of that music is licensed by BMI. BMI believes that such a vast number of stations are able to satisfy audiences only because of the tremendous variety of music now available.

BMI intends to continue as the leading contributor of radio-broadcast music as well as music used in all other media. Whatever direction music takes, BMI writers will be in the forefront of change. And you will continue to be turned on.

BMI

BROADCAST MUSIC INC.

All the worlds of music for all of today's audience.

Cox, however, abstaining from voting.

The Pulitzer firm, which is buying the NBC-affiliated channel 4 KVOA-TV, owns the *St. Louis Post-Dispatch* and KSD-AM-TV there. Joseph Pulitzer Jr. is president and Harold Grams, general manager of the Pulitzer stations. The Steinman group bought the Tucson station, and KOAT-TV Albuquerque, N. M., for a combined price of $3,250,000 in 1963 from Clinton D. McKinnon and associates. Other Steinman stations are WGAL-AM-FM-TV Lancaster, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass.

May Broadcasting Co., which is buying the ABC-affiliated channel 9 KGUN-TV, is a subsidiary of May Seed Co., Shenandoah, Iowa, and owns KMTV (TV), 48.86% of KFAB-FM, both Omaha and KMA Shenandoah, Iowa.

James S. Gilmore Jr. is 100% owner of Gilmore Broadcasting, which also is the licensee of WEHT(TV) Evansville, Ind.; KODE-AM-TV Joplin, Mo., and WSVA-AM-FM-TV Harrisonburg, Va.

Protest Denied ▪ In approving the two assignments, the commission turned down a petition by Southwest Cablevision Inc. to deny the applications. Southwest, which holds a non-exclusive CATV franchise for Tucson, claimed that a second application for CATV (by South Arizona Cable Co. Inc.) now pending action by the city council was to be owned by the three Tucson VHF stations (including KOLD-TV ch. 13) and that this "consortium" means to control entry and to monopolize TV in the Tucson market. It also charged that cross ownership of TV broadcast stations and CATV furthers these alleged aims.

Actually the three present licensees hold options to acquire a third each of the South Arizona cable firm; the one held by the Steinman group is being assigned to KVOA-TV, so that the Pulitzer firm will hold it; that held by Gilmore was offered to May Broadcasting, the purchaser of KGUN-TV but this offer expired May 29 without May Broadcasting's taking it up.

In denying the petition by Southwest Cable, the commission said that the allegations of economic injury were "only nominal or speculative." And, the FCC said, cross ownership between the Tucson TV stations and CATV presently do not exist, since South Arizona does not now have a franchise; also the commission added, cross ownership of this sort is not presently prohibited although it is inquiring into this subject.

Local CATV feels 'restraint'

Must a viable CATV operation depend upon the importation of distant signals? Can't it survive on local-station carriage and local origination alone?

Those questions are sure to be bandied about in CATV circles this week as the result of what is believed to be an unprecedented action by Cleveland Area TV Inc. The CATV has folded its tents (temporarily, at least) because of what it calls restrictive FCC regulations.

Cleveland Area operates a cable system in the Lakewood suburb of Cleveland. It is 45% owned by Cox Cablevision Corp., a subsidiary of Cox Broadcasting Corp., and 55% by the *Cleveland Plain-Dealer*.

The restrictive rule complained of is the top-100 market one that necessitates a hearing whenever a CATV seeks to import TV signals beyond their grade B contours into the top-100 market. Cleveland is ranked eighth by ARB.

A "Restraint" ▪ Spokesman for Cleveland Area said that although there is "nothing pending and nothing has been refused" [by the FCC with respect to distant-signal requests], there is a "restraint" inherent in the Second Report and Order (of which the top-100 market rule is a part) that has proved "a major roadblock to subscriber acceptance" of the system. Therefore, it's preparing to close down operations by Sept. 1.

The CATV has proposed to carry two Canadian, as well as Chicago, signals. It currently carries local Cleveland signals (WEWS[TV], WKYC-TV, WJW-TV, WVIZ-TV) and WAKR-TV Akron. Those signals, it says, can be readily received by Lakewood residents without the aid of cable.

In addition to local carriage Cleveland Area was also engaged in extensive program origination that has received widespread attention in the cable industry and the trade press.

Local Programing ▪ The system carried time and weather, and news and stock ticker information. And it had a channel that provided from five to six hours daily of local origination. Those programs included high-school sports, civic programs, a daily 15-minute local newscast, film product (usually free, like travelogues)—and as recently as May, the 13-week home-game schedule of the Cleveland Stokers of the North American Soccer League (BROADCASTING, May 27).

The games were picked up at about $200 per game (for transmission costs and taping) despite acknowledgements that local TV stations would not carry the games because it was felt there was little viewer interest in them.

Cleveland Area's programing efforts, with a reported $70,000 investment in studio and remote equipment, were launched last year with a promise from one Cox Broadcasting official that the system would be "gaining national recognition in its pioneering work. CATV holds an exciting future for suburban communities." (BROADCASTING, March 20, 1967).

As recently as last month Greg Liptak, Cleveland Area program director, told CATVers at the National Cable Television Association convention in Boston that cable's future in major market cities rests principally in providing "counterprograming," a distinctive broadcast term with competitive overtones (BROADCASTING, July 8).

Now Cleveland Area, as of July 31, has ceased its local programing. Sept. 1 is the date set for putting the system, which uses Ohio Bell Telephone Co. lines on a lease basis, in a "state of suspension."

FCC will not abandon CATV initial decisions

The suggestion by an FCC hearing examiner that initial decisions be eliminated from some major market CATV proceedings got a firm negative response from the commission.

Examiner Herbert Sharfman, who is to conduct a consolidated hearing in October on CATV proposals for the top-100 markets of Milwaukee (ranked 24th), Madison, Wis. (88th), and Rockford, Ill. (97th), said the commission's June 28 decision in the San Diego CATV proceeding held that the hearing in major CATV cases was not to adjudicate past or present conduct but to get information to permit the commission to make policy judgments for future reference. He did not question this use of the hearing, but did question whether, because of his greater familiarity with adjudicatory proceedings, his initial decision in such cases would really aid the commission. Noting that the same question was applicable to other cases, he suggested that the commission consider having him turn over the record without an initial decision.

The commission agreed with the FCC Broadcast Bureau's comment that Examiner Sharfman misconstrued the San Diego decision, that the nature of CATV hearings remains the same, and that the Hearing Examiner's function in such proceedings matches his function in any other case.

Are National Conventions just
talk
confusion
smoke
favorite sons
more talk
waiting
milling about
and more talk?

Not for TV viewers in New York, Los Angeles, Kansas City and Washington, D.C.-where there's Metromedia TV News. At ten PM—a full hour earlier—the communities we serve will see an up-to-the-moment, carefully summarized total report from Miami and Chicago.

And they'll get what the networks don't make time for: news of local delegations, local issues direct from on-the-scene news teams from their own stations.

A special Metromedia news team made up of Jack Cole and commentators Evans and Novak will detail the national news. News teams from WNEW-TV in New York, KTTV in Los Angeles, WTTG-TV in Washington and KMBC-TV in Kansas City will report local news to their communities. Each Metromedia community will see a different convention—its own.

Metromedia TV News is another way of looking at the conventions.

Metromedia Television/The Ten PM Newsmakers.

Represented by Metro TV Sales

Broadcasters ready in Florida

Massive crews assembled for color coverage of Republican convention in Miami Beach—still problems in Democratic coverage plans

Later this week, shortly after the Republican party has picked presidential and vice presidential nominees, has approved a platform and has sallied forth on its chosen course to the White House, more than 3,600 broadcast journalists, technicians, and executives will begin moving hundreds of tons of equipment from Miami Beach to Chicago where the whole thing will be repeated later in the month under the Democratic party banner. They're not sure what they'll find. Just what facilities will be available in the Windy City, and how extensive the broadcast coverage will be, were still unanswered last week (see page 44).

By the time the movement of men and machines takes place ABC-TV should also have a pretty fair idea of how its approach to convention coverage—90 minutes a night of highlights—was received by the public compared to the standard gavel-to-gavel approach followed by CBS-TV and NBC-TV (see page 45).

Network sources place the cost of election-year coverage, including primaries, conventions and elections at over $30 million. That figure does not include expenditures by individual stations and groups.

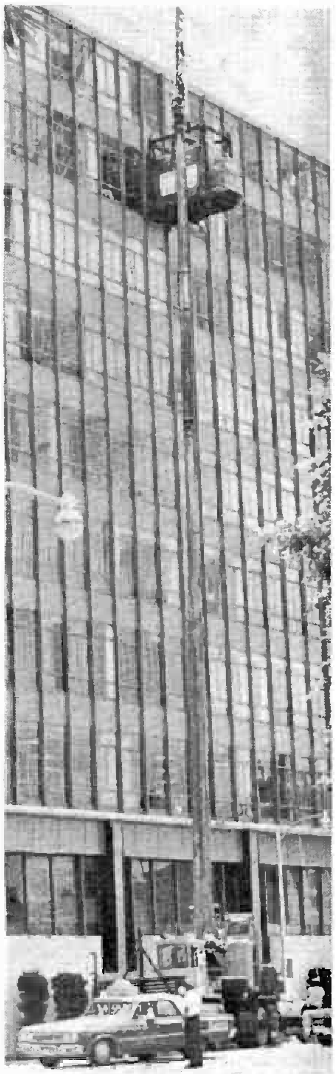
The GOP nominating convention may be recalled by historians as the first to be completely covered in color, including the use of wireless hand-held color cameras. And where the TV networks have avoided the use of film in favor of live and taped coverage for such large and preplanned events, ABC this year will make extensive use of film.

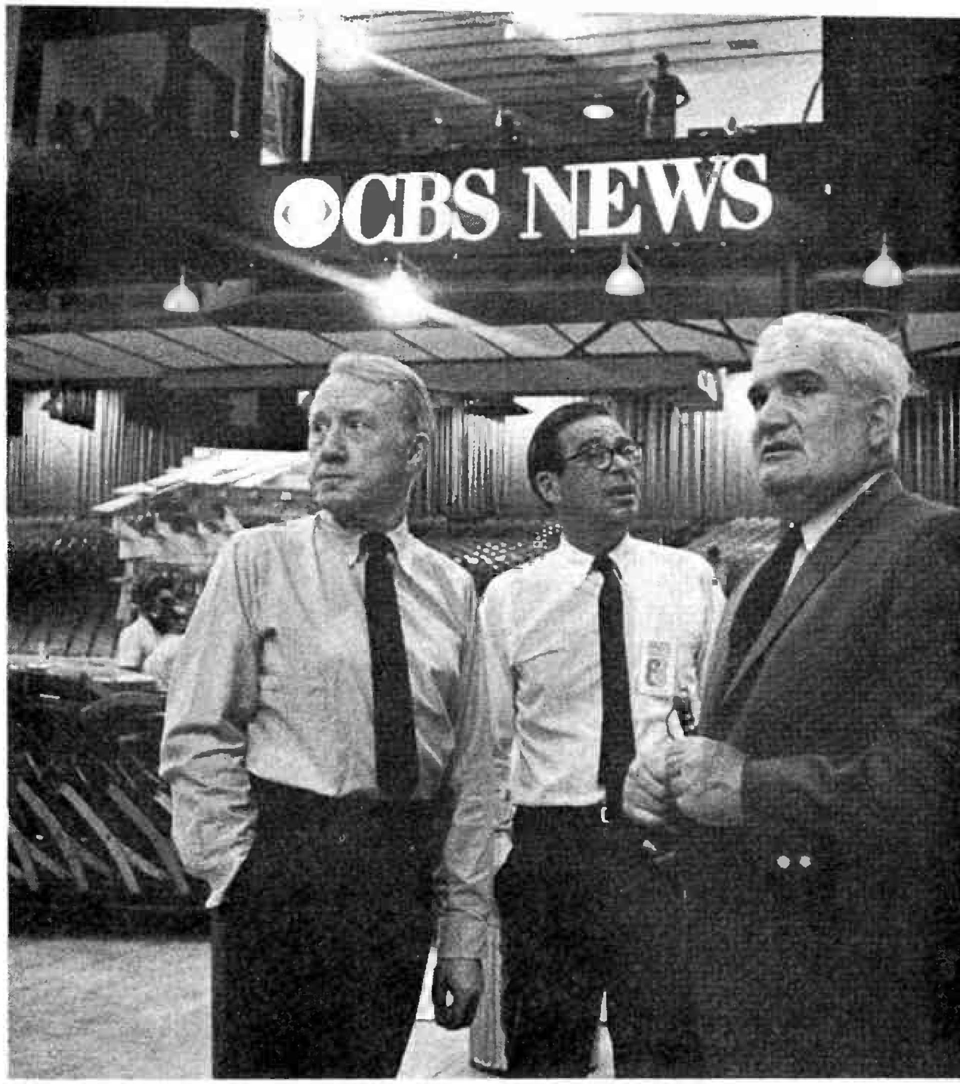
Taking a look at the logistics of broadcast convention coverage, NBC has 837 people in Miami Beach, CBS about the same number and ABC has some 400 on the scene. Mutual, which has only radio to worry about, has a staff of about 90.

After the networks, the largest contingent in more than 1,600 other accredited broadcasters belongs to Westinghouse, which has about 65 at the convention, according to the House Radio-TV Gallery, which handles nonnetwork convention accreditation. The other groups, such as Metromedia, Triangle, Time-Life, Corinthian, RKO and Storer will also have multiman crews on hand to send audio and video localized reports back to their stations. The largest foreign broadcast delegation will be about 45 from the British Broadcasting Corp.

New Wrinkle ▪ From an equipment point of view, the three TV networks will be playing with and undoubtedly ballyhooing—if technical bugs don't suddenly appear—their new miniature color cameras, several of which were shown for the first time at last spring's National Association of Broadcasters convention (BROADCASTING, April 15). Of the 20 hand-held color units at the convention, only Norelco will be represented at all three networks. ABC will have three Ampexes and two Norelcos, CBS will have four CBS Labs and one Norelco and NBC, four RCA's and six Norelcos. Some will be wireless operations.

As for the studio cameras, more than 100 of them are located throughout Miami Beach: at the convention hall, at the hotels of the candidates and in other remote locations. The pool, being produced by James Kitchell of NBC, will have five cameras, two of them





Taking over thousands of feet of floor space, hotel space and trailer space, broadcasters arrived in force in Miami Beach last week for the Republican National Convention. (Left) Robert Northshield, executive producer of NBC-TV's 'Huntley-Brinkley Report' stands in front of insignia of network's election-year programing. (Above left) ABC-TV needed color-film processors to handle the output of 12 film crews, so two Pako processors were shipped from Minneapolis, hoisted by crane and installed in an office building near the convention hall. (Above right) top CBS executives look over the scene at the convention hall. (L-r): Frank Stanton, president of CBS Inc.; Richard S. Salant, president of CBS News, and Bill Leonard, vice president and director of CBS-TV News programing.

under the network booth positions and three on a platform at the rear of the delegates section.

All the other cameras in the Miami Beach Convention Hall will be individually operated by the networks, and as was promised to the delegates, alternate delegates and guests long ago, those dozens of cameras will not hinder the view of the platform. Aside from the pool, all cameras and lighting have been put on basket-like platforms that are suspended from the ceiling of the hall. The convention hall's architect proudly says the hall was "designed" for television.

Shift to Film ▪ While CBS and NBC are depending on live and taped coverage for their programing, ABC's decision to come up with a nightly 90-minute summary meant a major move to film. Although ABC (as well as CBS and NBC) will have cameras stationed at the hotel headquarters of Richard Nixon, Nelson Rockefeller and Ronald Reagan, the network is relying heavily on the mobility and output of 12 film-camera crews.

To make sure that otherwise inaccessible events can be covered, helicopters—if needed—will be used to move men and equipment in a hurry. Since Miami Beach is surrounded by water and the causeways connecting it to the mainland suffer the metropolitan malady of traffic jams, even speedboats have been leased for rapid movement of men and material.

Aside from the TV networks, the station groups are not shirking at spending a dollar to get their visual copy back to the stations in a hurry. Nearly all groups have made arrangements to fly film and tape back by commercial airlines, and in the case of Triangle, that group's own plane will make daily roundtrips between Miami and Philadelphia where the group's WFIL-TV is located. It will be carrying video tapes made in WFIL-TV's mobile unit which was sent to Miami Beach.

Big Project ▪ Getting ready for the media invasion of Miami Beach has also provided Southern Bell with the largest service assignment it has ever had. The AT&T affiliated company had to install television transmission facilities at 30 hotels strung along a four-mile section of the beach. Submarine cable and microwave antennas were also needed to carry television circuits the seven miles from Miami Beach to the AT&T long-lines center in Miami.

Southern Bell installed about 67,000 feet of video cable, 2,500 additional telephone lines, a 70-foot microwave tower atop the convention hall and a special lead-sheathed video cable across Biscayne Bay.

The networks have an engineering and office trailer city behind the con-

Candidates get good exposure on hotel TV

Republican presidential contenders this week, and Democratic hopefuls starting Aug. 26, will have virtually instant access to their respective delegates—thanks to closed-circuit TV.

In Miami Beach Richard Nixon and Nelson Rockefeller will vie for delegate attention on two channels of a closed-circuit TV operation serving major hotels in the city. The facilities are provided by South Florida Closed Circuit Inc., a subsidiary of Wometco Enterprises, which owns WTVJ(TV) Miami.

Mr. Nixon is allocated channel 8; Mr. Rockefeller has channel 9. Both have planned heavy spot and program schedules around SFC-provided programing that includes convention schedule notices; news, weather and stock exchange information; travel information as well as taped highlights of convention events.

In Chicago, Corplex International, a new firm supplying closed-circuit TV programs to city hotels, said one of its two channels will be programed daily by the Democratic National Committee with tape replays of convention happenings. The other channel is for use by the presidential candidates where both spots and programs are expected to be used.

vention hall with 47 for CBS, 24 for NBC and 23 for ABC. CBS had its set up so that the trailers dropped their sides and everything was ready to go. It was the height of modular operation. When the adjournment gavel strikes this week, all those trailers will be ready to move to Chicago and plug in again. The only question, still unanswered, is what they will be able to plug into.

Chicago still question mark

Amphitheater work underway; lack of other facilities may force cut in coverage

Meanwhile, in Chicago . . .

. . . . the situation was strictly sticky. Still so sticky with the telephone strike that possibly CBS-TV may be forced to cut back some of its continuous coverage plans. "But certainly not as much as the ABC-TV plan," it was explained. NBC-TV last week was still planning full coverage.

"Sticky" was the polite word used by network officials on the scene to describe their quandaries late last week when it appeared that telephone union strike rules might block virtually all live "actuality" coverage of the Democratic convention news coming from Chicago hotels and similar sites other than the International Stockyards Amphitheater itself. The convention opens Aug. 26.

A fortnight ago—when it looked as though Chicago would lose the Democrats because of the phone strike—the telephone local of the International Brotherhood of Electrical Workers agreed to a strike moratorium with the Illinois Bell Telephone Co. The moratorium is enabling volunteer IBEW workers to wire up the amphitheater in time (BROADCASTING, July 29). But the rules of the moratorium said communications cable work would be allowed only at the amphitheater and absolutely no work would be permitted anywhere else.

Since then the Chicago Hotel and Motel Operators Association has assured the IBEW that the hotel managements would not allow anyone else to install telephone or communications facilities on their premises. (Western Union, however, is being allowed to install its own teletype systems at the hotels, using its people.)

The apparent reason for the hotel position supporting the IBEW is that the Chicago Federation of Labor (WCFL Chicago) and its powerful member unions covering all trades and services in the city could effectively and quickly shut down any hotel at any time the IBEW pickets showed up at the door. Chicago's Mayor Richard J. Daley also openly sides with the IBEW.

No Dishes ▪ What has the network officials worried is that it now appears that the IBEW local may protest any effort of the networks to place their own microwave relay dishes atop the roofs of the hotels—a practice common to remote TV operation nearly everywhere.

In Chicago, however, the local stations have not made that much use of their own relay systems. Instead they have leased relays from Illinois Bell, it was explained, and this local common carrier precedent is the teeth in the bite that IBEW is putting into the issue. As of late last week the question was not settled legally.

"Only 30% of the story will come out of the formal convention proceedings in the amphitheater," one NBC-TV official pointed out. "The really spontaneous live news coverage will take place at the hotels and delegation and caucus headquarters," he explained, "and if we can't get our live cameras in them we have problems."

The Conrad Hilton is the principal hotel for the Democratic event. Vice President Hubert Humphrey will headquarter there and Senator Eugene McCarthy, now based across the street at the Sheraton-Blackstone, is said to be moving there. If President Johnson goes, he, too, will quarter at the Conrad Hilton, but the Signal Corps will assure the chief executive's every need, IBEW or not.

NBC-TV has had plans to originate major shows like *Today* and the *Huntley-Brinkly Report* there but these plans are in question now. The other networks have similar cases but not to the extent of NBC-TV.

Rod and Reel Time ▪ "If we can't use our own dishes," a CBS-TV spokesman said last Thursday, "we'll have to go to video tape. If they won't let us into the hotels with the camera-to-tape lines then we'll have to go to film and motorcycles or booth men—facing cameras reading bulletins. As a pessimist I could see our film guys also blocked by IBEW pickets. Then there's nothing left to do but go fishing."

Network representatives appeared to agree that with dishes they still could function live even though normal supporting backup lines were missing. "Without the usual cue and backup talking lines we could pull it off," one said, "but it would be a little ragged just using on-air cues and monitoring for them."

An on-site inspection of the amphitheater Thursday found facilities construction well underway and nearly everyone expectant that all would be in shape by Aug. 26. Color TV lighting was finished and contractors were rapidly completing temporary studio and booth installations for all of the networks. IBEW volunteers were making phone and cable installations.

As in Miami the networks will use extensive mobile van units to house technical gear. Numerous house-trailer units already were in position in Chicago for newsroom and office-type news and program administrative offices.

The Democratic Party's convention planning and coordinating committee, which until now has been using Suite 1100 at the Conrad Hilton, moved to the amphitheater last Thursday. The main phone number remains the same: 312-663-9600.

Party nominees leave in a huff

The presidential and vice presidential candidates of the American Communist party walked out of a TV talk show in Washington last Wednesday (July 31) when they were unexpectedly confronted by a double agent for the FBI whom they had been criticizing.

Presidential candidate Charleen Mitchell and vice presidential candidate Mike Zigarell were being interviewed on *Checkpoint 14*, a nightly three-hour talk show, by John Hightower on WFAN-TV Washington. Asked about Herbert A. Philbrick, whose life as a double agent was dramatized on the *I Led Three Lives* TV series, the candidates (who are the first to run under the Communist label in 28 years) replied with an outburst of invective, according to Mr. Hightower.

Mr. Philbrick, who had been sitting in the audience waiting for a later appearance on the show, then stepped forward. The candidates, according to Mr. Hightower, had not been forewarned of Mr. Philbrick's scheduled appearance and said they would not sit on the same platform with a "stool pigeon" and "paid informer." After a few minutes of argument, they stalked out of the studio.

The innovation in convention coverage

Political convention coverage may never be the same after this week and after the American public gets nightly doses of Gore Vidal, William F. Buckley Jr. and Art Buchwald. The first two will be regulars in ABC-TV's 90-minute capsule reports of the Republican convention in Miami Beach. Mr. Buchwald will comment on convention activity, or the lack of it, for CBS.

But, from an industry viewpoint, eyes will be focused on ABC's summary format and the public's reaction to it. The critics of all-network coverage of major events have been yelling for years for some choice and this year ABC is offering one. Instead of the gavel-to-gavel approach, it will feed from 9:30-11 p.m. EDT, starting tonight, a five-part report. The only plans ABC had, as of last week, to go live is for the presidential nomination balloting on Wednesday night.

Robert Sammons, director of operations for the network's radio-TV coverage, said that ABC-TV plans to cover the convention as a "program, not an event." Since it is taking the summary route, it is also shying away from the live-tape route and is relying heavily on the mobility of coverage it can get from 12 film crews and the amount of film that it can get from two new color-film processors, installed by crane on the eighth floor of a nearby office building.

Flexibility ▪ Although each of the five segments had a rough time allotted to it, Mr. Sammons said that any one segment could be shortened or lengthened depending on the day's events. As announced by the network, the nightly report would include these elements:

▪ Miami Day (I, II etc.), 20-30 minutes, a documentary on the day's events with Howard K. Smith as anchorman.

▪ Correspondents' Caucus, 15-20 minutes, a roundtable discussion by the ABC correspondents following each of the candidates and moderated by William H. Lawrence.

▪ Closeup, three to eight minutes, a filmed pictorial aspect piece, narrated by Frank Reynolds.

▪ A Second Look, 15-20 minutes, the opinions of Messrs. Vidal and Buckley with Mr. Smith as the middleman.

▪ Update, fill to time, a summary of events that have occurred since the 90-minute report took to the air.

Wallace wants equal convention coverage

George C. Wallace, former Alabama governor who is aspiring to the Presidency under the American Independent Party banner, has asked for TV time for his AIP convention. However, broadcast newsmen and network executives last week didn't know where or when the AIP convention would be held and they had no idea of what type of coverage it would warrant.

Mr. Wallace was reported as telling a news conference in Tampa, Fla., on July 28 that the TV networks would give the AIP convention time equal to what they were giving the Republican and Democratic conventions. Network news spokesmen in Miami Beach for the GOP convention said they didn't know just when Mr. Wallace's convention would be held and they had made no coverage plans.

One network executive said the degree of coverage of an AIP convention would be decided as it is for any news event. He said that after reading reports of Mr. Wallace's news conference he contacted the network correspondent with the Wallace party and was told that correspondent couldn't learn anything about convention plans either.

Democratic contenders set for ABC shows

Vice President Hubert H. Humphrey and Senator Eugene McCarthy will be presented on successive editions of ABC News's TV and radio program *Issues and Answers*, according to William Sheehan, vice president and director of television news. Vice President Humphrey will appear on Aug. 11 and Senator McCarthy on Aug. 18.

The program will first be viewed on ABC-TV, 1:30-2 p.m. EDT., then fed to the American Information Radio Network, 9:35-10 p.m. EDT.

Opinion writers for CBS

More than 50 guest columnists have agreed to appear on CBS News' new magazine format series *60 Minutes*, on alternate Tuesdays starting Sept. 24, 10-11 p.m. EDT, on CBS-TV.

Washington columnist Art Buchwald will give satiric dissertations on the first 10 editions, and others including William Buckley, Norman Mailer, Truman Capote, Gore Vidal, Theodore Sorensen, Barry Goldwater, Bishop Fulton J. Sheen, Godfrey Cambridge, Senator Everett M. Dirksen (R-Ill.), John Kenneth Galbraith and Ralph Nader will appear periodically.

NBC cameraman charges assault by police

A line-up of Cleveland policemen was demanded last week by an NBC cameraman who claimed that he and an associate were assaulted by the patrolmen while they were filming the arrest of two Negroes during a disturbance on July 28.

Cameraman Charles Ray filed a complaint against 14 policemen and sought the line-up to identify the alleged assailants. He charged that he was beaten and held in the police station for over an hour before being released without charge. The other NBC cameraman, Julius Boros, said he was beaten, kicked and punched at the scene of the incident, and also at the police station, and was charged with assault and battery of a policeman.

The cameramen were taken to Lutheran hospital, where Mr. Ray was treated and released but Mr. Boros was held for possible broken ribs, multiple cuts and bruises and a broken tooth. Both were working on assignment from Chicago through NBC-owned WKYC-TV Cleveland.

The police say they asked Mr. Boros to move because he was standing in the street and was a traffic hazard. They asserted he tried to grab a patrolman's gun, and later kicked two policemen as they were putting him in a scout car.

Cleveland Mayor Carl B. Stokes promised a complete investigation of the incident.

Plans made for fall Apollo VII mission

All three TV networks plan to cover the Apollo VII mission, tentatively set for October.

ABC and NBC are definite in their Apollo coverage preparations. ABC is covering live the lift-off as well as the splashdown. Frank Reynolds will anchor coverage from New York. Jules Bergman will cover the lift-off from Cape Kennedy, Fla., and then will join Mr. Reynolds as co-anchor man with nightly features slotted in regular newscasts during the Apollo's odyssey.

NBC-TV also intends to give live coverage to the lift-off and splashdown. Correspondents Chet Huntley, David Brinkley and Frank McGee will report from NBC News space center in New York, with special reports by correspondents Frank Field, Peter Hackes and Roy Neal.

According to James Barron, manager of news information, CBS News, much of CBS's news coverage effort is going toward the political conventions, and plans have not been worked out regarding the Apollo shot.

The Apollo VII capsule will be launched into orbit by a giant Saturn 1B rocket for an estimated 10-day, 21 hours and 40 minutes journey, with splashdown expected in the Atlantic east of Bermuda. Plans call for 164 orbits around the earth. The general Apollo project is designed to send astronauts to the moon.

Aboard capsule will be a four-and-a-half pound RCA camera mounted on a bracket in the upper bay of a cabin.

TV signals from Apollo will be received about three times a day at designated earth stations, taped, converted into picture images at Cape Kennedy, and then relayed to Houston for release by NASA to major TV networks. The tapes also will be used for post-flight analysis.

Rivers series bought by 12 in first offering

Trans-Lux Television Corp. has made its initial sale of its new, daily half-hour color series, starring comedienne Joan Rivers, in 12 markets, it was reported last week by Richard Carlton, executive vice president.

Titled *That Show*, the series has been bought by WNBC-TV New York, KCOP-(TV) Los Angeles, KTNT-TV Seattle-Tacoma, KOA-TV Denver, KRON-TV San Francisco, KDTV(TV) Dallas-Fort Worth, WRC-TV Washington, WKBW-TV Buffalo, N. Y., WTEN(TV) Albany, N. Y., KOTV-(TV) Tulsa, Okla., WNHC-TV New Haven, Conn., and KOAA-TV Pueblo, Colo. Mr. Carlton said that the 520 episodes of the series have been budgeted at $2.5 million.

ABC-TV cuts contract with QM Productions

The 10-year association between producer Quinn Martin and ABC-TV apparently has come to an end. The network has confirmed that it ordered QM Productions, Mr. Martin's Hollywood-based company, to "cease and desist" all production except *The FBI* series, which is produced in association with Warner Bros.-Seven Arts. QM Productions, which in the 1966-67 season had four hour series running on the network (*The Invaders, The Fugitive, The FBI* and *12 O'Clock High*), was scheduled to turn out three two-hour feature films for ABC-TV in the upcoming season.

Mr. Martin

QM's first television movie, "The House on Green Apple Road," with Janet Leigh, Julie Harris, Keenan Wynn, Barry Sullivan and Christopher George, was all but completed when the cancellation notice was served. The second feature, "The Specialist," based on an original story about the post-Civil War period, was set to start filming this month.

Mr. Martin signed a five-year contract with ABC-TV last October. Originally the deal called for QM to produce at least one series a year for the network for three years. But almost immediately QM and ABC-TV failed to reach complete agreement on casting of the first projected series. Under terms of a new agreement that was worked out just prior to the severing of relations between the network and production company, 26 segments of *The FBI* were filmed for 1968-69 and the agreement for QM to provide one new series per year for the next three years was pushed back to 1969-70.

Restrictions on newsmen stated

Western Conference of RTNDA hears outlines of two kinds of restrictions newsmen face

Some 60 station newsmen attending the Western Regional Conference of the Radio and Television News Directors Association in San Francisco on Saturday (July 27) heard about two different kinds of restrictions they face. J. W. (Jake) Ehrlich, the celebrated San Francisco trial lawyer, told them that the press—including radio and TV news teams—is sometimes "blameworthy" in covering court cases, but that this is not enough reason for the stringent guidelines of the Reardon Report. Jim Vinson, a news program producer for KNXT(TV) Los Angeles, suggested that television may have to consider 8mm film as a solution to its lack of mobility.

Mr. Ehrlich made it clear from the start that "the prospect of judges of various criminal courts of high and low degree sitting as petty tyrants, handing down sentences of fines and imprisonment for contempt of court against lawyers, policemen, reporters and editors is not attractive." Such a practice, he indicated, may help considerably to tone down prejudicial publicity, but, at what a price."

The price, according to Mr. Ehrlich, is to tamper with the "public interest in the thoroughness in which news media do their job." The lawyer continued: "We dare not as Americans guarantee one form of liberty at the sacrifice of another. We must continue to keep the spotlight on government, on Congress, on the courts, as well as on the criminal, but this spotlight must be directed by responsible hands."

A free press, he pointed out, must exercise decency, understanding and charity, but there's no question that it must remain unfettered. "The end of the law," the attorney said, "is not to abolish or restrain but to perserve and enlarge freedom."

Mobility Hit ▪ Mr. Vinson, who produces KNXT's *The Big News*, contended that television news reporters "are still far, far from being mobile enough." They can never get more than a cable length away from their cameras and are "just not able to have the freedom of movement that comprehensive reporting requires," he said. He pointed out that cameramen, saddled down by 70 pounds of equipment, are even more restricted.

"With all the miniaturization and sophistication of electronic equipment it seems to me that someone must and can come up with a film sound camera which is less burdensome to carry around than your drunken wife," Mr. Vinson joked. "I don't think it's fantasizing to say that television news may have to go to 8mm film to lick this problem."

But the producer conceded that "no professional news cameraman will give you anything but a look of disbelief if you mention 8mm." Still, he maintained, "it may be the only way he can get that 70 pound load off his back."

Mr. Vinson advocated completely wireless equipment. "Out of necessity and responsibility," he said, TV news is going to have to get away from static news conferences and interviews and have the freedom to involve the audience more.

Stan Chambers, KTLA(TV); Bob Irvine, KNX, and Frank Goerg, KFWB, all Los Angeles, took part in a panel discussion on how local stations respond to a major news story such as the June 4 assassination of Senator Robert F. Kennedy. Dean Brelis, who was wounded covering the war in Vietnam for NBC-TV, and U. S. Air Force Colonel Jack Rose, recently in charge of public information for the American military mission in Saigon, engaged in a dialogue about the problem of news coverage in the combat area.

Jay Crouse, news director of WHAS-AM-TV Louisville and president of the RTNDA, told of preliminary plans for the organization's upcoming national convention (it'll be held at the Beverly Hilton hotel, Beverly Hills, Caif., Nov. 19-23). Mr. Crouse aso repeated a statement he made at RTNDA's recent eastern regional meeting in New York (BROADCASTING, July 8), in which he called on print media organizations to join the fight against the Reardon Report recommendations.

Preschool educational material added

In an effort to expand the horizons of preschool children's attitudes and knowledge, the *Captain Kangaroo* series on CBS-TV is collaborating with the Bank Street College of Education in New York to present educational information each day starting Oct. 14 (Monday-Friday, 8-9 a.m. NYT).

Michael H. Dann, senior vice president of programs for CBS-TV, told a news conference in New York last Tuesday (July 30) that the daily sequences of educational information will be developed by the Bank Street College and will run eight to 12 minutes. An initial

Ehrlich 'sharp' in address at RTNDA conference

Jake Ehrlich (alias Sam Benedict of television series fame) was in spirited form at the Radio and Television News Directors Association conference in San Francisco (see above). Speaking from a studio in the new $7-million KRON-TV building. Mr. Ehrlich slashed away at the American Bar Association. "The Reardon Report is a child of the American Bar Association," he said. "Being thrown out of the American Bar Association is pretty much like having your subscription to the *Saturday Evening Post* canceled," he suggested. "If we go by the Reardon Report and do what the Reardon Report recommends," he pointed out, "why, we might as well tell Charlie Thieriot [Charles De Young Thieriot is president of the *San Francisco Chronicle*, which is the licensee of KRON-TV] and his family that they wasted a lot of money putting this building up. They won't need it and they can make a warehouse out of it." Then later, in answer to a question about the chances for breaking up the "clique" that

runs the ABA, Mr. Ehrlich made his final pronouncement. "We cured syphilis," he said, "We're working on cancer and in time we'll overcome the American Bar Association."

cycle of 26 weeks is in the planning stages, but Mr. Dann stressed that CBS envisions the educational segments as a continuing staple of *Kangaroo.*

Though the educational undertaking is expected to have particular value for disadvantaged children from two to six, Bob Keeshan, creator of *Captain Kangaroo,* and John H. Neimeyer, president of the Bank Street College, voiced the view that the project would be helpful to children of all socio-economic classifications. The broad areas and general concepts to be covered on the segments will include: learning about self, learning about the here and now world, learning about houses and learning about food and clothing.

The Bank Street College was founded 51 years ago and specializes in preparing teachers in the field of early childhood education. The *Captain Kangaroo* series begins its 14th year on CBS-TV this fall.

Hartford plans one-hour weekly variety show

Huntington Hartford, heir to the Great Atlantic & Pacific Tea Co. fortune, last week revealed plans for a one-hour weekly variety program entitled *Show.*

Producers of *Show* will be Huntington Hartford Enterprises and Comco Productions, headed by Bob Shanks, producer of the *Merv Griffin Show* and formerly with *Candid Camera* and the *Tonight Show.*

The magazine format, including performances, interviews and movie and drama reviews, would be similar to the magazine *Show,* which Mr. Hartford plans to revive by December or January with 10 issues per year. He founded *Show* in 1961 but stopped publication in 1964 with a $6.8 million debt.

The television series will be filmed on location all over the country, and will present entertainment "from topless nightclubs to the Bolshoi ballet." Mr. Hartford hopes to have a pilot film featuring soul singer James Brown prepared by October in order to market the series as a network mid-season replacement. It will be offered first to the networks and then to syndicators.

Entertainment reviews

ABC Radio's American Contemporary Network has started its five-per-week series of 3½ minute *American Contemporary Reports.* The series runs at 8:25 p.m. EDT. The program stars Barbara Lee Holmes and Andrew Smith who cover news of movies and reviews of motion picture premieres and other stories on the entertainment world.

ABC pays $20 million for 23 Fox features

ABC-TV has purchased 23 feature films for approximately $20 million from 20th Century-Fox, it was announced last week. The films, shown in theaters in 1966 and 1967, are expected to be telecast starting in the fall of 1969.

Each picture in the package has been bought for two runs, except "The Blue Max," which is for three showings.

Among the other films ABC purchased were "Tony Rome," "Our Man Flint," "Two for the Road," "How to Steal a Million," "Hombre," and "A Guide for the Married Man."

The $20 million-plus for Fox far exceeds the $7.8 million that the company took in from licensing feature films last year. In 1966, income from licensing totaled $32.5 million. Darryl Zanuck, president of 20th Century-Fox, noted in the company's annual report that film sales to TV for 1967 were limited, resulting in the availability of more feature films for TV this year and in future years.

Tuesday session held on notice

Meeting called for proposed public notice on community needs

Broadcast industry spokesmen, and FCC representatives appeared to have compromised their differences last week over a proposed public notice dealing with the ascertainment-of-community-needs questions in the radio and television license-application forms.

The proposed notice is seen by the commission as merely codifying and clarifying information it expects applicants to submit in response to questions on how they have determined community needs. Broadcasters on the other hand, saw it as imposing a new and onerous burden on applicants.

The Bureau of the Budget, which is required to pass on all forms and questionnaires issued by government agencies, acted as referee. And, at the suggestion of a committee of broadcast-industry representatives that advises the bureau on commission forms, the bureau called the two sides together for a meeting on Tuesday.

Objections ▪ The broadcast-industry committee, which questioned whether the notice was needed at all, objected principally to language requiring applicants to identify by name, position and organization "each person" contacted in determining needs, to list "all significant suggestions received" and to evaluate "the relative importance of all suggestions" and explain why rejected ideas were not adopted.

The committee felt that these requirements would impose a great deal of paperwork on applicants who they said, would have to keep close check on all persons contacted and ideas received. They said that listing suggestions not accepted would subject applicants to second guessing by the commission and the public (BROADCASTING, July 29).

Its understood that the commission representatives, headed by Commissioner Robert T. Bartley, principal author of the proposed notice, agreed to a number of changes that eliminate some of the language offensive to the advisory committee.

As redrafted in the meeting, the proposed notice requires identification of the community leaders consulted and a listing only of "the significant suggestions" received from them. There is no longer a requirement that the evaluation of the ideas received have the "reasons why particular suggestions . . . have not been included."

Compromise Accepted ▪ The committee was expected to inform the Budget Bureau late last week that the redraft is a reasonable compromise.

This presumably would be sufficient grounds for Budget to clear the proposed notice for commission action. The commission is understood to be anxious to consider the matter this week. It was not clear last week, however, whether the proposed notice would be made effective in time to apply to California licensees, who must file their renewal application by Aug. 30.

One aspect of the case that still rankles members of the advisory committee, however, is language in the 1966 commission report and order containing the TV program-reporting form which provided part of the basis for the proposed notice.

The committee members say the order goes beyond the language in the form itself in explaining the kind of information the FCC expects in response to the ascertainment-of-needs questions.

Form's Questions ▪ The form asks for the methods used to determine needs, "the significant needs and interests" which the applicant intends to serve, and typical and illustrative programing that will meet those needs.

The order says that in providing this information, applicants are expected, among other things, to list "any suggestions received as to how their station could help meet community needs and the applicant's evaluation of "all suggestions and the consideration given them. . . ."

The broadcasters advisory committee had studied the program-reporting form when it was being considered by the commisison, in accordance with the normal practice of advising the Budget Bureau on questionnaires that the commission proposes to issue to broadcasters. But the report and order were not a matter for the committee's review. But since then the commission cited the language from a court case in which it restated the elements it expected broadcasters to provide in answering the ascertainment-of-needs questions.

Accordingly, the commission representatives at the meeting were said to have pointed to the language as proof that nothing new was being asked of applicants. Budget Bureau officials, reportedly, accepted that argument.

But the advisory committee was understood to be preparing to put itself on record, in the comments it was to file with the Budget Bureau on the proposed notice, that it had not had a chance to review the language in the report and order before they were adopted. The committee is headed by Joseph Baudino. of Westinghouse Broadcasting Co.

Bleier forms new programing company

Edward Bleier Associates Inc., New York, has been formed as a television programing and marketing services organization, it was announced last week.


Mr. Bleier

The new company is headed by Edward Bleier, president, who resigned last March from ABC where he had been vice president in charge of public relations and planning. Before that he had been vice president in charge of TV daytime programing, and vice president and general sales manager, ABC-TV. Mr. Bleier indicated his programing efforts would be in the non-fiction field.

Joining the Bleier organization today (Aug. 5) is George Hoover, who will be vice president in charge of program and project development. Mr. Hoover had been director of press information for ABC since 1966.

The headquarters for Edward Bleier Associates is at 555 Madison Avenue, New York 10022. Telephone number is (212) 752-7444.

Parachuting coverage set by Triangle

Triangle Stations will film the ninth World Parachuting Championships in Graz, Austria, Aug. 9-26, for fall programing.

Triangle's coverage will first be seen on ABC-TV's *Wide World Of Sports*, then in a syndication special for release in 1969. The company currently has seven TV specials on parachuting in syndication: the 1964 World Parachuting Championships, the 1964 through 1967 National Parachuting Championships, water jumping, and the Golden Sands Cup competition (1966) from Bulgaria.

Investigation into the staging of film to resume

The FCC last week announced plans to resume its investigation into charges that WBBM-TV Chicago staged a pot-party film aired last fall. A letter to the commission from Representative Harley

O. Staggers (D-W. Va.), chairman of the House Investigations Subcommittee, gave the green light, indicating that the subcommittee had completed its own investigation.

The commission had originally set its hearing for May 14, but postponed it twice following requests from Chairman Staggers that the subcommittee first be allowed to wind up its inquiry. Now, it's understood, the subcommittee has freed all witnesses so that the commission may proceed on its own initiative.

The hearing had been rescheduled for August 15 but was postponed a third time. A new date is to be announced shortly.

Spanish station begins broadcast in New York

WXTV(TV) Paterson, N. J., was scheduled to begin on-the-air operations yesterday (Aug. 4) as the second Spanish-language television station in the New York area. The station broadcasts on UHF channel 41.

WXTV will broadcast 42½ hours a week with programing including news, bullfights, music and comedy shows and "novellas" (the Latin American version of soap operas). The station will be on the air from 6 to 11:30 p.m. on weekdays, and from 4 to 11:30 p.m. on Saturday and Sunday.

The station is owned and operated by the Trans-Tel Corp. Rene Anselmo is executive vice president of the station.

Mr. Anselmo reported last week that advertising contracts totaling $850,000 have been signed to date. Among the charter subscribers, he said, are R. J. Reynolds, Colgate-Palmolive, Progresso Foods, Ron Superior Rum and Cibeles Enterprises.

The other Spanish-language station in the New York area, WNJU-TV Newark-Linden, N. J., has been on the air more than three years.

TV Academy on violence

The Hollywood chapter of The National Academy of Television Arts and Sciences is setting up a seminar, to run for at least four nights during September, to probe TV's contribution to the climate of violence in the U. S. Sessions will be held at the Horace Mann High School auditorium in Beverly Hills with a cross-section of the TV film industry invited to participate.

Media representatives are expected to play a key role in the discussions. The local chapter of TV Academy earlier had planned an examination of violence with networks on the hot seat, but ABC-TV and CBS-TV decided against appearing.

Market grows for computerized stock-reports for radio and TV

In the fall of 1966, Scantlin Electronics Inc., a Los Angeles-based maker of data processing machines for use in brokerage offices, became a substantial television program supplier. Together with KWHY-TV Los Angeles, it created and distributed a comprehensive business-news package designed for daytime TV audiences (BROADCASTING, Nov. 7, 1966).

This financial news program, *The Stock Market Observer*, is now seen daily on five stations: KWHY-TV, WCIU-TV Chicago, KDTV(TV) Dallas, KVVV-TV Galveston, Tex., and WAJA-TV Miami. At least three more stations are scheduled to be added to the client list in the fall: WREP(TV) Boston, WXON(TV) Detroit and KZUZ(TV) Phoenix. All are UHF stations. In addition, a number of other stations are now reportedly in preliminary contract stages with Scantlin.

Publicly owned and traded over the counter, Scantlin (net income for first half of 1968: $273,000 on sales of $4,388,000) supplies both machines needed to receive and transmit the program for a maximum of six-and-one-half hours of computer-generated information a day on all stock market activity. Statistical coverage of economic activity is augmented by narrative business reports compiled by the staffs of *The Wall Street Journal* and the Dow Jones News Service, which is carried on a special newswire.

Tailored Programing ▪ Scantlin also provides design and installation expertise to subscribing broadcasters. Programing is tailored to each individual station's needs. Among the basic elements of the service, six to seven hours of program material is available every day the market is open. Times are approximately 10 a.m. to 4 p.m., NYT. The program is delivered in three 20-minute segments per hour. Stations may use all or selected portions of programing.

Specific formats can vary. Stations can carry a live commentator full-screen; an alternative is full-screen coverage of market figures that is entirely computer-supplied. A third possibility—one that is widely used—is split screen presentations.

A part of the split screen is supplied by cameras viewing special electronic stock display boards that show over-all statistics on New York and American Stock Exchanges. Continuous stock ticker information is broadcast simultaneously by way of an electronic symbol generator. This unit converts ticker signals into compatible video characters and numbers and transmits them.

Audio commentary can be locally prepared, using stock information as it is displayed or using material supplied by *The Wall Street Journal* and Dow Jones News Service. All commentators are supplied with data retrieval systems capable of getting specific information from the central computer in New York.

New Audio Reports ▪ The *Stock Market Observer* program is a natural outgrowth of Scantlin's primary over-all service, which is the gathering, processing and dissemination of stock market and business information. Reception to the business news program by television stations has encouraged Scantlin to develop an entirely new audio-only format, *The Dow Jones Business Newscasts*.

These are five-minute programs distributed exclusively by Scantlin to radio stations. Again, the staffs of the *Journal* and DJNS are used as the basic news sources.

Nine daily segments are available for programing and can be delivered, the company claims, to as many as 200 markets. The radio *Business Newscasts* feature national and international news commentary, and impact on the economic community.

UA urges rehearing on copyright edict

Lawyers for United Artists, obviously still smarting at the unexpected opinion of the U. S. Supreme Court that CATV systems need pay no copyright fees (BROADCASTING, June 24) have asked the high court to rehear the case.

A petition for rehearing was filed on July 26 by New York lawyer Louis Nizer and his associates in behalf of United Artists.

In its petition, United Artists claims that reconsideration is necessary because the court "overlooked the disastrous and unintended consequences of its decision"—principally that the decision is incompatible with the court's earlier opinion holding that CATV systems may be regulated by the FCC.

In following up this point, United Artists notes that one interpretation of the court's copyright decision might prohibit the FCC from invoking its top-100 market rule. This provides that no CATV may import a distant TV signal into any of the first-100 markets without permission of the commission.

The question, the rehearing brief asks, is whether under the court's finding that CATV is no more than a "well located antenna with an efficient connection to the viewer's television set" the FCC can prohibit cable systems from carrying any TV programs they care to without regard to how distant they are from the CATV's community. And, it adds, this could very well completely frustrate the commission's policy of CATV regulation to protect unequal competition to broadcast stations.

The court's ruling, United Artists continues, overturns established protection to authors.

And, it adds, it has created "an upheaval in the copyright realm which is as unmeasurable as the fear that earlier novel methods of transmission considered subject to copyright now may be deemed unrealistically 'to fall on the viewer's side of the line' . . . and the greater fear that future technological ingenuity may inherit CATV's unjust mantle of immunity."

Viewer's Side ▪ In its copyright decision, adopted on a 5-to-1 vote (Associate Justice Abe Fortas dissented), the Supreme Court held that CATV falls on the same side of the broadcast structure as a viewer's antenna and receiver, that the viewer, and CATV systems, are passive beneficiaries of the broadcaster's active performance.

The copyright decision came a week after the same court upheld the right of the FCC to regulate CATV in the interest of the commission's authority to regulate television broadcasting (BROADCASTING, June 17).

Program notes . . .

Distribution deal ▪ TV Cinema Sales Corp., Beverly Hills, Calif., has acquired sales rights for 13 western states to four first-run television series from Spangler Television, New York. The acquired product amounts to a total of 325 shows, mostly half-hours and all in color. Included are 195 *Ed Allen Time* programs, 39 *Car and Track* shows and 52 country-music half-hours, *The Arthur Smith Show*. Rounding out the acquired package are 39 five-minute "Little Joe" color cartoons. TVCSC, a TV-film distribution company, also recently acquired 40 feature films. Of the package of 40 pictures, 25 were acquired from Colorvision Studios. Included in this group are such titles as "Stagecoach," "You Only Live Once," "History is Made at Night," "Foreign

Correspondent" and "Long Voyage Home." Another 13 features were acquired from Cheryl-TV, including "Navy vs. Night Monsters," and "Women of Prehistoric Planet." In order to handle the new product, TV Cinema Sales has relinquished rights to the Lin Medallion features it formerly handled and will no longer represent Firestone Film Syndication in the western states.

Banner affiliation ▪ Bob Banner Associates, currently co-producing the *Carol Burnett Show* on CBS-TV, has signed an exclusive agreement with Screen Gems Inc. to develop and produce filmed series and filmed specials for television. Banner's previous experience, which includes such programs as *Candid Camera, The Gary Moore Show* and *The Jimmy Dean Show*, all has been with live and video-tape productions.

Mitzi is back ▪ NBC-TV will present *Mitzi*, a one-hour special starring Mitzi Gaynor, Friday, Oct. 14 (10-11 p.m. EDT).

Studio expansion ▪ CBS Studio Center, North Hollywood, formerly the Republic Pictures lot, is being expanded and modernized. The studio complex, already a major center for television production, is now being redesigned as a plant capable of handling multimillion-dollar motion picture productions as well. Already completed are four new centrally air-conditioned sound stages, a transportation complex, editorial rooms, power station and switchboard. A new exterior western street also was recently completed. A new dubbing stage will be ready this month. A completely renovated scoring stage, which can accommodate a 125-piece orchestra, also will be completed this month. Television programs now in production at CBS Studio Center amount to six hours of weekly programing.

'Charlie Chan' special ▪ The Canadian Broadcasting Corp. has bought *The Great Charlie Chan*, a one-hour special produced from scenes from Chan motion pictures of the 1930's and 1940's, for showing on Sept. 17 (8-11 p.m.). The special was produced by Shelton Riss of Zavala-Riss Productions in association with Harvey Chertok and Martha Torge of Warner Brothers-Seven Arts. The CBC telecast marks the world TV premiere of the special.

90-Minute entry ▪ Mel Baily Productions, New York, reports it will make available for syndication in late fall a daily 90-minute entertainment show, *Arena*, with Sandy Baron as combination host, moderator and commentator. Elements of the series, according to Mr. Baily, will include guests from all facets of society, new talent, new music, news and film clips and a repertory company.

Smokey the Bear widens his horizons

Smokey the Bear will star in his first continuing TV series next fall, in full-color animation on ABC. Secretary of Agriculture Orville Freeman and Elton Rule, president of ABC-TV, announced last week that the U. S. Department of Agriculture has licensed the commercial use of the character to the network for the series.

By act of Congress, the USDA can use funds from commercial exploitation of Smokey for educational programs involved in wildlife conservation. The character was created by the USDA's Forest Service in conjunction with The Advertising Council and state forestry services.

The ABC series will begin with 17 weekly half-hour programs. Production will be by Videocraft International Ltd., New York. The programs are to be slotted into ABC's Saturday-morning line-up and are billed as "nonviolent comedy-adventure." Elements of conflict, however, will be necessary, Mr. Rule cautioned, to maintain viewer interest.

Hallmark special ▪ "Pinocchio" will be presented on NBC-TV's *Hallmark Hall of Fame* early in December as a Christmas special. Burl Ives will star as Gepetto, Peter Noone of Herman's Hermits as Pinocchio and Anita Gillette as the Blue Fairy in the 90-minute production. The *Hallmark Hall of Fame* will also present during the season a new original drama, produced and directed by George Schaefer.

Don McNeill to retire

Don McNeill, radio neighbor to millions of Americans for 35 years and salesman of untold millions of dollars of products on the air, told his ABC Radio *Breakfast Club* cast Thursday morning he is retiring effective the end of the year. ABC has first call on Mr. McNeill's services and hopes to sign him to a new contract for at least occasional appearances. He is 60.

Chicago's TV tower project

RCA wins $1.3-million contract for installation that will put five stations on Hancock building

Details of the forthcoming joint TV station transmission towers atop the 100-story Hancock building in Chicago were given last Tuesday (July 30). At the news conference, former FCC Chairman Newton Minow, now a Chicago attorney, introduced RCA and station principals connected with the project on the Hancock building, described as a structure just shy of matching the height of New York's Empire State building, the original joint "tall tower" for television.

Also on hand for the conference was Frank G. Kear, partner in the Washington consulting engineering firm of Kear and Kennedy, which is the consultant on the Chicago project. Kear and Kennedy also worked on the Empire State installation nearly two decades ago.

Mr. Minow was counsel for the committee of local TV stations which will begin using the new tower site some time in late 1969. The stations presently participating are CBS-owned WBBM-TV (ch. 2), NBC-owned WMAQ-TV (ch. 5), WGN-TV (ch. 9), Field Communications Corp.'s WFLD-TV (ch. 32) and Video 44's WSNS-TV (ch. 44, not yet on air).

RCA Gets Contract ▪ Both RCA and General Electric had bid for the antenna installation. RCA won the contract for its $1.3-million plan. Dresser-Ideco of Columbus, Ohio, will be a subcontractor to RCA in the work.

Although Mr. Minow did not disclose terms of the tower contract, it was learned elsewhere that each of the five stations will pay a yearly tower rental of $45,000 and somewhere around $2.000 to $3,000 each for space for their transmitters to be located on the 97th and 93d floors of the building. The tower lease is to run for 20 years.

Other local TV stations are expected to join the original five in future years and the twin towers atop the Hancock will hold them. Another base structure will support antennas for all of the local Chicago FM stations as well as other communication service antennas but talks about joining them there are still preliminary. ABC-owned WBKB-TV (ch. 7) presently is atop the Marina City complex where WFLD-TV also has its tower. WCIU-TV (ch. 26) has its tower atop the Board of Trade building at the foot of LaSalle Street. WCFL-TV (ch. 38) has not been built yet. Educational WTTW(TV) (ch. 11) and WXXW(TV) (ch. 20) also are located elsewhere.

The Hancock antennas will rise to a height of approximately 1,450 ft. and will be mounted on two towers with three antennas stacked on the west tower and two on the east, according to A. F. Inglis, division vice president, RCA broadcast systems department. He said the antennas and their supporting structures will total more than 140 tons. Work begins next summer with completion scheduled by Oct. 1, 1969.

The twin steel tubes already erected on top of the building are bases for the TV antenna.

Shown at Convention ▪ The antennas for channel 32 and channel 44 are of the new "Polygon" type weighing about 10 tons each. The Polygon is the new five-sided antenna introduced for UHF by RCA in April at the Chicago convention of the National Association of Broadcasters and enables UHF stations to radiate a maximum signal of 5 megawatts. The antenna for channel 5 will be the new VHF "butterfly" antenna also introduced by RCA at the NAB this year. The channel 9 antenna will be RCA's "Zee" panel antenna that now is about two years old. The channel 2 unit will be a special super-turnstyle.

The cluster of channels 44, 32 and 9 antennas will be completely encased in a fiberglass radome type enclosure. This will eliminate usual de-icing equipment and also reduce wind loading.

Yale Roe, onetime ABC-TV program sales executive who will supervise WSNS-TV, announced that the new channel-44 station will begin operation when the Hancock installation is complete. WSNS-TV will take the air with maximum power and with color, he said. Program format is not set. Video 44 is a joint venture which includes Essaness Theaters Corp.

The John Hancock Center's main building is 1,107 feet tall. The TV antennas add another 349 feet to the height. The building will include 705 apartments, 812,160 square feet of office space, restaurants, stores, an observatory and indoor parking for 1,200 cars.

ACLU backs wired concept

That wired-city concept—the pot at the end of the CATV industry's, and telephone companies,' rainbow—got a new boost today (Aug. 5).

The American Civil Liberties Union, in a policy statement submitted to the President's Task Force on Telecommunications Policy, urged the development of a two-way system of public electronic communications employing cable, utilizing a "telephone exchange" principle or its equivalent.

ACLU, citing what it called civil liberties requirements, called for a policy commitment to the development of such a system over a period of years. And it urged that the government support this policy with funds if necessary.

"Throughout the history of radio and television broadcasting," the organization said, "the ACLU has been concerned by restrictions on free expression and free press which have resulted from the shortage of electronic channels and the exclusive financial dependence of broadcasting upon businesses that advertise."

Broadcasting. ACLU said, is a "closed, one-way system." What is needed, it added, is an "open, two-way print and face-to-face media where channels of communications are open to the general public and where there is freedom to select from both past and present resources of information and the arts."

In calling for this type of utility, the group warned that its legal and regulatory status must not stem from current policies in administering common carriers, or presumably, broadcasting.

It called for policy determination now to provide equal access for all "producers and distributors of media and communications services, whether for 'free' (sponsored) or for direct sale to the public," and equal access to all members of the public for selective entry to all services, including central libraries of recorded information and cultural resources.

Police chief states LA radio needs

The police chief of Los Angeles last week told the House Small Business Subcommittee on Regulatory Agencies that his department has received too few allocations of radio frequencies from the FCC. The Los Angeles police department has only 28 frequencies, Police Chief Thomas Reddin said, although it handles more than 2.2 million calls a year.

Representative James C. Corman (D-Calif.), who conducted the one-day hearing in Los Angeles, said he thinks the FCC is moving too slowly in allocating more frequencies.

"It looks as if the FCC is about to grant some additional radio frequencies," Representative Corman observed. "However," he added, "I am very disturbed to see that the frequency allocation in the Los Angeles area would be of minimal [low-watt] use."

Others testifying at the hearing were the police chief of San Fernando. Calif., and officials of the Los Angeles fire department. Representative Laurence Burton (R-Utah) helped Representative Corman conduct the hearing.

FCC sponsors channel-sharing tests

An FCC-sponsored project to determine the feasibility of sharing VHF channels with land-mobile radio has resumed at Lancaster, Pa. The special tests, previously conducted at Lancaster in October, 1967, are the work of a government-industry task force which has been investigating the problem of land-mobile congestion since June 1967.

Some interference to reception of WFIL-TV (ch. 6) Philadelphia is expected during the two-week testing period. It's emphasized, however, that there are no plans to share channel 6 with Lancaster land-mobile stations. The city was selected as a test site only because its location is favorable for obtaining engineering data.

C-Cor lands contract for CATV coupler

C-Cor Electronics Inc., State College, Pa., has received a developmental contract for the design, construction and preproduction run of 50-300 mc hybrid directional coupler tap units for use in cable antenna TV systems. The couplers will feature high isolation and high return loss, tailored for use in metropolitan areas where TV stations lay down high signal levels.

The contract was placed by Television Signal Corp., San Francisco CATV group serving almost 10,000 subscribers in the Bay area. Television Signal Corp. is 49% owned by CBS, 25% owned by Marino L. Iacopi and 26% by Vandyke Investments Ltd., a Canadian firm whose stockholders are all in CATV.

Network radio adds billings

LNA and BAR reports for first half show second-quarter gains

Network radio expenditures for the first six months of 1968 on ABC, CBS and NBC were reported last week in separate announcements by Broadcast Advertisers Reports Inc., New York, and Leading National Advertsers Inc., New York. and the totals varied slightly. BAR pegged its estimate at almost $24.7 million and LNA at almost $26.4 million for the half-year period.

Both reports exclude Mutual which is not a participant. BAR issued its first quarterly report on expenditures of the three radio networks last May (BROADCASTING, May 20), while LNA is releasing its initial findings in this area with the first six months of 1968 figures.

ABC, which launched its four-network concept on Jan. 1, showed a gain of 134% in revenue in the 1968 second quarter over the first quarter, according to LNA (from $1,540,800 to $3,605,600).

BAR's compilation revealed that expenditures on the three networks rose from $10.509,800 in the first quarter of 1968 to $14,157,400 in the second quarter.

LNA estimates for six months

	Jan.-June	Jan.-Mar.	Apr.-June
ABC	$ 5,146,400	$ 1,540,800	$ 3,605,600
CBS	10,468,700	4,543,600	5,925,100
NBC	10,746,200	4,756,100	5,990,100
	$26,361,300	$10,840,500	$15,520,800

BAR estimates by day part

	M-F daytime	Weekend daytime	Nighttime	Total
1st quarter 1968	$ 5,954,300	$2,292,500	$2,263,000	$10,509,800
2nd quarter 1968	7,310,900	3,328,700	3,517,800	14,157,400
Year to date 1968	13,265,200	5,621,200	5,780,800	24,667,200

BAR estimates of network radio advertising expenditures for the first half of 1968 (Net time & talent in thousands of dollars)

1. General Motors	2,268.3
2. Sterling Drug	1,255.2
3. Ford Motor	1,189.5
4. Colgate Palmolive	1,170.5
5. R. J. Reynolds Tobacco	1,140.3
6. P. Lorillard	1,031.4
7. State Farm Insurance	839.9
8. Plough Inc.	711.6
9. Bristol-Myers	661.2
10. Chrysler Corp.	626.7
11. American Home Products	511.3
12. Kellogg Co.	478.1
13. Campbell Soup	456.5
14. American Express	422.5
15. DuPont	418.4
16. Warner Lambert	352.9
17. Sinclair Oil	337.5
18. Abbott Laboratories	323.2
19. National Biscuit	308.1
20. Chas. Pfizer & Co.	274.9
21. Cowles Communications	265.5
22. Liggett & Myers Tobacco	261.9
23. Borden Co.	256.3
24. Morton International	251.1
25. Eversharp	231.2

BAR's three-network radio expenditure estimates

January	$2,984,200
February	3,342,500
March	4,183,100
April	4,160,700
May	4,902,800
June	5,093,900

LNA's top 10 companies

1. General Motors	$2,342,500
2. P. Lorillard	1,446,700
3. Sterling Drug	1,442,700
4. Ford Motor	1,268,000
5. Colgate-Palmolive	1,188,400
6. R. J. Reynolds Tobacco	1,185,000
7. Plough Inc.	943,200
8. State Farm Insurance	832,700
9. Bristol-Myers	719,200
10. Chrysler Corp.	699,500

More minority ad clinics due

The second in a series of advertising clinics on the use of minority groups in TV commercials has been set for Aug. 15 in Chicago. A third has been scheduled for Sept. 26 in Los Angeles, and a fourth has been tentatively set for Sept. 27 in San Francisco. The series is being conducted by Association of National Advertisers and American Association of Advertising Agencies to show how much has been accomplished in integrating minority groups into commercials and to exchange ideas on how it can be done more effectively. The first clinic was held in New York with some 250 to 300 people, participating.

BAR network TV-billing report for week ended July 21

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 21, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended July 21	ABC Cume Jan. 1-July 21	CBS Week ended July 21	CBS Cume Jan. 1-July 21	NBC Week ended July 21	NBC Cume Jan. 1-July 21	Total minutes week ended July 21	Total dollars week ended July 21	1968 total minutes	1968 total dollars
Monday-Friday Sign-on-10 a.m.	$	$ 145.8	$ 46.2	$ 2,086.4	$ 328.2	$ 9,557.0	71	$ 374.4	2,004	$ 11,789.2
Monday-Friday 10 a.m.-6 p.m.	950.5	33,824.6	2,237.4	83,020.9	1,648.7	62,029.2	803	4,836.6	26,165	178,874.7
Saturday-Sunday Sign-on-6 p.m.	662.7	28,488.0	414.0	24,449.6	449.3	13,104.3	215	1,526.0	6,787	66,041.9
Monday-Saturday 6 p.m.-7:30 p.m.	503.7	8,839.3	384.5	16,090.3	397.3	16,919.2	92	1,285.2	2,546	41,849.2
Sunday 6 p.m.-7:30 p.m.	293.0	3,258.9	117.5	5,749.6	78.2	5,370.0	26	488.7	601	14,378.5
Monday-Sunday 7:30 p.m.-11 p.m.	3,547.1	135,935.4	4,207.4	171,544.5	4,312.1	167,792.8	499	12,066.6	12,566	475,272.7
Monday-Sunday 11 p.m.-Sign-off	249.2	9,467.3	27.0	1,395.7	367.2	12,379.2	73	643.3	2,132	23,240.2
Total	$6,206.2	$219,959.3	$7,434.0	$304,335.0	$7,581.0	$287,152.4	1,779	$21,221.2	52,801	$811,446.4

Banzhaf asks more time to argue antismoking

New York attorney John Banzhaf III asked the FCC last week for an extension of time to reply to a response made by WNBC-TV New York to an earlier Banzhaf petition urging the commission to revoke the station's license because it had devoted an "inconsequential and minimal" amount of time to anti-smoking messages.

Mr. Banzhaf and the organization he formed and heads, ASH (Action on Smoking and Health) also asked the FCC to direct WNBC-TV to supply more specific and detailed information to "substantiate its allegations that the detailed data supplied by the petitioners was incorrect." The petitioners asked that the period during which they may reply be extended to 20 days after WNBC-TV's more specific information is filed with the commission, and if its request for more specific data is denied, asked that the period be extended until 20 days after the final denial.

Mr. Banzhaf and ASH had asked the commission to revoke WNBC-TV's license on the ground that it had not carried a "significant" amount of antismoking announcements. On July 22, WNBC-TV filed a response with the commission, asserting that Mr. Banzhaf was wrong on his facts and on his interpretation of the anticigarette ruling (BROADCASTING, July 29).

Also in advertising . . .

Career film ▪ Chicago's Broadcast Advertising Club, with the help of WGN-TV there, has produced a 30-minute film explaining to college graduates how they can get jobs in radio-TV advertising. The film will be distributed to college campuses nationally.

Violence reviews ▪ Brand Names Foundation has commended the TV networks and other media on their promise to try to de-emphasize aspects of violence in entertainment programing and other areas. The resolution noted that some companies have undertaken a review of their advertising policies to avoid participation in media containing material that over-emphasizes violence, and it urged all BNF member companies to take similar action.

New name ▪ Walter Clark Advertising Inc., Dallas, has been reorganized as Clark, Garner, Lovelace Advertising Inc. President Walter Clark said the new name reflects the major roles of Sam Garner and Tom Lovelace executive vice president and vice president-creative director, respectively. The agency, founded in June 1966, now bills $1 million annually.

Office shift ▪ Daren McGavren, president of McGavren-Guild-PGW Radio, New York, will move his offices to southern California on Aug. 15. Ralph Guild, executive vice president of the firm, will remain in New York and continue as national sales manager. Mr. McGavren's offices will be located at 1741 Ivar Ave., Hollywood 90028; phone 213-464-7331.

New agency ▪ Jack Connors, Steve Cosmopulos, Jay Hill and Al Holliday, formerly of BBDO, Boston, have formed a new agency there. Hill, Holliday, Connors, Cosmopulos Inc. is at 143 New bury Street, Boston.

Advertising agency formed in Chicago

A new consumer product oriented advertising agency was formed in Chicago last week with the financial backing of Wrigley Offield, formerly vice president in charge of advertising of Wm. Wrigley Jr. Co. The new agency is Kelly, Ketting, Furth Inc. and it will be in the Wrigley Building there. Mr.

Advertising account switches down for first half of 1968

The pace of advertising account switches fell off in the first half of 1968 when an estimated $109.8 million in billing changed agencies, a decline of almost $25 million from the approximate $134 million involved in shifts during the corresponding period of 1967.

The sizeable dip in over-all billing that was switched was reflected in the broadcast total involved, with an estimated $69.9 million in TV-radio accounts shifting to new agencies, as compared to $80.7 million in the first half of 1967.

The 1968 figures were the lowest since 1963 when $80 million in billing, of which $48.5 million was in broadcast, transferred to new agencies.

The compilation by BROADCASTING centers on accounts of $1 million or more that are active in television and radio. It did not include print-oriented accounts.

The king-sized accounts on the move during the first half of 1968 included Charles Pfizer, $8.5 million ($5.5 million in broadcast); Warner-Lambert, $8.2 million ($6.5 million in broadcast); Sterling Drug, $8 million ($5.6 million in TV-radio); National Biscuit Co., $7 million ($5 million), and the Mars Co., $5.7 million ($4.9 million in broadcast).

Among the agencies which wound-up ahead in the give-and-take of account transfers were J. Walter Thompson, which added close to $6 million; William Esty Co., whose billing was increased about $5 million; Tatham-Laird & Kudner, which increased its advertising by an estimated $5 million; Needham, Harper & Steers, which added about $4.5 million, and Sullivan, Stauffer, Colwell & Bayles, which billed $4 million more.

Benton & Bowles's billing in the first half of 1968 took a substantial drop, based on its account losses measured against its gains. Others which lost ground in the account shift competition were West, Weir & Bartel and Papert Koenig, Lois.

Account moves do not necessarily reflect the total over-all gain or loss that an agency may sustain during a given period. Other contributing factors are increased or decreased budgets from current advertisers and new assignments from existing clients.

Offield is treasurer and director.

President of the agency is Paul Kelly, formerly vice president and account supervisor at Keyes, Madden & Jones and earlier with Erwin Wasey, Ruthrauff & Ryan and other major agencies. Vice presidents are Howard Ketting, a broadcast agency veteran also formerly of Ruthrauff & Ryan. and Joseph Furth, previously with North Advertising.

They open with billings in excess of $1 million. Clients include Academy Insurance Co., Consolidated Royal Chemical Co., Porter and Dietsch Proprietaries and Walter Schwimmer Division of Bing Crosby Productions.

Eventually the agency may make competitive bids for Wrigley business but doesn't plan to now. Asked if the firm had a chance to handle Beechnut or some other gum would it do so, Offield replied with a firm "no."

TV commercial costs show sharp rise

The cost of producing television commercials has jumped 72% since 1963, according to an article in the August issue of *Television* magazine. The magazine notes, however. that the cost jump parallels a 60% rise in television program production costs, indicating that cost escalation is an industrywide problem.

"In an industry never noted for thrift," the article says. "the last five years have seen the production of television commercials soar to new heights of extravagence, and lately such costs have become a hot issue around even the most creative advertising agencies." One result. the magazine says, has been the creation of cost-control departments at many major firms.

The magazine attributes the cost rise to a number of factors, one being the shift from black and white to color production, adding an additional 25%. Other major cost increases include cameraman's fee: up 100%; director's fee: up 200%; the cost of raw black-and-white film stock: up 100%, and the cost of raw color stock: up 366%. The magazine says that only the assistant cameraman's fee (up 12%) and the cost of sound crews and equipment (up 13%) are consistent with the 11.9% rise in the cost of living in the past five years.

In addition, the article says that the "star system"—the use of overscale directors and cameramen—can up fees astronomically. Talent costs have also risen (16%) as have music costs (up 28% in three years), along with the cost of color contact prints (up 400%) and agency commissions on color commercials (up 48%).

The article says that the trend toward original music, new union contacts, and Federal Trade Commission and National Association of Broadcasters code standards requiring faithful demonstrations have resulted in longer shooting schedules. In addition, the increasing sophistication of today's audiences requires more attention to camera work, location shooting, technique, characterization and mood.

1967 Figure Is Up ▪ An interesting comparison, the magazine says, can be made between a 1964 commercial and a 1967 commercial, indentical in specifications, but with today's look and style. In 1964 it took one day and 2,000 feet of black-and-white film to shoot a 60-second spot. In 1967 it took two days and 4,000 feet of color film. Costs rose from $14,411 to $25,767.

The article suggests that agencies should be careful to keep their spending in proportion, and notes that price escalation has resulted in a kind of "cost race" that has required agencies to spend more to stay in the same relative position. The cost rise could have been much steeper, "150% or more," if improvements in technology hadn't come along that could be taken advantage of.

Although the costs spiral appears to be levelling off to a certain degree, the article goes on, expenses are certain to continue rising. "Creative people always want to go first class."

FTC orders S.S.S. to tone down claims

The Federal Trade Commission has ordered the S.S.S. Co., Atlanta, the manufacturer of S.S.S. tonic and tablets, to stop misrepresenting their effectiveness. Tucker Wayne & Co., Atlanta, agency for the preparations, was also cited in the "cease and desist" order.

Commissioner Philip Elman in the FTC opinion was particularly concerned about the impression in the commercials that people who are tired and lack energy are suffering from iron deficiency or iron deficiency anemia. He said the record shows "that only a minority of people suffering from tiredness and lack of energy exhibit these symptoms because of iron deficiency or iron deficiency anemia; in most cases these symptoms are attributable to causes other than iron deficiency."

In adopting with modification an initial decision by Hearing Examiner Andrew C. Goodhope, the FTC held the company and agency have violated the FTC Act by creating the false impression in their advertising that "the S.S.S. preparations are a quick remedy and are useful and beneficial for all or many of those persons experiencing the common, non-specific tiredness symptoms, which are widely—indeed, almost universally—felt in our society."

The FTC order requires, when S.S.S. preparations are advertised as remedies for tiredness, that the following facts be revealed: that the products are of value only in combatting tiredness by a deficiency of the iron or vitamins that they provide, that they will be of no benefit to the great majority of persons experiencing tiredness symptoms, and that iron or vitamin deficiency cannot be self-diagnosed but can be determined only by medical or laboratory tests conducted by or under the supervision of a doctor.

Other false representations alleged in the FTC ordre include the claims that the preparations are new medical discoveries and will increase strength and energy within 24 hours, and that the herbs in them are of therapeutic value.

Rep appointments . . .

- WWNY-AM-TV Carthage-Watertown, and WMSA Massena, both New York.: Avery-Knodel Inc., New York.
- WBSM-AM-FM New Bedford, Mass.: Kettell-Carter Inc., Boston.
- KNEZ Lompoc, Calif.: Grant Webb & Co., New York.
- WTYM East Longmeadow-Springfield. Mass.: Harold H. Segal & Co., Boston.

Report shows FM influence spreading

The American FM Radio Network last week circulated a special report detailing the media and marketing characteristics of FM radio.

The report makes use of findings uncovered by both RADAR (Radio's All Dimension Audience Research) and BRI (Brand Rating Index). It cites statistics showing that FM's list base is broadening dramatically, with programing formats diversifying, and its appeal expanding as the population grows and achieves greater affluence.

The report also indicates that FM reaches users of both "discretionary" products and services (car rentals and automatic dishwashers) and many "mass" consumer products (frozen orange juice and gasoline).

Ad tax threatens again in Maryland

A possible tax on media advertising (broadcast as well as print) has cropped up in Maryland where a joint-executive-legislative committee, appointed by Governor Spiro Agnew, held hearings last week on whether there should be revisions in exemptions stipulated in the state sales tax law. One of those exemptions is now accorded advertising.

Among those broadcasters who appeared in opposition to such a tax were the Maryland-District of Columbia-Delaware Broadcasters Association, the Chesapeake AP Broadcasters Association, and A. S. Abell Co., publisher of the *Baltimore Sunpapers*, and owner of WMAR-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md. Broadcast interests claimed, in part, that a tax on advertising would be discriminatory and difficult to administer.

Whatever the committee proposes will be sent on to the state Legislative Council, with the prospect of further hearings. Nearly 10 years ago broadcasters successfully opposed a Baltimore tax placed on advertising that, until an appellate court decision, netted the city nearly $1.5 million in revenues (BROADCASTING, Nov. 17, 1958).

Nightmares of living without electricity

Color film commercials showing how nonelectric Rube Goldberg-type appliances would operate if the housewife didn't have electricity today have proven so successful in use in the Midwest for Indiana and Michigan Electric Co., that affiliated firms soon will be placing them in many other markets.

Dick Kreusser, creative director of Hendley & Miller Advertising, Indianapolis, reports that the unusual commercials, made at Film Makers Inc., Chicago, have attracted wide attention among both the public and other electric companies that are part of the American Electric Power Co. family. Companies in six states already plan to use them in TV markets, it was indicated.

Although conceived in good fun, the commercials play it straight in showing how a steam-powered tooth brush or phonograph actually operates or an open-flame toaster or propane-heated hair dryer, for instance. The custom-made gadgets were constructed at the agency.

"This may be the first time an electric company produced a commercial without showing the use of electricity," Mr. Kreusser said, "but we think our kookie inventions have brought home more forcibly than any electric appliance the fact that electric power is indispensable to modern living."

The agency executive reported that "we had more comment—all favorable—after only two days of airing than any other TV commercial we have run in the past 15 years."

Indiana and Michigan Electric, based in Fort Wayne, Ind., currently has been running the commercials on WANE-TV Fort Wayne, WSBT-TV South Bend, WLBC-TV Muncie, WTAF (TV) Marion and WSJV-TV Elkhart-South Bend, all Indiana.

The spots were filmed in Indianapolis and edited in Chicago. Lincoln Scheurle, Film Makers' president, was creative director on the series.

Two broadcast changes ordered in France

COMMERCIALS ADDED; NEWS STAFF CUT

The French cabinet announced last week that brand-name commercials would be introduced in October on one of the two state-run TV networks. The government also said it would reduce the French broadcasting system's news staff by more than a third.

The plan for commercials, announced last year, met stiff resistance from the press and faced opposition in the National Assembly. The government will now avoid a vote on TV ads by instituting the change by decree.

The government network (ORTF, for Office de Radiodiffusion-Télévision Française) will begin airing the commercials in October for only two minutes a day, but will gradually expand the time allotted for advertising. An independent firm in which the press will have a minority interest will handle the commercials.

The changes in the ORTF's news operations are being viewed as a further tightening of the already firm government control over news and program content.

The reduction in news staff from 281 to 179 is seen by the system's journalists as a move away from network autonomy and objectivity. It was to gain autonomy and to achieve objectivity that the OFTR's news staff went on strike during the peak of the French revolutionary movement in May. At that time the newsmen charged that the government was suppressing fair coverage of the student-worker revolt against the de Gaulle regime.

The government also ordered last week the reduced news staff to give only "informative and very brief newscasts." Presumably the news programs under this policy will not include any interpretation of news events. In a similar vein the government announced the cancellation of *Panorama*, a program traditionally devoted to unrestricted comment on domestic and foreign affairs by ORTF newsmen.

The government also said it would reorganize the ORTF's board of directors by enlarging the staff representation from two to five, but it will continue to appoint a majority of the board's members.

French Reaction ▪ Both liberal and conservative factions in France attacked the reduction in the news staffs as a "purge" that strengthened the government's grip on the ORTF. Newspaper editorials, from the conservative *Le Figaro* to the leftist *Combat*, sharply criticized the dismissal of the 102 newsmen. It was reported that most of the newsmen fired had been involved in the spring strike protesting government attempts to censor newscasts during the student-worker uprising.

Despite the changes announced last week, the government has promised wider authority to ORTF executives and has said that a cabinet subcommittee that had been giving instructions on news treatment would no longer be permitted to do so.

Swedish study tests impact of violence on youth

Scenes of rape, mob killings, sadistic beatings, and sexual excesses were absorbed—with no perceptible ill effects—by 160 Swedish youngsters, ranging from 11 to 18 years of age, as part of an experiment conducted last fall.

The Swedish study was undertaken by Dr. Olof Elthammar, a child psychiatrist, at Stockholm's Karolinska Institute at the Crown Princess Louissa Children's Hospital. The experiment is described in the July issue of *Psychiatric News.*

Dr. Elthammar devised four methods of measuring the youngsters' responses to seven movies they were shown: direct observation during the viewings, subjects' own post-viewing opinions about their reactions, their estimations regarding the emotional actions of the characters in the films and post-viewing psychiatric interviews.

About 80% of the youngsters, Dr. Elthammar reported, showed "no perceptible reactions at all after the showings." The remaining 20% exhibited transitory minor symptoms of anxiety or depressive feelings. This usually took the form of poor sleep patterns, which in a few cases persisted for several nights. Dr. Elthammar said only one teen-ager, a 13-year-old girl "with varying degrees of obsessive traits," showed intensive and prolonged depressive reactions. He suggested that the underlying personality problem predisposed the child to such a reaction.

One movie, "Crime in the Street," was also shown to a group of delinquent boys not included in the test group, and their reactions were compared to the test group of non-delinquents. No significant differences were noted in the "aggressive" reactions of the two groups, according to Dr. Elthammar. He asserted that the results were important "in view of the possible effect that films of violence and crime are supposed to have on delinquent youth."

Dr. Elthammar noted that the study had found no lasting harm done to the youngsters, based on a nine-month followup. He said children with anxiety symptoms before seeing the films displayed the same symptoms afterwards, film violence provoked no lasting "aggressiveness," and girls over 15 are the most easily inclined toward depressive feelings if a film experience is "shocking."

Ford grant puts IBI in business

The International Broadcast Institute plans to establish a permanent headquarters shortly as a result of a $350,000 grant from the Ford Foundation and a $150,000 pledge from the Rockefeller Brothers Fund.

An announcement from the institute today (Aug. 5) indicated that Rome and London are the leading choices for the permanent site. It noted that the Ford grant is payable over a three-year period and said the pledge by the Rockefeller fund is conditional upon the institute's raising the balance of its budget, and is also payable over three years.

The institute was founded as a non-profit organization in June 1967 and is governed by 22 trustees from 10 nations. It is concerned on an international level with the most effective utilization of broadcast media for the transmission of informational and cultural programing.

Its initial activities will include international symposia on the new communications technology; studies of the impact of broadcast media conducted independently but supported and disseminated by the institute; research to provide easier and less expensive access to channels of communications leading to a freer flow of information, and first steps toward the establishment of an

international archive of tape and film.

The chairman of the institute is Olof Rydbeck, director-general of the Swedish Broadcasting Corp. Vice-chairmen are Sig Mickelson. vice president of Time-Life Broadcast and former president of CBS News. and Yoshinori Maeda, president of the Japan Broadcasting Corp. The U. S. trustees are Louis G. Cowan, publisher and former president of CBS-TV; Newton N. Minow, former chairman of the FCC and Elmer W. Lower, president of ABC News.

Arthur D. Morse. former executive producer of "CBS Reports," is serving as interim director of the institute, which is located in temporary headquarters in the Time-Life building.

Abroad in brief . . .

New Intertel member ▪ The British Broadcasting Corp. has joined the International Television Federation (Intertel). an organization of national broadcasting systems. Other members are the Canadian Broadcasting Corp., National Educational Television and Australian Broadcasting Commission. Intertel produces documentaries to increase international understanding.

New appointment ▪ Compas Benson Needham, Madrid, International partners of Needham, Harper & Steers, New York, has been appointed to handle Trema-Osnur, Spanish distributors of British Leyland cars manufactured in Spain by Authi.

Grey partner in Austria ▪ Grey Advertising Inc., New York, obtained a new international partner, Gramm & Grey Gmbh, Vienna, last week. Grey also has international partners in Germany, Australia, Belgium, France, Great Britain, Italy, Japan, Spain and Venezuela, plus affiliations in Switzerland, Puerto Rico, and the Philippines.

New English tube ▪ English Electric Valve Co. Ltd., Chelmsford, England, has produced a new type of three-inch image orthicon TV tube which, according to the makers, gives pictures a quality approaching that of a standard 4½-inch tube. It is available in two versions: the P8-74, which directly replaces the 809-3B, and the P8-75 which directly replaces the 729-3B.

FANFARE

Media party planned by RKO in New York

RKO Television National Sales is planning a mammoth party on Aug. 15 and has invited 1,200 media executives and timebuyers from New York, Chicago and Pittsburgh for a soiree of cocktails, dinner, dancing, entertainment, and auction and play-money gambling in the Waldorf-Astoria in New York.

The RKO management promises a minimum of "sell," but advertising officials may, if they desire, visit the hospitality booths for each of the company's six owned stations and obtain a rundown on the programing formats for the 1968-69 season and a fill-in on the media features of each outlet.

An outline of the evening's festivities was given last week by H. V. Greene Jr., vice president in charge of television, and Sid Stone, well-known "pitchman," who will serve as chief auctioneer at the party. The beneficiary of the auction will be the Leukemia Society of America.

Drumbeats . . .

Funt grant to Syracuse ▪ Allen Funt, originator and star of television's *Candid Camera*, has donated $16,000 to Syracuse University to establish four graduate fellowships in radio and television for Negro students. The students selected are expected to begin work at Syracuse this fall. The amount matches a previous grant by Mr. Funt to the University in February 1966, also for prospective Negro broadcast journalists.

KIRO contributes ▪ KIRO-AM-FM-TV Seattle raised $1,649.07 by arranging a benefit concert featuring Harry Belafonte. Lloyd E. Cooney, executive vice president and general manager of the KIRO stations, presented the contribution to Mayor Dorm Braman's Community Campership Committee which is rais-

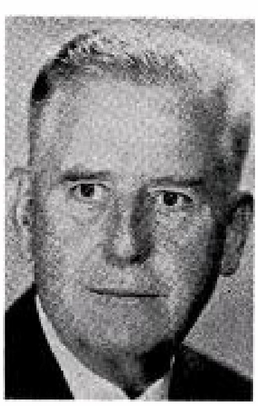
Jurors selected for duPont-Columbia awards

Four journalists and critics will serve as jurors for the Alfred I. duPont-Columbia Survey and Awards, according to the Graduate School of Journalism, Columbia University.

The panel includes: Sir William J. Haley, editor-in-chief of the *Encyclopaedia Britannica*, Marya Mannes, critic, author, TV commentator; Arthur D. Morse, interim director, International Broadcasting Institute, and Michael Arlen, radio and TV critic, *New Yorker* magazine. Another juror, Edward W. Barrett, Dean of Columbia's Graduate School of Journalism, will serve as chairman. The jurors will supervise a report detailing the achievements and shortcomings of radio and TV journalism. Based on the reports' findings, the jurors will select a series of Alfred I. duPont Awards to be announced in the fall of 1969.


Miss Mannes


Mr. Morse


Sir William


Dean Barrett


Mr. Arlen

ing funds to send underprivileged children to summer camp.

Minority training ▪ The Watts Training Center, a nonprofit group to provide training (and eventually job placement) of minority groups for the television, radio, film and recording industries, has been established in Los Angeles. The board of directors of the group includes William DuBois, an NBC tape cameraman, who is president and chairman, and Stan Dukes, a sportscaster for KNXT(TV) Los Angeles, who is executive vice president. A fund-raising drive will be started for the group in September with actor Sidney Poitier as chairman. The training center is seeking some $3 million for its projects.

New jingles ▪ A summertime version of "Radio . . . The All-American Sound," a series of promotional jingles, has been distributed to radio members of the National Association of Broadcasters for an Aug. 1 air date. Jingles are produced for NAB by Scott-Textor Productions, New York.

Promotes patriotism ▪ WSB-AM-FM Atlanta is conducting an on-air campaign to stimulate greater patriotism and to inspire more American pride and purpose in the public. The "WSB- A Good American" campaign consists of brief slogans and patriotic announcements. "If every citizen will do his part," says one spot, "we can preserve the United States as a bastion of freedom and equality, opportunity and responsibility. WSB- A Good American."

Station rents to police ▪ The Denver police felt a patrol helicopter would be just the thing they needed but couldn't afford one. KHOW Denver had a Bell 47-G helicopter that would be perfect for the job, so the radio station leased the craft, valued at $56,000, to the police for $1 a year. The chopper will revert back to the station when the city can save up for its own.

FINANCIAL REPORTS

Technicolor merges with Memorex

Memorex Corp., Santa Anta, Calif., a producer of magnetic tape with an outstanding growth record since being incorporated in 1961, last week all but swallowed a famous-name company in existence for some 40 years. Memorex announced that it will acquire substantially all the assets of Technicolor Inc. of Hollywood, for $115 million.

Terms of the proposed transaction are that Technicolor shareholders will receive shares with a book value of $3.50 per share from Memorex in return for the photographic products business of Technicolor. For each share of Technicolor common stock outstanding, Memorex will issue one-quarter share of its common stock and one-fifth share of preferred stock with a liquidating value of $100 per share. The Memorex preferred stock will carry a 4% dividend rate and will be convertible into 1.15 shares of Memorex common for each share of preferred. In all, Memorex will issue about 900,000 shares of its common stock and 700,000 shares of a new convertible preferred in exchange for Technicolor stock.

Memorex will not acquire Technicolor's other business interests besides its photographic products operation. These other interests include a fire and casualty insurance company, sales promotion activities, and stock in Schick Electric Inc. The insurance and sales promotion shares reportedly have asset value in excess of $10 million or about $3.50 per share of Technicolor common. Company interests in these businesses will be distributed to Technicolor stockholders prior to the merger with Memorex.

If the merger goes through as planned—it's subject to approval by the boards of directors and shareholders of both companies—Technicolor will retain its identity and operate as an autonomus subsidiary, or division, of Memorex. No changes in management or operating personnel apparently are planned.

Memorex produces a wide range of precision magnetic recording media. The company has 36 offices in the U. S. and abroad. Its product lines include disk packs, computer tapes, video tapes for broadcast and closed-circuit television, instrumentation tapes and disc drives.

The company's net earnings were $1.3 million in 1965, $2.7 million in 1966 and $3.6 million in 1967. Sales during that period rose from $13.1 million to $34.2 million. In the first quarter of 1968, Memorex reported sales of $11.1 million and net profit of $793,000. In January, the company announced a 3-for-1 common stock split and in April made formal application for the listing of its common stock on the New York Stock Exchange.

Technicolor is best known for its theatrical color print manufacturing. The company also has a 60,000 square foot plant on the Universal studio lot custom designed for television film processing. It had sales of $105 million last year and profits of $5 million. In a six-month report released last week it was revealed that the company grossed $59.5 million and had earnings of $2.5 million.

Gulf and Western stock action reflects growth

Stockholders of Gulf and Western Industries Inc. last week approved stock exchange offers with Allis-Chalmers Manufacturing Co., Associates Investment Co. and Brown Co. All the offers had been announced previously.

Gulf and Western, a New York-based company that owns Paramount Pictures, Desilu Productions and International Telemeter Corp. (multiple CATV owner and subscription TV promoter), said it had acquired 3 million shares, or 29.5%, of Allis-Chalmers; 1.4 million shares of Associates Investment, and all shares of Brown Co. Allis-Chalmers is a manufacturer of industrial and electrical equipment; Associates Investment is a diversified investment company, and Brown Co. makes and sells forest products.

Stockholders also approved increasing the company's authorized common stock to 75 million shares from 37.5 million shares. Last month, Gulf and Western filed a registration statement with the Securities and Exchange Commission in Washington proposing a combination offering of $45 million in subordinated convertible debentures, due in 1993, 2,231,193 common shares and 528,825 stock warrants—all of which are expected to bring the company more than $139.5 million (BROADCASTING, July 29).

Two broadcasters in Fifth Ave. bus case

Among principals of Fifth Avenue Coach Co., New York, who have been found guilty by a federal judge of having conspired to use company funds for their own purposes are two with broadcast holdings. They are Victor Muscat and Roy M. Cohn.

Mr. Muscat, chairman of Defiance Industries, is the principal owner of KIKS-TV Lake Charles and KIKS-AM-FM Sulpher, both Louisiana; KMYO-AM-FM-TV Little Rock, Ark.; WTVU(TV) New Haven, Conn.; KVMP (TV) Tulsa, Okla., and a new channel 24 station on Memphis. None of the TV stations (all UHF) are on the air.

Mr. Cohn, who gained attention during the 1950's as the late Senator McCarthy's aide, has minority interests in WNRJ(FM) Atlantic City, N. J.; WBRX Berwick, Pa., and WMAS-AM-FM Springfield, Mass.

The trial of the executives of Fifth Avenue Coach Co., whose buses were taken over by New York City, with a final payment of $32.7 million awarded in 1966 after litigation, stemmed from a complaint by the Securities and Exchange Commission in Washington. The SEC charged that the Fifth Avenue Coach Co. officials had plotted to expropriate the funds received from the city through a series of self-serving deals. It also claimed that the company was being used as an investment company without registration.

2 stations in Park deal show red in statements

Financial statements of two of the three stations being sold by Areawide Communications Inc. to Park Broadcasting Inc. in a package deal amounting to $2.9 million (BROADCASTING, July 22) showed losses last year and into the first five months of 1968.

According to the sale application filed with the FCC, KRSI-AM-FM St. Louis Park (Minneapolis) is in the red for $47,303 and has lost $26,527 for the first five months of this year, while WEBC Duluth, Minn., was shown to be $41,697 in the red with losses amounting to $20,317 as of May 31. WNAX Yankton, S.D., however, showed retained earnings of $215,105 and had earnings of $40,019 for the same periods.

KRSI was founded 10 years ago and KRSI-FM began operations in July 1962. WEBC has been on the air 44 years and WNAX, 46 years.

Park Broadcasting Inc., Ithaca, N.Y., as of May 31 had assets of $3,416,369, long term debts amounting to $962,949 and short term notes of $126,309.

Company reports . . .

Multimedia Inc., group broadcaster and newspaper publisher reported an increase in revenues and earnings for six months ended June 30:

	1968	1967
Earned per share*	$0.44	$0.39
Revenues	10,235,237	9,251,335
Pretax income	2,685,196	2,252,204
Net income	1,225,770	1,127,512

*Preferred stockholders' earnings per share was 50 cents for six months ended June 30, 1968 and same as in 1967.

Cosmos Broadcasting Corp., Columbia, S. C.-based group broadcaster and multiple CATV owner, reported an increase in revenues and earnings for six months ended June 30:

	1968	1967
Earned per share	$1.41	$1.07
Revenues	4,918,481	4,415,904
Net earnings	422,264	319,601

Walt Disney Productions, Burbank, Calif., reported almost a 24% increase in revenues and an after-tax profit nearly 13% higher for the nine-month period ended June 29:

	1968	1967
Earned per share	$1.75	$1.55
Revenues	88,248,000	71,247,000
Net earnings	7,409,000	6,557,000

Note: Net earnings for 1967 period includes as extraordinary item $900,000 non-taxable life insurance proceeds, or 21 cents per share.

Gregg forecasts double revenue in '68

This year LIN Broadcasting Corp., Nashville, should double the revenues of 1967. Frederic Gregg Jr., president and chairman made the prediction in an address to the New York Society of Security Analysts on July 29, in which he outlined LIN's projects and outlook for the future as a "complex of communications-related businesses."

Mr. Gregg

He noted that while broadcasting was the backbone of the organization, LIN's other businesses also contributed to "communications." In addition to its radio and television stations, it also owns LIN/Medallion Pictures, the John C. Butler Co., Miss Teenage America Pageant, RTV Sales, the Homestead and Schertle Art Galleries, Telanserphone answering service in New York and Delta Education Corp. LIN has agreed to buy an advertising and media buying service, Adonis Radio Corp. (BROADCASTING, July 22), and is awaiting FCC approval of the purchase of WJRZ Hackensack, N. J.

Mr. Gregg said revenues in 1968 are expected to be in excess of $25 million, with a net income of $1,750,000, as compared with $12.3 million in revenues and $871,000 in earnings in 1967.

LIN's stations are WAVY-TV Norfolk-Portsmouth, Va.; WAND-TV Decatur, Ill.; WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAY Little Rock, Ark.; WBBF-AM-FM Rochester, N.Y.; WIL-AM-FM St. Louis, and KILT and KOST(FM) Houston.

Financial notes . . .

- Modern Teleservice Inc. and Trim Telefilm Corp., both New York, have merged under the name Modern/Trim Services. The organization, a new division of Sonderling Broadcasting Corp., offers a full-line of post-production services. It is at 619 West 54th Street.

- Wometco Enterprises Inc., Miami, has declared a dividend of 12 cents per share on class A stock and 4⅜ cents on class B stock, payable Sept. 16 to stockholders of record Aug. 30.

- Agreement has been reached under which the Visual Electronics Corp., New York, will acquire all of the outstanding stock of the Stacor Corp., Newark, N. J., manufacturer of technical equipment for schools and colleges. Visual, which is a manufacturer and distributor of TV and radio systems in broadcasting and other fields, has acquired four companies in the electronics and educational areas over the past year.

BROADCAST ADVERTISING


Mr. Hedrick

C. Stanton Hedrick, VP, Campbell-Ewald Co., New York, joins Fladell, Winston, Pennette Inc. agency there as president and chief executive officer, succeeding **Ernest Fladell,** who becomes chairman of board.

Daniel H. Lewis, vice chairman of board of directors and corporate creative director, D'Arcy Advertising Co., New York, elected chairman of company's executive committee. Mr. Lewis was president and chairman of board of Johnson & Lewis Advertising, San Francisco, for nine years prior to agency's merger with D'Arcy on March 1, 1966.

William S. Taggert, chairman, executive committee, Interpublic Group of Companies, New York, appointed executive VP in charge of administration, policy and planning. He will continue to serve as chairman of executive committee. **William J. Hogan,** financial consultant, Interpublic, elected executive VP and chief financial officer and also elected to board of directors and executive committee.


Mr. Motyl

Ernest Cecil Motyl, executive television producer, Benton & Bowles, New York, named VP.

Dennis Kavanagh and **Ralph Pucci,** art group heads, Ted Bates & Co., New York, elected VP's and appointed art supervisors.

Irving W. Holcomb and **Doran T. Seaquist Jr.,** both account executives, and **John S. Momeyer,** account supervisor, Young & Rubicam, New York, named VP's.

Dennis Rohel and **Frank Snell,** account supervisors, BBDO, New York, elected VP's.

Michael Roeder, account executive, Milici Advertising Inc., Honolulu, named VP-administration. **Norman Blackburn,** account executive with agency named assistant VP.

Fred C. Walker, administrative VP, Henderson Advertising Agency, Greenville, S. C., appointed manager.

Alan H. Steinberg, director, sales planning and development, NBC Radio network, New York, appointed manager, sales, central office.

W. Dean LeGras, account executive, CBS Radio Spot Sales, Chicago, appointed sales manager, spot sales, Los Angeles.

Robert B. Hance III, account executive, Metro TV Sales, New York, appointed sales manager of Metromedia's WTTG(TV) Washington.

Larry Kirby, sales manager, WPTR Albany, N. Y., joins WCKY Cincinnati in same capacity.

Michael Keating, with sales staff, KRON-TV San Francisco, appointed sales manager.

Wilmot (Bill) Losee, president, Major Market Radio, Inc., elected vice chairman of board and **Jerry Glynn,** executive VP, elected president. Mr. Losee and Mr. Glynn were co-founders in 1951 of AM Radio Sales Co. and in 1966 of Major Market Radio, national sales representative of radio outlets in major markets.

Vaughn Paul, executive VP of Cascade Pictures of California, Hollywood, named president, succeeding **Bernard J. Carr,** who resigns as president and chairman. Mr. Paul has been with commercial production firm for 19 years and executive VP for past 10.

Vincent E. Garufi, general sales manager, WPTR Albany, N. Y., joins KIRL St. Charles (St. Louis), Mo., in same capacity.

Eugene A. Davis, with WIND Chicago, joins WOWO Fort Wayne, Ind., as advertising and sales promotion manager, succeeding **William C. Watson,** who assumes same position at WIND. Both are Westinghouse Broadcasting Co. stations.

Frank G. Boehm, director, research-marketing - sales development, RKO General Inc., New York, joins ABC Radio network, Los Angeles, as western regional sales manager, succeeding **John Paley,** who joins Shareholder Management Co. there as director of communications.

Ronald J. Yukon, media supervisor, Biddle Co., Bloomington, Ill., joins Oliver Advertising Inc., Kansas City, Mo., as media director.

Paul O. LaGasse, national sales manager, WJR-AM-FM Detroit, appointed general sales manager. **James E. Long,** account executive, WJR, succeeds Mr. LaGasse.

Winston E. Kock Jr., assistant to director of advertising and promotion, Avco Broadcasting Corp., New York, joins Blair Television, that city, as assistant creative director.

Robert Eldred, KPAT Berkeley, Calif., appointed sales development and promotion manager.

Reynard Corley, administrative assistant to general manager, WTOL-TV Toledo, Ohio, appointed assistant to sales manager.

MEDIA


Mr. Elliott

Robert H. Elliott, formerly with Steinman Stations, Lancaster, Pa., and assistant to VP, radio division, Rollins Stations, Atlanta, named director, radio division, Rollins Inc., with responsibility for operation of seven-station group and national sales offices in New York, Chicago and Los Angeles.

Frank S. Larson, treasurer, Avco Corp., New York, elected VP.

Paul Dunn, general manager, WGVA Geneva, N. Y., named VP-general man-

SSC&B elects five VP's


Mr. Uhl


Mr. Ommerle


Mrs. Ayres


Mr. Hummel


Mr. O'Reilly

Sullivan, Stauffer, Colwell & Bayles, New York, has elected five persons to newly created position of executive VP. **Richard Uhl,** senior VP, will continue as creative director; **Harry Ommerle** will serve as executive VP in charge of media and broadcast operations. Other VP's elected: **Mrs. Mary Ayres, Martin H. Hummel Jr., Richard O'Reilly.**

ager, WTLB Utica, N. Y. **Ed Carey,** sales manager, WTLB, named station manager. **Ken Dodd,** sales manager, WGVA, named station manager, there. WTLB and WGVA are Straus Broadcasting stations.

Michael Ross named VP and general manager, WGSB Geneva and WOLI(FM) Ottawa, both Illinois.

John William Nelson named executive VP and general manager, KPLM-TV Palm Springs, Calif. KPLM-TV is due to begin broadcasting in September.

Larry Keith, air personality, named VP and general manager, WRPL Charlotte, N. C.

Arthur S. Karp, executive VP, Peoples Broadcasting Co., Clearwater, Fla., named general manager of WCWR Tarpon Springs, Fla. Mr. Karp will also be in charge of programing and sales for WELE South Daytona, Fla., KMAG Fort Smith, Ark., and KWKI-FM Kansas City, Mo.

Donald A. Thurston, WMNB North Adams, Mass., and **Carl E. Lee,** WKZO Kalamazoo, Mich., named co-chairmen, National Association of Broadcasters 1968-1969 finance committee. Other members are **Richard Chapin,** KFOR Lincoln, Neb.; **Harold Essex,** WSJS-TV Winston-Salem, N. C.; **Jack Lee,** WSAZ Huntington, W. Va., and **Glenn Marshall,** WJXT(TV) Jacksonville, Fla. Ex-officio members are **Grover C. Cobb,** KVGB Great Bend, Kan.; **Richard D. Dudley,** WSAU Wausau, Wis., and **Charles H. Tower,** Corinthian Broadcasting Corp, New York.

Joseph T. Conway, VP and general manager, WIBG Philadelphia, elected president, Pennsylvania Association of Broadcasters.

Ray H. Rosenblum, president, WACB Kittanning, Pa., also becomes general manager, WMOA-AM-FM Marlette, Ohio.

Joe Frazer, general sales manager, WNBC New York, joins WTMR Camden, N. J., as general manager.

Peter R. Dreyer, acting general manager, WNOX Knoxville, Tenn., appointed general manager.

Eugene McCurdy, general sales manager, WFIL-TV Philadelphia, appointed station manager, succeeding **Clyde R. Spitzner,** who died July 20 (BROADCASTING, July 29).

Ed Gries appointed general manager, KEVA Evanston, Wyo.

Mike Shew, operations manager, KALF Mesa, Ariz., appointed station manager.

Thomas F. Bird, account executive and manager, sales and program development, WNCN(FM) New York, appointed assistant station manager.

George Guyan, sales manager, KTAR-TV Phoenix-Mesa, named assistant manager, KTAR Broadcasting Co. **Jack Clifford,** sales representative, KTAR-TV, succeeds Mr. Guyan as sales manager.

William N. Farlie Jr., manager, business affairs, Westinghouse Broadcasting C s KFWB Los Angeles, appointed associate manager, industrial relations, WBC, New York.

Ken McGeath, with WERK Muncie, Ind., joins WCVI Connellsville, Pa., as general manager.

Chuck Gordon, program director, WOBM(FM) Toms River, N. J., joins WADB(FM) Point Pleasant, N.J. (due to begin broadcasting August), as operations manager.

Clifford S. Bart, attorney, National Labor Relations Board, Brooklyn, N. Y., and **Alfred Haber** join NBC legal department, New York.

Lee F. Holdmann, attorney-advisor to tax court of U. S., and **Richard S. Becker** join Washington law firm of Smith, Pepper, Shack & L'Heureux.

CBA elects new officers

John R. Henzel, WHDL Olean, N. Y., has been re-elected for second term as president and treasurer of Community Broadcasters Association, representing Class IV (local) radio stations. **F. E. (Dutch) Lackey,** WHOP Hopkinsville, Ky., was re-elected chairman, and **David H. Morris,** KNUZ Houston, VP and secretary. Elected to board was **Emil Mogul,** Basic Communications Inc. group owner and former New York advertising executive. Other directors: **Merrill Lindsay,** WSOY Decatur, Ill.; **Paul C. Brines,** WTRC Elkhart, Ind., and **Matthew H. Bonebrake,** KOCY Oklahoma City.

PROGRAMING


Mr. Kievman

Michael S. Kievman, VP, corporate television programing, Avco Broadcasting Corp., Cincinnati, joins Cox Broadcasting Corp., Atlanta, as coordinator of programing.

Robert Quinn, associate director, NBC-TV's *Tonight Show*, named director, succeeding **Dick Carson. George Paris,** unit manager, NBC-TV West Coast, appointed manager, daytime programs.

Bill Aronson, VP in charge of sales, Pelican Films Inc., New York, named executive VP and administrative head, Filmways of California Inc., New York.

Stan Kallis, producer, *The Danny Thomas Show*, named producer, *Mission: Impossible* series.

Burt Metcalfe, casting director, Screen Gems Inc., Hollywood, appointed assistant to studio executive producer Harry Ackerman.

Robert M. Dijoux, producer, joins Fanfare Film Productions Inc., Hollywood, as production coordinator.

Lou Munson, assistant production manager, WMAJ-AM-FM State College, Pa., joins WJAS-FM Pittsburgh, as program coordinator.

George White, director of operations, WEAT-TV West Palm Beach, Fla., joins

WCIX-TV Miami, as operations manager.

Gene Plumstead, regional manager, audio-visual materials division, Curtis Publishing Co., joins WMAR-FM Baltimore, as operations manager.

Sam Page, WNBF Binghamton, N.Y., appointed director of programing.

James Walton, WKSN Jamestown, N. Y., appointed program director.

NEWS

Liz Trotta, NBC News correspondent, joins Vietnam staff of NBC News, as full-time woman war correspondent.

Revel Guest, freelance television documentary producer, appointed producer and director, newly established European bureau, Public Broadcast Laboratory, with headquarters in London.


Mr. Brennan

Bob Brennan, Atlanta bureau manager, CBS News, joins WAGA-TV there as news director.

Bernard J. Fionte, with WNBF-AM-FM-TV Binghamton, N. Y., named news director.

Charles Eanes, with WVEC-TV Hampton-Norfolk, Va., appointed news director.

Jerry McClun, news producer, KDKA-TV Pittsburgh, appointed assistant news director, succeeding **William Brady,** who becomes news director, KDKA. **Arnold Albright,** with WIND Chicago, succeeds Mr. McClun. All are Westinghouse Broadcasting Co. stations.

Norm Davis, public affairs editor, WJXT(TV) Jacksonville, Fla., joins WTOP-TV Washington as director of public affairs. Both are *Post-Newsweek* stations.

Stephen H. Miller, with AP, Columbus, Ohio, appointed correspondent in charge of Cleveland bureau, suceeding **Richard H. Smith,** who transfers to San Francisco staff.

Alan Todd, assignment editor, KBHK-TV San Francisco, appointed news manager, WKBD-TV Detroit (both Kaiser Broadcasting Corp.). **Barry K. DeChant,** staff announcer, WKBD-TV, appointed news assignment editor.

James Thistle, assistant news director, WBZ-TV Boston, joins WKBG-TV Cambridge-Boston, as news manager.

Bob Maher, newsman, WWJ-AM-FM-TV Detroit, appointed assistant news editor.

FANFARE

Scott Moger, assistant director, advertising and promotion, ABC Films, New York, appointed director.

Bill Gladden, with WAVE-AM-TV Louisville, Ky., appointed director of public relations and publicity. **Bill Logan** appointed promotion director.

Richard D. Brescia, PR director, Les Jene Bridal Boutique, Eastwood, N. Y., joins WANE-TV Fort Wayne, Ind., as director of promotion and advertising.

Travis Gardner, music director, KCOH Houston, appointed promotional and merchandising manager.

Darrell E. Flugg, copywriter, advertising and promotion department, McGraw-Hill Films, New York, appointed publicity director.

Allen H. Kelson, with advertising staff of Sears, Roebuck & Co., joins WFMT(FM) Chicago as director of public relations, succeeding **Paul Vodicka,** who joins WFMT announcing staff.

EQUIPMENT & ENGINEERING

Gaetano (Tom) Marotta appointed controller, electronic systems division, General Instrument Corp., Hicksville, N. Y.

John T. Jones Jr., technician, WCAU-TV Philadelphia, appointed assistant director of engineering succeeding **George Lewis,** who died July 26. Mr. Lewis had been with WCAU-AM-FM-TV for 36 years.

Theodore R. Conant, director, special educational services, noncommercial WGBH-FM Boston, joins CBS Laboratories. Stamford, Conn., as coordinator of instructional systems.

Elie C. Katz, systems engineer, ITV Inc., joins Video Center Inc., Clifton, N. J., as sales manager.

Owen J. McReynolds, RCA representative in Virginia, West Virginia and District of Columbia, retires after 24 years in broadcast equipment sales.

INTERNATIONAL

Michael Laming, director, management services, BBDO, London, named deputy managing director. **James R. Adams,** media director, G. S. Royds Ltd., London, joins BBDO there as director of media and research.

Tariq Dib, account executive. Tele-Orient (television station), Beirut, Lebanon, appointed to newly created position of sales manager, Mid and Near Eastern territories, 20th Century-Fox Television International, Beirut.

ALLIED FIELDS

Goddard Lieberson, president. CBS/Columbia Group, New York, elected to board of directors, Lincoln Center for the Performing Arts, that city.

Walter S. Brooks, national target city project director, Congress of Racial Equality, Baltimore, appointed executive producer for urban affairs, Maryland Public Broadcasting Commission.

DEATHS

Margaret Cuthbert, 81, radio pioneer and producer, died July 25 in Orleans. Mass. Miss Cuthbert retired in 1952 as NBC Radio's supervisor of public affairs after 25-year association with network. She joined WEAF (now WNBC) in New York in June 1924 when station was operated by AT&T. In 1926 WEAF became key outlet of newly-organized NBC and for many years Miss Cuthbert was in charge of network's women's and children's programs division. Among the better-known series she produced was *NBC Theater.*

Roy Irving Ross, 56, head of Roy Ross Enterprises, New York, died July 23 at Gotham hotel, that city, following heart attack. He lived in Merrick, N.Y. Mr. Ross, freelance composer and arranger of music for radio and television commercials, was music director of WNEW New York from 1946 to 1958. He is survived by his wife, Rose, and three children.

Warren T. Washburn, 24, television assistant, technical operations, NBC-TV New York, died July 29 in Phelps Memorial hospital. North Tarrytown, N. Y.. as a result of injuries sustained in automobile accident on July 16. Mr. Washburn joined NBC in 1967. He is survived by his wife, Heidi, and daughter.

George Dindas, 56, unit manager, WNBC-TV operations, New York, died of heart attack July 30 in his office. Mr. Dindas joined NBC in 1950 as senior studio supervisor. In 1960 he was named facilities manager and was appointed coordinator of news film in 1962. He became unit manager in 1964. He is survived by his wife, Lillian, and two sons.

Harry F. McKeon, 65, retired director, tax office, NBC, New York, died July 26 at North Shore hospital, Long Island, N. Y. He lived in Great Neck, N. Y. Mr. McKeon was one of NBC's original employes, holding position of auditor, WEAF (now WNBC New York), when company began broadcasting in 1926. He is survived by his wife, Elizabeth, son and daughter.

George O. Roesler, 67, retired national sales manager, Thoms Radio-TV Enterprises, Asheville, N. C., died July 11 following long illness in Asheville. He is survived by his wife, Elizabeth.

Martin M. Barnett, 59, cameraman, CBS, died July 24 in Chicago. He is survived by his wife, Sylvia, son and daughter.

Harold Oliver, 42, VP-engineering, Malrite Broadcasting Co., died July 28 of heart attack in St. Clair Shores, Mich. He is survived by his wife, Leona, and six children.

Joe McCauley, 49, air personality, WIP Philadelphia, died July 25 at his home. Mr. McCauley was with station 25 years. He is survived by his wife, Roseline, two sons and two daughters.

John Paul Sheehan, 44, associate professor, radio and television, Indiana University, Bloomington, died July 24 of heart attack at his home. He is survived by his wife, Mildred, and five sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 24 through July 31 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

New Orleans—New Orleans Broadcasting Corp. Seeks UHF ch. 38 (614-620 mc); ERP 1007 kw vis., 201 kw aur. Ant. height above average terrain 320 ft.; ant. height above ground 346.4 ft. P. O. address: c/o Charles O. Verrill Jr., Suite 710, 1200 - 17th Street, N.W., Washington 20036. Estimated construction cost $489,000; first-year operating cost $240,000; revenue $300,000. Geographic coordinates 29° 56′ 55″ north lat.; 90° 04′ 19″ west long. Type trans. RCA TFU-36J. Type ant. RCA TTU-30A. Legal counsel C. O. Verrill; consulting engineer William C. King Jr. Principals: Triangle Telecasters Inc. (80%) et al. Triangle Telecasters is licensee of WRDU-TV Durham, N. C. Ann. July 29.

FINAL ACTION

Sacramento, Calif.—Hercules Broadcasting Co. Review board granted UHF ch. 15 (476-482 mc); ERP 493 kw vis., 98.6 kw aur. Ant. height above average terrain 1120 ft.; ant. height above ground 508 ft. P. O. address: 3326 El Camino Avenue, Sacramento 95860. Estimated construction cost $649,300; first-year operating cost $407,500; revenue $368,160. Geographic coordinates 38° 37′ 49″ north lat.; 120° 51′ 20″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-27K. Legal counsel McKenna and Wilkinson; consulting engineer Edward Edison. Principals: Manning Slater, president and treasurer (29%), J. Kenneth Bradley (30%), et al. Mr. Slater has no other business interest except 29% ownership of KRAK Sacramento, Calif. Mr. Bradley is partner in law firm. Applicant is licensee of KRAK Sacramento, Calif. Ann. July 19.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on July 24 in Homewood and Birmingham, both Alabama (Chapman Radio and Telivision Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. [WBMG]) TV proceeding, granted petition by Birmingham Television Corp. for leave to amend application to provide certain information previously submitted by letter in more formal form and to supply biographical information on Scott Hodes, who recently joined applicant's board of directors (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Forest L. McClenning on July 23 in Jacksonville, Miami, both Florida and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.) TV proceeding, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. to limit and suppress interrogatories of Antwin Theatres Inc.; denied motion by Antwin Theatres Inc. for discovery and production of documents for inspection and copying and to permit entry; dismissed motion by Florida-Georgia Television Co. for protective orders with respect to motion for discovery and to written interrogatories of Antwin Theatres Inc. for having been untimely filed and for reason it was not named in motion for discovery and interrogatories were not propounded to it; and denied motion by Antwin Theatres Inc. to strike (Docs. 10834, 17582-4, 18185-6).

■ Hearing Examiner Chester F. Naumowicz Jr. on July 24 in Medford. Ore. (Liberty Television, joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV channel 8 proceeding, ordered hearing to resume Sept. 23 (Docs. 17681-2).

Existing TV stations

FINAL ACTIONS

■ FCC denied requests by Aben E. Johnson Jr. and General Media Television Inc., permittees of unconstructed WAXN(TV) ch. 62, Hammond, and WGMI(TV) ch. 56, Gary, both Indiana, respectively, for waiver of spacing requirements of Sec. 73.610(d) and 73.698 of rules. Applications to change facilities were dismissed. Action July 24.

KFDO-TV Sayre, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 23, 1969. Action July 23.

KRIS-TV Corpus Christi, Tex.—Broadcast Bureau granted CP to change type ant. Action July 23.

OTHER ACTIONS

■ FCC informed Metromedia Inc., licensee of WTTG-TV Washington of licensees' "responsibility for exercising reasonable diligence to prevent the broadcast of false or misleading material." Information is in letter following investigation of videotaped interview of John P. Roche, special assistant to the President, by Pierre Salinger, broadcast April 21. Action July 24.

■ FCC notified Gross Telecasting, Inc., licensee of WJIM-TV Lansing, Mich., that it has broadcast editorials involving matter in which it had private economic interest without disclosing interest to broadcast audience. Action July 24.

ACTION ON MOTION

■ Hearing Examiner Millard F. French on

July 24 in Montgomery, Ala. (Cosmos Broadcasting Corp., WSFA-TV), TV proceeding, closed record: set Aug. 30 as date to file proposed findings of fact and conclusions of law, and Sept. 30 as date to file reply findings and conclusions (Doc. 16984).

CALL LETTER APPLICATIONS

■ South Kane-Kendall Broadcasting Co., Aurora, Ill. Requests WLXT(TV).

■ *Long Island Educational Television Council, Garden City, N. Y. Requests *WLIT (TV).

New AM stations

APPLICATIONS

Luverne, Ala.—Crenshaw County Broadcasting Co. Seeks 1080 kc, 0.5 kw. P. O. address: Box 786, Tallassee, Ala. 36078. Estimated construction cost $27,200; first-year operating cost $26,000; revenue $32,000. Principal: **Ned N. Butler**, sole owner. Mr. Butler is owner of **WTLS Tallassee, Ala.** and co-owner of application for new AM for Prattville, Ala. Ann. July 26.

Dunnellon, Fla.—Rainbow Communication Service Inc. Seeks 920 kc, 0.5 kw. P. O. address: c/o Jerald S. Sheffield, Box 338, Dunnellon, Fla. 32630. Estimated construction cost $12,400; first-year operating cost $18,000; revenue $43,000. Principals: **John H. Morrison Jr.**, president (10%), **Jon C. Lankford**, vice president (20%), **Robert F. Rogers**, vice president (10%), **Alfred F. Hammock**, treasurer (10%) and others. Mr. Morrison Jr. is president and 100% owner of retail grocery chain. Mr. Lankford is lieutenant in U. S. Air Force. Mr. Rogers is rural letter carrier. Mr. Hammock has no other business interests indicated. Ann. July 26.

Denver—Denver United Investors Inc. Seeks 1090 kc, 10 kw. P. O. address: 1600 York Street, Denver 80206. Estimated construction cost $67,000; first-year operating cost $81,384; revenue $310,000. Principals: **Dr. John F. Bookhardt**, president, **Lorenzo B. Francis**, vice president, **Reverend John H. Jackson Jr.**, vice president et al. Stock has not yet been issued. Dr. Bookhardt is MD. Mr. Francis is employe of Small Business Administration. Reverend Jackson Jr. is Methodist minister. Ann. July 26.

Brunswick, Ga.—Dorwic Broadcasting Co. Seeks 1530 kc, 1 kw. Estimated construction cost $17,250; first-year operating cost $27,380; revenue $42,000. Principals: **William Downey**, vice president (45%), **Ferman O.** and **Virginia L. Ricks**, president and vice president, respectively (each 22.5%). Mr. Downey is real estate agent, as is Mr. Ricks. Mrs. Ricks is housewife. Ann. July 26.

Cedartown, Ga.—Cedar Valley Radio. Seeks 1140 kc, 0.5 kw. P. O. address: Box 557, Cedartown, Ga. 30125. Principals: **Kenneth N. Hackney**, **Frank H. Burgess Sr.** and **Raymond C. Edwards** (each 33.3%). Mr. Hackney is staff manager and broadcaster for **WGUN Atlanta**. Mr. Burgess is 50% owner of beauty shop and announcer for **WPLK Rockmart, Ga.** Mr. Edwards owns automobile agency. Ann. July 26.

Jasper, Ga. — Pickens Broadcasting Co. Seeks 1580 kc, 0.25 kw. P. O. address: Box 6, Blue Ridge, Ga. 30513. Estimated construction cost $4,790; first-year operating cost $26,000; revenue $33,000. Principal: **Robert P. Schwab**, owner. Mr. Schwab is sole owner of **WLSB Copperhill, Tenn.** and 100% owner of application for new FM at Blue Ridge, Ga. Ann. July 26.

Thomson, Ga.—Bethany Broadcasting Co. Seeks 1530 kc, 1 kw. P. O. address: c/o Walter J. Brown, Box 1717, Spartanburg, S. C. 29301. Estimated construction cost $22,500; first-year operating cost $5,700; revenue none reported. Principals: **Walter J. Brown**, sole owner. Mr. Brown has application for new FM at Thomson, Ga. Ann. July 26.

Honolulu—Hagadone Capital Corp. Seeks 1540 kc, 10 kw. P. O. address: 5543 Kanau Street, Honolulu 96821. Estimated construction cost $39,750; first-year operating cost $84,000; revenue $120,000. Principals: **Roger L. Hagadone**, president (100%). Mr. Hagadone is radio consultant. Ann. July 26.

Waterloo, Iowa—Clark Broadcasting Co. Seeks 850 kc, 0.5 kw. P. O. address: 5400 North Second Street, Loves Park, Ill. 61111. Estimated construction cost $16,329.60; first-year operating cost $96,900; revenue $126,750. Principals: **Dwight M. Clark**, president and treasurer (75%) and **Donald H. Hanna**, vice president and secretary (25%). Mr. Clark is 100% owner of automobile agency, insurance company, 78% owner of sales finance company and has several other business interests. Mr. Hanna has 22% interest in finance company, 15% interest in automobile agency and 10% interest in real estate venture with Mr. Clark. Messrs. Clark and Hanna also have interest in **WCEE Freeport-Rockford, Ill.** Ann. July 26.

Grayville, La.—222 Corp. Seeks 1010 kc, 0.5 kw. P. O. address: Drawer B, Grayville, La. 70051. Estimated construction cost $9,000; first-year operating cost $24,000; revenue $72,000. Principals: **Sidney J. Levet III**, president. Applicant is owner of **WCKW La Place, La.** Ann. July 26.

Monroe, La.—Tou Pat Radio Broadcasting Station. Seeks 1110 kc, 0.5 kw. P. O. address: 402 Shortwell Avenue, Monroe, La. 71201. Estimated construction cost $20,500.50; first-year operating cost $55,000; revenue $60,000. Principals: **Patrick H. Robinson** and **Toussaint L. McCall** (each 50%). Messrs. Robinson and McCall have no other present business interests indicated. Ann. July 26.

Shreveport, La.—James E. Reese. Seeks 1300 kc, 0.5 kw. P. O. address: 43 - 54th Street, Gulfport, Miss. 39501. Estimated construction cost $24,046.02; first-year operating cost $24,000; revenue $36,000. Principal: James E. Reese, sole owner. Mr. Reese is 27% owner of **WGCM Gulfport, Miss.** and is 27% owner of **WTUG Tuscaloosa, Ala.**, **WBOP Pensacola, Fla.** and **WOPI-AM-FM Bristol, Tenn.**, and 27% owner of application for FM at Gulfport, Miss. Ann. July 26.

Grayling, Mich.—James E. Sylvester. Seeks 1590 kc, 1 kw. P. O. address: c/o Mallyck and Berton, 621 Colorado Building, Washington 20005. Estimated construction cost $35,000; first-year operating cost $48,000; revenue $50,000. Principals: James E. Sylvester, president and treasurer, **James D. Marr**, vice president and secretary (each 26%) et al. Mr. Sylvester is producer/director for **WWTV(TV)**, **WWUP-TV**, both **Sault St. Marie** and **WWAM Cadillac**, both **Michigan**. Mr. Marr is electronics technician with U. S. Air Force. Ann. July 26.

Walker, Minn.—Edward P. De La Hunt Jr. Seeks 1600 kc, 0.5 kw. P. O. address: Box 49, Park Rapids, Minn. 56470. Estimated construction cost not reported; first-year operating cost not reported; revenue not reported. Principal: Edward P. De La Hunt, sole owner. He also owns **KPRM Park Rapids** and **KEHG Forston, both Minnesota**. Ann. July 26.

Springfield, Mo.—A-W Broadcasting Co. Seeks 1550 kc, 0.5 kw. P. O. address: c/o Billy Wolfe, Box 801, Springfield 65801. Estimated construction cost $16,250; first-year operating cost $12,500; revenue $18,000. Principals: **Gary Acker** and **Billy Wolfe** (each 50%). Mr. Acker has automobile, antique and machinery business and is owner of **KNBQ Bethany, Okla.** Mr. Wolfe has recording studio and is in real estate business. Ann. July 30.

Salem, N. H.—Salem Broadcasting Co. Seeks 1110 kc, 5 kw. P. O. address: 10 South Street, Ware, Mass. 01082. Estimated construction cost $100,198; first-year operating cost $77,000; revenue $110,000. Principals: **Allan W. Roberts**, president (59.6%), **Edward F. Perry Jr.**, vice president (38.2%) et al. Mr. Roberts is 98% owner of **WARE Ware, Mass.**, 33.3% owner of business school, 25% owner of **WDEW Westfield, Mass.**, 60% owner of CATV systems (Central Cablevision Corp.), Ware, Mass., 100% owner of application for new **AM** in Clinton, Mass. and 75% owner of application for new AM at Webster, Mass. Mr. Perry is 55% owner of electronics and communications consulting firm, 25% owner of application for new AM in Webster, Mass. and has option to acquire 25% of new AM at Clinton, Mass. Ann. July 26.

Kernersville, N. C.—Kernersville Broadcasting Co. Seeks 1170 kc, 0.25 kw. P. O. address: 2412 Wachovia Building, Winston-Salem, N. C. 27101. Principals: **Daniel Carl Lawrence**, vice president, **Harrell Powell Jr.**, president and **Leslie Gray Frye**, secretary-treasurer (each 33.3%). Mr. Lawrence is president of two real estate development firms, is 25% owner of real estate development firm and is partner in construction firm. Mr. Powell Jr. is lawyer. Mr. Frye is secretary of three real estate development firms, director of bank and partner in law firm. Ann. July 26.

Aliquippa, Pa.—Shawnee Broadcasting Co. Seeks 1190 kc, 0.25 kw. P. O. address: Box 244, Chillicothe, Ohio 45601. Estimated construction cost $67,153.35; first-year operating cost $66,000; revenue $75,000. Principals: **Truman A. Morris**, president and **Edward B. Reddy**, vice president. Applicant is licensee of **WWAB Lakeland, Fla.** Ann. July 26.

Fajardo, P. R.—Fajardo Broadcasting Co. Seeks 1090 kc, 10 kw. P. O. address: 1550 Ponce de Leon, Santruce, P. R. 00909. Esti-

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 31, 1968

	ON AIR Licensed	ON AIR CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,191[1]	25	4,216[1]	74	4,290[1]
Commercial FM	1,817	44	1,861	235	2,096
Commercial TV-VHF	496[2]	9	505[2]	13	518[2]
Commercial TV-UHF	118[2]	34	151[2]	163	315[2]
Educational FM	336	12	348	30	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	29	111

STATION BOXSCORE

Compiled by FCC, July 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,185[1]	1,812	614[2]	335	123
CP's on air (new stations)	18	38	42	13	33
Total on air	4,203[1]	1,850	655[2]	348	156
CP's not on air (new stations)	86	244	180	30	32
Total authorized stations	4,289[1]	2,094	835[2]	378	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	0	0	0

[1] Includes two AM's operating with Special Temporary Authorization.
[2] Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

mated construction cost $88,710; first-year operating cost $72,000; revenue $84,000. Principals: John G. Hoogland, president and treasurer, James W. Miller, vice president (each 45%) et al. Mr. Hoogland has minority interest in Ogilvy and Mather advertising agency, is director and chairman of marketing committee, Jumper Products Inc., Downsview, Ont. and 65% owner of Canine Capers Inc., New Haven, Conn. Mr. Miller has AM applications pending for Ponce, P. R. and Wallingford, Conn. Mr. Miller also has interests in WESO South Bridge, WCAT Orange, WMOO Milford, WSPK Great Barrington, all Massachusetts, and WOWW Nagatuck, Conn. Ann. July 26.

Holly Hill, S. C.—Radio Holly Hill Inc. Seeks 1440 kc, 1 kw. P. O. address: 325, Summertox, S. C. 29148. Estimated construction cost $7,250; first-year operating cost $21,600; revenue $30,000. Principals: A. J. Plowden Jr., president and treasurer, et al. (66%). Mr. Plowden Jr. is farmer and retired army colonel. Ann. July 26.

Parsons, Tenn. — Townsend Broadcasting Corp. Seeks 1550 kc, 0.5 kw. P. O. address: Box 248, Parsons, Tenn. 38363. Estimated construction cost $25,880; first-year operating cost $32,500; revenue $15,000. Principals: Hobart L. Townsend Jr., president (26%), Ruth D. Townsend, secretary and treasurer (25%) and Hobart L. Townsend Sr., vice president (49%). Mr. Townsend Jr. is 2.4% owner and vice president of bank. Mrs. Townsend is housewife. Mr. Townsend Sr. is 51% owner and president of bank. Ann. July 26.

Wartburg, Tenn.—Morgan County Broadcasting Co. Seeks 940 kc, 0.25 kw. P. O. address: Box 98, Wartburg, Tenn. 37887. Estimated construction cost $26,212; first-year operating cost $35,000; revenue $60,000. Principals: William R. Carrigan, president (50%), Clyde E. Darnell, vice president (15%) Fred Arrowood, treasurer (15%) and Carl E. Stump, secretary (20%). Messrs. Carrigan and Stump are manager and chief engineer, respectively of WHBT Harriman, Tenn. Mr. Darnell is owner of food market. Mr. Arrowood is owner of poultry farm. Ann. July 26.

Lewisville, Tex.—DK Co. Seeks 690 kc, 0.25 kw. P. O. address: 1104 Aladdin, Dallas 75229. Estimated construction cost $44,150; first-year operating cost $49,000; revenue $55,000. Principals: David C. Keenan and Richard I. Kearley (each 50%). Mr. Keenan is sales manager for cable company. Mr. Kearley is engineering manager of instrument company. Mr. Kearley is 4.8% owner of WTVY Dothan, Ala. Ann. July 26.

Vienna, Va.—Albert D. Maizels. Seeks 1170 kc, 1 kw. P. O. address: 1835 Eye St., N.W., Washington 20006. Estimated construction cost $69,000; first-year operating cost $45,000; revenue $50,000. Principal: Dr. Albert D. Maizels, sole owner. Dr. Maizels is dentist and is in real estate business. Ann. July 26.

FINAL ACTION

Prattville, Ala.—Prattville Radio Inc. FCC granted 1410 kc, 1 kw-N, 5 kw-D, U. P. O. address: Box 330, Prattville, Ala. Estimated construction cost $79,941.62; first-year operating cost $120,000; revenue $120,000. Principals: Calvin M. Whitesell, president and Jimmie R. Gillian, secretary-treasurer (each 50%). Mr. Whitesell is attorney, has interest in two cemeteries, has interest in retail food business, holds qualifying share in contracting company, owns property, and distributes business machines. Mr. Gillian is executive vice president and director of textile plant; stockholder, officer and director of acceptance corporation, finance company, boat sales and storage; director of bank and partner in house rentals. Action July 25.

INITIAL DECISION

■ In Initial Decision by FCC Hearing Examiner Isadore A. Honig, proposed grant of CP to Du Page County Broadcasting, Inc. for a new class II AM station to operate on 1530 kc, with 250 w-D only, at Elmhurst, Ill. (Doc. 16965). Action July 26.

OTHER ACTIONS

■ Review board in Sumiton, Ala., AM broadcast proceeding, Doc. 18204-05, denied petition to enlarge issues filed June 24 by Sumiton Broadcasting Co. Action July 25.

■ Commission waived prohibited overlap requirements of Sec. 73.37 of rules and accepted for filing application by Charles W. Holt for new daytime AM station to operate at Tallahassee, Fla., on 1070 kc, with 10 kw. Action July 24.

■ Review board in Reno, Nev., AM broadcast proceeding, Docs. 16110 and 16115, granted petition for extension of time filed July 24 by Broadcast Bureau, extended to Aug. 1 time within which to file replies to exceptions to initial decision. Action July 25.

DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing applications by Warwick Broadcasting Corp., Warwick, Everette Broadcasting Co., Walden, both New York, Blue Ribbon Broadcasting Inc. and Robert K. McConnell and Edward H. Peene Jr., d/b as Taconic Broadcasters, both Pittsfield, Mass., for new daytime AM stations to operate on 1110 kc. Warwick and Blue Ribbon propose to operate with 1 kw; Everettte with 250 w, and Taconic Broadcasters with 5 kw, with DA. Action July 31.

Existing AM stations

APPLICATIONS

WEUP Huntsville, Ala.—Requests CP to change hours of operation from daytime to unlimited time using 500 w, 5 kw with DA-N, and install new trans. as nighttime trans. Ann July 26.

WRMA Montgomery, Ala.—Requests CP to change hours of operation from daytime to unlimited with DA-N, and change ant.-trans. location to lower Wetumpka Road, adjacent to Union Academy Church, Montgomery. Ann. July 26.

KALF Mesa, Ariz.—Requests CP to change hours of operation from daytime to unlimited time using power of 5 kw, 10 kw, with DA-N; separate nighttime site (Indian Bend Road, approximately nine miles North-Northwest of Mesa, Arizona); and install new trans. for nighttime operation. Also, petition for waiver of Sec. 73.24 of rules and request for acceptance of application for filing. Ann. July 26.

KGMC Englewood, Colo.—Requests CP to increase power from 1 kw to 5 kw and install new trans. Ann. July 26.

KOMS Redding, Calif.—Requests CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 26.

KXOA Sacramento, Calif.—Requests CP to increase nighttime power from 1 kw to 5 kw and make changes in daytime and nighttime DA system. Ann. July 26.

WHYD Columbus, Ga.—Requests CP to operate with DA-N at separate nighttime site (0.6 mile north of U. S. 80, 5.5 miles west of Columbus, Ga.) and install new trans. Ann. July 26.

WSNE Cumming, Ga.—Requests CP to change frequency from 1410 kc to 1170 kc and change from DA-D to non DA. Ann. July 26.

WNMP Evanston, Ill.—Requests CP to change hours of operation from daytime to unlimited time, operate from separate nighttime site (southeast intersection of Touhy Ave. and McCormick Blvd., Lincolnwood Village Ill.); and install new nighttime trans. Also, request waiver of Sec. 73.24(b) of rules. Ann. July 26.

WYFE Rockford, Ill.—Requests CP to change power from 500 w to 1 kw, change ant.trans. location to Shaw Road, 0.5 mile north of Guilford, Ill., and install new trans. Ann. July 26.

WIFF Auburn, Ind.—Requests mod. of CP to increase power from 250 w to 500 w and change type trans. Ann. July 26.

WCMR Elkhart, Ind.—Requests CP to increase nighttime power from 500 w to 5 kw and make changes in DA system and add two towers. Ann. July 26.

WHEL New Albany, Ind.—Requests CP to change station location to Louisville, Ky.; change ant.-trans. location to 2933 South Floyd Street, Louisville, Ky.; change studio location and remote control point to 626 West Broadway, Louisville, Ky.; and install new trans. Request waiver of Sec. 73.188 of rules. Ann. July 26.

WDAL Meridian, Miss.—Requests CP to increase power from 1 kw to 5 kw and install new trans. Ann. July 26.

WCSL Cherryville, N. C.—Requests CP to increase power from 500 w to 1 kw; change ant.-trans. location to State Route 1658, approximately 1.3 mile from center of Cherryville and operate trans. by remote control from main studios. Ann. July 26.

WPXY Greenville, N. C.—Request CP to change frequency from 1550 kc to 1590 kc, increase power from 1 kw to 5 kw, and install new trans. Ann. July 26.

KRZY Albuquerque, N. M.—Request CP to increase daytime power from 250 w to 1 kw. Ann. July 26.

WTKO Ithaca, N. Y.—Requests CP to change hours of operation from daytime to unlimited time using power of 500 w, 1 kw-LS, install DA-N; operate with separate nighttime site (0.7 mile east of State Route 96 on King Schoolhouse Road, south of Ithaca) and install new trans. Ann. July 26.

KFKF Bellevue, Wash.—Requests CP to increase power from 1 kw to 25 kw, change from DA-1 to DA-2, change ant.-trans. location to northeast 65th Street, southeast of Redmond, Wash., and install new trans. Ann. July 26.

WCAW Charleston, W. Va.—Requests CP to increase daytime power from 10 kw to 50 kw, change from DA-N to DA-2, and install new trans. Ann. July 26.

WEIF Moundsville, W. Va.—Requests CP to increase power from 1 kw to 5 kw and install new trans. Ann. July 26.

PROFESSIONAL CARDS

Service Directory

WELF Tomahawk, Wis.—Requests CP to increase power from 500 w to 1 kw and install new trans. Ann. July 26.

FINAL ACTIONS

■ Commission has denied request by Limestone Broadcasting Co. for waiver of prohibited overlap limitation of Sec. 73.37 of rules and returned as unacceptable for filing application to change WKAC Athens, Ala. operation on 1080 kc from 1 kw, day, to 5 kw, 1 kw-CH, day. Application is in violation of rule since proposal involves mutual overlap of 0.5 mv/m contours with WAPI Birmingham, Ala. Action July 31.

KNX Los Angeles — Broadcast Bureau granted CP to install an auxiliary daytime type trans. Action July 25.

WIRL Peoria, Ill. — Broadcast Bureau granted CP to make changes in DA system. Action July 25.

WXLW Indianapolis — Broadcast Bureau granted CP to make changes in DA system. Action July 25.

WFYC Alma, Mich. — Broadcast Bureau granted mod. of CP to make changes in DA system, change type trans. Action July 25.

WHOM New York — Broadcast Bureau granted CP to install new type trans. as alternate main trans. to be operated on 1480 kc, 5 kw, DA-2, at new main trans. site. Action July 25.

WBTC Uhrichsville, Ohio—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action July 25.

KGYN Guymon, Okla.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Oklahoma Highway #3, 5 miles East of Guymon, Okla.; conditions. Action July 25.

KXL Portland, Ore. — Broadcast Bureau granted CP to make changes in ant. system; conditions. Action July 25.

KVOC Casper, Wyo. — Broadcast Bureau granted CP to change ant.-trans. location to corner of east 15th Street and Beverly Street, Casper. Action July 25.

FINES

■ FCC notified WWOM New Orleans that it has incurred apparent liability of $3,000 for violations of commission's rules and terms of station's license. Action July 24.

■ FCC ordered Radio Beaumont Inc., licensee of KLVI Beaumont, Tex., to pay forfeiture of $4,000 for repeatedly failing to observe provisions of commission's rules. Action July 24.

ACTION ON MOTION

■ Hearing Examiner Herbert Sharfman on July 26 in Milton, Fla. (Milton Broadcasting Co.) renewal of license of WEBY, on unopposed request of Broadcast Bureau, rescheduled hearing from Aug. 19 to Sept. 30, at 10:00 a.m. in Milton, Fla.; prehearing conference is scheduled for Aug. 1 in Washington (Doc. 17613).

CALL LETTER APPLICATIONS

■ WRDW, J. B. Broadcasting Ltd., Augusta, Ga. Requests WJBP.

■ KCHY, North Star Broadcasting Co., Cheyenne, Wyo. Requests KCGO.

CALL LETTER ACTIONS

■ KHOE, Trans-Sierra Broadcasters, Truckee, Calif. Granted KTRT.

■ James J. Craddock, Weatherford, Okla. Granted KZYX.

New FM stations

FINAL ACTIONS

■ FCC accepted amendment to application of Major Market Stations Inc., for new FM station to operate on ch. 236 (95.1 mc) at Corona, Calif., to specify power of 10 kw and ant. height of 162.6 ft. Action July 31.

■ Commission has granted request by Georgia Radio Inc. for waiver of mileage separation requirements of Sec. 73.207 and accepted application for new FM station to operate at Rockmart, Ga. on ch. 296 (107.1 mc), with ERP of 3 kw and ant. height of 300 ft. Action July 24.

New Braunfels, Tex.—Comal Broadcasting Co. FCC granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 593, New Braunfels 78130. Estimated construction cost $33,246; first-year operating cost $18,000; revenue $20,000. Principals: Mrs. Charles Scruggs (40%), Claude W. Scruggs (20%) et al. Applicant is licensee of KGNB New Braunfels. Action July 31.

INITIAL DECISION

■ Hearing Examiner Millard F. French in initial decision ordered grant of application by Vermont New York Broadcasters Inc. at Burlington, Vt. for FM CP for 92.9 mc (ch. 225) has been ordered in an Initial Decision. Order released July 26 will become effective unless appealed or reviewed by commission on own motion. Ann. July 26.

ACTION ON MOTION

■ Hearing Examiner Basil P. Cooper on July 25 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted petition by El Camino and extended time to Aug. 12 in which to file responses to opposition and comments to El Camino's petition for leave to amend (Docs. 17648-9).

RULEMAKING PETITION

Carter C. Parnell Jr., Sledge, Miss.—requests amendment of rules so as to assign FM ch. 240A (95.9 mc) to Sledge, Quitman county, Miss. Ann. July 29.

CALL LETTER ACTIONS

■ WSFM(FM), WDJC Radio Co., Birmingham, Ala. Granted WDJC(FM).

■ KCRA-FM, Kelly Broadcasting Co., Sacramento, Calif. Granted KCTC(FM).

■ Hibbing Broadcasting Co., Hibbing, Minn. Granted WMFG-FM.

■ Tony P. Conguista, Cleveland, Miss. Granted WDSK-FM.

■ *Indiana University of Pennsylvania, Indiana, Pa. Granted *WIUP-FM.

■ *World Christian Radio Foundation, Chattanooga. Granted *WVMS(FM).

DESIGNATED FOR HEARING

■ Commission has adopted order designating for consolidated hearing applications of Port Jervis Broadcasting Co. and Murray Hill Associates for new FM stations at Port Jervis, N. Y. to operate on ch. 244 (96.7 mc), with 3 kw and ant. height of 300 ft. Action July 24.

■ FCC designated for hearing applications by Heart of Georgia Broadcasting Co., Gordon, Ga., and Middle Georgia Broadcasting Co., Macon, Ga., for new FM stations to operate on ch. 300 (107.9 mc), with ERP of 100 kw. Heart of Georgia proposes operation with ant. height of 418.2 ft. and Middle Georgia with ant. height of 425 ft. Ann. July 31.

Existing FM stations

FINAL ACTIONS

■ Commission has waived short-spacing requirements of Sec. 73.213 of rules and accepted application of Vernon C. Hatfield to change trans. site of KTUX(FM) Livermore, Calif., and to change ant. height from minus 210 ft. to minus 152 ft. Action July 31.

■ Commission has denied an application by WEAT-FM West Palm Beach, Fla. for waiver of mileage separation requirements of Sec. 73.207(a) of commission's rules and returned application for modification of CP to change trans. site and increase ant. height.

FINAL ACTIONS

KGFM(FM) Bakersfield, Calif.—Broadcast Bureau set aside and returned to pending status application granting license covering change in facilities. Action July 19.

WCHO(FM) Camuy, P. R.—Broadcast Bureau granted mod. of CP to change type ant., increase ERP to 5.93 kw. Action July 25.

WIGM-FM Medford, Wis.—Broadcast Bureau granted mod. of CP to change type trans., dual polarized type ant., ERP 3 kw; condition. Action July 25.

RULEMAKING PETITIONS

KAPB(FM) Marksville, La. — request amendment of rules so as to allocate FM ch. 249A to Marksville, La. Ann. July 29.

WJOR(FM) South Haven, Mich.—requests institution of rule making proceeding looking toward allocation of FM ch. 252A to South Haven, Mich. Ann. July 29.

WPHC(FM) Waverly, Tenn.—requests institution of rulemaking proceeding looking toward modification of FM table of assignments, to change assignment of FM ch. 285A from Centerville, Tenn. to the city of Waverly. Tenn. Ann. July 29.

■ FCC in notice of proposed rulemaking proposed amendment of FM table of assignments to provide for first class A assignments in six communities, second class A in one, class A in another having three unused class C channels, and first class C to small remote community. Following proposals are included in notice: Moncks Corner, S. C., ch. 288A; Fulton, Miss., ch. 269A; Ojai, Calif., ch. 288A; Buford, Ga., ch. 272A; and Berlin, Wis., ch. 232A; Rochelle, Ill. proposed ch. 272A; Savanna, Ill. on ch. 272A, proposed ch. 261A; Dubuque, Iowa on ch. 225, 257A, 261A and 287, proposed 225, 257A, 272A, 287; Carlisle, Pa. on ch. 272A, proposed ch. 228A and 272A.

CALL LETTER APPLICATIONS

■ KUZZ-FM, Thunderbird Broadcasting Co., Bakersfield, Calif. Requests KBBY(FM).

■ Fox River Communications, Kaukauna, Wis. Requests WVLX(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal for following stations and their co-pending auxiliaries on July 29: KALT Atlanta; KAML Kenedy-Karnes City; KAWA Waco-Marlin; KBAL San Saba; KBEC Waxahachie; KBEN Carrizo Springs; KBER-AM-FM San Antonio; KBSN Crane; KBUS Mexia; KBYP Shamrock; KCAD Abilene; KCHF Cuero; KCLR Ralls; KDSX Denison-Sherman; KERC Eastland; KFLD Floydada; KFST Fort Stockton; KGBT Harlingen; KGRI-AM-FM Henderson; KGTN Georgetown; KHBR Hillsboro; KHEM Big Spring; KHRB Lockhart; KIBL Beeville; KILE Galveston; KIVY Crockett; KIXL Dallas; KIXZ Amarillo; KJBC Midland; KLUE Longview; KLVT Levelland; KMHT Marshall; KNAL Victoria; KNEL Brady; KPAN-AM-FM Hereford; KPDN Pampa; KPRC Houston; KPSO Falfurrias; KRGV Weslaco; KRIO McAllen; KRLD-AM-FM-TV Dallas; KSKY Dallas; KTBB Tyler; KTRH-AM-FM Houston; KTRN Wichita Falls; KTSA San Antonio; KVLG La Grange; KVMC Colorado City; KVOP Plainview; KVOU Uvalde; KVWC Vernon; KVWG Pearsall; KWEL Midland; KWFR-AM-FM San Angelo; KWFT Wichita Falls; KXYZ-AM-FM Houston; KZOL Farwell; KLFB Lubbock; KBUY-FM Fort Worth; KCLE-FM Cleburne; KEEZ(FM) San Antonio; KELT-FM Harlingen; KLEF(FM) Houston; KFMN(FM) Abilene, and KFMP(FM) Port Arthur, all Texas.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KCHI Chillicothe, and KREI Farmington, both Missouri. Action July 24.

■ FCC granted short-term renewal of license of WCVS Springfield, Ill. for period ending Aug. 1, 1969. Action July 24.

PRESUNRISE SERVICE AUTHORIZATION

■ Pursuant to Sec. 73.99 of commission rules until further notice, following AM stations have been granted pre-sunrise service authority from 6:00 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: WCVL Crawfordsville, Ind., 250 w; CBE, protected; KGTN Georgetown, Tex., 55 w; WCKY, protected; WEAC Gaffney, S. C., 17 w; WTOP, protected; KANS Larned, Kan. 66 w; WLAC, protected; WSAO Senatobia, Miss., 50 w; CBE, protected. Ann. July 30.

■ Pursuant to Sec. 73.99 of the commission rules until further notice following AM stations have been granted pre-sunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime antenna system and with power as shown: WBLA Elizabethtown, N. C. 500 w; KNFT Silver City, N. M., 206 w; WACX Austell, Ga., 500 w; WKOR Starkville, Miss., 500 w; KATN Boise, Idaho, 500 w; KWAD Wadena, Minn., 500 w; WJJC Commerce, Ga., 500 w; WAQI (modified) Ashtabula, Ohio, 262 w, and WWBR (modified) Windber, Pa., 250 w. Ann. July 30.

Translators

ACTIONS

White Bird TV Association, White Bird, Idaho—Broadcast Bureau granted CP for new VHF TV translator station to serve White Bird, operating on ch. 7, by rebroadcasting KXLY-TV, ch. 4, Spokane, Wash. Action July 19.

■ FCC granted request by CBS Inc. for extension of temporary emergency authorization to construct and operate VHF TV translator station at Valparaiso, Ind. Action July 31.

■ Hearing Examiner Arthur A. Gladstone on July 25 in Iron Mountain, Mich. (WLUC Inc. and Norbertine Fathers) VHF TV translator proceeding, granted joint request by applicants and postponed prehearing conference from July 26 to Aug. 12; and should agreement for settlement of proceeding not be filed by Aug. 12, prehearing conference shall commence at 9 a.m. and hearing shall commence immediately following termination of prehearing conference (Docs. 18216-7).

CATV

APPLICATIONS

General Electric Cablevision Corp.—Re-

(*Continued on page 79*)

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted

Management

Wanted!! A budding empire builder. Need person with $ who is willing to relocate, acquire equity position in and manage midwestern daytimer in small but dynamic market. Send complete resume in strictest confidence. Box G-394, BROADCASTING.

Wisconsin station offers management challenge and investment opportunity to mature salesman. Must have solid background in all phases of radio operation and a minimum of $10,000.00 to invest in growing operation. Box H-8, BROADCASTING.

50 miles from Manhattan. Established AM-FM seeks general manager. Must be excellent salesman and able to take full charge. Send resume and salary requirements. Box H-35, BROADCASTING.

Major N. California market needs SCA background music manager. Must know installation/repair side of business and be capable of contributing to sales. Salary open. Benefits numerous. Opportunity unlimited. Box H-41, BROADCASTING.

General manager of proven integrity with past performance record of success. Opportunity affords future growth and association with professional group (Radio) Broadcasters. More money and fringe benefits than you thought possible, plus the right to run your property . . . under guidelines of corporate policy for overall unity. Qualifications: Age 30-42, General manager, minimum 5 years, in market ranking no lower than 30. All replies direct to our president and held in strict confidence. Box H-71, BROADCASTING.

Sales

Top-40 in major North Carolina market. Looking for young aggressive salesman with radio background in sales. Good draw and excellent potential for the right man. Please send resume, photo, plus copies of track record as radio salesman to Box H-5, BROADCASTING.

Florida east coast C&W wants one good salesman. Must be able to show bonafide sales record. Position demands settled and responsible person of clean habits and a real worker. No beginner—no amateurs. References required and will be checked. This is a real opportunity for a permanent position with the No. 1 station in the market. State everything in first letter. Repeat: That bonafide sales record is imperative. Box H-51, BROADCASTING.

Dynamic radio group has openings for energetic, shirtsleeve salesmen in the following markets: Florida—4 men, Kansas City, Mo.—2 men, Little Rock, Arkansas—2 men. New station acquisitions have created these openings. Rapid advancement into management if you have the ability. Call Mr. Karp, Prepaid 813-784-1438, between 4:30 and 6:30 p.m. or Box H-69, BROADCASTING.

Salesman aggressive, successful man wanted for central Virginia small mkt. Salary open. Send resume and requirements to Box H-72, BROADCASTING.

Experienced radio salesman, MOR network station with adult audience. Opportunity to do play-by-play local sports. Send complete information including salary requirements to Chuck Mizner, KYUM, P. O. Box 352, Yuma, Arizona 85364.

Sales—(cont'd)

Salesman—top account list available. Need hard worker, cooperative, responsible person. Group owners. Call Ron Clark, WHLT, Huntington, Indiana 219-356-1641.

Salesmen—$125 to $150 a week start for right men. Local sales only. Hard worker—good community image . . . must like to call door to door. Immediate openings—Washington, D. C. WINX—424-9292—Mr. Eaton.

Notice to smaller and medium market experienced radio advertising salesmen who would like to move up in market size and income potential. We have a fine opportunity for a man with proved success who would like to work for a high-quality, adult radio operation in one of the nation's finest areas, Minneapolis-St. Paul. We have 5,000 watts AM plus 100,000 watts FM-Stereo and broadcast magnificent music, fine features, mature personalities. Locally owned and operated for 19 years. Average employee tenure over 9 years. 25 persons have come back to work for us a second time. We have a reputation for stability, integrity and good business practices. If you are a person of proved sales success and want to work with a clean, reliable, responsible team of professionals, you can have a career opportunity with a potential of $20,000 to $25,000 per year. Send full details to Bill Stewart, President, WPBC Radio, Minneapolis, Minnesota 55423.

Sales manager with successful background in personal production and supervision of sales department wanted for full time independent station. Applicants should have desire to develop into management and become an investor with future growth. Excellent compensation for the man who can fill this immediate opening. Contact John R. Livingston, 399-1395, area code 815, Rockford, Illinois collect.

Radio time salesman . . . outstanding station in the greater Hartford area, with an 82% advertiser resign, needs an aggressive and hard working salesman. Salary negotiable. All correspondence considered confidential. Send resume to Aldo De Dominicis, 234 Old Lane Road, Cheshire, Connecticut.

Sales—(cont'd)

Salesman—good salary and commissions, fine account lists. Contact Fred Davis—P. O. Box 745, Athens, Tenn.

Announcers

Announcer, professional sound, tight board. Settled, looking for permanent job with a future. Excellent working conditions. Top salary. Southwest. Send tape, resume. Box G-176, BROADCASTING.

Announcer for single market station near Dallas. Excellent pay for experienced, dependable, mature radio man. Box G-244, BROADCASTING.

Growing middle Atlantic state daytime top 40 station needs announcer with first phone. Send resume and tape with first letter. Box G-252, BROADCASTING.

Announcer wanted for commercial radio station . . . must have experience or very mature voice . . . join a growing station in northeast Texas. Box G-254, BROADCASTING.

First ticket combo man can make good now with a fast-growing full time modern country operation. New England area. No maintenance, but top air sound. Rush tape and resume to Box G-343, BROADCASTING.

Can you do high school football play-by-play? Like middle of the road programing? Write a few commercials? We need a good man now. Box G-356, BROADCASTING.

Immediate opening . . . for a top-flight modern C&W air "personality" for major market full-time station. Top salary for the right man plus many fringe benefits. We're looking for experienced pros in the great northeast. Please send complete resume. tape and photo to: Box G-361, BROADCASTING.

Morning man for 5 kw fulltime MOR with heavy accent on news and sports. #1 in medium market of 300,000 +. Ideal community in northeast. Growing group. Salary decent and additional benefits if good production manager. Rush tape and resume to Box G-371, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information radio. Midwest regional station in market under 100,000. Send tape, photo, and complete resume to Box G-374, BROADCASTING.

Announcer, some experience, send resume, tape, picture, salary requirements for small market MOR/sports station. Advancement opportunities. Box G-376, BROADCASTING.

Good announcer needed in good size midwest market. Send tape, resume and salary requirements. Box G-403, BROADCASTING.

Talk man—Experienced communicaster for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

You are a bright, talented, witty morning man. You have at least five years experience. You would like to join a progressive eastern group station. You will send a resume to Box H-12, BROADCASTING.

Announcers—(Cont'd)

Maryland station has immediate night shift opening for first phone announcer. No maintenance. Send tape, resume Box H-13, BROADCASTING.

Spanish announcer—first phone helps . . . for notheast metro market . . . Bilingual. Tape and full particulars to Box H-26, BROADCASTING

SW Mo. 5,000 watt MOR, city of 100,000 needs qualified DJ. Send details, tape and photo. Salary based on "sound" and experience. Box H-27, BROADCASTING.

Morning personality that can create and produce prestige copy for desirable small medium cosmopolitan market AM-FM operation in Great Lakes area. Salary open. Box H-30, BROADCASTING.

Experienced announcer capable commercial writing and production plus other duties. An effective man can make a good job out of it. Stable operation, nonmetropolitan. Box H-38. BROADCASTING.

Salesman—announcer wanted. Excellent opportunity. Account list available. Midwestern, single. Box H-46, BROADCASTING.

Combo man needed. State salary requirements—background. Midwest. Box H-47. BROADCASTING.

North Carolina single market needs announcer-salesman. $100 weekly plus 15%. Opportunity for excellent earnings if willing to work. Write Box H-53, BROADCASTING.

Announcer, salesmen, newsmen . . . Cape Kennedy area. Send resume, tape to Box H-54, BROADCASTING.

We don't need you, if you are a prima donna, arrogant, a know-it all. We want you if you are a pro . . . humble . . . can take direction and are talented. This as a number one organization in a campetitive market and the right person can become a part of it. Send air-check . . . resume, salary requirements and photo. All inquiries will be answered . . . Box H-55, BROADCASTING.

Leading quality music station, located on east coast in 10th largest mkt. needs mature staff anncr with board exp. No top 40—$150 per 5 day 4 hour week. Regular raises. 3 weeks paid vacation. AFTRA. Modern studios with latest equipment. Send tape and resume to Box H-70, BROADCASTING.

Need two announcer—salesmen for new clear channel daytimer in one of New Mexico's fastest growing communities. Ideal working and living conditions. Excellent pay to start. Write Box H-76, BROADCASTING.

10,000 watt KAWA, Waco, Texas, country operation has opening for first phone man . . . evening drive . . . strong on news and production . . . send tape and resume and recent photo if available to program director . . . Johnny Dallas . . . phone SW 9-2488 or PL 4-1488.

First phone — MOR announcer — immediate opening—good starting salary—good future. Contact Jack Chapman — KGAK — Gallup, New Mexico.

Immediate opening for 1st phone announcer. MOR station with some specialized blocks. (If you like C/W even better). Fringe benefits, year-round temperate weather, excellent hunting, fishing. We also pay a salary. Rush full details to Gene P. Loffler, KGEZ, Kalispell, Montana.

Adult MOR station needs experienced, creative nighttime announcer. Good pay, benefits, University community. Rush tape, resume to WASK, Box 880, Lafayette, Indiana 47902.

First phone jock for swinging night show. No maintenance. Top rated station. Salary $130 with guaranteed raises. Do not call. Rush tape and resume to Manager, WBEC, Pittsfield, Mass.

Wis. MOR top metro feeder needs experienced combo board man. Professionals move up to big city positions. Midwest background preferred. Mr. Kraychee, WBKV, POB 60, West Bend, Wisconsin.

WCCW, Traverse City, Michigan looking for polished experienced air personality to join professional staff.

Announcers—(Cont'd)

Attention Pennsylvania, New Jersey, Maryland, Virginia. Close by is a good job for a responsible pro who can handle air shift and production details without fuss. Highly rated 5 kw with excellent reputation. Send details to Ed K. Smith, WCMB, Harrisburg, Pa.

WERI is offering an unusual opportunity to a qualified applicant who is seeking pleasant atmosphere, a future with a company and a broadcast-oriented operation. We are looking for a morning man who has knowledge and likes news and can perform a talk program. If interested, send tape and resume to WERI, Colonial Office Building, Westerly, Rhode Island 02891.

Personality for all nite show at adult MOR station. Group operation with full benefits and opportunity for advancement. Tape, picture and resume to WHEC, 191 East Ave., Rochester, N. Y. 14604.

Evening shift at contemporary MOR. First ticket—no maintenance. Rush air-check, plus resume, to WHEW, P. O. Box 8325, West Palm Beach, Florida.

Experienced combo — bright news/sports MOR, standard. Salary $150, first phone. WHMC, Gaithersburg, Maryland.

Announcer with copy and production talent, character voices helpful, needed by ABC affiliate, half-hour from Ann Arbor, east Lansing and Detroit. Forward no materials without enclosing self-addressed container for their return. WHMI, Howell.

Florida coastal station has opening for chief engineer-announcer. Pleasant living by the ocean. Opportunity for advancement with this AIRMEDIA station. Must be capable of maintenance on AM & FM, reasonably good announcer for MOR, Pop format. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Florida.

Immediate opening for experienced announcer. Previous selling helpful. Send complete resume, salary requirements and air check with news. Above average opportunity here or at sister station. Tapes returned. Write Bob Hyle, WMBT, Shenandoah, Pa., 17976 now.

"Soul jock" needed at once. Send photo, tape, background. Must be young and ambitious. Have third with endorsement. Send to WNOO, Box 166, Chattanooga, Tennessee 37402.

Announcer . . . WRCH, Hartford, full-time AM-FM stereo, good music station. Mature, voice, full benefits, paid vacation, sick leave. Send resume, audition tapes to WRCH, Box 910, Hartford, Connecticut 06101.

Wanted-announcer-salesman or announcer-newsman for healthy, medium market M.O.R. Contact Spence Allen, WRTA, Altoona, Pennsylvania.

5 kw MOR small mkt. station needs experienced anncr. ready to assume PD slot. Call or write C. Pettit, WSIV, Pekin, Ill. 309-346-2134.

Immediate opening for a 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Wanted announcers for Ohio MOR AM-FM. Want that rare quality of desire to do a good job. Will consider little experience or qualified beginners. Contact WTNS, Coshocton, Ohio 43812.

Need a real swinger with personality for MOR format. Must have minimum of 2 yrs. experience. Affiliated with TV. Salary and talent. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Anouncer for AM-FM station in southeastern Illinois. Adult format, send resume, picture and tape to C. R. Griggs, WVLN, Olney, Illinois.

Michigan AM needs experienced middle of road good music dj for modern country sound. Medium market, non-hayseed, tight operation. Air mail tape, information to: Paul Pigeon, WXOX, Bay City, Michigan.

Announcers—(Cont'd)

Four full time, experienced announcers at Central N. Y. easy listening radio station. 3rd class phone required-1st class phone brings higher pay. Write: Waterfalls Broadcasting Co., Box 1, Seneca Falls, N. Y.

Midwest MOR needs personality dj. Phone Program Director, 219-743-3366.

Montana's fastest growing radio group needs top-notch personalities! We program modern C&W music with the up-town sound. Must have lots of ambition and ability in announcing and sales. Your opportunity to join a dynamic live-wire group! Alive and alert in Big Sky Land. Contact Gary Petersen, Empire Broadcasting, Baker, Montana.

Technical

Immediate opening for board operator steady and permanent—Chicago station 3rd license required. Box G-199, BROADCASTING.

Qualified chief engineer needed by Pennsylvania fulltime non-directional AM-only station. Must excel in maintenance and construction for complete "take over." Well equipped station: Good working conditions. Details in confidence first letter. Box G-216, BROADCASTING.

Chief engineer for southeast AM-FM operation. Construction and maintenance ability necessary. Well established station in 50,000 population area. Job open now. Box G-354, BROADCASTING.

Chief engineer. Quality AM-FM regional in large upstate New York market. A great area in which to bring up a family. Owner has excellent reputation locally and nationally. Box G-381, BROADCASTING.

Chief engineer. Milwaukee metropolitan area. Full charge AM-direction, FM, MX. No board hours necessary. Announcing ability desirable. Complete work history first letter. Box H-2, BROADCASTING.

Chief engineer for upstate New York small market. Limited announcing. Ideal living conditions. Box H-6, BROADCASTING.

Assistant chief east coast some experience or willing to learn, excellent opportunity send complete resume with salary requirement. Box H-22, BROADCASTING.

Interesting opening for 1st phone. New modern facilities. Call or send information to Chief Engineer, WAVI/WDAO, 513-224-1137, Dayton, Ohio 45408.

Chief engineer for AM-FM stereo. Plan to expand IGM automation system soon. Extra income possible from announcing and or sales. Contact Stephen T. Lindberg, WBEU, Beaufort, South Carolina 29903.

Nassau Broadcasting Company, WHWH in Princeton and WTOA in Trenton, N.J. need 2 or 3 1st ticket engineers. 2 for transmitter and 1 for maintenance duties covering AM. FM stereo, SCA, audio, automation, remote control, microwave etc. Please apply to Art Silver. Director of Engineering, Box 1350, Princeton, N.J. or call 609-924-3600.

Immediate opening for qualified technician, first phone required, transmitter experience desirable. Excellent working conditions Write or call, Leo Rymarz, Ch. Eng., WWJ-AM-FM, 662 Lafayette, Blvd., Detroit, Mich. 48231 Tel: 313-222-2131.

Television network engineers: Positions available—maintenance and operations. Excellent working conditions. FCC radio-telephone first class license required. Send resume to: N.E.T. Television, Inc. 2715 Packard Road, Ann Arbor, Michigan 48104.

Wanted: Engineer-salesman for metropolitan station in Jackson, Miss. 5000 watt AM and 100,000 FM. Send resume to P.O. Box 9801, Jackson, Miss. 39206.

NEWS

CBS affiliate upstate New York wants experienced newsman, journalism major preferred. Will accept comparable experience. Gather, write, read good copy, Send tapes, work examples, photograph, references; resume immediately. Box G-333, BROADCASTING.

News—(cont'd)

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-21, BROADCASTING.

Upstate New York group station seeks newsman to round out operation. College education preferred. Good voice essential. Salary open. An equal opportunity employer. Box H-29, BROADCASTING.

Important southeastern New York station seeks news director. Salary open. Experience a must. Box H-86, BROADCASTING.

News is an important part of our format. WVOJ, Jacksonville, Florida's all new, 24 hour AM station needs one more, aggressive newsman to complete their news department. The man we want must have a good voice and the creative ability to find and report the interesting side of the news. New studios in one of the leading downtown buildings. The very latest in equipment. Interested? Write or contact Jim Mann, 21 W. Church St., Jacksonville, Fla. 904-356-5546.

New director — creative news department head with voice and delivery compatible with adult MOR format. Opportunity for play-by-play and talk shows if qualified for either or both. Call manager, 617-674-3535.

Programing,—Production, Others

FM-stereo station needs "take charge" man or woman to direct operations of new regional FM, owned by long established broadcaster. You will do air work and production. Southeast market. Box G-355, BROADCASTING.

. . . experienced top 40 promotion man for major market Rocky Mtn. area, who believes imagination more important than budget. Details first letter. Box H-87, BROADCASTING.

KWIX has filled two positions, now looking for general staffers who have varied experience in news, board work and interviews and special programing. For some reason southern programers have not applied. Why not? We need experience to handle program load at one of nations finest small market radio operations. Will pay up to $600 a month to start. Call Lawrence Weller . . . 816-263-1230. This broadcast job definitely not routine.

Expanding group operation. News and production openings. Salary commensurate with experience. Fringe benefits. Personal interview required. WEOL-WBEA, E.S.T. Building, Elyria, Ohio 44035.

Program Director. Adult, self starting detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and community participation. 1 kw in city of 100,000. Call Manager, 617-674-3535.

Open now! First phone—run tight board—program director advancement to right man! 5 kw AM-20,000 stereo FM in lovely resort town in northern Michigan. Call Norm Pike 517-366-5364.

Graduate assistantship available, educational radio station, (program director). Liveable salary, opportunity to pursue M.A. Call or write Bob Fidler, Central Missouri State College, Warrensburg, Missouri, 64093. 816-747-6356.

Situations Wanted—Management

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

Southland: Ten years programing, sales. Seeking first manager's position. Ambitious, honest. Good record, excellent references. Family. Current salary $9600. Box G-349, BROADCASTING.

Medium or smaller markets. Ten years experience, programing, selling (currently billing $50,000), engineering (first ticket) 2½ years present position as account executive. Prefer midwest, farwest. BA degree. 26. Box H-59, BROADCASTING.

Management—(Cont'd)

Station Mgr., GSM, excellent broadcasting background as national sales manager/V.P., top 10 medium markets. AM-TV. Administration, program, promo, research, marketing skills. Built, trained effective sales staffs. Top agency, client, industry contacts nationally. Now employed. Will relocate for promising opportunity. Box H-15, BROADCASTING.

Station owners. do you need a manager with ideas? I have been in sales about twenty years, also have managed two stations. I would invest in the right location. Call Bob 402-729-3102.

Sales

Southeast — sales manager. Announcer-sportscaster. Will invest. Manage-college, family, excellent character. Box G-359, BROADCASTING.

I am 26, currently doing telephone talk show, experienced in all phases of radio except sales. Would like to secure sales position. B.S. in RTV, one year toward MS in Journalism. Present salary $7,500. Box H-7, BROADCASTING.

Salesman/newscaster/dj. Experienced. Degree. Tight board, third endorsed. Aggressive, creative, dependable. Box H-23, BROADCASTING.

I want to work in California! 6 years experience newspaper, 3 years radio. Number one salesman now making $13,000. Desire interview with radio or TV station last week in September. Box H-28, BROADCASTING.

Grow big billings with my sales fertilizer. Cultivating advertising sales for ten years. College graduate, 37, money motivated. Midwest radio or TV cropland. Consider others. Box H-52, BROADCASTING.

Want a good professional sales manager who can produce plus help others too? Call 615-542-2393.

Announcers

Experienced, mature announcer, radio and/or TV. Strong play-by-play, adlib, commercials. Knows music, but not rock. $140 average minimum. Available immediately. Box G-305, BROADCASTING.

Negro dj-announcer. Real swinger. Broadcast school graduate wants to settle, experience. Box H-1, BROADCASTING.

Strong morning man—first phone—no maintenance. Good air sell. Tight production. MOR or rock. AM-FM. Experience, good references. Minnesota, Iowa or Wisconsin. Box H-9, BROADCASTING.

Country, western—announcer with twenty years experience soon available. Western states only. Family man, tapes available. Box H-20, BROADCASTING.

Conversation-music M.O.R. Professional available for your prime time audience. Much experienced in all phases of business. Northeast majors preferred. Box H-24, BROADCASTING.

Florida and southeast—Veteran announcer-salesman with 1st phone returning from west coast. Looking for mutually beneficial position with permanency. Box H-33, BROADCASTING.

Dependable dj. Tight board, third endorsed, excellent continuity man. Relocate. Box H-34, BROADCASTING.

Major market MOR pro. Seeks stability in "Personality" operation. Five figure salary. Box H-36, BROADCASTING.

Mature, happy family man, Experienced third endorsed, Seeks announcer writer combo with pro MOR station. Reliable. Salary first letter, Box H-37, BROADCASTING.

Two years experience, some college, third, good voice. Box H-42, BROADCASTING.

Not great, but good. Also experienced, competent, enthusiastic! I can be your announcer-DJ. Box H-43, BROADCASTING.

Leading NYC newscaster anxious to shed format straightjacket. Would relocate and accept salary cutback to take over your "talk show" or create a winning new late night entry. Box H-45, BROADCASTING.

Announcers—(Cont'd)

32, single, degree, 3rd. Experienced air, copy, miscellaneous. Do voices. Not a dj. Presently in railroading, my hobby. Good pay, etc., but drawbacks. Radio, TV. No tape, no car. Available mid-August. Need week off by winter. Box H-48, BROADCASTING.

California, I can be had! 1st phone jock, production man, pd. experience. 6 yrs rock, 1 yr. modern C&W. Metro market background. Box H-57, BROADCASTING.

Looking for position with solid corporation larger markets only. Main requirement is advancement opportunity into management. Production and sales could also be involved. MOR or contemporary. Ten year background, includes announcing network dance bands. Currently in multi-station market as sales-man-announcer. 2½ years same station. Prefer midwest, farwest. 26, BA. First class license. Box H-60, BROADCASTING.

Experienced dj/announcer, authoritative news, versatile, solid show biz experience, creative, dependable. Tight board, third endorsed, will relocate. Box H-63, BROADCASTING.

Broadcaster . . . looking. Three years college, military out of the way, 25, married. Currently top 40 afternoon drive, music director, some TV. Box H-65, BROADCASTING.

15 yrs. exp MOR—C&W—rock seeks pd. post in stable mkt. Box H-66, BROADCASTING.

Attention soul or jazz jock ready excellent voice NY school broadcast grad of news, dp commercials. Some college, 7 yr Navy vet. Anxious to get started. 3rd phone, will travel. Available now. Box H-74, BROADCASTING.

Attention: Soul or jazz jock ready. Excellent Negro dj seeks break, good voice, 3rd phone. Willing worker. Box H-75, BROADCASTING.

DJ, salesman, announcer, exeprienced tight board, third endorsed, dependable, will relocate. Box H-78, BROADCASTING.

Aggressive beginner, dj, broadcast graduate, 3rd endorsed, work hard for experience, New England area. Box H-81, BROADCASTING.

DJ announcer newscaster mature, authoritative, versatile. College and NY school of broadcasting grad. Box H-83, BROADCASTING.

Young, draft exempt, married, stable, 3rd endorsed, desire C&W personality show. Tape available. 406 South 3rd, Chipley, Fla.

News-DJ-MOR, third. Recent Chicago Broadcasting graduate. H. Taylor, 2135 South Michigan, Chicago, 312-CA 5-6420.

New York City area announcer with a good voice with background in markets including Philadelphia, Scranton, New York City metropolitan area interested in a major market. Can write news. In broadcasting field since 1960. Robert Francis Curley, 233 Thomas St., Woodbridge, N. J. MErcury 4-5024.

Technical

Experienced electronic engineer looking for position utilizing design/maintenance and sales experience, preferably in northern California or N.W.—no announcing. Box H-10, BROADCASTING.

Rochester, N. Y.—student with first, competent board operator, part time. Box H-79, BROADCASTING.

Chief engineer: experienced AM/FM, construction, maintenance, directionals, can handle all FCC paper work, have G/R and Delta Bridge for measurement and adjustments of antenna systems. Box H-80, BROADCASTING.

NEWS

Competent experienced western Pennsylvania newsman seeks move to major northeast market. College graduate—Vietnam veteran. Tape available upon request. Box H-49, BROADCASTING.

News—(cont'd)

Washington radio correspondent, recent journalism school graduate, experience as news director, editor, producer, field reporter, host telephone call-in, interviewer. Some TV knowledge, some film. Young aggressive, World traveler. Interested in finding out what opportunities exist. Two priorities: Valuable experience, good salary. Will relocate. Box H-73, BROADCASTING.

Experienced, dedicated newsman. Gather—write—deliver. Authoritative, responsible, excellent references. P. O. Box 38171, Hollywood, Calif. 90038. Phone: 213-463-8374.

Programing,—Production, Others

What's your problem(s)? Executive caliber "Jack-of-all-trades" (Master of some) available for consulting or full-time responsibility. National-international. Trained African, German students. Strong in communications, public relations, solution-finding. Agriculturally oriented—prefer challenge in other fields. Box H-40, BROADCASTING.

Sir, let young aggressive pro be your program manager; previous experience includes top 12 markets; draft exempt; married; move for solid future only! Box H-56, BROADCASTING.

PD or assistant manager. Ten years experience, MOR, contemporary, network announcing, production, sales (currently billing $50,000), engineering (first ticket). Administrative experience includes operations director at major market FM educational station. 2½ years present position as salesman-announcer, Midwest, farwest preferred. Five figures. BA. 26. Box H-61, BROADCASTING.

I'm not going to give you clever cliches as opener, just some solid facts. Have experience as music director and program director in major markets. Young, presently working on one of America's giant radio stations . . . would like PD in full control in rock operation . . . if you want ratings, programing and a great jock . . . I'm your boy. Box H-64, BROADCASTING.

Sports director w/news and announcing abilities. 7 years, wants play-by-play and to relocate. Rick Van Pelt, 283 Dover Lane, Des Plaines, Illinois.

TELEVISION—Help Wanted

Sales

Medium market southeastern VHF television station has immediate opening for aggressive, mature sales account executive for local sales. Base plus commission. Send photograph and complete resume to Box G-353, BROADCASTING.

Come fish, hunt, ski, and make money. KREX-TV is looking for a young idea-filled salesman. If you are selling TV or radio and want to make money in the most beautiful part of American, send your resume to Richard G. Maynard, General sales manager, KREX-TV, Box 789, Grand Junction, Colorado.

TV account executive—fastest growing exciting station, has immediate opening in local sales for experienced media salesmen. Send resume to: Sales, WDCA-TV, Channel 20, Wash. D. C. 20016.

Technical

Transmitter supervisor—midwest VHF needs transmitter supervisor, experienced in GE preferred. Must be able to take complete charge of maximum power transmitting facility. Good pay for qualified man. Reply Box G-257, BROADCASTING.

Transmitter operation and maintenance; beginners considered. Excellent working and living conditions in northern Wisconsin. Position open early September. Write Box H-16, BROADCASTING.

Chief engineer with 1st class license for midwest university CCTV facility. Will install and maintain new television equipment and assist in designing efficient studios and control room. We are looking for a technically competent and professionally motivated individual who organizes and works well with others. A long-term commitment is desired. Salary dependent upon experience and ability. Box H-17, BROADCASTING.

Technical—(Cont'd)

Opening for man to take over technical operations of small market TV station. Must have experience in studio video and transmitter operation. Mid Michigan location. Box H-31, BROADCASTING.

Engineer capable of maintaining RCA TTU25B. Contact Jim Hall, Chief Engineer, WAJA-TV, 695 N.W. 199th Street, Miami, Florida, 33169. Area code 305-625-1301.

Senior TV engineer, and TV engineer. New RCA ETV station; excellent facility including color, mobile equipment, 4 ITF microwave channels. Minimum one year videotape experience and 1st class FCC license required. Senior engineer salary range $708-$858; Engineer salary range $640-$780. Send resume of training and experience by August 12, 1968, to Clark County School District, Classified Personnel Department, 2832 East Flamingo Road, Las Vegas, Nevada 89109.

Video engineer: Christian Broadcasting Network, Inc., needs man experienced in live color, tape, film. Unusual challenge with expanding network. Salary open. Send resume, P.O. Box 111, Portsmouth, Virginia.

Full color station needs engineers with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President—Engineering, P. O. Box 1457, Lexington, Kentucky.

NEWS

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box G-373, BROADCASTING.

Wanted news director for mountain states TV station. Must know film processing. Be able to organize and direct news staff. Send complete resume, tape of sample newscast, samples of writing and picture to Box G-383, BROADCASTING.

Prime opportunity for a TV news professional. Reporting staff of number one rated, CBS affiliate in mid-west state capital. Direct on-the-air reporting and film assignments in the field. Latest equipment including color processor. We place highest premium on desire and drive. Send complete resume, photograph and video tape recording to Box G-385, BROADCASTING.

Will trade excellent starting salary, 5 day week, assorted fringe benefits in exchange for experienced on air TV newsman, who must be able to think, write, take direction and is ready to enter the exciting field of ETV. Contact News Director, 302-654-6255. No collect.

Programing,—Production, Others

Producer with special aptitude for children's programs. TV directing experience desirable, but not essential. ETV station in north east. Box G-253, BROADCASTING.

Continuity director opening at WLWT, Cincinnati for an experienced TV continuity director. Good pay and fringe benefits. Send a confidential resume of experience, education and present salary to: Employment Manager, AVCO Broadcasting Corp., 140 W. 9th St., Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

TELEVISION—Situations Wanted

Management

TV, program director, experienced in the creation of ideas. 33, married, college, vet, broadcast trade schools, network training, FCC first phone. 14 years experience. Employed as program director TV small market. Production-direction and strong engineering background. With present TV since sign on. Box G-332, BROADCASTING.

Television operations manager—Eleven years experience all phases of television. Young, aggressive. Excellent references. Box H-4, BROADCASTING.

Management—(cont'd)

General Manager-National sales manager for medium to large market or group. Thoroughly experienced all phases. 14 years in television; 14 prior years, radio. Total experience: 28 years. Now 43. Nationally known as successful administrator—developer—troubleshooter. A professional, quality competitor. Accustomed to much responsibility. Capable of developing substantially increased profits. Box H-25, BROADCASTING.

Sales

Is there a sales manager who is looking for an account executive with two years of local TV spot sales, ten years of production small and top ten market and one who is well versed in traffic, films, news aggressiveness and dedication . . . well . . . Box H-67, BROADCASTING.

Sales manager—experienced all levels, excellent referencs. Good man looking for good station in southeast. Box H-77, BROADCASTING.

Announcers

Attention California! Chicago area TV sportscaster, ex-radio music maker, 32, married, seeks position radio-TV or both. Ten years experience includes: Outstanding play-by-play, interviews, MC, top on camera and commercial presentation. Top references available, plus VTR-Film. Final move. Visiting L. A. area August 19 to 24 to meet interested parties. Box H-58, BROADCASTING.

Attention east coast: Experienced announcer seeking permanent position with progressive television station (also can direct, and have first phone). For personal interview call 703-792-3949.

Technical

Television—assistant chief/transmitter supervisor. Experience: Installation, operation, maintenance, micro-wave. Midwest only. Box H-82, BROADCASTING.

NEWS

Sportscaster, 15 years experience. TV sports, news background. Box G-297, BROADCASTING.

Chicago television reporter seeking major or medium market position. Resume-VTR upon request. Box G-334, BROADCASTING.

Tired fighting management to continue unique approach which brought me best ratings of 4 air men in #2 station-300,000 market. Good production, reporting, writing. Available now. I like hard work, money. Box H-19, BROADCASTING.

Topflight N.Y.C. radio newscaster making big money but anxious to crack TeeVee. Box H-44, BROADCASTING.

Experienced young newsman with documentary background and master's degree seeking TV reporting position. Box H-62, BROADCASTING.

Programing,—Production, Others

Modest money investment plus 15 years varied TV experience available for new plant or re-org. Box G-340, BROADCASTING.

Assistant director experienced in full color operation with major-market station seeks position as producer/director with progressive organization. Box G-347, BROADCASTING.

Artist-light, full color, medium market experience. Seeks responsible position. Box G-375, BROADCASTING.

Major market experienced director ready for production manager or assistant program director position. Family, employed. Box H-11, BROADCASTING.

Creative, young producer-director. Experienced in all phases of production. Looking for position with a future. Married. Box H-18, BROADCASTING.

16 years experience—promotion—production—director—producer with major midwestern network affiliate. Desires west or southwest director position. Box H-32, BROADCASTING.

Prog.—Production, Others—(Cont'd)

Promotion, programing, continuity 12 yrs. experience. Resume and samples on request. Box H-68, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—60 twenty foot sections six and one eighth inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For FM—one hundred single expansion hangers for three and one eighth inch rigid transmission line, mounting hardware, 5 kw transmitter, 8 bay horizontal antenna, 100.7 mcs. modulation and frequency monitor, 400 ft. or over tower, also need used microwave 2000 mcs. If you have all or any part call John R. Kreiger. 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

Channel 60 Filterplexer and klystrons. Box G-261, BROADCASTING.

Would like to purchase a used color film chain, preferably complete with film and slide projector, but not necessary. Contact XYZ TV, Inc., Box 789, Grand Junction, Colorado.

Will pay cash for good 250 watt AM transmitter. Call or write KOOO Radio, Box 37 W. D., Omaha, Nebr. 68131. Phone 556-6700.

Used automation equipment in good condition. WMVA, Martinsville, Virginia. 703-632-2152.

Want used 1 kw transmitter for auxiliary preferably Gates. WUFO, 13 South Cayuga Road, Amherst, New York.

FOR SALE—Equipment

Coaxial-cable—heliax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock —surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter. 2 Cartritape II solid state record-play-back units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

For Sale: 340 feet of 1-5/8" HJ-7-50A Andrew Heliax Coaxial Transmission line, like new, used 12 months, on reel, ready for shipment. No connectors—ends sealed—$1250.00. Also One Lapp 9012 Base Insulator—capable of supporting 500' tower—$400.00. J. C. Stallings, KEEE Radio, Box 1111, Nacogdoches, Texas (713-564-4444).

Color video tape recorder/RCA TR-4 available Aug. 1, for $20,500. Unit has air bearing head-wheel panel, line-lock. Mono and color ATC modules. Box G-404, BROADCASTING.

Searchlights 60" complete. Parts in stock. Sunry Lighting, 4228 Sepulveda Blvd., Culver City, Calif. 213-870-8628.

Field intensity meter, Nems-Clarke model 120 or equivalent. Send details, last calibration date to Sam Schmid, WSHO, 637 Common St., New Orleans, La.

2 Ampex VR6000 video tape recorders. Offer these little used, like new machines singly or as a set. $3500 value for 16-month old machine—$1300; 12 month old machine —$1200. Will Trade: items needed—wave form monitor, Tektronics scope, multiplexer, B&H 16mm projector. Contact Buckeye Cablevision, Inc., Toledo, Ohio 419-531-5121.

Collins 26U-1 limiting amplifier. Used ten months. Make an offer. KMAQ, Maquoketa, Iowa.

4 used, heavy duty 130' four-legged self supporting towers. Federal aviation standards. Bolted construction. Reasonable. Ray Gard, 54132 Quince, Rd., South Bend, Ind. Call CE 4-3014.

FOR SALE—Equipment

Continued

Pre-owned equipment — August clearance specials GR-1170-BT1 aural frequency and modulation monitor $275 . . . 1171-AT1 visual frequency monitor and 1176-AT frequency deviation meter. Both $325. 1183-T1 aural frequency and modulation monitor $350 . . . RCA-BTR-11A eleven function remote control system $450 . . . BW-11A frequency monitor $250 . . . TG-25 special effects generator $800 . . . Tektronix—525 Waveform monitor $350 . . . phone orders—collect to 305-822-1421. Continental Electronic Wholesale Corporation, P.O.B. 206, Hialeah, Florida 33010.

Gates cartitape 11 package—three reproducers and one record-reproducer . . . all for $1200 . . . reconditioned and ready to use . . . phone orders—collect to 305-822-1421 or contact Continental, P.O.B. 206, Hialeah, Florida 33010.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P. O. Box 1555, Mtn. View, Calif. 94040.

Pre-owned monitor special—Doolittle FD-1 AM frequency monitor $75 . . . Miratel air alert monitor $95 . . . both for $150 . . . phone orders—collect to 305-822-1421 or contact Continental—P. O. 206, Hialeah, Florida 33010.

Towers, any type. Groundwire new 70¢ per lb. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

Brand new Scully playbacks, $39.56 monthly. Recorders from $53.33. Audiovox, Box 7067-55, Miami, Fla.

MISCELLANEOUS

Deejays! 6000 classified gag lines, $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders. Box 164. Opelika, Alabama 36801.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month $3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

92 international hecklers, done with English, German, Irish and Brooklyn accents, plus the Old Timer and Dravis Finkly. Free sample on request. Send $10 with your name, address and zip code to: D. J. Productions, 2304 "A" St. S. E. #63, Auburn, Washington 98002. Washington state residents add 45¢ state sales tax. Sorry, no COD's.

Big Jon and Sparkie now in 20th year with taped "kid shows" all America enjoys. Daily and weekly tapes available. Low rates on programs and custom commercials. Details Jon Arthur Programs, 4532 Fulton Street, San Francisco 94121.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for ASEE Degree. F.C.C. License training offered in residence in Washington, DC. Write for information on desired course. OR, send $87.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license) —88 lessons (over 1600 pages) including more than 3300 FCC-type practice questions (and separate answer booklet)—shipped prepaid upon receipt of order and remittance. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street. Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue. New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road. Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach. Calif. 90266.

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition $350.00. Free job placement. Rooms & apartments $10-$15 per week. Classes begin Sept. 3. Oct. 7. Nov. 11. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$18 per week. Call Old Joe at 373-1441. Classes begin Sept. 3, Oct. 7, Nov. 11.—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$17 per week. Classes begin Sept. 3, Oct. 7, Nov. 11. Call Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road. Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class August 5. Most experienced personalized instruction and methods. Lowest costs —finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted—Sales

IOWA OPENINGS—fee paid

(1) Sales Manager for powerful FM station.
(2) Branch Studio Manager, must be good idea salesman and acceptable newsman.
(3) Opening for young salesman with successful record ready to move up. Mail resume.

Radio-Television Personnel Placement Service
6633 Wise St. Louis, Missouri 63139

Help Wanted—Announcers

RADIO-TV ANNOUNCER

RADIO: MOR with good production & news announcing.
TV: Sportscasting & on-camera commercial work.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-279, Broadcasting.
All material will be returned.

Programing,—Production, Others

Wanna Be a Star?

Let this consultant discover you for major market (Portland to New York) assignments. DJ's, PD's mail your magic to:

Box H-50, Broadcasting.

TELEVISION—Help Wanted

Announcers

TV-RADIO ANNOUNCER

TV: Sportscasting & on-camera commercial work.
RADIO: MOR with good production & news announcing.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-280, Broadcasting.
All material will be returned.

WANTED

Professional radio and TV sports reporter. Must "live and breathe" all sports. We're expanding our radio-TV sports activities. This is a career position, not seasonal. Major league market. Send resume, video and audio tape,

Box G-342, Broadcasting.

Programing,—Production, Others

ART DIRECTOR

We are looking for a graphic artist with high style and administrative ability to head art department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

Box G-208, Broadcasting.
An Equal Opportunity Employer.

Prog.—Production, Others—(Cont'd)

WE WILL
Trouble-Shoot your Art Problems!

Total graphic design plus slide and film production facilities. Call:
CHIPPEWA PRODUCTIONS — for answers 202-232-1500 or write 2309 Clavert St., NW, Washington, D.C. 20008

BUSINESS OPPORTUNITY

Radio Station Management

IF YOU ARE NOT GETTING YOUR SHARE OF THE MARKET!

We'll survey and research your market, then show you how to program for ratings and sell for MONEY!

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Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting we have successfully filled all job categories of this industry and allied fields, throughout the country—Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Bookkeeping, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

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527 Madison Ave., New York, N.Y. 10022

B

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Sherlee Barish, Director

Situations Wanted—Management

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"EXECUTIVE SEARCH"
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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

Chief Executive—Attorney

Dynamic young Attorney—President of radio station group with spectacular record of growth and profits wishes to explore broader career opportunities with expanding communications-oriented organization.

Box H-14, Broadcasting.

TELEVISION—Help Wanted

Management

Radio—TV

Group wants experienced manager with strong sales experience for established major market UHF station. Excellent salary, profit sharing, retirement and other benefits. Please send full resume.

Box G-377, Broadcasting.

TELEVISION—Help Wanted

Prog.—Production, Others—(Cont'd)

Promotion Manager
Major Market
Immediate Opening

Group-owned TV station offers excellent opportunity to ambitious and creative individual. Must have record of success in sales promotion and audience-building promotion. Send resume to

Box G-331, Broadcasting.

FOR SALE—Equipment

Lease your equipment from
Specialists in Broadcasting

We know and understand your problems—radio, television, CATV, background music. Our ability to appraise the MARKET VALUE of broadcast properties enables us to go beyond the balance sheet net worth when evaluating a lease application. Call us collect.

Broadcast Equipment Leasing Co.
Division of Anchor Leasing Corp.
1218 Plaza Bldg., Pittsburgh, Pa. 15219
Area Code 412—Phone 281-3768

(Continued from page 72)

quests distant signals from KTBC-TV and KHFI-TV, both Austin; KFWT(TV) Fort Worth, KTVT(TV) and KDTV(TV), both Dallas-Fort Worth, and KMEC-TV, and KLIF(TV) Dallas, all Texas to San Antonio, Tex. (San Antonio, Tex.-ARB57). Ann. July 29.

OTHER ACTIONS

■ FCC decision that telephone companies need certification under Sec. 214 of Communications Act to build facilities for CATV channel service has been partially stayed by commission pending resolution of matter on appeal. Systems built and operating by June 26 may continue under partial grant, but telephone-company petitions for stay were otherwise denied. Cease orders for uncertificated construction continue in force. Action July 26.

■ Review board on July 25 in Lexington, Ky., CATV proceeding, Doc. 16990, denied the petition for mod. of interim authority filed May 14, 1968, by Berea Cablevision Company, Inc. and Gregg Cablevision. Inc., Board Members Berkemeyer and Slone absent.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on July 24 in Kalamazoo, Mich. (Fetzer Cable Vision) et al. CATV proceeding in Grand Rapids-Kalamazoo and Lansing, all Michigan, TV markets, granted petition by Broadcast Bureau and extended time to Aug. 15 in which to file proposed findings of fact and conclusions of law, and to Sept. 17 in which to file reply findings if any (Docs. 17200-2, 17207-8).

Ownership Changes

APPLICATIONS

KSLY San Luis Obispo, Calif.—Seeks assignment of license from Ben Wickham to Harold W. Gore for $170,000. Buyer: Harold W. Gore, sole owner. Mr. Gore is general manager of WRTH St. Louis. Ann. July 29.

WDRN(FM) Norwalk, Conn.—Seeks assignment of license from Eastern Broadcasting Corp. to Foremost Broadcasting Inc. to assign license to separate corporation to simplify estate planning. Principals: George Steiner and James Stolcz (each 49%). Messrs. Stolcz and Steiner are each 49% owners of WBUX Doylestown, Pa. and WDRN Norwalk, Conn. Ann. July 30.

WBRY Waterbury, Conn.—Seeks assignment of license from Crystal-Tone Broadcasting Co. to Lowell W. Paxson for $237,500 subject to adjustments. Principals of Crystal Tone Broadcasting Co.: Daniel Silberg a/k/a Danny Stiles, sole owner. Buyer: Lowell W. Paxson, sole owner. Mr. Paxson is majority stockholder and president of WKSN-AM-FM-TV Jamestown, N. Y. Ann. July 29.

WVGT Mount Dora, Fla.—Seeks assignment of license from David A. Rawley Jr. to Universal Broadcasting Enterprises for $35,000. Seller is sole owner. Principals of Universal Broadcasting Enterprises: James Kezios and H. Tom Durr (each 50%). Mr. Kezious is in real estate development and Mr. Durr is student. Ann. July 30.

WACX Austell, Ga.—Seeks assignment of license from M. L. Lamar tr/as South Cobb Broadcasting to South Cobb Broadcasting Co. for purpose of incorporation and to sell 15% of stock to W. G. Brown for $3,750. Principals: M. L. Lamar (85%) and W. G. Brown (15%). Ann. July 31.

WBOW-AM-FM Terre Haute, Ind.—Seeks assignment of license from Radio WBOW Inc. to Eastern Broadcasting Corp. for $650,000. Principals of Radio WBOW Inc.: J. W. O'Connor, sole owner. Mr. O'Connor as tenant in common with Howard Shapiro owns 72% of WCIU-TV Chicago. Mr. O'Connor is also applying to sell WHUT Anderson, Ind. Principals of Eastern Broadcasting Co.: Roger A. Neuhoff, president and treasurer (75%) held jointly with wife. Mr. Neuhoff is owner of four merchandising companies and is also owner of WHAP Hopewell, Va. Ann. July 30.

WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WTAE-AM-FM-TV Pittsburgh and WAPA San Juan—Seek transfer of control from nine trustees of voting trust agreement to 13 trustees of family trust of will of William Randolph Hearst, deceased. Ann. July 26.

KLTZ Glasgow, Mont.—Seeks assignment of license from Willard L. Holter tr/as The Glasgow Broadcasting Co. to Willard L. Holter and Leo A. McLachlan tr/as The Glasgow Broadcasting Co. in exchange of stock valued at $30,000. Principals: Willard L. Holter (87.5%) and Leo A. McLachlan (12.5%). Mr. Holter has controlling interest in KYLT Missoula, Mont. Ann. July 29.

KLIK Jefferson City, Mo.—Seeks assignment of license from Panax Corp. to KLIK Radio 950 Inc. for $575,000. Sellers are licensee of WSWM(FM) East Lansing, Mich. and KFEQ-AM-TV St. Joseph, Mo. Principals of KLIK Radio 950 Inc.: Floyd B. Linn, president (19.78%), Stanley G. Grieve, vice president (16.67%), Robert Dana MacVay, vice president and treasurer (24.1%) et al. Mr. Linn is retired. Mr. Grieve will continue as general manager of KLIK. Mr. MacVay is 33.3% owner of three weekly newspapers. Ann. July xx.

WRAN Dover, N. J.—Seeks transfer of control from **Lion Broadcasting Co.** (100% before, none after) to **Jersey Horizons Inc.** (none before, 100% after). Principals of Lion Broadcasting Co.: **John Smart** (31.88%), **Abe L. Blinder** (12.56%), **Richard Solomon** (22.71%), **Jacob D. Levin** (10.14%) and **Morris H. Bergreen** (22.71%). Principals of Jersey Horizons Inc.: **Joel W. Harnett** (21.13%, **Bertram Harnett**, chairman (10%), **Sydney G. Harnett** (10%), **Martin K. Cowan**, president (21%) et al. Joel Harnett is vice president and director of marketing and assistant to president of Look division of Cowles Communications Inc., director of life insurance company, 25% owner and president of **WGNY Newburgh, N. Y.** and has minority interest in applicant for assignment of **KEMO-AM-FM Phoenix.** Bertram Harnett is attorney, vp of life insurance company, 12.5% owner of WGNY Newburgh, N. Y. Sydney G. Harnett is 100% owner of insurance brokerage firm, 50% owner of advertising agency and 12.5% owner of WGNY. Mr. Cowan is director of creative services and sales development for **WOR-TV New York** and director of station services for **RKO General Broadcasting.** Consideration: $335,000. Ann. July 30.

KTRC Santa Fe, N. M.—Seeks transfer of control from **Santa Fe Broadcasting Co.** (100% before, none after) to **KWHK Broadcasting Co.** (none before, 100% after). Principals of Santa Fe Broadcasting Co.: **Carl S. Goodwin** and **Frances B. Goodwin** (each 50%). Principals of KWHK Broadcasting Co.: **Lyle Foy**, chairman, **William Mitchell**, president, **David Mackey**, vice president and **George Stuckey**, secretary-treasurer (each 25%). Mr. Foy has multiple business interests and is 25% owner of **KWHK Hutchinson, Kan.** Mr. Mitchell is senior partner in law firm, also has 25% interest in KWHK and has other business interests. Mr. Mackey is 25% owner of KWHK as is Mr. Stuckey who also has numerous other business interests. Ann. July 29.

KTHI-TV Fargo, N. D.—Seeks assignment of license from **Pembina Broadcasting Co.** to **Spokane Television Inc.** for $1,491.000. Principals of Pembina Broadcasting Co.: Fuqua Communications Inc. (80.8%) et al. Fuqua is licensee of **WTAC Flint, Mich., KXOA-AM-FM Sacramento, Calif.** and **WROZ** and **WTVW(TV)**, both **Evansville, Ind.** Fuqua is 100% owner of **WJBF Augusta, Ga.** Principals of Spokane Television Inc.: Evening Telegram Co. (Morgan Murphy, president). Mr. Murphy votes 100% of stock of buying corporation which is held by Evening Telegram Co. Ann. July 30.

WJES Johnston, S. C.—Seeks assignment of license from **Edgefield-Saluda Radio Co.** to **Edgefield-Saluda Radio Inc.** for purpose of incorporation. No monetary consideration involved. Ann. July 26.

WNAX Yankton, S. D., KRSI-AM-FM- St. Louis Park, and WEBC Duluth—Seek assignment of license from **Areawide Communications Inc.** to **Roy H. Park Broadcasting of the Midwest Inc.** for $2,900,000. Buyers: **Roy H. Park** (90%) et al. Mr. Park controls **WNCT-AM-FM-TV Greenville, N. C., WDEF-AM-FM-TV Chattanooga** and **WJHL-TV Johnson City, Tenn.** and is applicant for ch. 20 Utica, N. Y. Ann. July 30.

KIKK-FM Houston—Seeks assignment of license from **Nor-Temp Broadcasting Corp.** to **Industrial Broadcasting Co.**, subsidiary of assignor. No monetary consideration involved. Principal: **Leroy J. Gloger**, sole owner. He owns **KIKK Houston.** Ann. July 30.

KEEZ-FM San Antonio, Tex.—Seeks assignment of license from **Sound Distributors Inc.** to **The Camel Co.** Assignment will result in Charles W. Balthrope, president and 70.5% stockholder before, acquiring 23.5% of stock from son, **William D. Balthrope**, which will give **Charles Balthrope** 95.8% of stock. Buyer is also licensee of **KMAL Kenedy-Karnes City, Tex.** No consideration reported. Ann. July 26.

KEFC Waco, Tex.—Seeks transfer of control from **Miriam C. Smith** (60% before, none after) to **Centex Radio Co.** (none before, 60% after). Principals of Centex Radio Co.: **Delwin W, Morton**, president, **O. L. Kimbrough**, vice president, (each 30%), **Goodson McKee**, vice president (10%) et al. Mr. Morton is 50% owner of **KEES Gladewater**, 25.5% owner of **KDOX Marshall**, 30% owner of **KAWA Waco-Marlin**, 25% owner of **KYAL McKinney**, 100% owner of **KCAD Abilene**, all Texas, and 20% owner of **KRGO Salt Lake City.** Mr. Kimbrough is also 50% owner of KEES, 25.5% owner of KDOX and is owner of cattle farm. Mr. McKee has no other business interests indicated. Consideration: $10,000. Ann. July 30.

ACTIONS

WAGC Centre, Ala. — Broadcast Bureau granted assignment of license from **Fleeman H. Boney** to **Radio Centre Inc.** for purpose of incorporation. No monetary consideration or change of ownership involved. Action July 26.

KFAV(FM) Fayetteville, Ark.—Broadcast Bureau granted assignment of license from **H. Weldon Stamps** to **Stamps Radio Broadcasting Co.** No monetary consideration involved. Assignment for purpose of incorporation. Action July 26.

KSBW Salinas, Calif. — Broadcast Bureau granted assignment of license from **Central California Communications Corp.** to **Thomas J. King Broadcasting Corp.** for $550,000. Principals of Central California Communications Corp.: **John C. Cohen**, president et al. Applicant is licensee of **KSBW-FM-TV Salinas, KSBY-FM-TV San Luis Obispo** and **KNGS Hanford**, all California. Applicant is also licensee of **KSBW-FM-TV Salinas, KSBY-FM-TV San Luis Obispo** and **KNGS Hanford, all California.** Principals of Thomas J. King Broadcasting Corp.: **Thomas J. King**, president (89%) and **Charles Dudley King Jr.** (11%). Mr. Thomas King is senior vice president and associate manager of Detroit office of J. Walter Thompson Advertising Agency. Charles Dudley King Jr. is self-employed as musical arranger and composer. Action July 26.

WCCC-AM-FM Hartford, Conn. — Broadcast Bureau granted transfer of control from **Ernest Tannen** (50% before, none after) to **The Electra Corp.** (50% before, 100% after). Principals: **Jac Holzman**, president, treasurer (85.7%) et al. Consideration: $50,000. Action July 23.

WLDS-AM-FM Jacksonville, Ill. — Broadcast Bureau granted transfer of control from **W. A. Fay** (51.28% before, 39.14% after) to **Robert A.** and **William L Fay** (each 23.87% before, each 29.94% after). No change in structure of corporation is involved and no consideration. Shares are to be transferred as gift. Action July 26.

WHLS-AM-FM Port Huron, Mich.—Broadcast Bureau granted assignment of license from **Stevens-Wismer Broadcasting Co.** to **Stevens-Wismer Broadcasting Co. Inc.** Messrs. Stevens and Wismer each hold 50% interest in assignor and each is a 50% stockholder in assignee. No consideration. Assignment is for purpose of incorporation. Applicant is also licensee of **WAOP Ostego, Mich.** and Mr. Wismer is 66% owner of **WLEW-AM-FM Bad Axe, Mich.** Action July 26.

M. D. Price Jr., Northfield, Minn.—Broadcast Bureau granted asignment of CP from **M. D. Price Jr.** to **National Communications Inc.** for purpose of incorporation. No monetary consideration involved. Mr. Price will remain as sole owner. Action July 26.

WSPT-AM-FM Stevens Point, Wis. — Broadcast Bureau granted transfer of control from **Stevens Point Broadcasting Co.** (100% before, none after) to **The Sentry Corp.** (none before, 100% after). Principals of Stevens Point Broadcasting Co.: **Peter A. Barnard**, president; **Horry D. Lovering**, vice president; **Ryland J. Rothschild** (each 10.4%) et al. Principals of The Sentry Corp.: 100% owned by **Hardware Dealers Mutual Fire Insurance Co.** Consideration: Approximately $465,000. Action July 25.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 31. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

▪Indicates franchise has been granted.

Broadmoor, Calif.—Western TV Cable Co., a subsidiary of Western Communcations Inc. (multiple CATV owner), both San Francisco, has applied for a franchise.

▪ **Dana Point, Calif.**—Southern California Video Co., Laguna Niguel, Calif., has been awarded a franchise for the Thunderbird Homes development in Dana Point.

Marysville, Calif.—Twin Cities Cable TV has applied for a franchise. Oroville Communications Co. currently holds a 20-year franchise.

▪ **Milpitas, Calif.**—H & B Communications Corp., Beverly Hills, Calif, (multiple CATV owner) has been granted a 20-year franchise for a 12 to 16 channel system. Monthly fee will be $4.50. City will receive 5.5% of gross annual receipts.

Richmond, Calif.—Data Video Systems Co., San Francisco; Bay Cablevision Co., Belmont. and State Video Cable Inc., Palo Alto, all California, have each applied for a 20-year franchise. Nation Wide Cablevision Co., San Pablo (multiple CATV owner), whose franchise was repealed at referendum, has reapplied. Monthly fees would be $2.65 for Data; $3.75 to $3.95 for Bay; $4.25 for State; $4 to $4.15 for Nation Wide, with no installation fees proposed. City would receive from Data 10% of gross receipts; 8% minimum of gross from Bay, with $10,000 guaranteed for the first year to $26,000 the third year and thereafter; 6% of gross from State, and 6% of gross from Nation Wide, with $2,400 guaranteed the first year to $12,000 the fifth year and a $20,000 advance.

Yuba City, Calif.—Twin Cities Cable TV has applied for a franchise. Oroville Communications Co. currently holds a nonexclusive franchise. (See Marysville, Calif.)

Chattahoochee, Fla. — Robert Malpin, Blountstown, Fla., has applied for a 30-year franchise. Installation and monthly fees would be $10 and $5, respectively. City would receive 2½% of monthly gross income.

Hollywood, Fla.—Gulf & Western Industries Inc. (multiple CATV owner) has applied for a 20-year franchise.

Lynn Haven, Fla.—Micanopy Cable Television has applied for a franchise. Installation and monthly fees would be $10 and $5, respectively.

Ontario, Idaho—Treasure Valley Tele-Cable Inc. and Boise Valley Broadcasters (a combine of KBOI-TV and KTVB[TV], both Boise), have reactivated their application for a franchise. Installation and monthly fees would be $19.95 and $5.95, respectively.

▪ **Oberlin, Kan.**—Kansas State Network Inc. has been granted a 20-year franchise. City will receive 2% of gross receipts.

▪ **Worcester, Mass.**—The Worcester County Cable Co. has been granted a franchise. There were 10 previous applicants.

Ypsilanti, Mich. — Michigan Communications Group Inc. has applied for a franchise. Previous applicant is Cablevision Co. of Ann Arbor, a subsidiary of Cosmos Broadcasting Co., Columbus, S. C. (group broadcast-CATV owner).

▪ **Madison, Minn.**—K and M Electronics, Minneapolis, has been granted a franchise. Installation and monthly fees will be $25 and $5, respectively.

Concord, N. H.—United Cable Co., Manchester, N. H., has applied for a franchise. Five previously granted permits held by other companies have lapsed.

▪ **Albuquerque, N. M.**—General Communications and Entertainment Co., Tulsa, Okla. (multiple CATV owner), has been granted a franchise for a 20-channel system.

▪ **Greenville, N. C.**—The Greenville Utilities Commission has been granted a franchise. Other applicants were Carolina Communications Corp.; The Daily Reflector Publishing Co.; WNCT-AM-FM-TV and WOOW, both Greenville, and Jefferson Standard Broadcasting Co., Greensboro, N. C. (group broadcast-CATV owner).

▪ **Kings Mountain, N. C.**—Kings Mountain Cable TV Inc., that city, has been granted an exclusive 15-year franchise with a 10-year option. Corporation President Jonas R. Bridges is general manager of WKMT, same city, and secretary of Tri-County Broadcasting Co., Rock Hill, S. C.

Delaware, Ohio—Continental CATV Inc., subsidiary of Vikoa Inc. (multiple CATV owner), both Hoboken, N. J., has applied for a franchise.

▪ **Willard, Ohio**—Continental Cablevision of Ohio Inc., a subsidiary of Continental Cablevision Inc., Fostoria (multiple CATV owner), has been granted a 20-year franchise. Installation and monthly fees will be $10 and $4.85, respectively. Other applicants were Ohio Video Services Corp., Tiffin, and Direct Channels Inc., Bucyrus, both multiple CATV owners.

▪ **Canonsburg, Pa.**—Edward Baisley has been granted a 20-year franchise. Installation and monthly fees will be $12.50 and $5, respectively. Borough will receive 3% of monthly service charge.

▪ **Dover, Pa.**—Cable TV Co., York, Pa., has been granted a franchise.

South Boston, Va.—Clear-View Cable Television Co., Martinsville (multiple CATV owner), Peninsula Broadcasting Corp., Norfolk, both Virginia (group broadcast-CATV owner), and American Projects Corp., Chevy Chase, Md., have each applied for a franchise.

BBC's astute observer of the American scene

WEEK'S PROFILE

WHEN Alistair Cooke's latest book, "Talk About America," is published this fall (October in England; November in the U. S.), readers will find the volume displayed in a colorful dust jacket on which is pictured an American bald eagle, one claw clutching the Stars and Stripes, the other claw grasping a radio microphone.

The jacket's graphics, unlike some of the confused art work one sees these days, are very apt, for "Talk About America" will be a collection of 41 radio talks, all concerning the U. S. and selected from Mr. Cooke's weekly British Broadcasting Corp. radio program, *Letter From America*.

Mr. Cooke, probably best known in the U. S. for his nine-year stint as host of television's *Omnibus*, has been a U. S. citizen since 1941 and a wide-ranging and perceptive observer of the American scene for the BBC since 1938 (his 15-minute weekly *Letter* program began in 1946; he recently aired his 1,000th broadcast). Although he's not heard here in North America—just about the only place he isn't—Mr. Cooke is probably the world's most widely listened-to commentator on the U. S., thanks to his BBC program.

And if that sort of circulation isn't enough for one man, Mr. Cooke reaches still more with his comments on the U. S.: He writes six columns each week for England's highly respected *Manchester Guardian*, of which he has served as chief U. S. correspondent since 1948; and he's still seen as host of some segments of *International Zone*, produced by United Nations Television and distributed to TV stations here and abroad.

Drive-Time Radio ▪ Radio, however, is his "first love." In a recent interview, the urbane Mr. Cooke—tanned from weekends at his home on Long Island, silver-haired, and more impressive in person than even his television image would suggest—avowed writing for radio gives him more pleasure than writing for television, or for newspapers. "Radio is literature for the blind man, for those who can't see an event actually taking place. The writer picks the images," he said. "The art of radio writing and speaking, is *pretending* to say what comes to mind, yet all the while deliberately creating a structure of images. In this respect, radio has gotten a bad deal—especially here in the U. S.—and has been by-passed as a great *creative* medium. But the automobile can give radio another chance, both here and in Britain. Much of the day, radio has a captive audience in those people driving to and from their work," he said. "In this time, radio can provide something creative and important, if it wishes." For Mr. Cooke. the opportunities of drive-time are self-evident: "70% of my mail comes from listeners who hear me while driving," he said.

In the United Kingdom, Mr. Cooke's 15-minute *Letter* is heard Sunday evening, and then again on Monday morning—during drive-time. He writes his radio pieces—as well as his *Guardian* dispatches—in the study of a book-filled apartment overlooking New York's Central Park. His BBC letter is written on Friday morning, taped on Friday afternoon, and then flown to London in time for the initial Sunday evening broadcast. While taping, he judges his material by the reaction it receives from "two very good engineers—one is Viennese and the other is from New Jersey, and together they provide the best gauge I can get for the quality of my piece," he said.

"One's radio writing must first have a sense of what the audience is feeling, what conceptions a listener in Kent has about, say, politics in California. The writer must try to touch everyone—bishops and plumbers—with his words, his images." It's said that in this, Mr. Cooke is eminently successful: The story is told of a past British prime minister and his chauffeur who had a mutual agreement whereby their Monday morning forays from 10 Downing Street were scheduled so that both would be sure to hear Mr. Cooke's latest *Letter* on the Rolls-Royce radio.

(Alfred) Alistair Cooke—commentator on American affairs, British Broadcasting Corp., and chief U. S. correspondent, Manchester (England) "Guardian"; b. Nov. 20, 1908, in Manchester; BBC commentator on American affairs, 1938; host, "Omnibus" (on ABC, CBS, and NBC TV), 1952-61; host, United Nation's "International Zone," 1960; m. Ruth Emerson; son, John Byrne; 2d m. Jane White Hawkes; daughter, Susan Byrne.

On the newer medium, television, Mr. Cooke can also speak with some authority. His first experience with TV took place before World War II when he appeared on an experimental telecast mounted by the BBC, but it is his tenure as host of television's *Omnibus* which best qualifies him to comment on the medium and for which he is best remembered in the U. S. *Omnibus* is one of those occasional oddities of American television: The series had a long run (nine years); all three networks carried it at one time or another; and it was—and still is—generally conceded to be a proud chapter in the still short history of the medium.

View of American TV ▪ From the vantage offered by many years in both American and British broadcasting, Mr. Cooke commented on U. S. television:

"Unfortunately, the quality of most entertainment on American network television has taken a downward turn in recent years. It's sad that some programers greatly underestimate the intellectual level of the viewer—and consumer," he said. "The network view of on-going entertainment has become abominable, but then, maybe some programers believe [H. L.] Mencken's suggestion that no one ever went broke underestimating the American people. But I don't agree with that, however. A redcap in Cleveland once asked me who wrote the theme music for *Omnibus*—Aaron Copeland or Walter Piston. It seems he had a bet with a fellow redcap over who wrote the music. It was Piston, and the first man won. Does that sort of wager indicate intelligence levels of 12-year-old children?" he asked.

According to Mr. Cooke, "television has improved beyond recognition its sense of responsibility in the area of public affairs. Reportage of social and political problems is something the industry does very well. In fact, fulfilling its journalistic function is something American television does quite well and of which it can be justly proud." This from a man who is, among other things, a world-renowned journalist.

In his introduction to the "Vintage Mencken," the now classic anthology of the redoubtable H. L. Mencken's writings, Mr. Cooke refers to the iconoclastic and trenchant Mr. Mencken as a "prince of journalists." There are listeners (and readers) the world over, it seems, who would also apply that appelation to Mr. Cooke with no hesitation.

EDITORIALS

Number's up

IF Nicholas Johnson served on the bench instead of the FCC, chances are he would have been impeached long ago. The difference is that he is on a hybrid called a "quasi-judicial" agency, where the same ethical standards do not seem to apply.

They should. Aside from condemning his majority colleagues on the FCC "bench" as boobs who make a "mockery" of practically every important case they decide, the 33-year-old self-anointed boy wonder makes a fetish of rushing to print and even to TV and radio interviews to get exposure for his minority and invariably antibroadcasting views—at taxpayers' expense.

His latest excursion, however, defies all rules of ethics and even judgment. He addressed a closed meeting of some 200 women leaders sponsored by McCall's, ostensibly on the subject of program improvement with antiviolence as the ever-popular theme. It was reliably reported (BROADCASTING, July 29) that he suggested that sponsors' products be boycotted to bring networks and stations into line.

Here was a federal official, talking off-the-record to women leaders. But more than that the sponsor of the meeting was the corporation publishing *McCall's, Redbook* and the *Saturday Review,* consumer magazines which compete with radio and TV for advertising. What's worse, from an ex-parte standpoint, is that McCall's is an applicant for a color TV channel in a controversial domestic-satellite pilot program (BROADCASTING, July 15).

This was a venomous antibroadcasting session. The law that Nick Johnson swore he would follow happens to be pro-broadcasting. It affirmatively recognizes commercial broadcasting as a service to be encouraged.

When asked by BROADCASTING's reporter about the New York meeting, Nick Johnson denied urging an economic boycott or suggesting letters to Congress complaining about programs, among other pressure tactics (call for local hearings on renewals, lawsuits, etc.). Others at the meeting had different recollections of his remarks.

There's no doubt that the administration regrets placing this arrogant young man on the FCC—a judgment echoed by members of the FCC, with the possible exception of Commissioner Ken Cox, Mr. Johnson's sometimes partner-in-dissent. Johnson had a gory two-year stint as maritime administrator. His tenure was quietly undone by the labor unions and the ship operators whose complaints were surprisingly similar to those of his FCC colleagues and of licensees—making trouble for trouble's sake, provided there were headlines to be had.

The surprising thing is that broadcasters, common carriers and other FCC licensees, with all their vaunted muscle, haven't been able to accomplish what the maritimers did in two years. Nick's two years on the FCC passed on July 1.

They're off

EVERYTHING that has happened in the presidential sweepstakes to date in this election year now can be charged off to exercise or warm-up.

Today at Miami Beach the main events begin. More Americans will know more about what goes on than the delegates or the battalions of newsmen—individually—can possibly learn on the scene.

More money will be spent on broadcast coverage from now until the November elections than ever before. The networks alone have budgeted some $30 million for political conventions and the election. Little of that will be saved even if there's depleted coverage from Chicago's Democratic convention later this month because of the telephone installers' strike, and the uneasy truce that precludes setting up downtown studios and pickups. Budgets for earlier stages of the campaign went out the window with the extraordinary coverage occasioned by the lamentable June assassination of Senator Robert Kennedy.

No matter what the outcome, all eyes will be on TV (and ears on radio). And practically all TV and radio will be focused on the political race.

Healthy union

THE proposed merger of MCA into Westinghouse would intensify competition in broadcasting and programing. The broadcast division of Westinghouse, under the direction of Don McGannon, has been among the most imaginative innovators in station operation and program development. MCA, under Jules Stein and Lew Wasserman, has an undisputed track record in the creation and distribution of popular entertainment for both television and theatrical exhibition.

Combined, the resources and skills of these two companies would constitute a new force to challenge the established order in television. If there is eventually to be a fourth television network in this country, a Westinghouse-MCA would have the talents and tangibles to create it.

Like all mergers of such dimensions, this one will have to survive the scrutiny of the Department of Justice. Presumably, however, it will not require the approval of the FCC; no transfer of control of broadcast licenses appears to be involved.

This time the Justice Department will be deprived of the device it used to queer the ABC-ITT merger. Since the FCC will be without jurisdiction, Justice cannot ask the agency to reject the merger, as it did in the ABC-ITT case, or appeal an FCC decision, as in ABC-ITT. If Justice doesn't like this one, it must go to the mat in an antitrust proceeding in the courts.

But we see no reason for Justice to dislike the Westinghouse-MCA merger. If the antitrust laws are still interpreted to encourage competition, their purpose will be served by this consolidation.

Drawn for BROADCASTING by Sid Hix

"No sweepstakes, no prizes, no lottery . . . just heads you pay double, tails you pay nothing!"

INSIGHT...

. . . is a new concept in public service programming conceived and produced by KSTP NEWS for KSTP Color TV, Channel 5, Minneapolis-St. Paul, and presented each Sunday at 2:00 p.m.

INSIGHT is designed to locate and discuss the problems of the minority community by bringing together members of the "establishment" and the minority community to sit down and discuss the problem. It also presents in depth coverage of problems that arise from the relationships between minority groups and government, industry and labor.

Moderated by KSTP Newsman Ed Karow, INSIGHT employs an interview, panel discussion or special report format—whichever is most effective. Thus, it remains current and vital, a fact that raises it from the level of most problem discussion shows.

INSIGHT is an outstanding example of the type of programming leadership that the Northwest's *first* television station provides for the market it has served for 20 years.

KSTP 5

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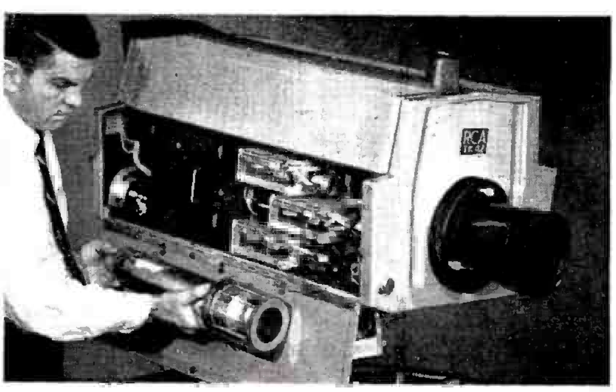

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