



CONCORDIA COLLEGE
C B YLIVISAKER LIB
MOORHEAD MN

HJ EXP12/9
56560

MICROFILMED

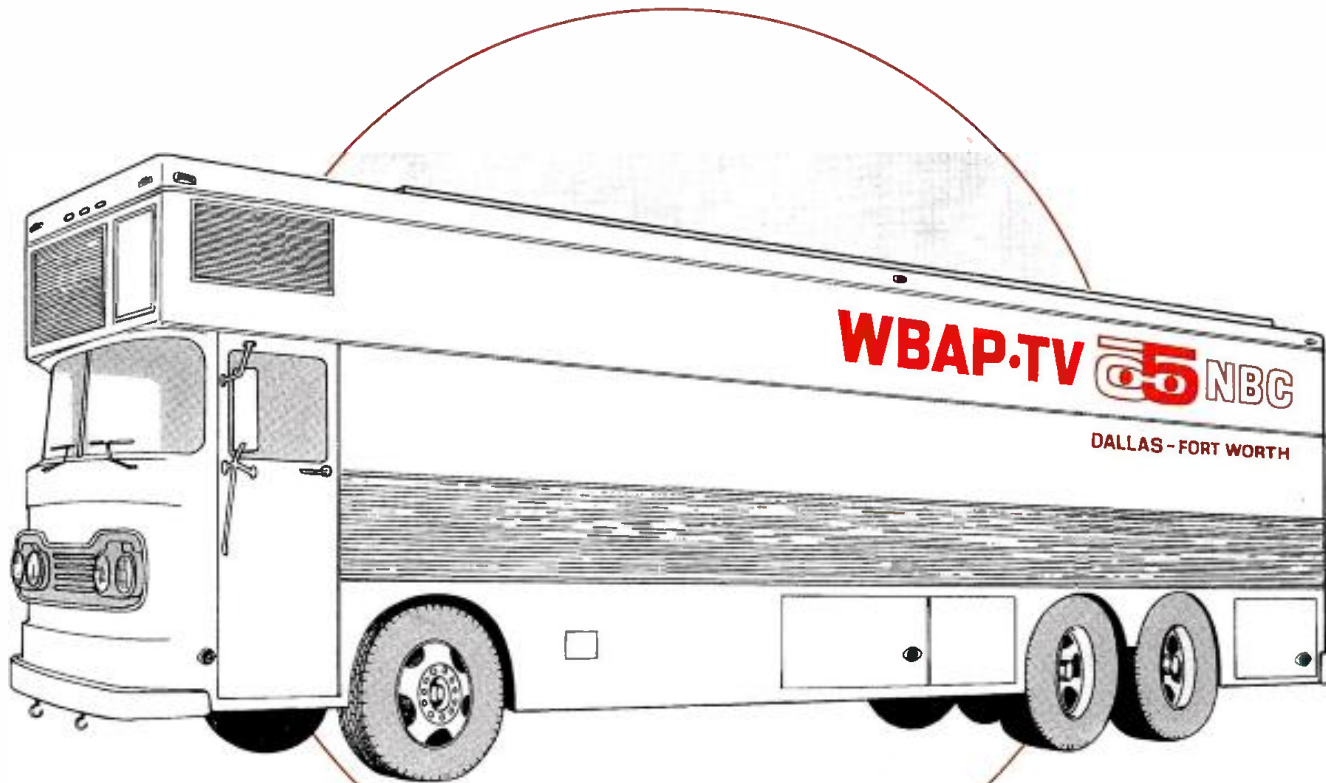
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Who will debate whom if Sec. 315 is suspended? p19
New shows run gantlet of ratings and critics. p32
CBS affiliates told network is here to stay. p54
FCC lottery ban may spark major court test. p66

CARL S. ... LIBRARY
1011

COMPLETE INDEX PAGE 7



A Texas Size Television Station — on wheels

Ready to roll . . . any time, anywhere, WBAP-TV's custom color mobile unit carries TV production potential to new long-distance lengths. Full station facilities equal to the most complex assignment are integrated into forty feet of streamlined mobile housing — designed and engineered to WBAP-TV's exacting specifications . . . outfitted with the most technologically advanced equipment . . . manned by one of the most technically qualified, highly experienced TV crews anywhere.





The handwriting's on the wall . . .

Vivienne Della Chiesa has become such a smash in her first year on WLWT in Cincinnati that her show has been expanded to WLWC Columbus, WLWD Dayton and WLWI Indianapolis in addition to Cincinnati. Vivienne—Metropolitan opera star, sparkling conversationalist, interviewer par excellence—is available to you now.

Buy Vivienne in one, two, three or all four of these major midwestern markets!



TELEVISION: WLWT Cincinnati/WLWD Dayton/WLWC Columbus/WLWI Indianapolis/WOAI-TV San Antonio
RADIO: WLW Cincinnati/WOAI San Antonio/WWDC Washington, D.C./KYA & KOIT San Francisco
Above represented by Avco Radio Television Sales, Inc. WWDC-FM Washington, D.C./Represented by QMI.

Our Finch Won't Eat Crow...

Finch is Houston's sly old bird. He programs KTRK-TV. And he's got plenty to crow about. Like our Late News which delivers 30% more homes than a year ago.

In the daytime, his "Dialing For Dollars" doubled the rating and share in the time period and increased Homes and Women more than 150%.

Now he's scheduled "Run For Your Life" in the afternoon at 4:00 PM. It inherits an 11 rating and a 36 share in the time period. Finch says it'll fly.

Check our movies. They fly too. Last spring our Friday Late Movie soared our rating in the time period 500% and our women 600%. That's not hard to swallow.

Howard. That's our Finch. And he doesn't lay eggs. If your nest needs feathering, call your Blair man.

KTRK-TV HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION

Howard Finch

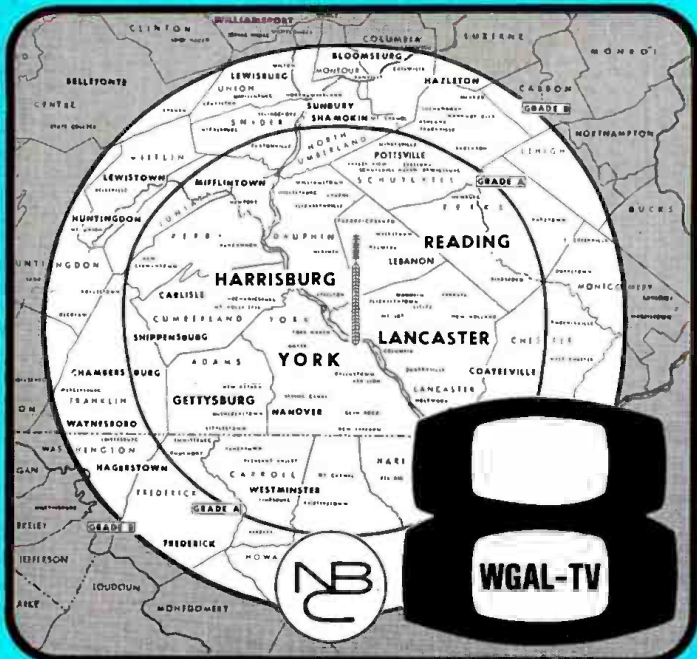
Source: Houston ARB.
Feb/March, 1967-1968



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 9th in consumption of toilet-soap bars per month, 10th in tooth-brushings per day, and 7th in deodorant applications per day. Definitely one of America's greats! A market that is too important to be overlooked.

*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.



Product	Rank	Usage
Cups of instant coffee per day	6th	4,573,000
Headache remedies per week	8th	6,242,000
Wash-loads per week	9th	10,792,000
Glasses of soft drinks per week	9th	18,272,000
Glasses of beer per week	8th	9,570,000

WGAL-TV Channel 8 • Lancaster, Pa.

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.

Seat stays cold

FCC will be without its seventh member for at least another three weeks. H. Rex Lee, named to succeed Lee Loevinger, does not expect to be free to move over to new job until after Oct. 20. He is now assistant administrator for administration at Agency for International Development. Press of duties there is so great that he has had to put off planned trip to El Salvador, where he is to help in planning of nationwide educational television system. He will make trip after he is sworn in as commissioner.

The pains of change

That long-term series of restructuring moves ABC disclosed last week, designed to establish profit-center concept more strongly in each division (see page 60) was not initiated without considerable internal heat. What's envisioned is system of management to be established over several months, and it's said to be based largely if not wholly on studies and plans prepared by McKinsey & Co., management consultants. But authoritative word is that ABC's executive vice president, Simon B. Siegel, opposed some McKinsey proposals so vehemently he finally resigned.

Reports of resignation were rampant both inside and outside ABC last week. But subsequent accounts said it was blow-up in heat of argument and that after cooling-off period both sides agreed to forget it happened. There was speculation that internal memo describing first steps of new plan, issued by Mr. Siegel, was timed at least partly to put halt to resignation reports. But things may not stay quiet indefinitely. McKinsey also is said to have recommended number of changes in corporate assignments to beef up top levels of management.

CPB gets its kitty

House-Senate conferees have agreed on \$5-million appropriation for Corp. for Public Broadcasting, cutting \$1 million from figure approved by Senate. In unusual move, joint committee voted to keep all details of controversial Labor-Health, Education and Welfare bill, which contains first federal CPB funds, under wraps until this week. Sources wouldn't rule out possibilities of further changes in parts

CLOSED CIRCUIT*

of bill over weekend, but suggested that \$5-million CPB figure would probably hold firm and be accepted by House. Original House bill contained no CPB funds because of technical snag with authorization (which allowed up to \$9-million for CPB seed money).

Bill also contains \$4,375,000 for HEW's educational broadcasting facilities-and-equipment grants program. Conferees had no jurisdiction for changing that figure; both House and Senate had approved same amount.

New-product splash

Texize Chemicals Inc., Greenville, S. C., has begun to market on West Coast new product called Spray 'n' Wash, laundry additive, backed by mammoth spot-TV campaign in Seattle, Spokane, Wash., Portland, Ore.; San Francisco, Los Angeles, San Diego, and Phoenix, that could reach about \$2 million. Product will be distributed throughout 1969 in various parts of country with spot-TV effort expected to reach more than \$5 million. Agency is Henderson Advertising, Greenville, S. C.

Mail call

Complaints from public about networks' coverage of Democratic convention and attendant disorders in Chicago continue to trickle into FCC. Late last week total was 1,200. First big batch of mail, much of it from Chicago, came before FCC asked networks to comment (BROADCASTING, Sept. 16). News reports of that FCC letter generated another burst of correspondence, with many letters attaching clips of newspaper stories. General theme running through majority of letters is that coverage was unfair to officials, police.

Network attorneys have been studying mail and reviewing their coverage to prepare answers that are due Oct. 3. (One network may seek postponement.) Best reading is that networks will make sobersided defense of their record and will not contest FCC's authority to pass along public complaints—even though Richard Salant, president of CBS News, in strong speech last week, condemned commission for acting as inhibitor to journalistic freedoms (see page 46).

Up Mexico way

Despite published speculation, loss of new Intelsat III communications satellite in rocket blow-up during launch two weeks ago will have no effect on ABC-TV coverage of Olympic Games in Mexico City next month. Fact is, ABC never planned to use satellite. Instead, as part of ABC Olympics contract, Mexican government agreed to put in—and has already completed—two sets of video, audio and communications circuits linking Mexico City with two Texas border points, Laredo and El Paso. From those points Olympics feeds over both routes will be carried by AT&T to WFAA-TV Dallas-Fort Worth (ABC-TV affiliate) where engineers will pick one and put in on ABC-TV network. Only satellite involvement ever contemplated was for getting coverage out of this country to Europe and Japan (see page 40).

Dissidents on air

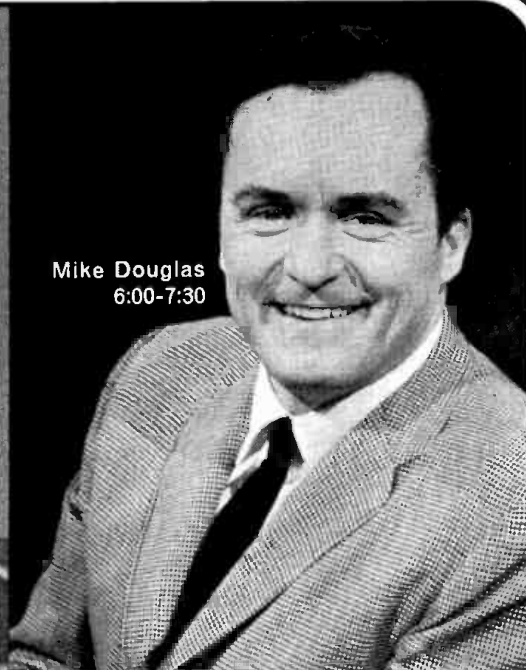
Metromedia had received three responses as of late Friday (Sept. 27) to its telegram offering equal time to groups wanting to reply to Chicago Mayor Richard Daley (see page 22). National Mobilization Committee to End the War in Vietnam, Youth International Party and American Civil Liberties Union have agreed to terms outlined in telegram, but McCarthy supporters are still hesitant. They want more time and separate format, apparently because they feel others are trying to eliminate party while their position is that they are legitimate Democrats working to better party. Metromedia is still negotiating with McCarthy people to arrange format.

Slipping grasp

Rollins Inc.'s hold on WNJR Newark, N. J., appears none too secure. Unless majority FCC members change their mind, commission will deny Rollins's application for renewal of station's license. Tentative order providing for that resolution of case is now before commission. Case involves charges of misrepresentations to commission, submission of "doctored" contracts to commission staff, failure to file time-brokerage contracts and violations of logging and sponsorship-identification rules.



The Flintstones
5:30-6:00



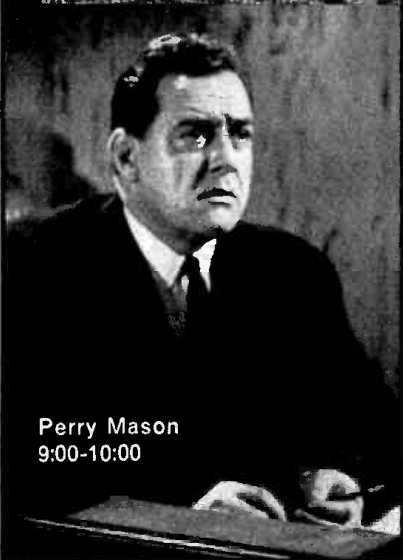
Mike Douglas
6:00-7:30



Steve Allen
8:00-9:00



I Love Lucy
7:30-8:00



Perry Mason
9:00-10:00

The Prime Time Variety Society

Our prime-time lineup reads like broadcasting's Who's Who. We pack 5:30-10:00 every week night with some of the biggest names and most successful shows in television history. From Mike Douglas to Perry Mason. Programs for kids. Adults. And everybody in between. An exciting new prime-time concept!

WGN
TELEVISION · CHICAGO

There's no TV station like our TV station.

WEEK IN BRIEF

Key pieces in equal-time, Section 315 suspension question fall into place to provide some relief for major presidential candidates, but cumbersome Hill restrictions may not bring all principals together. See . . .

WHO'LL DEBATE WHOM? . . . 19

Personal-products advertisers' interest in TV, coupled with temporary lifting of TV code ban on feminine hygiene deodorants, may produce "spill-over" ad money for radio—prospect discussed by NAB radio code. See . . .

RADIO'S IN TV CODE . . . 22

NBC-TV finishes its premiere week of new shows with substantial showings in New York Nielsen ratings, but competition increases as ABC and CBS new programming begins. See . . .

FIRST SHOWDOWN . . . 32

Group of 33 radio stations, all but one of them in Georgia, asks New York federal court to set "reasonable" fee for them to pay for their use of ASCAP music, decries blanket, per-program fees. See . . .

ASCAP TO COURT . . . 42

CBS Radio affiliates at their 15th annual convention get more news programming for local use, more time to sell; hear upbeat reports on 1968 sales and rosy predictions of continuing boom in 1969. See . . .

ACCORD AND HARMONY . . . 54

Louis Dorfsman, director of design for CBS Inc., is named to head new unit that will handle advertising, promotion and design activities of all divisions of CBS/Broadcast Group. See . . .

CBS'S DORFSMAN . . . 55

Trafficking raises its head again as FCC orders hearings to determine whether there had been unauthorized transfer of control of WREP(TV) Boston from Integrated Communications Systems to group owner Metromedia. See . . .

WHO CONTROLS BOSTON UHF? . . . 56

Minnesota law professor Glen Robinson in speech before Minnesota Broadcasters totes up deficiencies inherent in plans to scrap FCC, says spectrum answers won't be found in sweeping institutional change. See . . .

SPECTRUM VIEWS . . . 60

John H. Whitney and seven other principal stockholders of Corinthian Broadcasting Corp. plan to sell 750,000 shares that should net them about \$28.5 million. See . . .

CORINTHIAN PLANS . . . 64

True to form FCC upholds its rules prohibiting broadcast of lottery news and advertising, even though lottery is state-sponsored activity. Action affecting New York lottery prompts major First Amendment test. See . . .

COURT TEST OF LOTTERY BAN? . . . 66

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	16
BROADCAST ADVERTISING	22	OPEN MIKE	15
CHANGING HANDS	56	PROGRAMING	32
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	12	WEEK'S PROFILE	85
EDITORIAL PAGE	86		
EQUIPMENT & ENGINEERING	68		
FANFARE	66		
FATES & FORTUNES	68		
FINANCIAL REPORTS	64		
FOR THE RECORD	71		
INTERNATIONAL	67		
LEAD STORY	19		
THE MEDIA	54		



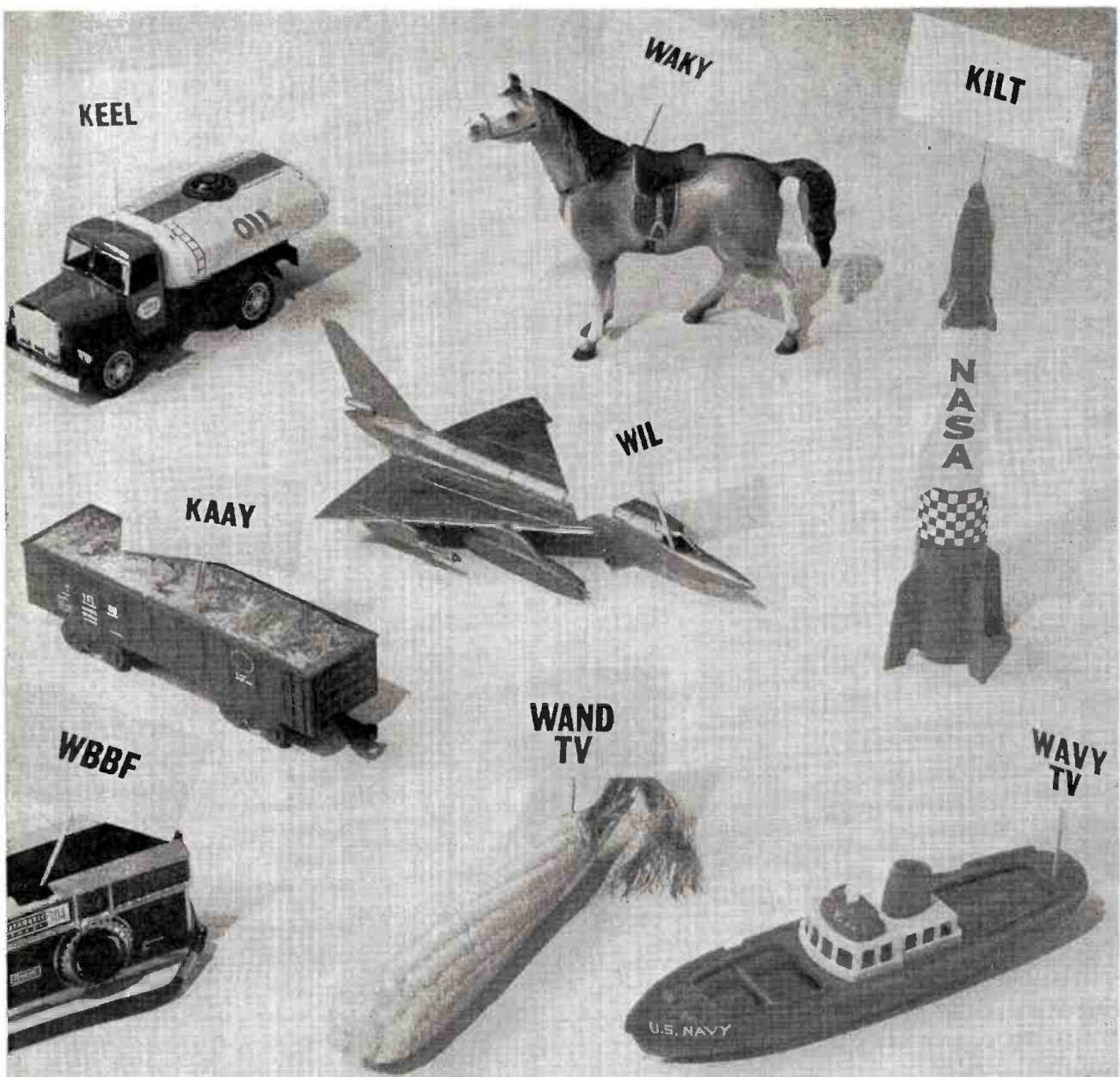
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$11.50 per copy.

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




JUST A SAMPLE...

a minute representation of the *total* market buying power, tuned to and responsive to every LIN radio and TV station.
 Are you getting your fair share of these markets?

- KAAY • KEEL • KEEL-FM • KILT • KILT-FM • WAKY • WBBF* • WBBF • WIL • WIL-FM • WJRZ****
 Little Rock Shreveport Houston Louisville Rochester St. Louis
- WAND-TV* • WAVY-TV***
 Decatur Norfolk, Portsmouth, Newport News

Ring for your Butler man and put LIN's SALES POWER to work for you!!

*Represented by 



**Pending FCC Approval

Old shows hold own as season commences

Thursday night (Sept. 26) ratings showed durability of old shows, with CBS's movie, NBC's *Ironside* and *Dean Martin*, and ABC's *Flying Nun* and *Bewitched* holding their own. Only one new series, CBS's *Blondie*, outscored its competition in 26-city Trendex, but it fell below *Ironside* in New York.

	Share	Trendex	N. Y. Nielsen
7:30-8			
ABC <i>Ugliest Girl in Town</i> (N)	22.9	22.9	16
CBS <i>Blondie</i> (N)	30.8	30.8	26
NBC <i>Ironside</i> (NP)	29.8	29.8	38
8-8:30			
ABC <i>Flying Nun</i> (NP)	30.1	30.1	20
CBS <i>Hawaii Five-0</i> (N)	24.6	24.6	26
NBC <i>Ironside</i> (NP)	34.6	34.6	41
8:30-9			
ABC <i>Bewitched</i> (NP)	29.7	29.7	25
CBS <i>Hawaii Five-0</i> (N)	24.3	24.3	23
NBC <i>Ironside</i> (NP)	40.8	40.8	39
9-9:30			
ABC <i>That Girl</i> (NP)	21.4	21.4	19
CBS movie ('Gypsy') (NP)	32.5	32.5	30
NBC <i>Ironside</i> (NP)	39	39	38
9:30-10			
ABC <i>Journey to the Unknown</i> (N)	15.3	15.3	15
CBS movie ('Gypsy') (NP)	43.1	43.1	38
NBC <i>Dragnet</i> (NP)	33.6	33.6	29
10-10:30			
ABC <i>Journey</i>	17.6	17.6	15
CBS movie	46.2	46.2	40
NBC <i>Dean Martin</i> (NP)	31.6	31.6	34
10:30-11			
ABC local			
CBS movie	47.7	47.7	45
NBC <i>Martin</i>	38.2	38.2	40

N—New show
NP—New season programing

It's slow going for U.S.-Mexico radio talks

Latest round of talks between U.S. and Mexico on new treaty governing two nations' use of AM band ended in Washington Friday (Sept. 27) with two sides still far apart (BROADCASTING, Sept. 23).

Date and place of new meeting will be set through diplomatic channels after both countries have had chance to assess their positions.

U.S. sources indicated disappointment at slow pace of negotiations, which have been underway intermittently since September 1966.

Americans appear frustrated in their effort to get Mexican agreement to U.S. daytimers' presunrise use on Mexican clears. Mexicans, reportedly, won't

budge on this unless U.S. agrees to permit Mexican stations to operate on U.S. clears at night.

Another sticking point is Mexico's request that U.S. accept lesser priority than 1-A clear channel for 1030 kc, on which WBZ Boston is dominant station.

However, some progress reportedly has been made in efforts to have included as special cases, exempt from treaty's provisions, number of stations in each country.

KLOC-TV backs up FCC on program diversity

FCC proposal to make additional syndicated and feature-film programming available to small-market television stations got strong support from UHF KLOC-TV Modesto, Calif., in comments made public Friday (Sept. 27).

KLOC-TV, only television station in its county (Stanislaus), alleged attempts by KOVR-TV Sacramento-Stockton, Calif., to "monopolize and control" virtually all nonnetwork program sources by pressuring syndicators not to do business with the UHF. KOVR, which is owned by group broadcasters McClatchy Broadcasting Stations, is located approximately 80 miles from KLOC-TV's city of license.

ATC files with SEC for public offering

American Television and Communications Corp., Denver-based CATV group, filed registration statement with Securities and Exchange Commission in Washington Friday (Sept. 27) for public sale of 482,409 shares through Paine, Webber, Jackson & Curtis.

This is third public offering by CATV firm in last few months; already registered are Cox Cablevision Corp. and Television Communications Corp. (BROADCASTING, Aug. 12, Sept. 16).

Company is selling 333,333 shares; other 149,076 is being sold by 24 stockholders, including Narragansett Capital Corp., Spencer-Kennedy Laboratories, Bill Daniels.

Estimated maximum price was set at \$16.50 per share, which would have company realize about almost \$5.5 million, and selling stockholders, \$2.4 million. ATC, formed last spring, serves 70,000 subscribers with 36 cable systems in 14 states.

Its latest acquisition was two Ten-

nessee CATV systems serving about 3,000 subscribers. They are in Union and Savannah, in that state. The transaction also gave ATC option to purchase two other operating systems, in Lexington and Milan, Tenn., serving approximately 2,800 customers, and right to build systems in Atwood, Henderson and Trezevant, all in Tennessee. Price was not disclosed. Daniels and Associates was the broker.

For six months ended June 30, company reported revenues of \$2,111,735, operating income of \$1,051,344 and loss of \$301,847.

Monroe Rifkin is president and Douglas Dittrock is vice president.

HHH still prodding for TV debates with Nixon

Great debate on debates continued Friday (Sept. 27) as Vice President Hubert H. Humphrey kept pressure on Republican nominee Richard M. Nixon for face-to-face confrontation—with or without third-party challenger George C. Wallace, on or off television, on free or paid TV time.

Off-TV or paid-time debates would avoid Wallace complications built into Section 315 suspension now under consideration in Congress (see page 19). But Mr. Nixon, campaigning in Louisville, Ky., shot back that nontelevised debates would be "kid stuff" and again rejected any three-way appearances including Mr. Wallace.

Vice President learned of Mr. Nixon's "kid stuff" comeback while on live television in San Francisco, engaged in give-and-take session with audience.

"You may call this 'kid stuff,' Mr. Nixon," replied Mr. Humphrey, "but I call it the stuff of statesmen."

Meanwhile, state of Humphrey camp's treasury prompted Vice President's campaign manager, Lawrence O'Brien, to suggest that time for paid TV debates be offered at reduced rates.

Vice Presidential nominee Spiro T. Agnew told National Press Club audience in Washington that he was not afraid of debates but that he would defer to Mr. Nixon's judgment on whether or not presidential or vice presidential debates would be held.

Triple earnings

Warner Bros.-Seven Arts Ltd., in first full year of combined operations, had \$7 million increase in net earnings over consolidated operations of two compa-

WEEK'S HEADLINERS

Louis Dorfsman, director of design for CBS Inc., New York, named VP, advertising and design, CBS/Broadcast Group (see page 55). He will also continue to handle corporate design.



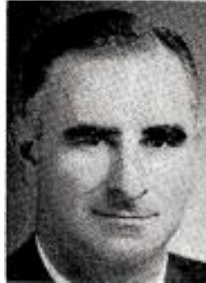
Mr. Bardach

Peter M. Bardach, VP and associate media director, Foote, Cone & Belding, New York, named director of broadcast. **Jeremy D. Sprague**, VP and associate media director, appointed media director. **John L. Owen**,

VP and director of broadcast, appointed executive administrator of FC&B's creative department. Mr. Bardach joined agency's media department in 1954, was named associate media director for broadcast in 1962 and was appointed VP in 1964. He will be responsible for network negotiation and programing for all New York office accounts, and program supervision.

Paul E. J. Gerhold, VP and director of research development and planning, J. Walter Thompson, New York, elected president, Advertising Research Foundation. He succeeds **Sherwood Dodge**, who died July 5 (BROADCASTING, July 15). Mr. Gerhold began as research supervisor in 1939 with Lord & Thomas Chicago, and held research positions at Dancer-Fitzgerald-Sample and Foote, Cone & Belding, both New York, before

joining JWT in 1964. He is member of ARF's board of directors and chairman of its technical advisory committee. He was also chairman of ARF board and chairman of its committee on improving measurements of advertising.



Mr. Pinto

John H. Pinto, VP, RKO General Phonevision Inc., Hartford, Conn. and on headquarters staff. RKO General Inc., New York, since 1961, appointed to newly created position of director of creative services for

RKO General Inc. He will be responsible for advertising, promotion and public relations for RKO's divisions and subsidiaries, including radio and television.



Mr. Storke

William F. Storke, VP, programs, East Coast, NBC-TV New York, named VP, special programs. **Lawrence White**, VP, daytime programs, NBC-TV New York, succeeds Mr. Storke. Mr. Storke joined NBC's Hollywood

guest relations staff in 1948. He joined West Coast sales department in 1953

and transferred to New York in 1955. He was named administrator, participating program sales in 1957 and subsequently appointed director. He has been VP, programs, East Coast, since 1967. Mr. White has been VP, daytime television NBC-TV since 1966, when he joined the company. He began broadcasting career as producer-director for Dumont television network in 1948. He held various positions at Benton & Bowles, CBS-TV and Goodson-Todman Inc. Prior to joining NBC, he headed up his own production company, Gateway Productions.



Mr. Wallis

Edward Wallis, area VP, Midwest, Westinghouse Broadcasting Co., named area VP, Pittsburgh. He will continue as area VP, Midwest (WIND Chicago and wowo Fort Wayne, Ind.). Mr. Wallis succeeds **Harold C. Lund**,

who has retired after 13 years as area VP for KDKA and KDKA-TV Pittsburgh. Mr. Wallis joined company in 1953 as advertising and sales promotion manager of WPTZ(TV) Philadelphia (now KYW-TV). He has also served with Group W stations KYW and KYW-TV (now WKYC-AM-TV) Cleveland. He became area VP for Midwest with responsibilities for stations WIND and wowo in 1966.

For other personnel changes of the week see FATES & FORTUNES

nies for 1967 fiscal period.

For year ended June 30:

	1968	1967*
Earned per share	\$2.68	\$0.83
Net sales	198,257,000	143,971,000
Net earnings	10,104,000	3,053,000

* Represents arithmetical compilation of consolidated operations of Seven Arts Productions for year ended June 30, 1967 and Warner Bros. Pictures for ten months ended June 30, 1967.

NBC tops ratings for week, ABC for Sunday

NBC-TV's new schedule took top six places with ratings around 30, and total of 15 places in Nielsen MNA top-20 rankings for week of Sept. 16-22, before ABC and CBS began new programing.

ABC's Sept. 22 shows, which started

that network's season, placed seventh, eighth and ninth in week's top 20, and first, second and third in Sunday rankings. Movie and one continuing series on ABC also appeared in top 20.

Nielsen MNA top 20, Sept. 16-22:

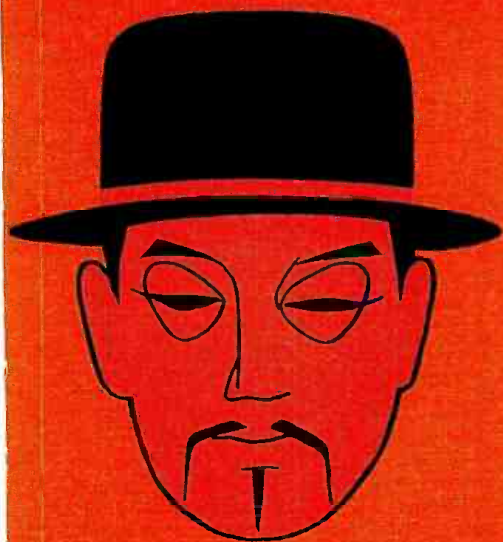
1. Julia, NBC
2. Rowan & Martin, NBC
3. Saturday Movie, NBC ('Madam X')
4. Dean Martin, NBC
5. Tuesday movie, NBC ('I'll Take Sweden')
6. Dragnet, NBC
7. Sunday movie, ABC ('Zorba the Greek')
8. FBI, ABC
9. Land of Giants, ABC
10. Ironside, NBC
11. Bonanza, NBC
11. Kraft Music Hall, NBC
13. Ghost and Mrs. Muir, NBC
14. Saturday movie, NBC ('Becket')

15. Wednesday movie, ABC ('Roustabout')

16. Virginian, NBC
17. Name of the Game, NBC
18. Phyllis Diller, NBC
19. Newlywed Game, ABC
20. Outsider, NBC

Sunday, Sept. 22 Nielsen MNA rankings:

1. Sunday movie, ABC ('Zorba the Greek')
2. FBI, ABC
3. Land of Giants, ABC
4. Bonanza, NBC
5. Phyllis Diller, NBC
6. Walt Disney, NBC
7. Mothers-in-Law, NBC
8. Mission Impossible, CBS
9. Ed Sullivan, CBS
10. Horowitz, CBS
11. Huck Finn, NBC
12. Gentle Ben, CBS
13. Lassie, CBS.



THE GREAT CHARLIE CHAN

(ONE-HOUR TV SPECIAL)
CBC-TV NETWORK
WORLD TELEVISION
PREMIERE: TUESDAY,
SEPT. 10, 9:00-10:00 P.M.

"Charlie Chan buffs in particular, and movie buffs in general, will be as delighted as we were upon first viewing this program!"

*Bruce Raymond,
TV Program Director,
Canadian Broadcasting
Corporation*

Warner Bros.-Seven Arts' **CHARLIE CHAN** **FILM FESTIVAL**

(21 OF CHAN'S BEST MOTION PICTURES)

SOLD IN OVER 50 MARKETS:

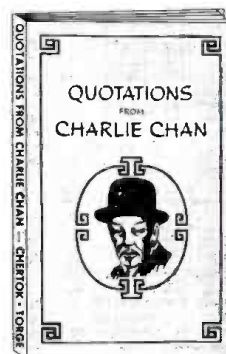
UNITED STATES:

Anchorage, Alaska, KHAR-TV
Augusta, Ga., WRDW-TV
Bakersfield, Calif., KERO-TV
Bangor, Maine, WLBZ-TV
Bay City/Saginaw,
Mich., WNEM-TV
Boston, Mass., WNAC-TV
Chicago, Ill., WGN-TV
Columbus, Ohio, WBNS-TV
Dallas/Ft. Worth, Tex., WFAA-TV
Denver, Col., KWGN
Des Moines/Ames, Iowa, WOI-TV
Detroit, Mich., CKLW-TV
Harlingen, Tex., KGBT-TV
Honolulu, Hawaii, KGMB-TV
Huntsville, Ala., WHNT-TV
Indianapolis, Ind., WISH-TV
Knoxville, Tenn., WBIR-TV
Lebanon, Pa., WLYH-TV
Lexington, Ky., WKYT
Lincoln, Neb., KOLN-TV
Little Rock, Ark., KATV
Los Angeles, Calif., KHJ-TV
Louisville, Ky., WLKY-TV
Lubbock, Tex., KCBD-TV
Memphis, Tenn., WREC-TV
Minneapolis/St. Paul, Minn.,
WCCO-TV
New Haven, Conn., WNHC-TV
New Orleans, La., WWL-TV
New York, N.Y., WNBC-TV
Philadelphia, Pa., WFIL-TV
Phoenix, Ariz., KTVK
Pittsburgh, Pa., WTAE
Portland, Maine, WGAN-TV

Portland, Ore., KOIN-TV
Providence, R.I., WJAR-TV
Pullman, Wash., KWSC-TV
Reno, Nevada, KOLO-TV
St. Louis, Mo., KPLR-TV
San Antonio, Tex., KENS-TV
San Francisco, Calif., KBHK-TV
South Bend/Elkhart, Ind., WSBT-TV
Springfield, Mass., WHYN-TV
Syracuse, N.Y., WHEN-TV
Terre Haute, Ind., WTHI-TV
Tucson, Ariz., KZAZ-TV

CANADA:

Edmonton, Alta., CBXT
Montreal, Que., CBMT
Ottawa, Ont., CBOT
Port Arthur, Ont., CKPR
Sault Ste. Marie, Ont., CJIC
Toronto, Ont., CBLT
Winnipeg, Man. CJAY



And, coming soon from Golden Press, at bookstores everywhere.



NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • (212) 986-1717

CHICAGO: 550 West Jackson Blvd. • (312) 372-8089

DALLAS: 508 Park Avenue • (214) 747-9925

LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771

TORONTO, ONTARIO: 70 Carlton Street • (416) WA 2-5145

LONDON • SYDNEY • TOKYO • MEXICO CITY • MASSACHUSETTS

DATEBOOK

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

■Indicates first or revised listing.

Sept. 30-Dec. 2—15th annual weekly series of time buying and selling seminars of the International Radio and Television Society. All meetings on Monday except Nov. 14. Chemical Bank New York Trust Co., New York.

OCTOBER

Oct. 2-3 — Annual fall meeting, Pennsylvania Cable Television Association, William Penn hotel, Pittsburgh.

■Oct. 2-3—Meeting of board of trustees, educational foundation, American Women in Radio and Television. Sheraton-Park hotel, Washington.

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. The Parliament House, Birmingham, Ala.

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 — Western regional convention, American Association of Advertising Agencies. Speakers: Norman Fields, president of Fields and Fields, Chicago; Frank Gromer, director of marketing services, Foote, Cone & Belding Inc., New York; Dr. William Rivers, Stanford University; James Hayes, dean of business school, Duquesne University. El Mirador hotel, Palm Springs, Calif.

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

■Oct. 7-8—Twenty-second annual convention, New Jersey Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Paul Martin, national director of advertising and promotion, Triangle Stations, and Joseph M. Strick, VP Blackburn and Co. Howard Johnson Motor Lodge, Atlantic City.

■Oct. 7-8—1968 conference, UPI Editors and Publishers. Speakers include George Wallace, American Independent Party presidential candidate; Dr. George E. Mueller, associate administrator for manned space flight, NASA; Dr. John P. Spiegel, director Lemberg Center for the Study of Violence, Brandeis University, and Dr. George Gallup, chairman The American Institute of Public Opinion. Statler Hilton, Washington.

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. 8—Annual stockholders meeting, Meredith Corp. Des Moines, Iowa.

Oct. 9—Meeting of Cable Television Association of New England. Sheraton-Wayfairer motel, Bedford, N. H.

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

■Oct. 9—Governor's Conference on Public Broadcasting. Speaker: Frank Pace Jr., chairman of the board, Corporation for Public Broadcasting, and former Secretary of the Army. Baltimore.

Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction per-

mits and to require hearings in questionable cases.

Oct. 10-11 — Annual convention Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

Oct. 11-12—First annual meeting, Tennessee Cable Television Association. Speaker: Harry Daly, Washington attorney. River Terrace, Gatlinburg.

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

Oct. 12—Film Producers Association of New York 20th anniversary, dinner and dance, Plaza hotel, New York.

Oct. 12—Fall conference, Florida Association of Broadcasters. Runaway Bay hotel and club, Runaway Bay, Jamaica.

Oct. 12-20—Eighteenth cine-meeting, International Film, TV film and Documentary Market (MIFED). Information: MIFED, Largo Domodossola 1, Milan, Italy.

Oct. 13-15—Annual convention North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

■Oct. 13-15—Fall meeting, Mid-Atlantic CATV Association, Greenbriar, White Sulphur Springs W. Va.

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. 15—Annual marketing strategy conference sponsored by Sales Executives Club of New York. Speakers: William Curtis, manager market development, P. Ballantine & Sons; James O. Peckham, executive VP, A. C. Nielsen Co.; Dr. Peter Drucker, professor of management, Graduate Business School, New York University; Betty Furness, special assistant to the President for consumer affairs; A. L. Nickerson, chairman of the board, Mobil Oil Corp.; Dr. Theodore Levitt, professor of business administration, Harvard Business School; Victor A. Bonomo, VP, General Foods Corp.; Jack E. Grimm III, VP and general manager, toilet articles-pharmaceuticals division, Colgate-Palmolive Co., and Dr. Walter A. Woods, president, Products and Concepts Research International. Hotel Roosevelt, New York.

■Oct. 15-17—Annual meeting, Kentucky CATV Association, Continental Inn, Lexington.

Oct. 15-16—14th annual conference, Advertising Research Foundation. New York Hilton, New York.

■Oct. 16—27th annual Man of Year luncheon by Pulse Inc. C. Peter McCollough, president of Xerox Corp. to be honored. Plaza hotel, New York.

Oct. 16 — Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

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

Oct. 18-19—Annual convention, Missouri State AP Broadcasters Association. Buffalo.

Oct. 18-20—Annual convention, Missouri Broadcasters Association. Plaza Inn, Kansas City.

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

Oct. 21—Deadline for filing reply comments on FCC's proposed rulemaking to codify

RAB MANAGEMENT CONFERENCE

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

Oct. 14-15—Dallas Marriott, Dallas.

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

permits and to require hearings in questionable cases.

Oct. 21—Meeting of Montana AP Broadcasters Association. Rainbow hotel, Great Falls.

■Oct. 21-23—Annual convention, Kentucky Broadcasters Association. Sheraton-Louisville, Louisville.

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. 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. 23-25—Fifteenth annual conference, Advertising Media Credit Executives Association. Stouger's Louisville Inn, Louisville, Ky.

■Oct. 23—Fourteenth Wisconsin FM Station Clinic. University of Wisconsin, Madison.

Oct. 23-25—Fall convention, Illinois Broadcasters Association. Pheasant Run, St. Charles.

Oct. 24—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Oct. 24-25—Fall meeting, Mid-America CATV Association, Prom-Sheraton motor inn, Kansas City, Mo.

Oct. 24-25—Annual meeting, NBC Radio Network Affiliates. Speakers: Walter D. Scott, board chairman; Julian Goodman, president, both NBC, and Stephen B. Labunski, president NBC Radio Division. Plaza hotel, New York.

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

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

Oct. 26—Southern college radio conference of the Intercollegiate Broadcasting System. Speakers include Harold R. Krelstein, pres, Plough Broadcasting Co.; Rod G. Collins, director of radio-TV center, University of Virginia; Will I. Lewis, dir of noncommercial WBUR(FM) Boston. Georgia State College, Atlanta.

Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

■Oct. 29-30—Annual meeting, Mississippi CATV Association, Heidelberg hotel, Jackson.

Oct. 31-Nov. 1 — Fall convention, Ohio As-

Growing up at the Four Corners



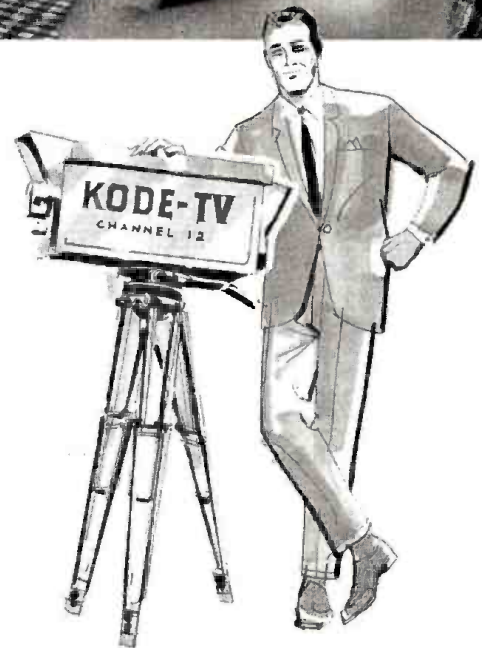
becomes a family affair at KODE-TV

Many a lad and lass has gone over the hill into staid adulthood since KODE-TV's first Teen Hop rocked the airwaves in 1956. But the popularity of the bright entertainment program goes on and on.

More than 11,000 teenagers have appeared on the 380 programs, coming from 61 cities in Missouri, Kansas, Arkansas and Oklahoma — the Four Corners midwest metropolis that KODE calls home.

Now in its 12th season, the midday Saturday show delivers 18,000 households, including as many adult viewers as teenagers. Sponsors have had to cool their heels on a heavy waiting list since the show began.

The Channel 12 Teen Hop is just one of the ways that KODE has built a lasting link with young and older generations at the Four Corners. KODE is the welcome voice, the familiar face.



Because we believe in community involvement

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006



James S. Gilmore, Jr., president

WEHT-TV
Evansville

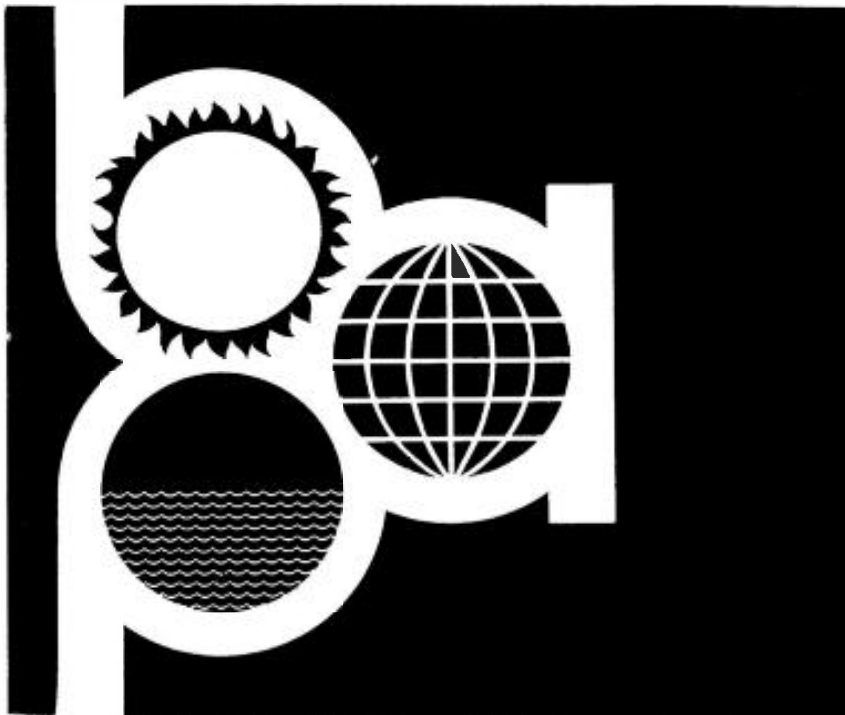
KODE-TV
Ioplin

WSVA-TV
Harrisonburg

KODE-AM
Ioplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg



**the
many
worlds
of
promotion**

How many hats do you wear as a promotion man? If you're like most broadcast promoters, you are a publicist, an advertising tycoon, a production specialist, a researcher, a merchandising expert, an innovator of sales tools, a public relations man, an exploiter, as well as the guy who gets to answer all the mail nobody else in the station wants.

BPA's 13th Annual Seminar in Miami Beach will cover...THE MANY WORLDS OF PROMOTION...with top people in all these fields...prominent guest speakers...all to help you become more proficient in your job.

Go south, young man, to the Big BPA Seminar! It convenes at the DEAUVILLE HOTEL, MIAMI BEACH, FLORIDA, November 17th through 20th, 1968.

For the full story contact BPA.

NON-MEMBERS: Come join us. Registration fee applies to your membership dues!



Broadcasters Promotion Association
1812 Hempstead Road
Lancaster, Pennsylvania 17601

Get your registration in now . . . while you are thinking about it! Early registrations save you money!

CHECK ONE:

Voting Member Affiliate Member Associate Member Non-Member

Advance Registration: BPA Member \$50.00, Non-Member \$65.00

Registration at Seminar: BPA Member \$55.00, Non-Member \$70.00

Are you bringing your wife? Yes..... No.....

Name.....

Station or Firm.....

Address.....

City..... State.....

Attached is my check for \$..... as my advance registration fee.

Mail this registration form with your check to BPA address above.

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.

sociation of Broadcasters. Neil House, Columbus.

NOVEMBER

■Nov. 1—Fifth annual FM Day of Georgia Association of Broadcasters. Regency Hyatt House. Atlanta.

Nov. 5-6—Annual fall meeting Alabama Cable Television Association. Guest House motor inn, Birmingham.

■Nov. 6-8—Northeast Electronics Research and Engineering Meeting, sponsored by Institute of Electrical and Electronics Engineers Inc. Sheraton-Boston hotel and War Memorial Auditorium, Boston.

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

■Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

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. 8—Annual meeting, Colorado CATV Association, Antlers hotel, Colorado Springs.

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

Nov. 10-15—104th technical conference, Society of Motion Picture and Television Engineers. Washington Hilton hotel, 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.

Nov. 12—Radio commercials workshop, International Radio and Television Society. Waldorf-Astoria, New York.

■Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.

■Nov. 18—Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.

Nov. 19—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Nov. 19-21—Annual meeting, Television Bureau of Advertising. Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual National Association of Educational Broadcasters convention. Sheraton-Park, Washington.

Nov. 19-23—National convention, Radio and Television News Directors Association. Beverly-Hilton, Beverly Hills, Calif.

■Indicates first or revised listing.

PRESIDENT SOL TAIHOFF
 EXECUTIVE VICE PRESIDENT AND
 SECRETARY LAWRENCE B. TAIHOFF
 VICE PRESIDENT MAURY LONG
 VICE PRESIDENT EDWIN H. JAMES
 TREASURER B. T. TAIHOFF
 COMPTROLLER IRVING C. MILLER
 ASST. TREASURER JOANNE T. COWAN

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
 BROADCASTING-TELECASTING Bldg., 1735 DeSales
 Street, N. W., Washington, D. C. 20036. Tele-
 phone: (202) 638-1022

EDITOR AND PUBLISHER
 Sol Taishoff

EXECUTIVE VICE PRESIDENT
 Lawrence B. Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James

EDITORIAL DIRECTOR (New York)
 Rufus Crater

MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald,
 Earl B. Abrams, Lawrence Christopher
 (Chicago), Leonard Zeidenberg, David Ber-
 lyn (New York), Rocco Famighetti (New
 York), Morris Gelman (Hollywood), Sherm
 Brodey; ASSOCIATE EDITORS: Joseph A. Esser,
 F. Martin Kuhn, Robert A. Malone; STAFF
 WRITERS: Alan Steele Jarvis, James C. Lear-
 nard, Steve Millard, Sue M. Tropin; EDITORI-
 AL ASSISTANTS: Mehrle Martin, Timothy M.
 McLean, Jeffrey Olson, Marcia Sanford;
 SECRETARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long

NATIONAL SALES MANAGER
 Warren W. Middleton (New York)

ADVERTISING DIRECTOR
 Ed Sellers

INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAF-
 FIC MANAGER: Harry Stevens; ASSISTANT PRO-
 Duction-TRAFFIC MANAGER: Bob Sandor; CLAS-
 SIFIED ADVERTISING: Margaret E. Montague;
 ADVERTISING ASSISTANT: Dorothy Coll.
 COMPTROLLER: Irving C. Miller; ASSISTANT
 AUDITOR: Eunice Weston, Shella Thacker.

Circulation

CIRCULATION DIRECTOR
 David N. Whitcombe

SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, Kwentin Keenan, Stanley
 Palczewski Jr., Jean Powers, Katherine
 Tucker.

Bureaus

New York: 444 Madison Avenue, 10022. Tele-
 phone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR
 EDITORS: David Berlyn, Rocco Famighetti;
 STAFF WRITERS: Hazel Hardy, Linda Miller;
 NATIONAL SALES MANAGER: Warren W. Mid-
 dleton; INSTITUTIONAL SALES MANAGER: Eleanor
 R. Manning; EASTERN SALES MANAGER: Greg
 Masefield; ADVERTISING ASSISTANT: Laura
 Grupinski.

Chicago: 360 North Michigan Avenue, 60601
 Telephone: (312) 236-4115.

SENIOR EDITOR: Lawrence Christopher; Mid-
 West SALES MANAGER: David J. Bailey; AS-
 SISTANT: Rose Adragna.

Hollywood: 1880 North Vine Street, 90028.
 Telephone: (213) 463-3148.

SENIOR EDITOR: Morris Gelman; WESTERN
 SALES MANAGER: Bill Merritt.

BROADCASTING* Magazine was founded in 1931
 by Broadcasting Publications Inc., using the
 title, BROADCASTING*—The News Magazine of
 the Fifth Estate. Broadcasting Advertising*
 was acquired in 1932. Broadcast Reporter in
 1933 and Telecast* in 1953. BROADCASTING-
 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
 Copyright 1968, Broadcasting Publications Inc.

OPEN MIKE®

Some Light reaction

EDITOR: Just finished reading the latest
 BROADCASTING editorials (always first
 reading in your magazine), and thought
 you might like to hear an opinion. For-
 getting the subject matter (which is not
 easy because it's excellent in concept)
 the literary style is top quality and never
 seems to deviate. My sincere compli-
 ments to the writer.—Robert M. Light,
 president, Southern California Broad-
 casters Association, Hollywood.

Outside creative help

EDITOR: Bob Conroy of Geyer, Oswald,
 in a "Monday Memo" (BROADCASTING,
 Sept. 2), openly acknowledges the crea-
 tion of the Sahara radio commercials
 by an outside creative service.

While more and more agencies are
 turning to radio specialists like us to
 insure the quality and effectiveness of
 their radio campaign, there has been
 little press coverage of this fact. Some
 agencies, to be sure, are still reluctant
 to call us in, but even the major crea-
 tive agencies in New York are coming
 our way. Indeed, it appears that the
 more creative the agency, the greater
 their desire to have the radio equal to
 their own specialties.

So, bravo, Mr. Conroy. May others
 follow your lead.—Milt Klein, presi-
 dent, Chuck Blore Creative Services,
 Hollywood.

Some more-needed reforms

EDITOR: First it was "too many com-
 mercials." Then it was "too many space
 shots." "too much violence." and "too
 much trash." And lately it's been "too
 much funeral." And even more recently,
 since Chicago, it's been "too much
 journalistic power." Perhaps our friends
 in government who have such misgiv-
 ings should stick to problems such as
 "hunger in America" and a few others
 which, ironically, television is having to
 point out to them.—George Mason,
 Bangkok, Thailand.

Lauds ruling on fairness

EDITOR: Every intelligent broadcaster
 should laud the U. S. Court of Appeals
 for the Seventh Circuit, Chief Judge
 Latham Castle and Judges Roger J.
 Kiley and Luther M. Swygert for their
 finding [that the FCC's fairness rules are
 unconstitutional] which I hope the U. S.
 Supreme Court will take to heart. It
 is time the FCC be made to recognize
 the First Amendment.—John E. Bowles,
 Delaware, Ohio.

LOOKING FOR DRUG SALES?

The Roanoke-Lynchburg
 Television Market

Delivered an estimated

\$57,355,000*

in Drug Sales

During 1967

For more information call us,
 or your PGW Colonel.

WDBJ-TV



ROANOKE

*Sales Management's Survey
 of Television Markets 1968

(Advertisement)

"Let the punishment fit the crime"

Ah, that it were so. But in cases of
 libel, slander, piracy, plagiarism,
 invasion of privacy or copyright
 violations it just may not happen
 that way. As a matter of fact, juries
 sometimes decide in favor of the
 underdog simply because he is the
 underdog. You don't have to be a
 "top dog" to be hit with a damage
 suit, you just have to be part of the
 communications industry. Solution?
 An Employers Special Excess
 Insurance Policy. Decide what you
 can afford in case of a judgment
 against you, and we'll cover any
 excess. For details and rates, write
 to: Dept. D, EMPLOYERS REIN-
 SURANCE CORP., 21 West 10th,
 Kansas City, Mo. 64105; New York,
 111 John; San Francisco, 220 Mont-
 gomery; Chicago, 175 W. Jackson;
 Atlanta, 34 Peachtree, N.E.

Selling is important, but so is programing

When I think about radio and television, I do so (as I suppose many people in business do) with a sort of split personality. As a private citizen with a family, I see it as a medium that brings us much of our entertainment, information and sometimes instruction. While I am in my living room in front of my TV set I can be taken instantly to the heart of world events, although this is still more of a promise than a reality.

I see television as an invention that has changed our lives drastically. Watching TV is the third most time-consuming activity, after sleeping and working. In winter, I am told, the average family has the set on for six hours a day. Television almost ruined baseball, almost ruined the movie industry, can make or break politicians, and perhaps must take much of the blame for the decline of the art of conversation.

So as a citizen I am concerned with what is broadcast. I am concerned with the effect it has on our children, our morality, on our way of life.

Another Way of Looking at It ■ But then, looking at it as a businessman, the perspective changes slightly. I have to recognize in TV a powerful medium for advertising products and services. In fact the combination of sight, sound, motion, color and emotion makes it the most dynamic medium ever devised for instant mass communication of ideas—so dynamic that business spends some \$5 billion annually to get advertising messages across. With so much money involved both sponsor and network must be alert to every new trend.

Look at all the products available today and you will see that consumers are affluent enough to be able to demand exactly what they want. The result is that manufacturers must produce infinite varieties in their lines to cater to those diverse tastes.

Television one day must be able to offer the needed flexibility to advertisers that is available in print media now. I know we can buy audiences by geographical area, or we can buy mainly women viewers, or children, or people with broad common interests such as sports or classical music. But we are going to need a much finer breakdown in the future to reach the people we can now reach selectively only through print.

The trend is towards buying a more clearly defined demographic audience breakdown and TV is excluding a host of potential advertisers because of its

present inflexibility. The mass audience is television's enemy as well as its ally.

Many businessmen would like to develop better ways of using this enormously effective—and expensive—medium with greater selectivity. Some of us do not need a 40-million audience—or I should say we cannot afford it. We want to use television because it is unmatched in effectiveness in taking our message to our potential customers. But we will settle for 4 million viewers—not 40 million—if they are the right audience for us.

Another concern of many of us is this: Is our role as businessmen merely to buy time to get our sales or corporate messages to our public? What more can we—or should we—do within the framework of our responsibilities?

I suspect that on occasion the chairman of the board views his company's role in broadcasting in a different light than does the sales manager. And I have experience in both jobs. The duties of chairman and sales manager, though different, have a common purpose. We are accountable to those who invest in us, and we are responsible to those who work for us. Without a profit our doors close. Our advertising budget must be used to insure that we stay profitable.

But from time to time someone in management looks beyond the sales chart. Today a growing number of companies are recognizing that a new dimension has been added—a broader responsibility. We owe to our communities and to our country more than taxes. A part of this responsibility, in my opinion, is to support the people who are striving to get shows of value on the air. The fact that we have greater freedom than most countries to broadcast whatever we want must not

obscure the obligation we have to try to use this freedom to ennoble as well as to sell.

Financial support must be forthcoming from the business community to support those men and women with vision and tenacity who are trying to use this powerful medium to make us face and understand the vital issues of today.

There is an enormous amount of talent in the broadcasting industry. The talent to explain and inform deserves as much business support as a talent to entertain.

A Shared Responsibility ■ And I believe today's enlightened business leaders realize this is in the interest of us all. Good programing is the responsibility of everyone—the stations, the networks, the independent production companies, the advertising agencies, and, of course, the sponsors.

But within those groups, it seems to me, there is only a small handful of people who make the final decisions on what will be seen in 56 million American homes. The ultimate decision on what goes out on the air must, of course, be made by station and network management. That is their business; they are the professionals. If they are wrong, millions of Americans simply switch off, change to another program, or don't tune in next week, and sponsors mutter about re-evaluating their budget.

It is encouraging to me that the networks are showing willingness to cover important events, and, from time to time, to put on shows of high caliber even when they know they will not be commercially successful. It is also encouraging that there is a growing number of companies willing to support this trend.



Daniel Parker, chairman of the board, The Parker Pen Co., Janesville, Wis., also is currently chairman of the board of the National Association of Manufacturers. Previously he was vice chairman of the NAM's International Economic Affairs Committee. Educated at Milton College, Milton, Wis., and Harvard Business School, he joined the family firm in 1949 after serving with the U. S. Marine Corps during World War II. Prior to becoming chairman, Mr. Parker was president.

**ONLY ONE
MAJOR
SOUTHEASTERN
STATION
OFFERS
THE BEST
OF NBC
AND CBS**

WAPI-TV 13
BIRMINGHAM, ALABAMA

Represented nationally by Harrington,
Righter & Parsons, Inc.



A CBS Affiliate

BROADCASTING, September 30, 1968





**Hold the phone!
Standard Rate
recognizes
ELKHART
as a
metro
area too.**

Now, Sales Management and Standard Rate and Data Service *both* acknowledge Elkhart's growing importance in the total South Bend-Elkhart market. Facts: Elkhart ranks 8th among *all* metro areas in income per household.* 34th in retail sales per household.* Combine the South Bend-Elkhart metro figures and we rank 70th in total retail sales,* ahead of markets like Peoria, Illinois; Mobile, Alabama; and Des Moines, Iowa.

South Bend-Elkhart . . . income property for you.

*Source: SRDS Spot Television, August 1968

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS

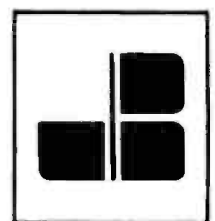


INDIANA COMMUNICATORS

WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

Also: WKJG-TV, NBC, 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

Who'll debate whom if 315 goes?

Ponderous Hill machinery begins to grind but, unlike 1960, relief from equal-time rule may not bring all principal candidates together

The key pieces finally clicked into place last week in Congress for a limited—perhaps too limited—suspension of the equal-time section of the Communications Act for the major presidential and vice presidential candidates. The House Commerce Committee, custodian of suspension legislation since June, finally overcame inertia and its own rules on Thursday (Sept. 26) and reported an amended measure simultaneously to the House floor and the Rules Committee.

And the chairman of the Rules Committee, Representative William M. Colmer (D-Miss.), overcame his expressed reluctance to ask his committee to consider any further legislation (it had hung out a "closed for the session" sign in July) and promptly announced a committee meeting on the matter this Thursday (Oct. 3).

But the measure now in motion toward the House floor is a far cry from the simple suspension of the equal-time portions of Section 315 that permitted the Kennedy-Nixon debates in 1960. Compared to that suspension—which was enacted early enough to permit time for sensitive negotiations between broadcasters and candidates on formats, times and places of appearances, and flexible enough to encourage supplementary treatments of the presidential campaigns such as special documentaries—the present proposal, as reported by the House Commerce Committee, was described privately by one observer as "too little and too late."

Prospects Not Good ■ Despite the good prospects for passage of suspension legislation, which had brightened perceptibly two weeks ago (BROADCASTING, Sept. 23) and remained sunny last week, most reports from Capitol Hill and elsewhere remained gloomy about prospects for actual televised three-way debates featuring Republican Richard Nixon, Democrat Hubert Humphrey and American Independent Party challenger George Wallace, or even, as it

works out, two-way debates between Messrs. Humphrey and Nixon.

Mr. Wallace's candidacy, paradoxically, was the source of both the hope and the pessimism. For the compromise that paved the way for establishment of party discipline sufficient to move the becalmed suspension resolution off dead center in the House Commerce Committee also narrowed the scope of the proposed suspension to cover only a limited type of joint televised appearance that the Republican candidate has vowed to boycott—one that's seen as necessarily involving the presence of the former Alabama governor.

The House Commerce Committee amendment to the Senate-passed suspension resolution (S. J. Res. 175) that enabled Democratic National Committee forces on Capitol Hill to swing southern Democrats into line provides that "broadcasts which incorporate in the same program equal opportunity for equivalent appearances by all presidential or vice-presidential candidates who have been qualified by applicable state law to appear on the ballots of at least two-thirds of the several states [with the District of Columbia counting as a

state]" shall be exempt from claims for equal time by less-qualified candidates, as defined.

The suspension made no progress in the House panel until the amendment to include Mr. Wallace as a claimant for equal opportunity was offered and Humphrey forces at the same time became active in support of a suspension. On the key vote for committee approval, Democrats lined up almost solidly for the measure, while Republicans, who had solidly supported a move for reconsideration that might have buried the resolution, took advantage of committee rules to force a delay on final action until last week.

Uncertain Future ■ Although it's understood that the same combination of forces that finally prevailed in the Commerce Committee and cleared the track into the Rules Committee may also be expected to prevail over the remaining hurdles in the path of the resolution, the projected timetable for ultimate enactment remains vague. Staff members and congressmen alike are reluctant to predict actions yet to be taken for fear of incurring the anger of peers or superiors who also share power over the

No debates in prospect, CBS newsmen agree

CBS Radio affiliate representatives were told last week that they "might as well face the fact" that there will be no nationally televised debates between the presidential candidates this year because of legislative red tape facing repeal of Section 315.

CBS correspondent Roger Mudd made the comment as he participated by a telephone hook-up in a panel of CBS newsmen before the 15th annual convention of the CBS Radio Affiliates Association in New York

City (see page 54).

There was agreement among the other newsmen that while Hubert Humphrey strongly wants public debates, Richard Nixon will resist efforts toward them equally strongly.

Correspondents on the panel, moderated by Walter Cronkite, were Nelson Benton, John Hart, Charles Kuralt, Dan Rather, David Schoumacher, Dallas Townsend, Mike Wallace, and, by another audio hook-up from the West Coast, Bill Stout.

WHO'LL DEBATE WHOM IF 315 GOES? continued

fate of the measure.

Broadcasters who have much at stake in both the short run and the long run in any liberalization of a law that intrudes into matters of basic journalistic judgment were also treading softly last week, reserving praise and criticism of the committee's contribution to Section 315's legislative history pending a final resolution of an admittedly touchy tactical situation. Such comment as was made was either sotto voce, off the record, or both.

Only CBS President Frank Stanton was outspoken in praise of the House committee's action (see page 21); the other networks quietly watched and waited, and a National Association of Broadcasters spokesman would go no further than to cite the NAB's historic position on Section 315—favoring outright repeal, or, barring that, any liberalizations that might prove politically feasible.

Dark Thoughts ■ Nonetheless, disenchantment lurked not far below the surface. On Capitol Hill, where predictions of any given piece of legislation's prospects (and impact, if enacted) are taken seriously even to the point of wagering, the consensus was that the House-amended suspension, moving too late to accommodate the sort of extended negotiations that preceded the Kennedy-Nixon debates and carrying an amendment pleasing only to Wallace supporters, would make slight law and light no TV screens.

Opinion elsewhere paralleled that on the Hill, that the suspension, finally moving, was moving nowhere. As the Commerce Committee acted, Mr. Nixon

strongly reaffirmed his decision not to appear in any televised formats that also included Mr. Wallace. "This is a two-party country," said the Republican candidate. "Either Mr. Humphrey or I, one of the two of us, is going to be elected President, and for us to put a third-party candidate on there and have a panel instead of a debate would be an abortion."

Earlier, it was conjectured that Mr. Nixon's strategy (in countering the alleged Humphrey ploy of putting on all pressure for passage of the suspension resolution in order to put Mr. Nixon in the position of being responsible for torpedoing a debate) would be to keep up Republican opposition to a suspension in the Congress. If that failed in the face of a Democratic majority cemented by Mr. Humphrey's alleged willingness to include Mr. Wallace, it was felt that Mr. Nixon might proceed to agree in principle to three-way debates but stall in negotiations on format and date. Seen in these terms, delay was desirable.

But Mr. Nixon's outspoken reaffirmation that he would not share a platform with Mr. Wallace, coupled with a surprising shortage of Republican names on the minority views released with the Commerce Committee's majority report, fed speculation that no particular difficulty would be encountered during floor debate on the measure.

Report No Help ■ The committee report, on the other hand, dashed hopes of some broadcasters that a way could be found around the amended language of the suspension that would permit exempted broadcasts other than debates.

or even a series of confrontations between pairs of candidates, candidates willing. The report backs up the literal language of the amendment adopted (which had been submitted by Representative J. J. (Jake) Pickle [D-Tex.], and subsequently modified on a motion by Representative John Dingell [D-Mich.]), confining the 315 suspension only to those specific broadcasts on which all three major candidates have had at least an opportunity to appear.

The Dingell amendment to the Pickle amendment makes it possible for a joint appearance to be held between two of the candidates if the third declines to appear, or even an exempt single appearance if two contenders opted out. But none of the Hill theoreticians could work out a realistic scenario of acceptances and refusals that would comply with Mr. Nixon's stated position (of offering no aid and comfort to Mr. Wallace) that would permit televised exposure of all three candidates on different programs. Mr. Wallace, it's felt, would always answer yes, if asked. And the modified committee amendment insists that he be asked to appear on such program, even if a series is projected.

The possibility exists for debates (broadcasters willing) between only Mr. Humphrey and Mr. Wallace. It's widely reported that the Humphrey campaign coffers contain insufficient funds for the sort of television exposure that Mr. Nixon seems well able to afford. The implication is that a major consideration of the Humphrey camp in pressing for a suspension is to make possible a degree of prime-time national television parity with the prospering Republicans. Under this reasoning, free time shared with Mr. Nixon would help equalize the abundance of paid time featuring only Mr. Nixon, and free time with Mr. Wallace (with Mr. Nixon abstaining) would not only be better than none but also better than half a loaf. It might also be felt in the Humphrey camp, where the Vice President's debating abilities are not sold short, that a masterful put-down of Mr. Wallace on national television would be both good politics and a public service.

Although the suspension is tightly limited, in comparison with the 1960 suspension—which gave all televised appearances (including film) of the presidential and vice presidential candidates an immunity against equal-time claims of all other presidential or vice presidential candidates that were not shown—the committee believes there is still room for experimentation.

'Room to Maneuver' ■ "This suspension," the majority report says, "will facilitate the use by broadcasters of various program formats incorporating equivalent appearances by qualifying

Nixon 'working hard' to improve TV image

Republican presidential candidate Richard M. Nixon took pause last week to measure the significance of television in his previous bid for the White House in 1960 and how he regards the medium today. His reflections occurred while on the campaign trail during a filmed segment of the *ABC Evening News with Frank Reynolds* in which he talked to ABC correspondent Ted Koppel on Wednesday (Sept. 25).

Mr. Nixon indirectly acknowledged that he may have acquired a "bad TV image" during the so-called 1960 Kennedy-Nixon debates, and as a result, may have lost that close election. But Mr. Nixon said this year he is "working hard to im-

prove my TV image" because he considers television to be an "extremely important" element in the campaign. And a significant expenditure—some \$10 million by his reckoning.

Whenever television cameras intrude during his personal appearances before live audiences, Mr. Nixon indicated he pays particular attention to the cameras because "people pay attention to it [television] at home." As for a televised format Mr. Nixon said he prefers a question-and-answer session which necessitates off-the-cuff responses. Mr. Nixon added: "Some people project better on television; some don't. I want to be better."

Stanton sees need for candidates to meet

CBS President Frank Stanton urged a face-to-face TV debate last week among leading presidential and vice presidential candidates so that they can state forthrightly and clearly their definitions of the problems that plague America and the solutions they would propose.

In reaffirming his call for suspension of Section 315 of the Communications Act, Dr. Stanton indicated that the two leading candidates (Vice President Hubert H. Humphrey and former Vice President Richard M. Nixon) have "retained an uncommon degree of flexibility if not downright vagueness" in discussing the vital issues of the day.

He told the 15th annual convention of the CBS Radio Affiliates Association in New York (see page 54) that America is faced with such critical issues as Vietnam, racial disturbances, student uprisings, and law and order and said "such problems cry out for dynamic and imaginative solutions." Dr. Stanton voiced the view that both Mr. Nixon and Mr. Humphrey, whom he described as "men of immense experience and ability," are also "shrewd masters of the cosmetic phrase" and have not explored the issues deeply and clearly.

Vietnam's Viewpoint ■ Dr. Stanton noted that on Vietnam, both Mr. Nixon and Mr. Humphrey are for "a just and honorable settlement and getting the boys back as soon as possible." Mr. Nixon, he added, has not expanded his position, having de-

clared a moratorium on discussing Vietnam and the Paris peace talks. Mr. Humphrey is not saying much more, Dr. Stanton stated, because he is "fixed with the difficult problems of going his independent way while maintaining his loyalties to an administration of which he is still a part."

Dr. Stanton told the affiliates that the same uncertainties cloud the question of law and order, which, he said, was perhaps the major issue of the campaign. Both Mr. Nixon and Mr. Humphrey support social justice and equality and oppose crime in the streets, Dr. Stanton declared, and both also "are making a strong pitch to the great mass of middle-class Americans who are not involved in—but are understandably concerned about—civil disturbances."

On the issue of law and order, he continued, even former Governor of Alabama George Wallace "is starting to modify his position." He is also retreating somewhat from his promise of an immediate return to state controlled schools, according to Dr. Stanton.

"With such volatile issues, it is understandable why the candidates are accused of straddling the fence," Dr. Stanton remarked. "But the voters need firm, clear answers and opinions—the sort of rich, meaningful ideas that only face-to-face debates can hope to produce."

Publicity for VP's ■ He made it clear that he also was including vice

presidential candidates in his call for broadcast debates. He stressed that the names of neither Governor Agnew of Maryland, the Republican nominee, nor Senator Muskie of Maine, the Democrat, are "exactly household words."

Dr. Stanton advised the affiliates that the House Interstate and Foreign Commerce Committee had voted overwhelmingly to send Senate Joint Resolution 175, with amendment, out onto the House floor for a vote. If approved, this legislation will make the debates possible, he said.

"The bill itself is the same one passed by the Senate back in May, he added, "except for an amendment reading that 'suspension shall apply only to broadcasts which incorporate in the same program opportunity for equivalent appearances by all presidential and vice presidential candidates, who have been qualified by applicable state laws to appear on the ballots of at least two-thirds of the several states.' meaning, of course, George Wallace."

Two formidable legislative obstacles stand in the way of the resolution in the six weeks before election day. Dr. Stanton reported. The first is the House Rules Committee, which must put the resolution on the legislative calendar for floor action, he observed, adding that "no rule has been given by that committee since July 9." The second is the floor vote," he pointed out, "either approving the resolution or killing it."

candidates for the Presidency or Vice Presidency so as to increase the public's opportunities to see and hear such candidates. The committee feels that sufficient flexibility is being given in this legislation to permit the broadcasters and candidates to innovate and experiment with various program formats. However, whatever is done should be done as a result of discussion, negotiations and cooperation between the candidates and the broadcasters."

Only four committee members attached additional comments to the committee report. Two Republicans, James Harvey (Mich.) and Glenn Cunningham (Neb.), signed minority views written by John Moss (D-Calif.), the only Democrat in opposition. Mr. Moss has long opposed any weakening of broadcasting legislation and feels that a Section 315 suspension will only be used as a lever by broadcasters seeking outright repeal—a position reflected in

the minority views.

The suspension would, the dissenters add, "subject the use of any radio and television station by any candidate for public office to the complete control of the broadcasters."

The minority views also declare that no suspension is necessary in order to have debates. What is needed, it's suggested, is simply a better definition of the term "legally qualified candidate for public office," and it's noted that in the past eight years since the earlier suspension "broadcasters and networks have made no effort to have the section amended so as to supply a workable definition of that term."

Way Out? ■ The suggestion may presage an attempt in the next Congress to find a way to avoid a future showdown over another suspension. The chairman of the Commerce Committee, Representative Harley O. Staggers (D-W. Va.)—who opposed a suspension

up to the day before it was approved by his committee, partly on the grounds that he didn't like to suspend laws—served notice when announcing his conversion to the cause that there would be no more suspensions after this one. "Perhaps next year we can hold hearings and figure out a way to amend the law," he told reporters.

The only other exception-taker to the committee's majority report was Congressman Pickle, who explained that while he did not oppose the suspension as reported, he wanted it understood that the purpose of his amendment was to insure that all three major candidates debated. Mr. Dingell's amendment, he said, subverted his all-or-none purpose by letting one or two debaters decline, after having equal opportunity to accept.

Although no one would predict last week when the suspension resolution

might clear Congress, final passage could conceivably come by the end of this week. Such sudden action, it was noted, would be "most un-Congress-like," but the measure, with a strong House leadership push behind it, could come to the floor immediately after Rules Committee approval on Thursday, gain Senate concurrence on Friday and go to the White House.

Snags Ahead ■ But the Rules Committee first has to meet to vote on considering the measure, then, if approved, consider it. A public hearing is planned. The committee, when it finished its business in July, agreed that no further measure would be accepted unless the committee so voted. Mr. Colmer has set a preliminary meeting at 10:30 a.m. Thursday, with formal consideration, if approved, set at 11 a.m.

Lack of Senate concurrence in the Dingell-amended Pickle amendment is another possible snag. The necessity of a conference between House and Senate members seeking a compromise on the resolution's provisions could push matters into a time deadline—the House plans to recess after next Friday to wait for the Senate to complete its business. That deadline might not be kept, but if it is, a 315 suspension will have to clear promptly or face an additional delay, coming even more perilously close to election day.

And any compromise might jeopardize the measure's support in either the House or Senate—but more likely in the House.

And the resolution will have to make one final stop before becoming law—the President's desk. The possibility of

Daley's critics get chance to answer

Metromedia News has offered equal time during the next three-and-a-half weeks to groups interested in "replying" to Chicago Mayor Richard Daley's documentary on events at the Democratic convention, broadcast by Metromedia Sept. 15.

Telegrams were sent Thursday (Sept. 26) by John Corporon, Metromedia's vice president for news and public affairs, to Dave Dellinger, chairman of the National Mobilization Committee to End the War in Vietnam; Keith Lampe, deputy press information officer, Youth International Party; Richard N. Goodwin, campaign coordinator for Senator Eugene McCarthy; Jay A. Miller, executive director of the Illinois division of the American Civil Liberties Union; and Barton Clausen, American Civil Liberties Union, New York. All of these men had met with Metromedia officials Wednesday to discuss a follow-up program (BROADCASTING, Sept. 23).

The group broadcaster has granted one hour for a "filmed program relevant to the issue concerning the

events which took place in Chicago during the Democratic convention and which program conforms to law, Metromedia's program policies and content acceptance standards, and to the rules and regulations of the Federal Communications Commission."

A Metromedia spokesman reported that all the groups except the McCarthy supporters agreed to film a joint program under William Jersey, an independent producer. The McCarthy supporters asked for a separate half-hour, but were granted 15 minutes, either on their own or as part of the "film program devoted to expressing in segments of equal length the viewpoints" of the various groups. The offer is conditional on receipt of the program by Oct. 15.

The program will be shown on Metromedia's five stations, WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles, KMBC-TV Kansas City, Mo., and KNEW-TV San Francisco, and will be made available to others. Over 150 stations carried Mayor Daley's message (BROADCASTING, Sept. 23).

difficulty coming at this point has not even risen to the level of speculation, but one observer noted that neither the White House nor the Budget Bureau (always close to the President on such matters) had responded to requests by the Commerce Committee for com-

ments on the suspension resolution. Such comments in the past have been almost routinely provided.

The only agency responding to the committee's call for comments was the FCC, which said it could support the suspension.

BROADCAST ADVERTISING

Radio's interest in TV standards

NAB radio code board wants to be consulted about intimate product requests

Personal-products advertisers' interest in TV, coupled with the experimental lifting of the television code's ban on advertising of feminine hygiene deodorants (BROADCASTING, Sept. 23), may in time produce some "spill-over" advertising money for radio.

This prospect was discussed by members of the National Association of Broadcasters radio code board at a meeting in New York last Tuesday

(Sept. 24). It was pertinent not only as a business subject but also because it could raise some radio-code policy questions.

The aural medium's code stops short of the TV code's ban on advertising of intimate personal products, but participants said radio code board members last week indicated that commercials in this field must continue to be watched carefully for acceptability and good taste.

They were said to feel that radio equivalents of the Alberto-Culver TV commercials for FDS (feminine deodorant spray)—whose general acknowledged good taste was a prime factor in the experimental waiver of the TV code ban against feminine deodorants—would pose no problem in radio. But they also felt that they should be consulted by Stockton Helffrich, code authority director, and his associates if commercials for some other products in the intimate class were submitted.

The radio code board, headed by Richard M. Brown of KPOJ Portland, Ore., also heard that monitoring for code compliance was running higher this year than last in terms of stations monitored (up 1,388 to 1,469 in the period) and hours reviewed (up 8% from 34,070 to 36,701).

Plans were also reviewed looking toward increase in the number of radio code subscribers, currently said to number about 43% of all radio stations.

Rep appointments . . .

■ WMBD-TV Peoria, Ill.: Peters, Griffin, Woodward, New York.

■ KGUN-TV Tucson, Ariz.; Edward Petry & Co., New York.

■ WRBC Jackson, Miss.; WLIQ Mobile, Ala. and WNCG Charleston, S. C.: Pro Time Sales Inc., New York.

■ WGKA-AM-FM Atlanta and WKIS Orlando, Fla.: Avery-Knodel Inc., New York.

Be an independent, join one of our four networks

In an age of local radio, of successful "independents," ours is the *single idea* that has made network radio a valuable and sought-after service.

The four radio networks of ABC (almost 950 stations strong) are programmed for "independent" stations.

Each network sounds like the format it was designed to serve—Contemporary, Information, Entertainment or FM.

Each network carries a *limited* inventory of news and sports programming . . . *superior* program-

ming by the one radio-only news organization of its size and scope in the world.

Each network lets a station "do its own thing" by doing only what a network can really do best . . . and no more.

Each network is a source of revenue for stations . . . in at least three different ways. When you talk about network radio with ABC, you'll find it's a whole new business.

Try it . . . you'll like the bottom line.



American
Information
Radio Network



american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

DIVISIONS OF THE ABC RADIO NETWORK

A-K splits TV sales between teams

Avery-Knodel Inc., New York, has announced major expansion plans in which the New York-based station rep firm will separate its New York TV sales staff into East and West sales divisions effective Oct. 1. (CLOSED CIRCUIT, Aug. 12).

David N. Simmons has been named director of the West division which will sell represented TV properties west of the Mississippi River. Mr. Simmons continues as New York sales manager.

John Del Greco will be director of the East division, selling those properties east of the Mississippi. Mr. Del Greco continues as assistant New York sales manager.

Both new divisions will report to Robert J. Kizer, A-K administrative vice president in charge of television



Mr. Simmons



Mr. Del Greco

sales. Al Larson continues as sales development manager for A-K-represented TV stations.

In addition A-K has acquired four new media salesmen: Alan Branfman, former senior media buyer for Ogilvy & Mather; Al Mazzone, of Ted Bates & Co.; Stanley W. Weil, of Grey Advertising, and Arthur Goldstein, of Edward Petry Co.

The new divisions will "specialize" in selling their respective properties, A-K notes, in order to "develop more in-depth sales approach to the problems and opportunities in behalf of every station sold by Avery-Knodel."

Nixon, Humphrey get World Series' spots

Richard Nixon and Hubert Humphrey are back in the ball game—the World Series, that is—as of last Wednesday (Sept. 25).

The television committee for the major leagues reversed a decision made two weeks ago by Baseball Commissioner William Eckert to rule out political advertising in NBC-TV's telecasts of the World Series games this week (CLOSED

CIRCUIT, Sept. 16). So Mr. Nixon will make his appeals in the first and third games, and fifth and seventh if the series goes that far, while Mr. Humphrey takes the even-numbered games.

It was reported that one reason for the change of heart was the assurance that both major candidates would get time. The commissioner's office apparently thought only one candidate was using NBC's half-price offer—\$40,000 per minute in the case of the World Series.

The one-minute spots will be placed by the Nixon-Agnew Victory Committee through Fuller & Smith & Ross and Citizens for Humphrey-Muskie through Lennen & Newell.

Time at the regular price of \$80,000 per minute is sold out to seven sponsors: Chrysler Corp. through Young & Rubicam, Gillette Co. through BBDO, R. J. Reynolds through William Esty; Phillips Petroleum through J. Walter Thompson, Hartford Insurance Group through Laroche, McCaffrey & McCall, Schlitz Brewing and Kellogg Co., both through Leo Burnett.

C-P starts \$2-million 'phone stakes' contest

Colgate-Palmolive revealed details last week of its massive five-week spot-radio campaign which is to go as high as 100 to 140 spots per week per market at its peak.

The campaign, which reportedly will cost nearly \$1 million (CLOSED CIRCUIT, Sept. 23), promotes a dual national promotion called the "Ajax \$2-Million Phone Stakes."

Colgate officials call it "one of the largest spot-radio buys in history." It starts this week.

The "phone stakes" to be promoted is broken into a national sweepstakes and a series of cash-award telephone calls to private homes.

In the sweepstakes portion, consumers whose telephone numbers match those on a randomly preselected list will be eligible for one of 2,080 prizes, including five 1969 Lincoln Continental cars equipped with television, tape decks and telephones, as well as \$10,000 in cash each; 75 1969 Ford Mustang autos equipped with telephones; 1,000 RCA 20-inch color television sets, and 1,000 RCA console stereo/radio sets.

The broadcast promotion will be supplemented by newspaper ads in the top 100 markets and direct mail nationally.

Winners in the cash-award telephone part of the contest will get \$25 checks.

A portion of the phone stakes awards

in each market will be assigned to local stations for their on-air personalities to place the calls.

Prizes in each half of the campaign total \$1 million. Norman, Craig & Kummel, Inc. is the agency.

Canada Dry expands 1968 TV expenditures

Canada Dry Corp., New York, is expected to spend between \$7 million and \$8 million this year in television, almost



Mr. Blyth

double the figure the company spent on TV during 1967. Canada Dry also allots more than \$2 million to radio (largely in local expenditures).

In its first sponsorship of a network TV special Canada Dry will spend approxi-

mately \$1 million for time, production and merchandising-promotion on *The Ann-Margret Show* on CBS-TV on Dec. 1 (9-10 p.m. EST).

James Blyth, Canada Dry president, pointed out that the special will advertise and promote the company's line during its peak sales period which coincides with the Christmas holidays. He said that traditionally advertising for this period has been concentrated in national magazines, but this year it was decided to make television the highlight of the marketing effort.

He said that Ann-Margret was selected because of her appeal to both the youth and older audiences. In addition, the special will spotlight Bob Hope and will present Jack Benny and Danny Thomas in cameo roles.

A special feature of Canada Dry's sponsorship of the special, according to Mr. Blyth, is an extensive merchandising-promotion campaign directed to its distributors and bottlers.

Ted Bates & Co., New York, is agency of record for the TV special. Grey Advertising is agency for the mixes.

Spotlight on spot at ANA seminar

The Association of National Advertisers has invited the Television Bureau of Advertising to present a one-day workshop next week on the use of spot television.

It will be the first time the ANA has devoted a full-day session to spot, and

**Smack in the middle of America
one station programs the strongest
Spot carriers in that market
WIRL-TV, Peoria.**

Edward Petry & Company, smack in the middle of Manhattan*, now represents WIRL-TV.

*and Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, San Francisco, St. Louis.

the workshop will be open to all advertisers and advertising agencies, according to Peter Allport, ANA president.

The seminar is expected to explore problems solved by the use of spot TV and to acquaint businessmen generally with ways of strengthening sales and profits through spot.

The workshop will be held Oct. 9 from 9:15 a.m. to 3 p.m. at the Plaza hotel in New York. Enrollment costs \$25, which includes the workshop, reception and lunch.

Topics and speakers on the agenda: "Spot the Trends," Norman E. Cash, president, TVB; "Spot: Nationwide Use for Total Success," George W. Shine, vice president, advertising and public relations, Avon products; "Spot: Two Answers to Co-op?" Harry Crause, merchandising manager, Cling Peach Advisory Board, and Nathan Lanning, manager, spot development division, Station Representatives Association; "Spot: National Distribution Does Not Mean National Vehicles," Kenneth B. Arrington, vice president, advertising and marketing, Continental Baking Co.;

Also, "Spot: Marketing Objectives Case Histories," Joseph P. Dougherty, executive vice president, Capital Cities Broadcasting, and Paul E. Funk, board chairman, Pritchard Wood Associates; "Spot the Opportunities," a three-way presentation by Jules Fine, vice president media director, Ogilvy & Mather; Gilbert P. Goetz, general director, pub-

lic relations, Consolidated Edison Company of New York, and Don L. Kearney, director of sales, Corinthian Broadcasting Corp.; and "Spot: the Expert Reports," Robert R. Riemenschneider, media director, Quaker Oats Co.

Storer reduces price of political ads by 25%

Candidates for political office may well find 1968 a "bargain basement" year in which to do their shopping for radio-TV minutes.

Storer Broadcasting Co. announced last week that it will grant a 25% discount off earned commercial rates to all political candidates using any of Storer's 14 radio and TV stations.

The group broadcaster's action follows by two months a reduction by NBC-TV in its prices of commercial time for political advertising. Reduced political rates have long been clamored for by campaigners, and were specifically proposed by FCC Chairman Rosel H. Hyde at the National Association of Broadcasters convention last spring (BROADCASTING, July 22, April 8).

The Storer discount is termed "across the board," applying to all nonnetwork business, both programs and announcements, both "plans and frequency discount structures.

The reduced rates are effective Oct.

1 until election eve Nov. 4.

In a statement Bill Michaels, president of Storer, said the discount is a direct response to Chairman Hyde's request. But the company noted that TV "is being incorrectly blamed for creating high costs of campaigning, whereas the truth of the matter is that the increased amounts spent are the result of the known efficiency of radio and television in reaching the public. These expenditures are larger because the candidates are using the medium in larger quantities than ever before by choice."

McCarthy tries to buy CBS-TV half hour

CBS-TV said Thursday night (Sept. 26) that it has refused to sell Senator Eugene McCarthy (D.-Minn.) a half-hour of prime time for an "important statement"—at least until it knows what the statement is about. In response to inquiries, CBS-TV said the request came from William Nee, partner of White, Herzog, & Nee, Minneapolis ad agency, but that Mr. Nee didn't say what the "important statement" would deal with.

CBS said it has a policy against the sale of time to a person or group for the purpose of presenting views on controversial public issues with the exception of broadcasts by or for political candidate or concerning ballot issues. The network would sell time to the senator only if he were making a statement on behalf of a candidate and with that candidate's approval.

The network statement added that CBS is prepared to give appropriate news coverage to any announcement the senator may make.

Fluoridation ads banned on stations

Stations of the Maine Broadcasting System will not accept advertising currently being placed by the Maine Department of Health and Welfare on behalf of fluoridation. The \$75,000 budget for all media is being placed by Wilson, Haight & Welch, Boston, and is part of a blanket grant by the U. S. Department of Health, Education and Welfare.

Jack Atwood, vice president and general manager of Maine Broadcasting (WCSH-AM-TV Portland, WLWZ-AM-TV Bangor and WRDO Augusta, all Maine, said the company did not question the merits of fluoridation but rather the expenditure of public funds to support one side of a controversial issue that is to be voted upon by Maine citizens in November. He felt that using

Traditional placement pattern changed

Commercials aimed at Negro men and women to sell products exclusively used by Negroes will be utilized by Supreme Beauty Products Inc., Chicago, in a six-week campaign on TV stations having general audiences.

Prime-time spots will start Oct. 1 on network-affiliated stations in New York, Chicago, Detroit, Philadelphia and Washington.

A spokesman for Supreme Beauty Products Inc., Chicago, said last week the effort will mark the first time that commercials will feature an all-Negro cast and that all-Negro products will obtain major television exposure. The pilot project will cost an estimated \$100,000.

The products to be advertised are Raveen Au Naturelle for women and Duke Natural for men, both hair straighteners, Supreme Beauty Products is a division of Johnson Publishing Co., publisher of *Ebony* and *Jet* magazines, and the products have been advertised since last December in those publications.



Model Joanna Lasane is shown during a "take" in the filming of the new Supreme Beauty Products TV commercials. A six-week campaign is scheduled.

A NEW SWITCH ON REGIONAL

NEWS: You'll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

When a regional bulletin reaches your Associated Press bureau, flip goes the switch and AP electronics is in action. It breaks into the national tape, then stores the incoming information. (Instead of letting it go by.) And when the regional item is over, the national tape picks up right where it left off. That way you get all

the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you're an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren't an AP member, maybe you'd better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



BAR network TV-billing report for week ended Sept. 15

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 15, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 15	Total dollars week ended Sept. 15	1968 total minutes	1968 total dollars
	Week ended Sept. 15	Cume Jan. 1-Sept. 15	Week ended Sept. 15	Cume Jan. 1-Sept. 15	Week ended Sept. 15	Cume Jan. 1-Sept. 15				
Monday-Friday Sign-on-10 a.m.	\$	\$ 145.8	\$ 73.6	\$ 2,467.0	\$ 336.0	\$ 12,216.4	80	\$ 409.6	2,563	\$ 14,829.2
Monday-Friday 10 a.m.-6 p.m.	1,119.6	41,716.3	2,388.6	100,425.7	1,695.6	75,459.4	859	5,203.8	32,526	217,576.0
Saturday-Sunday Sign-on-6 p.m.	1,000.0	33,350.6	1,935.4	29,652.6	948.6	18,315.5	325	3,884.0	8,735	81,318.7
Monday-Saturday 6 p.m.-7:30 p.m.	534.2	10,777.5	384.7	19,535.5	361.2	20,327.8	95	1,280.1	3,265	50,640.8
Sunday 6 p.m.-7:30 p.m.	48.0	3,546.9	117.4	6,689.7	217.9	6,243.1	19	383.3	730	16,479.7
Monday-Sunday 7:30-11 p.m.	3,689.0	163,987.6	4,975.4	202,998.1	5,234.1	200,695.1	465	13,898.5	16,191	567,680.8
Monday-Sunday 11 p.m.-Sign-off	218.4	12,039.7	247.0	3,972.3	549.7	16,505.4	78	1,015.1	2,854	32,517.4
Total	\$6,609.2	\$265,564.4	\$10,122.1	\$365,740.9	\$9,343.1	\$349,762.7	1,921	\$26,074.4	66,864	\$981,042.6

public funds for this purpose sets "a dangerous precedent" for the future.

"We feel this is improper as citizens, as people responsible for broadcast media and as news correspondents," Mr. Atwood said.

He added that free time would be offered to both sides of this issue, a position, he said, that the Maine Broadcasting System always has taken on all major controversial issues.

Hollingbery adds Metromedia UHF

KNEW-TV San Francisco, earlier this month having lost Metro TV Sales as its national representative, last week signed The Hollingbery Co. as sales rep. Metro TV Sales and KNEW-TV, a UHF station, are both owned by Metromedia Inc.

Specializing in representing independent TV stations, Metro TV Sales switched to repping KTVU(TV) Oakland-San Francisco, an independent owned by Cox Broadcasting (BROADCASTING, Sept. 16). This put Metro TV Sales in the position of representing a station that is in immediate competition with a station owned by its parent company.

NCTA group to develop advertising standards

The National Cable Television Association board of directors has established a special committee to develop, for full board adoption, by Jan. 1, 1969, a suggested set of advertising standards that may provide guidance for NCTA

members who originate programming and who accept advertising.

Chairman of the special committee will be Marcus Bartlett, vice president, Cox Cablevision Corp. Other committee members are George Barco, Meadville Master Antenna Inc., Sam C. Haddock, TV Cable Co.; Richard A. Moore, Southwestern Cable Co.; Claude Stevanus, Tower Antennas Inc.; M. William Adler, Capitol Cablevision Corp.; and W. Randolph Tucker, Cypress Communications Corp.

IRTS lists agenda for fall seminar

The International Radio and Television Society's third annual advanced media-concepts seminar in New York will start Oct. 3 and run for seven consecutive Wednesday evenings through Nov. 20.

Subjects to be covered are: "Media After the Bomb," by Erwin Ephron, vice president, director of media planning, Papert, Koenig, Lois Inc., and chairman of the seminar; "Some Principals of Communication," by Paul Roth, vice president in charge of media, Kenyon & Eckhardt, "The Near Future of Media Research," by Jules Fine, vice president, director of media, Ogilvy & Mather; "What We Really Know About Television," by Ed Papazian, vice president, director media planning, BBDO; "The Elements of Planning Media," by Joseph W. Ostrow, vice president in charge of media planning, Young & Rubicam; "Negotiation With the Television Networks," by Gene Accas, vice president, network relations, Leo Burnett; "Media Buying," speaker to be announced, and "Media

Information Handling and the Computer," by Bernard Lipsky, vice president, manager of information services, Compton Advertising.

NBC Radio sales jump to \$1.7 million

NBC Radio sales have totaled \$1,700,432 in the last two weeks, George H. Gallup, vice president, sales, announced last Tuesday (Sept. 24).

Colgate-Palmolive purchased sponsorship in *Emphasis* and *Monitor* through Ted Bates; Ford Division of Ford Motor Co. in *News on the Hour* and *Monitor* through J. Walter Thompson; United Rent-All in *Monitor* through Gumpertz, Bentley & Dolan; Campbell Soup in *Emphasis* through BBDO; Liggett & Meyers in *News on the Hour* and *Monitor* through JWT; Pennzoil in *News on the Hour* through Eisaman, Johns & Laws.

Your local banker

American Bankers Association has announced plans for its 1968-69 radio commercial service for local member banks.

Subscribers to the service pay \$125 for a recording of 10 commercials utilizing New York talent, and 10 scripts per month for 12 months. Six one-minute spots have open center for local voice-overs, and four 30-second spots are open-end. The service is exclusive to the first bank in the community to request it, and local banks place their own buys.

ABA officials say the radio commercial service has been supplied for four or five years, but not on this scale.

PLEASE NOTE

cine-vox
Productions, Inc.
Pan Am Building
200 Park Avenue, Suite 4320
New York, N. Y. 10017
Telephone (212) 661-3700

MEMO TO: RADIO STATION OWNERS AND MANAGERS
FROM: CINE-VOX

Would you like to have one of America's leading deejays on your station?

As you well know, Jerry Marshall is one of the nation's top middle-of-the-road music hosts. Long a leading personality on such stand-out stations as WNEW, he has also been spokesman for hundreds of fine accounts, including Mercury, Norelco, Brillo and Chase & Sanborn.

You and I know that all radio is local. Now, by a completely revolutionary method of localization, Cine-Vox has developed a system called Custom Radio. Through this unique and exciting innovation, Jerry Marshall makes any time prime time. We make it possible to put Jerry Marshall behind your microphone to work a regular shift, every day of the week, totally customized to your local format.

In addition to the prestige and personality value of having Jerry on your station, you get the same tremendous selling power on your local commercials that is used by the nation's leading advertisers.

The Jerry Marshall Custom Radio service is available exclusively to one station in each market ... and he can be yours at a price your station can afford!

Because this is a first-come, first-served offer, if you are interested, please return the coupon below today. For even faster service, call me collect at (212) 661-3700.

I look forward to hearing from you soon.

Ross Charles, Sales Manager



cine-vox PRODUCTIONS, INC.
PAN AM BUILDING, 200 PARK AVENUE, SUITE 4320, NEW YORK, N. Y. 10022

Dear Ross:
I am interested in learning more about the Jerry Marshall Custom Radio service as soon as possible.

Name _____ Title _____

Station _____

Address _____

City _____ State _____ Zip _____

Fashion makers get tips on local spot

Fashion manufacturers were advised to work with retailers to develop effective local television advertising last week at a seminar sponsored by Retail Spot Syndicate in New York. "The Fashion Manufacturer in Retail TV Advertising," as the session was titled, was held Thursday (Sept. 26) with the cooperation of the Television Bureau of Advertising.

Edward H. Zimmerman, president of Retail Spot Syndicate, offered representatives of more than 25 apparel firms suggestions for achieving brand impact through the television campaigns of retail outlets.

Mr. Zimmerman assured his audience that retail TV advertising could benefit the fashion firm whether or not it offers retail cooperative allowances, whether or not the apparel maker has a brand image, whether or not it has national advertising.

Four spots personalized for local stores from commercials originally produced by apparel makers were shown. Mr. Zimmerman explained techniques for adapting manufacturer's spots for local use.

Mr. Zimmerman and Howard Abrahams, director of retail advertising for TVB, also made the following suggestions:

- TV advertising costs should be kept low and should be absorbed by several stores because of the brief life-span of fashion trends.

- Spots must reflect local stores'

SRA forms research group

Station Representatives Association announced last week the formation of a radio research committee and appointment of Robert Galen of John Blair & Co. as its chairman.

The committee was formed to have research personnel, who specialize in radio, concentrate on new facets and interest in radio research. The committee expects to meet with the various rating services in order to increase the usability of their reports by stations, agencies and representatives.

Other members of the committee are William Schrank, the Katz Agency; Mel Trauner, Edward Pety & Co.; Saul Frischling, Stone Representatives, and Carol Gilbert, Robert E. Eastman & Co.

images if they are to be effective and have the acceptance of retailers.

- Manufacturers should keep abreast of store-produced television activity featuring their fashions; such existing footage may be useful in other markets.

- Apparel makers were warned of the emphasis stores are placing on non-fashion goods in stores' TV activity.

Apparel makers were also warned that independent retailers may lose ground as local fashion leaders while chain stores stress fashion in their use of TV.

Manufacturers were reminded that television is a medium well-suited to fashion advertising, and that syndicated fashion presentations offered as a service in local markets, need not be concerned with federal trade commission regulations, but allowances to retailers for TV production must be considered cooperative advertising.

Business briefly . . .

Xerox Corp., Rochester, N.Y., through Needham, Harper & Steers, New York, will sponsor *The Thanksgiving Visitor*, a drama by Truman Capote starring Geraldine Page, on ABC-TV Thursday, Nov. 28 (7:30-8:30 p.m. EST).

Dodge Division, Chrysler Corp., Detroit, through BBDO, New York, will sponsor NBC-TV's *Academy of Professional Sports Awards* for the second consecutive year. Perry Como again will be host for the show Wednesday, Feb. 19, 1969, (10-11 p.m. EST).

Paine, Webber, Jackson & Curtis, through BBDO, both New York, will make its television debut with a series of 20-second color TV spots in five major markets. The spots will back up a print campaign.

Eastman-Kodak Co., Rochester, N. Y., through J. Walter Thompson, New York, will sponsor Olympic ice skating champion Peggy Fleming's first television special on NBC-TV, Sunday, Nov. 24 (9-10 p.m. EST).

Liberty Mutual Insurance Co., Boston, through BBDO, Los Angeles, will sponsor 31 half-hour programs, *Outdoors with Liberty Mutual*, over Sports Network Inc. in 73 major markets beginning in January 1969.

RCA, through J. Walter Thompson, both New York, will sponsor a Bing Crosby variety special Wednesday, Oct. 23 on NBC-TV (10-11 p.m. NYT). Guests will be Bob Hope, Diana Ross and the Supremes, Jose Feliciano and Stella Stevens.

S. C. Johnson & Son Racine, Wis., through Foote, Cone & Belding, Chicago, will sponsor Triangle Stations' 1968 Canadian - American Challenge Cup

series in around 180 markets. Included in the series are six races being held between Sept. 1 and Nov. 10.

Skelly Oil Co., Kansas City, Mo., through Bruce B. Brewer & Co., same city, has bought the half-hour color series *Celebrity Billiards* from Medallion TV, Hollywood, for sponsorship on a 14-state regional TV station lineup. The gasoline company will sponsor the syndicated series in markets in Arkansas, Colorado, Illinois, Iowa, Louisiana, Missouri, Nebraska, North Dakota, South Dakota, Oklahoma, Texas, Kansas, Wisconsin, and Minnesota. *Celebrity Billiards* is now sold in 102 markets primarily on an exclusive basis to large regional advertisers such as Skelly.

Also in advertising . . .

N. Lee Lacy in New York ▪ N. Lee Lacy Associated Ltd., Los Angeles, producer of commercials for TV and of motion pictures, opened offices in New York last week at 502 Park Avenue. The firm recently opened offices in London and Dallas.

New market research firm ▪ The formation by Audience Studies Inc. of Comlab Inc., a communication-market research company in the areas of package, product advertising and display testing was announced last week by Pierre Marquis, ASI president. Marion Forster Prins, formerly vice president and account supervisor for Foote, Cone & Belding in Chicago, has been named president of Comlab.

Rep move in Chicago ▪ Radio Time Sales, Chicago, has moved to 20 North Wacker Drive. Telephone number (312) 236-8887. Bob Walton is manager and Earl Gallagher is assistant manager.

M-E address change ▪ McCann-Erickson, Portland, Ore., will move into the Georgia-Pacific Tower late next year. The move will give the agency 65% more space.

KMBZ, KMBR-FM get Royals

Broadcast rights to the Kansas City Royals, new American League baseball team, have been acquired by Majestic Advertising, Milwaukee, it was announced last week, and Schlitz Brewing Co. will sponsor the radio package for one-third on a network of 40 stations in six states in 1969. Originating stations for radio will be KMBZ and KMBR-FM, both Kansas City, Mo. The TV package to consist of 26 road games is in negotiation with Kansas City stations. Majestic's rights are for three years plus renewal option.



***So what
else
is new?***

With NSI, plenty! We're constantly improving our service and this season is no exception. In just the area of "who's viewing," the new NSI offers reliable data on a broader and more diverse scale than ever before.

For example, NSI provides *Spot Rankings for persons* as well as households—in all markets measured at least four times a year. In one quick glance, you can see where a TV spot or

Chicago 312-372-3810
New York 212-956-2500

a new availability ranks in the market.

To top it off, NSI gives you *exclusive reach and frequency data* to gauge over-all viewing for the prime purchasing agent—Lady of the House—as well as total households.

Get the details on these and the other NSI improvements for '68-69 . . . *all backed with measurable quality of performance.* Call:

Hollywood 213-466-4391
San Francisco 415-986-6437



Nielsen Station Index

a service of A. C. Nielsen Company

First showdown at the ratings corral

N.Y. NIELSENS, TRENDIX GIVE INITIAL INSIGHT ON NEW TV SEASON

NBC-TV finished its premiere week (Sept. 15-21) with substantial showings in the New York Nielsen ratings, but the network's competition increased last week when ABC and CBS new programming began, as seen in Trendex and New York Nielsens. The Trendex ratings began when all three networks got their new seasons underway.

Sunday night ABC led all the way, with its new *Land of the Giants* garnering high shares and new programming on the *FBI* not far behind. ABC's movie, "Zorba the Greek," beat its competition handily throughout the rest of the evening.

NBC's *Laugh-In* was Monday night's big winner, but the rest of the evening was a seesaw between CBS's situation comedies and NBC's movie.

Early Tuesday ABC came to the fore with its new *Mod Squad*, but NBC grew stronger later with its movie, "Blindfold." CBS bettered its rivals with *Red Skelton* and *Doris Day* in

Trendex ratings but not in New York Nielsens.

Wednesday night showed ratings generally much closer. ABC did well with its new *Here Come the Brides*, and NBC with its *Bob Hope* special, but otherwise the programs were not predominantly ahead or behind.

N—new show
 NP—new season programming
 NTP—new time period
 R—rerun
 S—special
 CS—continuing show, no repeats
 SS—summer series

	New York Nielsen share
Friday, Sept. 20	
7:30-8:30 p.m.	
ABC Off to See the Wizard (R)	10
CBS Wild Wild West (R)	26
NBC High Chaparral (NTP)	31
8:30-10 p.m.	
ABC Man in a Suitcase (R) and Will Sonnett (R)	7
CBS Gomer Pyle (R) and Movie 'Hawaii Five-0' (NP)	27

NBC Name of the Game (N) 10-11 p.m.	39
ABC Judd for Defense (R)	10
CBS Movie (NP)	29
NBC Star Trek (NTP)	36
Saturday, Sept. 21	
7:30-8 p.m.	
ABC Dating Game (CS)	14
CBS Prisoner (SS)	28
NBC Adam-12 (N) 8-8:30 p.m.	28
ABC Newlywed Game (CS)	18
CBS Prisoner (SS)	26
NBC Get Smart (NTP)	31
8:30-9 p.m.	
ABC Lawrence Welk (CS)	16
CBS My Three Sons (R)	19
NBC Ghost and Mrs. Muir (N) 9-11 p.m.	39
ABC Hollywood Palace (R) and local time	12
CBS Hogan's Heroes (R), Petticoat Junction (R) and Mannix (R)	23
NBC Movie 'Becket' (NP)	46

	Trendex Share	New York Nielsen Share
Sunday, Sept. 22		
7:30-8 p.m.		
ABC Land of Giants (N)	49.7	45.5
CBS Gentle Ben (R)	20.7	13.8

The laurels and brickbats

Among television critics more thumbs go up than down on new season

The nation's TV critics found their full voice last week as new network shows rolled in nightly. They took a generally favorable view of NBC's *Ghost and Mrs. Muir*, and ABC's *Outcasts*, *Land of the Giants*, and *That's Life*. The critics seemed to concede the success of CBS's *Doris Day Show* but they did it grudgingly.

Although reviews on it were few, those commenting on CBS's new feature *Sixty Minutes* applauded the idea and execution.

The week's loudest and most widespread brickbats seemed reserved for NBC's 90-minute *The Name of the Game*. With tongue in cheek, both *Newsweek* and *Time* reviewers didn't seem to feel editors/reporters on major newsmagazines have quite the freedom—or expense accounts—as implied by the show.

Here's how the critics viewed 11 new

shows from Sept. 20-26:

The Name of the Game (NBC-TV, Friday, 8:30-10 p.m. EDT).

"... Short on plot and overwhelmed by its attempt to be bright and hip..." George Gent, *New York Times*.

"... gave a big, glossy, lavish film look to a slickly produced B-movie script..." Kay Gardella, *New York Daily News*.

"... has a good chance..." Paul Molloy, *Chicago Sun-Times*.

"... the audience gets the punishment..." *Time*.

"... very zippy—sheer escapism..." Rick Du-

Brow, UPI.

"... thin story stretched almost to the snapping point." Cynthia Lowry, AP.

"... is chutzpah and is sure to be a Nielsen smash." Louise Sweeney, *Christian Science Monitor*.

"... routine TV with a lot of fancy padding." Pete Rahn, *St. Louis Globe-Democrat*.

"... an all-day sucker without much flavor." Larry Williams, *Memphis Commercial Appeal*.

"... for all its gloss and glitter, a trashy, vulgar, commonplace dramatic series. It ought to be a smashing TV

success." Lawrence Laurent, *Washington Post*.

"... all adds up to slick, fast-moving escapism with plenty of shooting—but no deadlines." Harry F. Waters, *Newsweek*.

"... at least in concept... something new." Clay Gowran, *Chicago Tribune*.

"... costly, slickly produced concoction..." C. J. Skreen, *Seattle Times*.

"... producers will have to come up with better stories." Hal Humphrey, *Los Angeles Times*.

"... was just too Hollywood to be believed." Terrence O'Flaherty, *San Francisco Chronicle*.

"... as glittery as gold and as appetizing as mud." Dwight Newton, *San Francisco Examiner*.

Adam-12 (NBC-TV, Saturday, 7:30-8 p.m. EDT)



"... might just as well be titled 'Dragnet II'..." George Gent, *New York Times*.

"... wasn't violent [or] necessarily articulate or significant in portraying the policeman..." Bob Williams, *New York Post*.

	New York			New York			New York	
	Trendex	Nielsen		Trendex	Nielsen		Trendex	Nielsen
NBC Walt Disney (NP)	24.0	27.6	NBC Laugh-In (NP)	45.5	45.0	10-10:30 p.m.		
8-8:30 p.m.			9-9:30 p.m.			ABC That's Life (N)	26.9	25.5
ABC F.B.I. (NP)	39.9	41.1	ABC The Outcasts (N)	20.5	28.2	CBS 60 Minutes (N)	19.7	10.9
CBS Ed Sullivan (R)	27.0	21.1	CBS Mayberry RFD (N)	44.5	34.1	NBC Movie (NP)	40.3	40.7
NBC Walt Disney (NP)	28.9	27.0	NBC Movie,			10:30-11 p.m.		
8:30-9 p.m.			'The Art of Love' (N)	29.3	29.6	ABC That's Life (N)	25.5	24.4
ABC F.B.I. (NP)	41.9	39.9	9:30-10 p.m.			CBS 60 Minutes (N)	21.5	9.1
CBS Ed Sullivan (R)	27.8	24.2	ABC The Outcasts (N)	20.6	30.7	NBC Movie (NP)	41.5	47.3
NBC Mothers-In-Law (NP)	26.3	26.2	CBS Family Affair (NP)	38.0	27.0			
9-9:30 p.m.			NBC Movie (N)	32.3	29.5			
ABC Movie,			10-10:30 p.m.					
'Zorba The Greek' (NP)	52.3	53.0	ABC Big Valley (NP)	27.6	20.8			
CBS Vladimir Horowitz (S)	12.9	10.7	ABC Carol Burnett (NP)	34.3	32.4			
NBC Bonanza (NP)	31.6	27.9	NBC Movie (N)	29.9	30.3			
9:30-10 p.m.			10:30-11 p.m.					
ABC Movie (NP)	47.5	49.2	ABC Big Valley (NP)	23.7	19.0			
CBS Horowitz (S)	11.5	11.1	CBS Carol Burnett (NP)	37.9	36.0			
NBC Bonanza (NP)	39.0	31.3	NBC Movie (N)	31.9	29.2			
10-10:30 p.m.								
ABC Movie (NP)	44.2	46.0						
CBS Mission: Impossible (R)	19.1	18.3						
NBC Phyllis Diller (N)	32.7	24.9						
10:30-11 p.m.								
ABC Movie (NP)	43.6	45.4						
CBS Mission: Impossible (R)	21.6	19.9						
NBC Phyllis Diller (N)	30.1	22.7						
Monday, Sept. 23			Tuesday, Sept. 24			Wednesday, Sept. 25		
7:30-8 p.m.			7:30-8 p.m.			7:30-8 p.m.		
ABC The Avengers (NTP)	20.6	19.5	ABC Mod Squad (N)	45.2	35.3	ABC Here Come Brides (N)	39.6	24.6
CBS Gunsmoke (NP)	33.1	23.0	CBS Lancer (N)	19.3	19.0	CBS Dakтари (NTP)	20.2	12.5
NBC I Dream of Jeannie (NTP)	33.0	29.3	NBC Jerry Lewis (NTP)	25.0	21.0	NBC Virginian (NP)	23.0	25.0
8-8:30 p.m.			8-8:30 p.m.			8-8:30 p.m.		
ABC The Avengers (NTP)	13.6	17.0	ABC Mod Squad (N)	42.0	36.5	ABC Brides (N)	47.3	30.9
CBS Gunsmoke (NP)	29.4	21.0	CBS Lancer (N)	22.1	21.6	CBS Dakтари (NTP)	16.8	16.2
NBC Laugh-In (NP)	53.3	50.0	NBC Jerry Lewis (NTP)	27.0	25.1	NBC Virginian (NP)	20.4	21.2
8:30-9 p.m.			8:30-9 p.m.			8:30-9 p.m.		
ABC Peyton Place (NTP)	19.5	18.8	ABC Mod Squad (N)	36.9	32.6	ABC Peyton Place (CS)	36.1	27.8
CBS Here's Lucy (N)	34.7	28.8	CBS Red Skelton (NP)	20.9	15.6	CBS Good Guys (N)	31.8	28.1
			NBC Julia (N)	40.0	35.6	NBC Virginian (NP)	24.3	21.0
			9-9:30 p.m.			9-9:30 p.m.		
			ABC It Takes a Thief (NP)	25.1	28.7	ABC Movie, 'Who's Got		
			CBS Red Skelton (NP)	36.2	20.7	The Action' (NP)	33.5	26.4
			NBC Movie, 'Blindfold' (NP)	31.5	37.0	CBS Beverly Hillbillies (NTP)	23.5	19.9
			9:30-10 p.m.			NBC Bob Hope (S)	35.4	41.7
			ABC It Takes a Thief (NP)	24.0	29.6	9:30-10 p.m.		
			CBS Doris Day Show (N)	37.4	24.3	ABC Movie (NP)	37.1	29.4
			NBC Movie (NP)	30.7	35.7	CBS Jonathan Winters (NP)	26.4	25.6
						NBC Outsider (N)	25.9	31.9
						10-10:30 p.m.		
						ABC Movie (NP)	30.0	27.4
						CBS Winters (NP)	31.2	24.4
						NBC Outsider (N)	33.0	33.9

"... carried unmistakable brand marks of *Dragnet*." Cynthia Lowry, AP.

"... unpretentious little cops-and-robbers half hour." Barbara Delatiner, *Newsday*.

"... the L.A. Police Department seems assured of continued popularity." Dean Gysel, *Chicago Daily News*.

"... turns out to be a *Dragnet* on wheels." Harry F. Waters, *Newsweek*.

"... it's high time television did something about the ordinary cop..." Clay Gowran, *Chicago Tribune*.

"... the show moved along nicely." Aleene MacMinn, *Los Angeles Times*.

"The entertainment values are good and strong..." Dwight Newton, *San Francisco Examiner*.

The Ghost and Mrs. Muir (NBC-TV, Saturday, 8:30-9 p.m. EDT).

"... just might turn into one of the season's hits..." George Gent, *New York Times*.



"... registered merely as a mild escapist entertainment." Ben Gross, *New York Daily News*.

"... a considerable improvement over flying nuns and disappearing Jeannies." *Time*.

"The spectre of

silliness should haunt... through the program's obviously short run." Barbara Delatiner, *Newsday*.

"... Just put the camera on Miss Lange and Mulhare and they can carry it off." Rick DuBrow, UPI.

"... It all seemed pretty strained." Cynthia Lowry, AP.

"... [Hope Lange and Edward Mulhare] are almost charming enough to triumph over an addled... script." Louise Sweeney, *Christian Science Monitor*.

"... may come in a winner." Pete Rahn, *St. Louis Globe-Democrat*.

"... about the loveliest pilot episode I've seen in years." Lawrence Laurent, *Washington Post*.

"... best show of the weekend..." Clay Gowran, *Chicago Tribune*

"... many humorous possibilities..." Dean Gysel, *Chicago Daily News*.

"... they could have a solid hit..." C. J. Skreen, *Seattle Times*

"... only instances of the gentle human emotions of affection and trust to appear so far in the new season..." Terrence O'Flaherty, *San Francisco Chronicle*.

"... some chuckles along the way, happily not over-accentuated by the laugh track..." Hal Humphrey, *Los Angeles Times*

Land of the Giants (ABC-TV, Sunday, 7-8 p.m. EDT).

"... Fictional space travel on TV never had it so bad..." Bob Williams, *New York Post*.

"... Good kid stuff, but several of



the visual effects were not as frightening as they should have been..." Ben Gross, *New York Daily News*.

"The youngsters appear to have a winner..." George Gent, *New York Times*.

"... adult science-fiction fans will certainly find the series a dazzler in the special effects department." Pete Rahn, *St. Louis Globe-Democrat*.

"... visually... a gas." Barbara Delatiner, *Newsday*.

"There is no reason why any child should watch this program but I can't think of any reason yet why he should not." Dean Gysel, *Chicago Daily News*.

"Trick photography well done but... strictly for the children." Paul Molloy, *Chicago Sun-Times*.

"... something different in science-fiction escapism." Bill Irvin, *Chicago's American*.

"... could well be [producer Irwin Allen's] biggest hit yet." Clay Gowran, *Chicago Tribune*.

“... technical effects are so dazzling ... [it] ought to run at least three seasons.” Lawrence Laurent, *Washington Post*.

“... may hold your interest—for a few weeks anyway.” Hal Humphrey, *Los Angeles Times*.

“... the star is the 20th Century-Fox special effects department.” Dwight Newton, *San Francisco Examiner*.

“... will probably enrage science-fiction buffs, but it will please the kids ...” Terrence O’Flaherty, *San Francisco Chronicle*.

Mayberry RFD (CBS-TV, 9-9:30 p.m. EDT).

“... homey and familiar ...” George Gent, *New York Times*.

“... promises to be a warm, gentle sequel, if not a very exciting one.” Kay Gardella, *New York Daily News*.

“... chuckles are few [but it manages] to generate a certain folksy warmth ...” Harry Harris, *Philadelphia Inquirer*.

“... looks to have the rustic charm and warm humaness to survive for a few seasons.”



Larry Williams, *Memphis Commercial Appeal*.

“... may continue for another nine [years].” Richard K. Shull, *Indianapolis News*.

“It will take at least a week or so without Andy as a regular to tell [if it can survive].” James Doussard, *Louisville Courier-Journal*.

“... things probably will pick up.” Clay Gowran, *Chicago Tribune*.

“... has ... work cut out ... to keep life as interesting and funny in Mayberry as Sheriff Andy has the past eight seasons.” Hal Humphrey, *Los Angeles Times*.

The Outcasts (ABC-TV, Monday, 9-10 p.m. EDT).

“... Take away the name-calling, and it’s just another western.” George Gent, *New York Times*.

“... contrived, trumped-up ...” Kay Gardella, *New York Daily News*.

“... the [racial conflict] might better be dealt with in the setting of urban America today ...” Bob Williams, *New York Post*.

“... fans of the western genre will accept it wildly as the hit of the season.” Paul Molloy, *Chicago Sun-Times*.

“... might be successful.” George Cohen, *Chicago Tribune*.

“... room for development, but a refreshing change.” Martin Hogan Jr., *Cincinnati Enquirer*.

“... the kind of plausibility which

passes for realism in westerns.” Donald Kirkley, *Baltimore Sun*.

“... cracking good western.” Rick DuBrow, UPI.

“... too contrived [but] let’s keep the record open ...” Percy Shain, *Boston Globe*.

“... Otis Young ... is the personality find of the young season.” Bernie Harrison, *Washington Evening Star*.



“Despite the banalities of the script [it] might survive.” Lawrence Laurent, *Washington Post*.

“It has enough variation in format to keep it from being typed as just another western.” Bill Irvin, *Chicago’s American*.

“They can make an exciting pair if the writers don’t try to make them soul brothers overnight.” Dean Gysel, *Chicago Daily News*.

“... only new series so far that would entice me to tune in a second time.” Terrence O’Flaherty, *San Francisco Chronicle*.

“... have come up with a different type of western.” Hal Humphrey, *Los Angeles Times*.

“... good, strong, ably written western.” Dwight Newton, *San Francisco Examiner*.

Lancer (CBS-TV, Tuesday, 7:30-8:30 p.m. EDT).

“... big, fast-paced and explosive with action ...” George Gent, *New York Times*.

“... a routine, predictable dynasty western ...” Percy Shain, *Boston Globe*.

“... formula western so skillfully handled that it may appeal to saga saga (sic) fans ...” Harry Harris, *Philadelphia Inquirer*.

“... some good photography ... is completely wasted in this loud, bloody ode to the West and ratings.” Barbara



Delatiner, *Newsday*.

“... sounds as if it’s by carbon paper out of Xerox. [but] don’t count it out.” Lawrence Laurent, *Washington Post*.

“Would you believe a network, at this time of national revulsion against violence in the wake of tragic assassinations, would launch a series by having a sniper with a rifle kill one man and cripple another in the first seconds of

the show?” Clay Gowran, *Chicago Tribune*.

“... a stereotyped western ...” Bill Irvin, *Chicago’s American*.

“[apparently ignorant] of the ordinance against excessive gunfire in westerns this year ...” Dean Gysel, *Chicago Daily News*.

“... has the look of a winner.” Aleene MacMinn, *Los Angeles Times*.

“... a boring imitation of *Bonanza* ...” Terrence O’Flaherty, *San Francisco Chronicle*.

Mod Squad (ABC-TV, Tuesday, 7:30-8:30 p.m. EDT).

“... the principals are attractive and the production ... slick.” Harry Harris, *Philadelphia Inquirer*.

“... a cops-and-robbers story with a twist. But the twist is a good one ...” Percy Shain, *Boston Globe*.

“... an interesting youth-oriented action show.” Cynthia Lowry, AP.

“... a plot and some dialogue that might have been borrowed from ‘Nancy Drew-Detective.’” Lawrence Laurent, *Washington Post*.

“... usual Hollywood glamorization of the criminal scene ... superficial writing.”



Bernie Harrison, *Washington Evening Star*.

“... item after item of good things going for it ...” Vince Leonard, *Pittsburgh Press*.

“The plot was pedestrian, but the program was well produced and swiftly paced.” Dean Gysel, *Chicago Daily News*.

“... a new look for a police-action series ...” Bill Irvin, *Chicago’s American*.

“Given a more plausible script with a little less violence, they might go far ...” George Cohen, *Chicago Tribune*.

“... *Peyton Place* at the police precinct level ...” George Gent, *New York Times*.

“... another sleazy action series offered as family entertainment at 7:30 in the evening.” Terrence O’Flaherty, *San Francisco Chronicle*.

“... quite promising new action series.” Dwight Newton, *San Francisco Examiner*.

Doris Day Show (CBS-TV, Tuesday, 9:30-10 p.m. EDT).

“... It was ghastly and should be a big hit.” George Gent, *New York Times*.

“... The disaster of 1968 ...” Percy Shain, *Boston Globe*.

“... another of CBS’s ‘heart’-stress-

ANNOUNCING THE BIG NEW BROADCASTING



COMBINING WITH TELEVISION OCT. 7, 1968

**THE BIG, NEW
BROADCASTING,
THE BUSINESS-
WEEKLY OF
TELEVISION AND
RADIO...**

**LARGER IN
CONTENT,
LARGER IN
CIRCULATION,
LARGER IN
VALUE TO
READERS
AND
ADVERTISERS.**

Broadcasting with the October 7, 1968 issue broadens its content and coverage. The newly designed weekly retains the full range of news reporting that has made it the broadcast authority for more than 37 years. It will add—on a weekly basis—articles and features from the monthly *Television*, which will no longer appear as a separate publication after the September, 1968 issue.

All features and news departments of *Broadcasting* will be continued. The editorial department, formed by combining the two staffs, will have increased manpower to report, write, edit, research and communicate the activities and achievements of the big business that is broadcasting. In addition the magazine will offer—with weekly timeliness—such former *Television* features as "Focus on Finance," a summary of financial news and stock trading. At monthly intervals the widely followed "Telestatus" from

Television will report on television markets, color penetration, UHF penetration and CATV circulation.

To help put the news of broadcasting into meaningful perspective, the editors will assign staff experts to special projects—forecasts, analyses and comprehensive overviews interpreting and anticipating trends that are or will be newsworthy. These will be continuing projects, to be featured as news developments warrant. Such articles have been the core of the monthly *Television*. In the new *Broadcasting*, their weekly publication will be synchronized closely with the news.

The new *Broadcasting's* graphics, layout and typography, restyled by *Television's* award-winning art director, reflect the publisher's and editor's determination to provide readers with an easy-to-read, uncluttered report of the many worlds of television and radio.



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Conversion of Subscriptions

Television's paid subscriptions will be fulfilled with future issues of the new *Broadcasting* on a dollar-for-dollar basis. *Television* subscribers who also subscribe to *Broadcasting* will have their *Broadcasting* subscriptions extended.

Bigger Advertising Medium

Broadcasting, already the magazine with the largest circulation in the broadcast publications field (31,050; 29,690 paid—ABC) will now be even more important to advertisers. Approximately 4,000 paid, unduplicated former *Television* subscriptions will make the new *Broadcasting's* circulation about 35,000. This handsome bonus is not reflected in current advertising rates.

For more details about the new *Broadcasting's* decision-making readers, please get in touch with a member of our advertising staff.

Broadcasting
THE BROADCASTING MAGAZINE

EXECUTIVE AND PUBLICATION HEADQUARTERS

1735 DeSales Street, N.W.
Washington, D.C. 20036
Tel: Code 202-638-1022

BUREAUS

444 Madison Avenue
New York, N.Y. 10022
Tel: Code 212-755-0610

360 North Michigan Avenue
Chicago, Illinois 60601
Tel: Code 312-236-4115

1680 North Vine Street
Hollywood, California 90028
Tel: Code 213-463-3148

ing noncomedies, but it needs a transplant." Harry Harris, *Philadelphia Inquirer*.



"... so cute, so coy, so nauseatingly sweet." Barbara Delatiner, *Newsday*.

"... Miss Day is Miss Day... and that's all there is to say." Rick DuBrow, UPI.

"... plenty of life in [situation comedy] done well." Cynthia

Lowry, AP.

"... high-sugar count may prove dangerous for viewers on low-calorie diets." Julia Inman, *Indianapolis Star*.

"... a pleasant half hour with few laughs but lots of warmth." Lawrence Laurent, *Washington Post*.

"Not a misplaced comma, character, laugh or hair. And that may have been what was wrong with it." Bernie Harrison, *Washington Evening Star*.

"... whether... ugh—heart-warming or just heartwarming is a tossup..." Vince Leonard, *Pittsburgh Press*.

"... certainly going to be too cornball for many a taste." Win Fanning, *Pittsburgh Post-Gazette*.

"... an ever-blooming daisy in a field of corn." Dean Gysel, *Chicago Daily News*.

"... something less than sensational." Clay Gowran, *Chicago Tribune*.

"... Miss Day could become the new Donna Reed." Bill Irvin, *Chicago's American*.

"... will make *Family Affair* look like a meeting of the Mafia." Don Page, *Los Angeles Times*.

"... gentle, happy, rural situation comedy." Dwight Newton, *San Francisco Examiner*.

That's Life (ABC, Tuesday, 10-11 p.m. EDT).

"... often has the look and sound of a Broadway musical..." Harry Harris, *Philadelphia Inquirer*.

"... at least has the merit of trying to be different..." George Gent, *New York Times*.

"... novel way to make a cliché different." Dean Gysel, *Chicago Daily News*.

"... may develop into an engaging show." Barbara Delatiner, *Newsday*.

"... guest stars will decide the fate..." Rick DuBrow, UPI.

"... may encounter some hard sledding." Cynthia Lowry, AP.

"... stands a chance for an



amusing show." Julian Inman, *Indianapolis Star*.

"... The night's most certain winner..." Lawrence Laurent, *Washington Post*.

"... surprise of the night... light, old-fashioned entertainment..." Bernie Harrison, *Washington Evening Star*.

"... delightful addition to prime time..." Clay Gowran, *Chicago Tribune*.

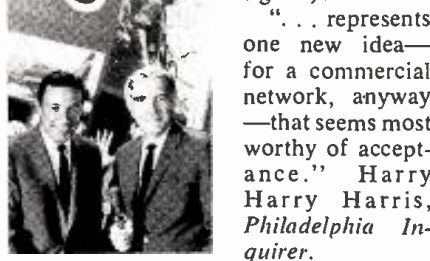
"... one of the newest formats to come along in seasons." Bill Irvin, *Chicago's American*.

"... truly unique by television series standards." Don Page, *Los Angeles Times*.

"... suffered from... lack of comedy and lack of music." Dwight Newton, *San Francisco Examiner*.

Sixty Minutes (CBS-TV, alternate Tuesdays, 10-11 p.m. EDT).

"... something television has long needed..." *New York Times* (unsigned).



"... could very well revitalize the sagging art of television documentary-making." Barbara Delatiner, *Newsday*.

"... a worthwhile addition to serious—but still entertaining—television." Clay Gowran, *Chicago Tribune*.

Here Come the Brides (ABC-TV, Wednesday, 7:30-8:30 p.m. EDT).

"Here come the brides and there goes the audience." Lawrence Laurent, *Washington Post*.

"... predict a happy future for all concerned..." George Gent, *New York Times*.

"... shows promise..." Eleanor Roberts, *Boston Herald Traveler*.

"... has the virtue of a concept that is different..." Ben Gross, *New York Daily News*.

"has a zest associated with musical comedy..." Dean Gysel, *Chicago Daily News*.

"... something happily different in westerns." Clay Gowran, *Chicago Tribune*.

"... lots of girls and loggers." Bernie Harrison, *Washington Evening Star*.

"... thing that looked real in this episode was the muddy streets." Hal Humphrey, *Los Angeles Times*.

"... might last out the year..." Bill Irvin, *Chicago's American*.

The Good Guys (CBS-TV, Wednesday, 8:30-9 p.m., EDT).

"... impoverished sufficiently to become a TV hit." Lawrence Laurent, *Washington Post*.

"... candidate for the year's Idiocy Award..." George Gent, *New York Times*.

"... wouldn't bet on this one not catching on..." Eleanor Roberts, *Boston Herald Traveler*.

"... does manage to get laughs..." Ben Gross, *New York Daily News*.

"... a simple-minded comedy exercise." Bernie Harrison, *Washington Evening Star*.

"If [it] makes it through the season, CBS can thank Herman Edelman..." George Cohen, *Chicago Tribune*.

"... it's pretty inane." Alene MacMinn, *Los Angeles Times*.

The taxi... may turn out to be the star of the show." Bill Irvin, *Chicago's American*.



Reinsch faults media on police reactions

A veteran broadcaster has faulted the news media for failing to show the provocations that led Chicago police to react during the demonstrations in that city during the Democratic national convention last month.

According to J. Leonard Reinsch, president of Cox Broadcasting Corp. and veteran Democratic radio-TV adviser, the Chicago police "were often more restrained than most of us would have been under similar circumstances." There were a few police who "over reacted," Mr. Reinsch said in a talk last week before the Pittsburgh Radio and TV Club, and this is exactly what the "outside" leaders of the demonstrations wanted to provoke.

The 1968 convention, Mr. Reinsch observed, was more affected by outside events than any convention in history. Because of all the problems in Chicago there were inadequate facilities for media at the headquarters hotel, which forced most media to work in the convention hall. And, Mr. Reinsch continued:

"Media personnel—unhappy with lack of communications facilities due to the telephone strike and security



No word left unspoken on violence

The longest running series of the new season—the Hollywood chapter of the National Academy of Television Arts and Sciences seminar on violence on television—drew to a windy close last week with its fourth three-hour session in over a two-week period. Like at least two of the three discussions that preceded it, last week's concluding session offered no solution and few insights. The discussion often strayed to the irrelevant.

On the attack against television throughout the discussion was Richard Powell, (president of the radio-TV branch of the Writers Guild of America, West. He claimed that television is a vacuum in which "all relation to every-day reality has been pumped out." Violence, he said, has been injected into scripts to fill the vacuum. "Why should the nation's culture be a by-product of selling soap?" he demanded.

Del Mann, president of the Directors Guild of America, suggested that television people search their consciences and question whether they're responsible for the current atmosphere of violence in the world. He urged television to exercise self-control, taste and restraint if it's found that the medium is responsible for even one-hundredth of a percent of the climate of the times. "We have to restrain ourselves before it's too late," he stressed.

William Tankersly, vice president of program practices for CBS-TV,

fielded most of the aggressive questions about television's conduct. With considerable patience and great deliberateness, Mr. Tankersly explained that television long has had effective ways of self-regulation. Citing the code board of the National Association of Broadcasters and network continuity acceptance, standards and practices, and program practices departments as examples, he pointed out that excessive and gratuitous violence always has been subject to studious review and concern. CBS-TV, Mr. Tankersly reported, keeps a running tabulation of violence committed on its shows. The count for last week was 19, including "pushes and slaps."

Charlton Heston, president of the Screen Actors Guild, seemed bent on defending television but consistently in such a backhanded manner as to leave the audience confused as to his sympathies. "We're taking ourselves too seriously," he observed. Heaping the collective national guilt for various crimes on television "is out of proportion," he said. Not killing anyone in action shows anymore will not wipe out the collective guilt of the 20th century, Mr. Heston made clear.

Overemphasis ■ Steve Mills, programming vice president of ABC-TV, West Coast and Mort Werner, vice president, programs and talent, NBC-TV, both agreed with Mr. Tankersly that the question of television's affect on the violent climate

of the times has been overplayed. They also indicated that television was being used as a scapegoat.

Leonard Freeman, president of the Producers Guild of America and executive producer of the *Hawaii Five-O* series, generally absolved the television networks of blame, but maintained that they bought "the biggest bang for the buck." He said the genesis for the violence syndrome could be found in "what television has become" and in what the audience has come to want. Explaining, he said that television is now "programed for success," which means that dramatic series literally have to involve "a life and death situation" in order to gain air time.

Bern Kanner, senior vice president and director of media management for Benton & Bowles, New York, reopened what seemed to be the only vital issue to come out of the four-part seminar. As did federal judge George Edwards in the opening session (BROADCASTING, Sept. 16), Mr. Kanner raised the specter of impending government control of television programing. The industry has to find a way to police itself more effectively, he indicated, or face censorship.

Dr. Leonard Rosengarten, who was the moderator for the last session, concluded things by reminding the audience that there has to be some kind of limit to permissiveness if disaster is to be avoided. "We have to be chary of limitlessness," he said.

restrictions—looked for trouble. A disturbed and determined Mayor Daley drew more attention than the candidates and the issues—and I might add, unfairly so."

And, he added: "That we were able to conclude the convention and leave Chicago without a single death or people with permanent injuries is a tribute to the alert and well-planned security of Mayor Daley."

Mr. Reinsch concluded by advocating the repeal of Section 315 of the Communications Act to give the voters an opportunity to see all three candidates at one time.

WGN's Quaal to Japan

Ward L. Quaal, president of group owner WGN Continental Broadcasting Co., will be in Japan for the month of October as a representative of the State Department's Educational and Cultural Exchange Program. He will seek to

stimulate interest in American documentary TV programs. Mr. Quaal was appointed to the U.S.-Japan Television Exchange Program in 1962 by the late President Kennedy.

Olympic Games to get worldwide TV coverage

European TV stations are planning to take more than 120 hours of TV transmission via satellite from the Olympic Games, scheduled to begin Oct. 12 in Mexico City, the Communications Satellite Corp. announced last week.

Because of the launch failure on Sept. 18 of the Atlantic Intelsat III, Comsat has developed contingency plans for handling the heavy TV traffic from Mexico City. Comsat has made arrangement with the National Aero-

navics and Space Administration to lease capacity on NASA's ATS-3 synchronous satellite positioned over the Atlantic.

Under those arrangements the video portion of the Olympic TV coverage would be sent from Mexico's new earth station via ATS-3 to Goonhilly Downs, Cornwall, England, for distribution to European TV networks. Backing up Mexico's new station would be Comsat's new Etam, W. Va., earth station, for transmission, and the station at Raisting, Federal Republic of Germany, for receiving.

The audio portion of the Olympic coverage would be sent via landlines from Mexico to Mill Village, N. S. From that Canadian earth station, audio would be transmitted to Comsat's Early Bird satellite for relay to the European earth station where it would be matched to the video.

In the Pacific, a specially equipped transportable earth station south of

400 TEXAS BROADCASTERS EACH DAY, EACH MONTH, EVERY YEAR! SERVE THEIR MANY PUBLICS

400

TEXAS BROADCASTERS

LIKEWISE PUBLICIZE, PROMOTE & ASSIST

United Funds Better Business Bureaus Religious Groups
 Service Clubs Public Schools Girl Scouts Seminaries
 Sports Civic Organizations Beautification Boy Scouts
 Arts Council Universities YMCA Highway Safety
 Fraternal Charity Programs Campfire Girls Patriotism
 Civil Defense Opera Companies Rehabilitation Groups Symphony Orchestras
 Military Reserve Units Community Improvements Military Procurement Needs
 Youth Job Needs Industrial Anniversaries Alcoholics Anonymous Town Halls
 Zoological Associations City Councils Red Cross Chambers of Commerce
 Governmental Personnel Recruitments Big Brothers Police Departments
 Hunting Safety Historical Museums Disadvantaged Children Programs
 Women's Clubs Educational Extension Study Clubs State Fairs
 Tourism Sheriff Departments Conventions Book Fairs
 YWCA Beauty Contests Trade Associations
 Home Safety Easter Services
 Farm Groups & a whole lot
 of other organizations
 and individuals
 working for the
 Betterment
 of Human-
 ity.



TEXAS ASSOCIATION OF BROADCASTERS

901 WEST 19th STREET, AUSTIN, TEXAS 78701 / (512) GR 6-3061

San Jose, Calif., would receive Olympic games TV coverage via landlines from Mexico. The San Jose installation would then transmit the signals to an Intelsat II synchronous satellite over the Pacific for relay to Japan and elsewhere. Approximately 40 hours of TV to Japan and other Pacific areas have been requested for the period of the games.

33 stations take ASCAP to court

Want 'reasonable fee' set for music they play; decry blanket, per-program fees

A group of 33 radio stations—32 in Georgia and one in Tennessee—has asked the federal district court in New York to set a "reasonable" fee for the stations to pay for their use of music of the American Society of Composers, Authors and Publishers.

Their petition describes them as stations that "play country-and-western music and present religious and talk programs," and claims they shouldn't have to pay as much as stations that play—and derive a large portion of their revenues from—"a percentage" of ASCAP music.

ASCAP has insisted that they pay the same rate charged radio stations generally, according to the suit. These rates were negotiated by the All-Industry Radio Music License Committee with ASCAP 18 months ago in settlement of a three-year-old lawsuit also brought in quest of a "reasonable" fee (BROADCASTING, April 3, 1967).

Most stations in the country are believed to have signed at the rate negotiated in 1967 in contracts running to March 1, 1972. But many Georgia stations have rebelled (BROADCASTING, June 26, 1967, et seq.).

The Georgia broadcasters' suit was filed in the name of Dublin Broadcasting Co. (WMLT Dublin, Ga.) "and others" in the U.S. Southern District Court in New York on Sept. 19 by Malcolm A. Hoffman, New York attorney for the group.

Case for Ryan ■ The petition presumably will be considered by Judge Sylvester J. Ryan, who traditionally has presided over cases brought—as ASCAP radio and TV rate cases are—under the consent decree governing ASCAP operations. Judge Ryan signed the order terminating the all-industry suit in the 1967 settlement.

The current suit charges that ASCAP

holds "an unlawful monopoly over the licensing of copyrighted compositions," in that it "has amassed so large a collection of compositions that it is practically impossible for the operator of a radio station to avoid inadvertent and inconsequential use of one or more ASCAP compositions.

"Infringement suits and the threat of infringement suits are used to coerce these stations to accept ASCAP licenses. ASCAP has used its monopolistic position to force substantially all the radio stations in the United States to pay fees to ASCAP which are not reasonably related to the use of ASCAP compositions."

The petition also claims that neither ASCAP's blanket license nor its per-program license is really related to actual use of ASCAP music, and that the per-program license is not a reasonable alternative to the blanket license "because the log-keeping procedure required under the per-program license is unreasonably burdensome and economically prohibitive."

Therefore, the petition contends, stations have been deprived of the "genuine choice" of licenses required in ASCAP's consent decree.

Small Station Burden ■ The fixed percentage rate that ASCAP charges, and insists that petitioners pay, "imposes a greater economic burden upon radio stations with small incomes," the petition continues. "Petitioners comprise and represent operators of radio stations with small incomes, upon whom the present ASCAP fee would impose an unjust and inequitable burden."

The blanket rate established in the 1967 settlement—which the Georgia group has been opposing ever since—is a commercial fee of 2% of a station's "net receipts from sponsors after deductions," plus a relatively small sustaining fee. Together the two rates represented an estimated 6.5% reduction from those they replaced.

The petition did not indicate what rate the stations considered "reasonable" but asked the court to make the determination for them "and all others similarly situated," after a full hearing of evidence and the entry of findings of facts and conclusions of law.

In their earlier opposition to the 1967 negotiated rate, Georgia stations through the Georgia Association of Broadcasters adopted a resolution calling for an ASCAP rate of 0.5% of gross income derived from net sales.

No Rush to Reply ■ ASCAP authorities last week called the petitioners' position "inconsistent" in that "they don't want the blanket rate but aren't willing to do the logging for the per-program rate." ASCAP officials said they would file their formal answer in due time.

The following stations were listed as petitioners, all of them in Georgia ex-

cept for the Tennessee station indicated:

WMLT Dublin, WCLA Claxton, WOKA Douglas, WPGA Perry, WBHF Cartersville, WRGA Rome, WMOG Brunswick, WKLS(FM) Atlanta, WGIG Brunswick, WRLD West Point, WBBQ Augusta.

Also, WGFS Covington, WIYN Rome, WALG Albany, WTRP LaGrange, WJJC Commerce, WBTR-FM Carrollton, WKRW Cartersville, WYZE Atlanta, WNEX Macon, WDXB Buford, WFPM Fort Valley.

Also, WISK Americus, WVLD Valdosta, WPAX Thomasville, WLOR Thomasville, WUFF Eastman, WBBQ-FM Augusta, WGIG-FM Brunswick, WSGA Savannah, WOKS Columbus, WLOP Jesup and WLSB Copperhill, Tenn.

ASCAP sets broader goals

New writers, more C&W planned; L.A. meeting gets bright financial report

The American Society of Composers, Authors and Publishers, a 54-year-old organization, is looking to achieve "a wedding with tomorrow." It's placing an emphasis on new writers, trying to make it simpler for them to become members. ASCAP also, aware of the growing popularity of country-and-western music, is investing heavily in Nashville, the heartland for such rhythms.

In addition, more than 300 West Coast members of the music-licensing society, attending ASCAP's semi-annual meeting in Los Angeles last week, were reassured that whatever new trends and technology come along, all music users will be told "gently but firmly, if you play us, pay us."

Stanley Adams, president of the society, stressing the need to add more country-and-western music to its catalogue, reported that a 20-year lease has been taken on a new building in Nashville, to be known as the ASCAP Building. Groundbreaking for the building is set for Oct. 14.

ASCAP Counsel Herman Finkelstein, in the most detailed report of the meeting, told of the new licensing contract with local television stations, agreed on this summer after more than six years of litigation and negotiation (BROADCASTING, Aug. 26). He pointed out that although the agreement extends for 16 years retroactive from Jan. 1, 1962, until Dec. 31, 1977, either side will have the right to terminate four years before expiration. This option will

**KGUN-TV, Tuscon, Arizona
reaches the biggest audience with
the fattest wallets in the
14th fastest growing market
in all of these United States.**

Edward Petry & Company now reaches the biggest audience
with the fattest wallets with the newest station they represent—KGUN-TV.

be open to the stations first and then to ASCAP, which must exercise it within two months after the stations make their decision.

Highest Court's Ruling ■ Mr. Finkelstein indicated that this escape clause may be necessary if the new technology of communications satellites or community-antenna television drastically change the broadcasting picture. He sounded a note of disappointment over the U.S. Supreme Court decision of early summer that ruled that CATV systems do not incur liability when they pick up and retransmit copyrighted programming (BROADCASTING, June 24). He suggested that the court may have reached a different decision if the copyright material that was retransmitted had been music instead of films.

Still, Mr. Finkelstein pointed out that reconciliation with the CATV problem already is in the works. He said that there was an understanding reached between ASCAP and the CATV industry that systems owners are willing to pay for the music they use wherever it comes from if they are, in return, permitted to pick up the music from anywhere they choose. "It's just a question of how much they'll pay," the attorney explained.

Mr. Finkelstein also outlined some proposed changes in the way ASCAP now distributes receipts to members. The key change would be a provision allowing cash advances to new publisher members. Again with this move, the emphasis was on keeping up with the tide of the future. In another such move, ASCAP would like to change its by-laws to enable the society to license non-musical works of its members such as comedy monologues and poetry recitals.

The meeting was told that ASCAP had total domestic receipts of \$35,406,490 for the first eight months of 1968, up from \$33,924,275 a year ago in a like period. Expenses this year were \$6,006,364. This leaves a record \$29,400,126 to be distributed to members.

The organization currently has 9,996 writers-members and 3,352 publisher-members. Of this total, 454 writers and 195 publishers joined since Feb. 28, 1968.

No comment by CBS on General Walker suit

Both Chicago and New York officials of CBS radio declined comment last week on a \$1.5 million slander suit filed in the U.S. District Court at Springfield, Ill., by Major General Edwin A. Walker.

The suit, filed Sept. 11, alleged that Don Cannon, *The Evening Talk* program host on CBS-owned WBBM Chicago, on Sept. 16, 1967, made a false

and damaging statement about the general's role in 1962 University of Mississippi campus disorders centering on the admission of James Meredith.

Mr. Cannon, now at WFLD-TV Chicago, explained the alleged statement was never made and that the general was told about the program second-hand in Dallas. Mr. Cannon said the general complained by letter and a telephone conversation followed. He said the general was offered air time for his views if he wished to comment but nothing more took place until the suit.

The district court clerk Thursday (Sept. 26) said the court's records did not yet show whether CBS had been served. After service 20 days are allowed for reply.

Let me entertain you

WJHG-TV tells candidate
equal time doesn't mean
variety; FCC disagrees

WJHG-TV Panama City, Fla., has found out hard way that a political candidate who is entitled to equal time under Section 315 of the Communications Act cannot be barred from using that time in the company of others.

For insisting otherwise, the station reportedly may be obligated to provide the Republican candidate for tax collector of Bay County, Fla., with some 22 hours of free time.

The station's problem arose initially from the fact that one of its air personalities, Donnell Brookins, is the Democratic candidate for tax collector, and has continued to appear on the station's programs.

The Republican candidate, George Logue Jr., and the station had reached an agreement in May under which he was to be provided certain periods of time at no cost. However, when Mr. Logue appeared at the station for his first broadcast on June 3 he got an argument.

He had come with high school students who were to entertain on his program. Also in tow was the winner of an automobile given by local merchants the previous week who was to be given the keys to the car on the program.

Origin of Dispute ■ Station officials told him, in effect, to leave his friends outside—that he must appear alone during the time allocated to him.

Mr. Logue, contending that the re-

striction barred him from presenting himself in the most favorable light, refused to accept the time under the station's conditions. Instead, he filed a complaint with the FCC.

And the commission staff, in a letter dated Aug. 19, said that, so long as Mr. Logue intended to appear on the program personally, the station was wrong in barring his proposed use of the time. The staff cited the Section 315 provision prohibiting broadcasters from censoring the material of political candidates given equal time.

The staff noted that candidates frequently appear with others in exercising their rights under Section 315, and said that the commission has not held that a use under that section must be restricted to appearances by candidates without the participation of others.

Goes Beyond Affirmation ■ The commission last week, acting on an appeal from the station, affirmed that position. And more.

Mr. Logue, in a letter dated Sept. 9, noted that the station had refused to permit him to make use of its facilities as he wished from June 3 to Aug. 21. He wondered about the time that he had accumulated as a result of the daily appearances of his opponent. Mr. Brookins.

The commission concluded that he was entitled to all of the time involved. It also said he was entitled to make use of the facilities as he proposed, and was within his rights in refusing to accept the terms imposed by the station.

Commission sources say their information indicates that a total of some 22 hours is involved. However, they also said correspondence with the parties indicates that Mr. Logue might be willing to settle for less.

The commission, in response to a question raised by WJHG-TV, said that a station would be immune from libel suits growing out of statements made by a person appearing with a political candidate under Section 315.

The U.S. Supreme Court has held that, since such a station cannot censor the remarks of the candidate, it cannot be sued for any libelous remarks he makes. And the commission last week said that it is "clear . . . that the immunity extends to statements made by those appearing" with the candidate.

The station also asked a question the commission turned aside. Would the appearance on Mr. Logue's program of a candidate for another office entitle that candidate's opponents to equal time?

The commission said it was not "necessary or appropriate" to issue a declaratory ruling on that hypothetical situation.

Memories:

Your 1st year:
You wanted to open
each night with
the NBC "eye."
We worried about
you then.



Your 3rd year:
We gave you
a \$10.00 raise.
You were so
excited.



Your 2nd year:
You tried to change
the format to
an all-girl revue.
We sweated that
one out, too.



Your 4th year:
We moved your
dressing room next to
those of the NBC
Guidettes... just
as you asked.



Your 5th year:
We moved you back ...
just as the
Guidettes asked.



Your 6th year:
You were working so
hard, we insisted
you take a vacation
once in a while.

And your 7th year
begins this week:
We know you're
looking forward to it
as much as we are.



Happy Seventh, Johnny!

Stanton rebuts Chicago critics

Answers charges regarding one-sidedness and violence aspects during convention

Broadcast coverage of the Democratic National Convention in Chicago last month was defended vigorously last week by CBS President Frank Stanton.

In a speech before the Vancouver (B.C.) Board of Trade, he pointed out that though the violence attending the convention was typical of American politics, "for good, or ill, it was our job, indeed our responsibility as journalists, to show these raw nerves to the world."

He responded to the two principal charges against the broadcast coverage—that it was one-sided and that the cameras contributed to the violence. He

cited examples to refute these charges.

Dr. Stanton noted that Mayor Richard Daley claimed that TV failed to show how demonstrators provoked the police and gave only a "one-side portrayal" of what happened in the street. The CBS president added that at least two senators and several columnists accused television of not showing demonstrators carrying a large Viet Cong flag.

"This is simply untrue," Mr. Stanton declared. "On Aug. 26 in *The CBS Evening News*, we carried film of demonstrators waving the Viet Cong flag. We also showed an American flag lowered to half-mast. Twice on the evening of Aug. 29, we showed other films of a militant shouting into a bullhorn, 'Go! Go! Go!' while CBS correspondent Bert Quint repeated no fewer than seven times that the speaker was trying to provoke the demonstrators to action."

Cautious Approach ■ To the charge that the mere presence of cameras contributed to the violence by encouraging both demonstrators and police to perform for the TV cameras, Dr. Stanton had this to say:

"Regardless of what any critic says,

CBS News exercised extreme caution in covering the demonstrations. We followed the same strict guidelines that we always observe in reporting any civil disorders.

"All statements by demonstrators or their supporters were balanced with others by responsible officials including the mayor, the U.S. attorney and the chief of police."

Dr. Stanton stressed at one point that of the 38 hours and three minutes that CBS News devoted to television coverage of the Democratic convention, only 32 minutes and 20 seconds, or 1.4% of the total, was devoted to film or tape coverage of the demonstrations. The 32 minutes and 20 seconds compare with 19 hours and 50 minutes, or 52% of the coverage, that focused on the podium, he pointed out.

"Moreover, the total time given to reports of the demonstrations in downtown Chicago was less than that given to Mayor Richard J. Daley's several appearances dealing with matters related to the convention," Dr. Stanton said. "This total of 37 minutes and eight seconds includes the 23 minutes of prime time that we accorded the mayor of Chicago

Salant tells government agencies: "Hands off"

In the strongest reaction yet to criticism of Democratic convention coverage, CBS News President Richard Salant last week issued a biting call for government agencies to keep away from broadcast news operations.

Mr. Salant told the 15th annual convention of the CBS Radio Affiliates Association: "It is our tradition, in the press, always to tell the government officials how to run their business. But the First Amendment tells us—and them, the government—that they cannot run our news business."

In a speech Thursday (Sept. 26) Mr. Salant said that a question "which looms ominously larger and larger . . . which is still unresolved and most desperately in need of resolution" is that of "how free is, how free should be, our part of the free press?" He added that "finally, after all these years, perhaps that issue is crystallizing," and described the Chicago controversy as "the crystallizing agent in part."

Mr. Salant played tapes of five segments from CBS Radio coverage of convention street clashes to counter what he said "seems to be a widespread notion that there was exceedingly one-sided reporting." The



Mr. Salant

excerpts were correspondents' descriptions of such things as demonstrators taunting police and injuring a policeman.

Mr. Salant went on to argue for First Amendment protection of broadcast journalism from government harassment. He said: "I should note that in any event I had always

been taught that among other rights the First Amendment gives to the press is the right to be wrong, to offend, and to report the disagreeable."

In tracing development of current disputes over news coverage, he said: "One of the ugly phenomena that seems to mark the raw nerve ends and uneasiness and anger of our society today is that people don't seem to see or hear what actually was done, or do not believe it because it conflicts with their own notions of what is or what should be. Society today, and its deep-seated problems, are complex and there is an intense longing for simple answers. And so there is selective perception to satisfy this longing."

Mr. Salant said that because of this, "just as the Persian generals used to execute the messengers who brought back ill-tidings of how the war was going; just as the queen shattered the mirror because it did not answer that she was the fairest of them all—so a frightening number of people—not kooks, but good citizens—are demanding that the government step in and do something about our reporting."

He said: "Even more alarming, some government officials are re-

on the closing night of the convention so that he could explain his side of things. It is interesting to note that it was our recording of his appearance that Mayor Daley included in his special hour, *What Trees Do They Plant*, last week."

TV's Impact ■ Dr. Stanton voiced the view that the underlying issue is not the nature of television's coverage, but the nature of the medium itself and the "tremendous impact this medium has on our lives by putting us, the viewer, right there on the scene as the news is breaking." He added:

"Like no other medium in history, television catches the flavor, the immediacy, the excitement, the tension and the confusion, too, of the moment. This is the great strength of television, but, also, in a way, its weakness. Unlike the print media, in live, real-time coverage of special events, our reporters cannot digest, edit and reflect on the news before bringing it to their audience. The news is instant and the audience is instant—or nearly so, in the case of the taped or filmed news.

"The proof of this impact was borne out by the fact that newspapers from

all over the world covered the same story, and in many cases said much harsher things about Chicago than did our pictures. Yet it was television that drew the bulk of the criticism."

Dr. Stanton insisted that with or without television, there still would have been violence in Chicago. He said violence was inevitable, "given the novel and unprecedented conditions that prevailed in that beleaguered city."

"And given those conditions," Dr. Stanton continued, "we still would have this bewildering paradox of a national political convention—one of the enduring hallmarks of our democracy—going to such frightening lengths to contain those forces and hostilities and thereby infringing the most basic tenet of democracy itself: the freedom of information."

In Chicago, journalism had to adapt to unprecedented conditions, to improvise and to try new approaches, Mr. Stanton observed. He emphasized that democracy cannot work without preserving the free press and guarding against further restrictions and regulations that inhibit its main function, which is to inform.

"In the end," Dr. Stanton said, "we in the U.S. should be proud that our democracy can withstand such intensive and penetrating journalism as we witnessed in Chicago. It was a testimonial to democracy in action."

Fairness to all candidates urged by NAB's Wasilewski

The National Association of Broadcasters has sent to all its members an election-year reminder to exercise scrupulous fairness in dealing with all political candidates.

In a letter to the membership NAB President Vincent T. Wasilewski notes that 1968 is a time "when broadcasters can make friends for our industry, or . . . alienate political candidates and thus seriously damage the industry for a long time to come." Broadcasters, he said, should "be alert to the legitimate needs and wishes" of all candidates and "aid them in every proper way."

"Should conflicts develop or mistakes be made, we strongly urge that stations try to repair the damage to the degree possible consistent with their own integrity," Mr. Wasilewski said. And, in noting the large number of candidates currently running for office (including the entire U.S. House of Representatives and one-third of the U.S. Senate) and with a possible wary eye toward future broadcast-congressional problems, Mr. Wasilewski added: "We feel this is a case where 'bending over backwards' to satisfy political candidates might well be justified."

Filling local program voids

CATV's possible role to be studied by FCC in Shreveport hearing

The controversial question of whether there are unmet local programing needs that a CATV system can satisfy will be part of an evidentiary hearing that the FCC has ordered on the proposals of four CATV systems to import distant signals into the Texas section of the Shreveport, La., market.

The commission ordered the inclusion of the issue last week in rejecting a petition by one of the systems involved for reconsideration of a denial of an earlier request for a distant-signal rule waiver. The petition was filed by Cypress Valley Cable Television Service Inc., of Marshall, Tex.

Shreveport is ranked 68th among the nation's television markets. And, in cases where CATV systems propose importing distant signals into any of the top-100 markets, commission rules require hearings to determine the impact of such proposals on present or proposed television service.

Cites Needs ■ Cypress Valley, in its waiver request, cited what it said are unsatisfied needs for local and in-state TV programing in Marshall, which has no television stations. Cypress said it would fill the needs not only by carrying distant Texas signals but by providing its own local, noncommercial public-affairs programing. Cypress Valley said that its economic viability depends on its ability to import the distant signals.

The distant signals it wants to carry are those of KTVT(TV) (ch. 11) Fort Worth, KERA-TV (noncommercial ch. 13) Dallas and KLTV(TV) (ch. 7) Tyler, all Texas. The system also proposes to carry the local signals of KTBS-TV (ch. 3) and KSLA-TV (ch. 12), both Shreveport, and KTAL-TV (ch. 6) Shreveport-Texarkana, Tex. It also said it would carry the distant signals of permittee KHER-TV (ch. 16) Longview, Tex., if that station is activated.

The commission denied reconsideration of its earlier decision on the waiver request on the ground that the system had not shown the question of CATV impact on television broadcast service in the Shreveport market is not "a substantial issue." The commission said the issue of the impact on the authorized UHF in Longview and on dormant UHF channels in Marshall and

sponding to—or are they leading?—this cry to diminish our freedom."

Citing the Sept. 13 FCC letter to all three networks giving them 20 days to respond to complaints about convention coverage Mr. Salant said, "the 20-day letters are becoming pretty frequent."

"Almost invariably they raise questions which in the last analysis are questions simply of news judgment—or questions based on complaints of people with no first-hand knowledge but a great deal of passionate political philosophy. In these 20-day letters, there is, normally, no explicit allegation of deliberate bias; there is no allegation even of specific inaccuracy."

He added that "as we get these 20-day letters and as our own lawyers crawl through our transcripts and examine our reporters, no matter how hard we who run the news division try to reassure our people, there can develop an uneasiness, an inhibition, a longing on the part of our newsmen for the simpler days when they worked for print, a self-censorship so as to avoid making waves. And then the very damage which the First Amendment seeks to avoid is done."

other communities in the market remains unresolved.

Will Consider Allegations — However it also said that Cypress Valley's allegation that there are unsatisfied needs for local programming and that the system's own programming, as well as its proposed distant-signal service, will fill those needs are pertinent to the hearing. Accordingly, the question will be considered, the commission said.

It reworded one hearing issue to call for a determination of whether there are unsatisfied needs in the communities involved for in-state television programming, "and if so, the extent to which the applicants' proposed CATV services would meet those needs for their respective communities."

Besides Marshall, the communities are Longview, Texarkana, and Kilgore.

The question of program origination by CATV systems, which poses what many broadcasters regard as an additional threat to their economic well-being, has come up increasingly in individual proceedings. It also is the subject of one commission rulemaking proceeding, and is scheduled to be considered in a general review of CATV policy.

The commission referred to this concern, in its order last week, in noting that the question is "under consideration in our general and continuing evaluation of policies in this field."

CPB urges need for more in-depth programming

Directors of the Corp. for Public Broadcasting held their bi-monthly meeting in Chicago last week as part of a plan to get better acquainted with local leaders who support educational television and its goals. CPB expects to rotate the meetings throughout the country, alternating with New York.

Although the Tuesday board meeting was described as purely routine, the dinner meeting with local leaders on Monday night at WTTW(TV) Chicago was not. It included a full hour discussion session aired live on the ETV outlet. WTTW rebroadcast a tape of the event twice later in the week.

Frank Pace Jr., chairman of the board of CPB, told the TV audience there is a need for in-depth programming on subjects that the commercial TV networks are not able to provide.

James R. Killian, Jr., a CPB director, agreed with Mr. Pace and further commented that one example, the Public Broadcast Laboratory, this past year put too much emphasis upon topical "crisis programming" rather than broader subjects. He felt local initiative is the best program source for ETV shows.

Election-projections bill opposed by AP men

LEGISLATION WOULD LIMIT BROADCASTING OF RESULTS

The board of directors of the AP Radio Television Association last week urged Congress to defeat legislation that would limit the broadcasting of election polls or projections while polls are still open.

The APRTA board took the action during its annual meeting in New York on Monday (Sept. 23). The resolution said:

"The board of directors of the APRTA assembled in its annual meeting recognizes there exists with many people deep concern that electronic computer vote projection, released in states whose polls are still open, may influence the vote in the state.

"The APRTA supports further research in this area. However, the APRTA deplors the legislation introduced by 17 congressmen in the House of Representatives which would amend the Communications Act to make unlawful the broadcasting of results or projections of a federal election in a state before the polls close in that state. The APRTA further calls on Congress to defeat this legislation."

Jim Bormann of WCCO Minneapolis, chairman of the association's freedom of information committee, described media opposition to the Reardon Report of the American Bar Association, which would limit the flow of pretrial information. He said the "solid front of media against the incursions of the bench and the bar is still forming up, largely under the leadership of the Sigma Delta Chi, the professional journalism society."

Other reports were submitted by APRTA president, Theodore McDowell of WMAL-AM-TV Washington, who

disclosed that AP broadcast member stations had contributed a total of 85,000 stories to the cooperative news service in 1967; Robert Eunson, AP assistant general manager, stated that as of the first of the year, AP was serving 58.4% of the 5,118 TV-radio stations in the U. S., and AP general broadcast editor Gerald Trapp discussed the recently adopted changes in the five-minute summary format on the broadcast wire.

Mr. McDowell was re-elected president of APRTA. Elected vice presidents were Frank Balch, WJOY Burlington, Vt., eastern district; Eddie Barker, KRLD-TV Dallas-Fort Worth, southern district; Rex Davis, KMOX St. Louis, central district and James Brady, KIFI-AM-TV Idaho Falls, Idaho, western district. Officers who were re-elected were Mr. Eunson, secretary; AP broadcast executive Fred Strozier, assistant secretary, and James Tomlinson of the AP, treasurer.

Lady Bird reminiscences

Life at the White House with Lady Bird Johnson is the subject of a one-hour documentary to be shown over ABC-TV on a date to be selected late in December.

The program was taped in the family's living quarters and will present Mrs. Johnson talking to ABC News correspondent Howard K. Smith and reviewing her life as wife of the 36th President.

The film includes scenes of a state dinner and other ceremonial activities at the White House.



L-r Messrs. Davis, Brady, McDowell, Balch and Barker, the newly elected officers of APRTA.



With all the people we reach you'd think we were AM

For the past year WPRO-FM has been competing for adult listenership with the top 5 stations in Southern New England. What's more, we've been competing with the AM stations on their own terms and have been winning consistently.

We've done it by offering adult listeners what *they* want to hear... 13 minute segments of uninterrupted familiar, good music, plus classic little features like the Roxy Rothafel Ski reports. That's how WPRO-FM keeps its listeners happy 24 hours a day.

And we keep our advertisers happy, too. By bringing them the kind of results they expect from one of the top radio stations in the market. The kind of results that makes them forget we're FM. The only thing that reminds them is our cost efficiency. Call Blair for details.

cordially
WPRO-FM
92.3 mc

WPRO FM 92.3 mc 24 Mason Street, Providence, R. I. 02902 (401) 831-6363 A division of Capital Cities Broadcasting Corp. Inc.

Commission backs WDSU use of fairness

INDICATES OFFER OF TIME IS NOT INDEFINITE

WDSU-AM-TV New Orleans has won another round in a battle with the Orleans levee district. In the first round the stations saw a series of their editorials followed by a grand jury indictment of the board's president. And last week, the FCC rejected a complaint from that official, Milton Dupuy, and held that the stations had met their obligations under the fairness doctrine.

The order, upholding a staff ruling, asserted in effect that stations offering time for reply under the fairness doctrine need not keep their offer open indefinitely.

The stations had broadcast editorials on Feb. 2, 12, 20, 21 and on March 29, asserting that the levee board over the past two years had paid bond attorneys excessive fees, and calling on the board president to supply a detailed explanation. On April 2, the stations called for a grand jury investigation of the financial dealings of the levee board.

Later that month, the grand jury began an investigation. And in July, it returned an indictment charging Mr. Dupuy with seven counts of malfeasance.

Following each of the editorials, the stations had notified Mr. Dupuy and offered him time for reply. But he did not respond, according to the commis-

sion.

The commission noted that counsel for the levee board, in a letter dated May 20, said that Mr. Dupuy had appeared at the stations' office and that his request for time was rejected. However, this was denied by WDSU, "and the denial is not controverted" by Mr. Dupuy, the commission said.

The commission's account of the case says that six weeks after the April 2 editorial—when the grand jury investigation was underway—Mr. Dupuy said he wanted time to respond to each of the editorials.

The stations, however, said that their offers had not been accepted and were no longer outstanding. But "to be fair to all," they offered to broadcast a response of one-minute and 45-seconds three times on WDSU-TV and five times on WDSU.

Mr. Dupuy complained to the commission in a letter dated May 27. The commission staff, upheld the stations' position.

And the commission, in affirming the staff's ruling, said that the stations tried to discharge their "affirmative obligation to encourage the presentation of the other viewpoints by offering an appropriate spokesman for that point of view. Mr. Dupuy, an opportunity to

reply."

The commission concluded: "In the circumstances, we believe that there has been compliance with the requirements of the fairness doctrine. The licensee has offered petitioner a reasonable opportunity to present his viewpoint on the allegations concerning the board's activities, including the editorial of April 2, 1968."

Business talk strip offered by Auddell

A new production and distribution company, Steve Auddell and Associates, 6416 East Central, Wichita, Kan., has announced it is placing in syndication its five-minute, across-the-board talk show, *It's Some of Your Business*, beginning Nov. 4.

The program features Steve Auddell, who is also a grain dealer, banker and professional public speaker, who will discuss a gamut of topics in the fields of personal attitudes, finance and securities. According to Mr. Auddell, "there appears to be a growing need for the listener-advice type of show, yet high-quality offerings in this field are at a premium."

Mr. Auddell is assisted in this venture by script writer Charles Knapp, an attorney, and Bob Pratt, manager of KGGF Coffeyville, Kan., and Hank Parkinson, director of the syndicated radio series, *The Bud Wilkinson Show*.

Variety needed to spice business news, says Columbia study

A study conducted by the Columbia University Graduate School of Journalism indicates there is a need at stations and networks for timely, conveniently packaged film or audio segments that will provide variety to broadcasts of business reports.

The survey on business news in the broadcast media was financed by a grant from the First National City Bank, New York, and was conducted by Robert James Smith, a Ford Foundation fellow at Columbia and formerly advertising-marketing editor of the *Chicago Tribune*. The findings in the study were based on questionnaires sent in February and May 1968 to 77 radio and TV news executives at New York City radio and TV stations, networks, station groups and CATV outlets.

Though all respondents said they

carried business-news programs, most frequently in general news or in special market reports, none felt there was a need to expand such programming. Officials indicated that business subjects have limited interest for the average listener or viewer.

"Opportunities for business programming have been enhanced by the appearance of UHF and CATV outlets which specialize in televising the stock-market ticker," the study points out. "At least three UHF stations carry business shows on a regular basis and these are among the most comprehensive."

Some of the conclusions reached by the study:

- The absence of formal audience studies hampers the development of business programming and the advertising necessary to support such programs. The mass-audience

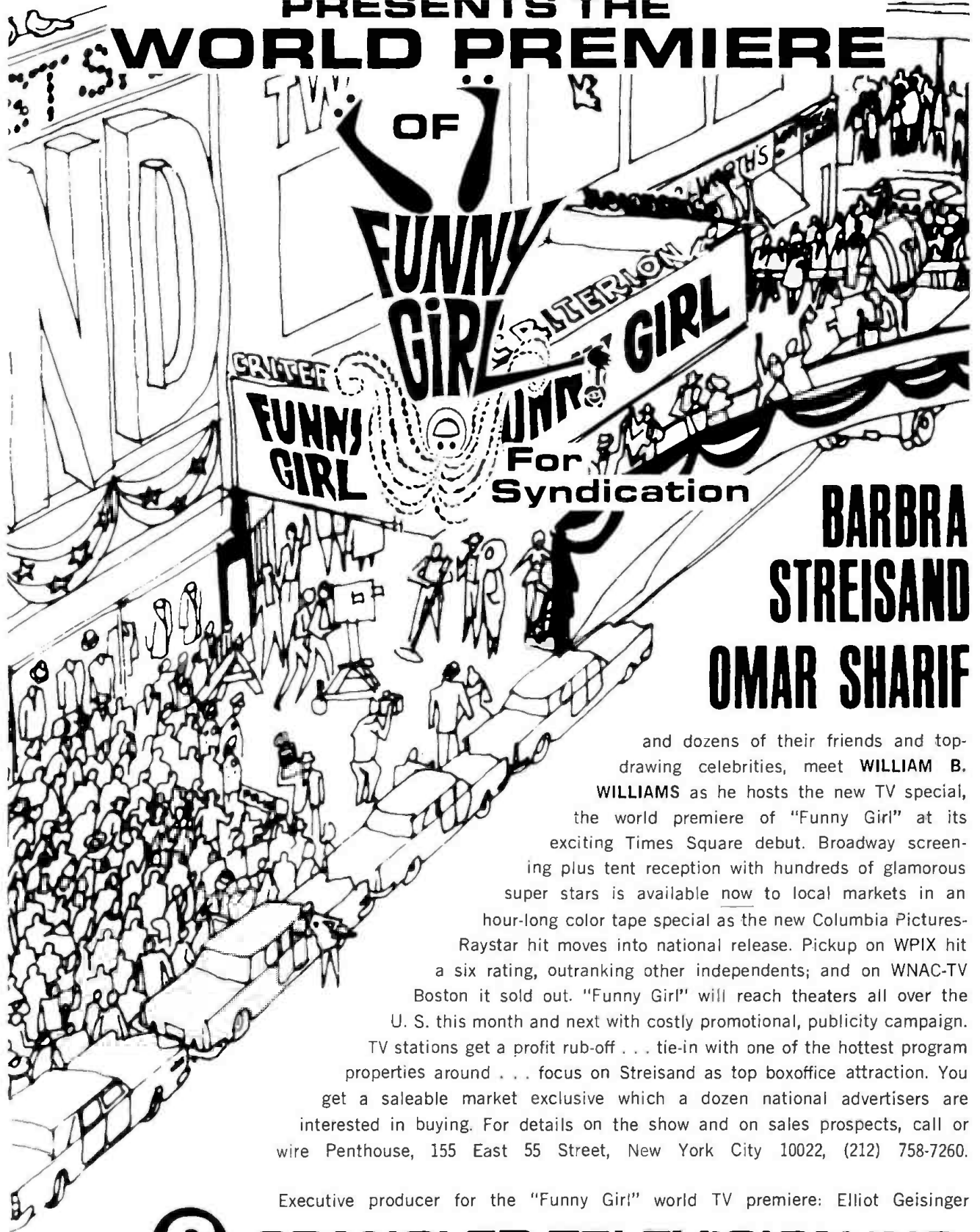
stations frequently are too short of available air time to program extensively in this area, while the specialized outlets are handicapped by the cost and difficulty of research into the fractionated audience.

- Opportunities for business-news coverage are brightest on radio stations, radio networks and specialized UHF operations. Generally the mass-audience commercial TV stations do not seem a good outlet for business news.

- While there is some resentment against business and financial institutions for failure to respond readily to queries about business developments, this is not the most important factor in determining coverage of business events.

In most cases, business subjects must compete for priority with general news and are judged according to the interests of the mass audience.

SPANGLER TELEVISION PRESENTS THE WORLD PREMIERE



TV!
OF
FUNNY GIRL
CRITERION
FUNNY GIRL
For
Syndication

**BARBRA
STREISAND
OMAR SHARIF**

and dozens of their friends and top-drawing celebrities, meet **WILLIAM B. WILLIAMS** as he hosts the new TV special, the world premiere of "Funny Girl" at its exciting Times Square debut. Broadway screening plus tent reception with hundreds of glamorous super stars is available now to local markets in an hour-long color tape special as the new Columbia Pictures-Raystar hit moves into national release. Pickup on WPIX hit a six rating, outranking other independents; and on WNAC-TV Boston it sold out. "Funny Girl" will reach theaters all over the U. S. this month and next with costly promotional, publicity campaign. TV stations get a profit rub-off . . . tie-in with one of the hottest program properties around . . . focus on Streisand as top boxoffice attraction. You get a saleable market exclusive which a dozen national advertisers are interested in buying. For details on the show and on sales prospects, call or wire Penthouse, 155 East 55 Street, New York City 10022, (212) 758-7260.

Executive producer for the "Funny Girl!" world TV premiere: Elliot Geisinger



SPANGLER TELEVISION INC.

155 East 55 Street, New York, N.Y. 10022 (212) 758-7260

Live coverage set for Apollo

Plans to televise the splashdown and recovery of the first manned Apollo flight next month, to be carried live by the three TV networks, were disclosed last week when Western Union International asked the FCC for special authority to operate a TV transmitting facility aboard a U. S. Navy aircraft carrier.

The 14-day Apollo flight is scheduled to be launched Oct. 11 and will, for the first time, carry a TV camera aboard the spacecraft for transmissions back to earth (BROADCASTING, Sept. 2).

WUI said it had made arrangements with General Electric Co. to lease a transportable earth station capable of transmitting color television from the aircraft carrier. It said it plans to transmit video and audio signals of the Apollo splashdown and recovery back to the three TV networks. The circuit will go from the ship to the National Aeronautics and Space Administration's ATS-3 satellite to the Communications Satellite Corp.'s new earth station at Etam, W. Va., and thence by landline to New York.

Comsat dedicated the Etam station last Friday (Sept. 27). Etam will be Comsat's major East Coast facility for transmitting and receiving all types of satellite communications between the U. S. mainland, Puerto Rico and the Caribbean area, Europe, Latin Amer-

ica and other Atlantic points.

Etam is one of the six U. S. earth stations; already operating are Andover, Maine; Brewster Flat, Wash., and Paumalu, Hawaii. Under construction but due to be operational this year are stations at Cayey, Puerto Rico, and Jamesburg, Calif.

Violence commission to look at media

The President's Commission on Violence, which has been listening to a series of government and academic witnesses testify to the increase of violence in this country (BROADCASTING, Sept. 23), is about to place the mass media under its microscope.

The commission has scheduled a series of hearings Oct. 16 and 17 in Washington to take a look at violence and the mass media, including television, motion pictures, newspapers and comic books. Expected to testify are representatives of ABC, CBS and NBC, the Motion Picture Association of America, the American Newspaper Publishers Association and the Comics Magazine Association of America.

The hearings will be under the direction of Thomas Barr, deputy director of the commission's staff. Participating will be Robert K. Baker, co-director of the commission's task force on mass media.

Meanwhile, preparations for two sep-

arate investigations of disturbances during the Republican and Democratic national conventions in Miami and Chicago moved forward last week. The House Committee on Un-American Activities announced its first hearings on the Chicago dissidents, and William H. Orrick Jr. was appointed to head the President's Violence Commission's probe into the Miami and Chicago disorders.

Mr. Orrick, a former antitrust chief with the Department of Justice, will coordinate separate probes of Chicago and Miami as well as an investigation into a Cleveland incident involving the shooting of three policemen.

The House Un-American Activities Committee's first public sessions are set for Tuesday, Thursday and Friday of this week (Oct. 1, 3, 4). It's expected that the committee will focus on the organization and make-up of dissident groups active during the Chicago Democratic convention. Strategies by the militants for capitalizing on broadcast coverage of their activities may be aired. Charges have been leveled, but denied by broadcasters, that camera locations were provided in advance to leaders of militant groups.

Newsmen present views on Chicago debacle

CBS News correspondent Mike Wallace and *Newsweek* News Editor Hal Bruno harshly criticized the Chicago police department and the city administration last week for police assaults on newsmen covering the Democratic convention in that city last month.

Mr. Wallace and Mr. Bruno who covered the convention, spoke last Thursday (Sept. 26) before a luncheon meeting of the Deadline Club of Sigma Delta Chi at the Overseas Press Club in New York and both made the point that newsmen were beaten without provocation by Chicago policemen.

Mr. Bruno said that "the new left" had won in Chicago inasmuch as the city's Mayor Daley "handed it to them." He contended that the Chicago police had launched "an all-out attack on newsmen," though he conceded that it probably was not the policy of the city or the police department to attack news media representatives. He cited numerous incidents, some of which he said he had seen. of assaults on newsmen.

Mr. Wallace agreed with Mr. Bruno's description, but said that treatment of newsmen in the convention hall was not so high-handed as it had been on the outside. He voiced astonishment that the overwhelming reaction to CBS-TV's coverage, as expressed in letters from the public, has been to support the Chicago police and to criticize the news media.

NBC offers multitude of fall specials

NBC will pre-empt its prime-time offerings for entertainment specials on nearly one-third of the 92 evenings between early October and the end of December. In all, 29 specials will be aired, and on eight occasions two specials fall in the same evening.

On Dec. 19, three specials will pre-empt regular evening programming—a Bob Hope special, Andy Williams/Christmas Show and the animated cartoon, *The Little Drummer Boy*.

Elvis Presley, whose only TV appearances in recent years have been in feature films, will be back with his own special on Dec. 3. Brigitte Bardot makes her U. S. TV debut the same evening. Peggy Fleming, who ice-skated for the U. S. at the 1968 Winter Olympics, will skate for NBC on Nov. 24.

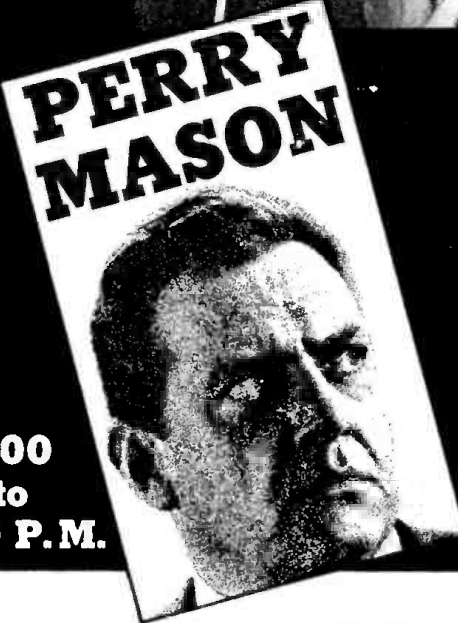
Other personalities with their own NBC specials include Mitzi Gaynor (Oct. 14), Bing Crosby (Oct. 23),

Tennessee Ernie Ford (Nov. 16), Jack Benny (Nov. 16), Perry Como (Dec. 1), and Diana Ross and the Supremes and the Temptations (Dec. 9). Bob Hope, whose first special ran Sept. 25, is set for four more on Oct. 14, Nov. 6 and 27, and Dec. 19.

In addition to its star specials, NBC is emphasizing two drama series this fall. Prudential's *On Stage* got underway Sept. 12 with Rod Serling's "Certain Honorable Men," and its two-hour version of *Heidi*, filmed in the Alps and starring Maximilian Schell, Jean Simmons and Michael Redgrave, is scheduled Nov. 17. On Nov. 20, *Hallmark Hall of Fame* offers an original drama, "A Punt and a Prayer," starring Hugh O'Brian. Hallmark's "Pinocchio" will be aired Dec. 8 with an original score to be sung by Burl Ives and Peter Noone of Herman's Hermits.

The New "WHAT'S MY LINE?"

4:30 to 5:00 P.M.



5:00
to
6:00 P.M.

2
HOURS



7:00
to
7:30 P.M.

**... OF GREAT, NEW
SELLING TIME
(MONDAY THRU FRIDAY)**

There's a whole new look to late afternoon and early evening on WSYR-TV this season.

Take a look at it. Coming out of NBC at 4:30 p.m. is the all-new "What's My Line?", followed from 5 to 6 p.m. by "Perry Mason." Then comes WSYR-TV's one hour perennial news blockbuster and at 7 p.m. "Hazel" moves into her new home in the schedule.

They're all selling for you in the strongest audience flow pattern in Central New York Television.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

CBS affiliates told network here to stay

1968 rated as productive year for radio; network to put more emphasis on news

It was give and take between CBS Radio and its affiliates last week at their 15th annual convention—but apparently of the most amicable kind.

The affiliates got more news programming for local use—and more time to sell. And the network got affiliate acceptance of a new program in the *Dimension* series of features, which the network will sell.

And Arthur Godfrey, for many years CBS's number-one air salesman, is getting a shorter work day but a longer work week. His program, now 50 minutes a day Monday through Friday, will be cut to a half hour but carried seven days a week beginning Dec. 30.

In other areas the affiliates heard upbeat reports on sales and the general economy, on improved coverage through affiliation improvements in many markets, on the sales values of the RADAR (Radio All Dimensional Audience Research) project underwritten by all four radio networks, and on what CBS Radio is doing to increase radio sales—not only on CBS but on radio as a whole and in spot and local as well as network.

The affiliates—more than 200 representatives in all—also heard addresses by CBS President Frank Stanton and CBS News President Richard Salant (see pages 21, 46) and by Wernher von Braun, director of the National Aeronautics and Space Administration's Marshall Space Flight Center.

New Symbol ■ And in the interim they got a look at CBS Radio's new logo—the words "CBS Radio," with curved lines, radiating like sound waves, representing the "I" in radio.

More than 300 executives representing the radio division and the affiliated station, attended the two-day meeting, held Wednesday and Thursday (Sept. 25-26) in New York.

In the keynote address Clark B. George, president of the division, stressed efforts over the past year to insure that the network will be a permanent, profitable, audience-oriented network and underlined continuing reasons for network services emphasizing

news. The affiliates responded later with a resolution calling the past year "one of the most productive such periods in the history of these conventions."

Changes in programming and commercial practices were presented by George J. Arkedis, vice president of the radio division and general manager of the network.

More News Programs ■ He disclosed that, starting Oct. 21, the network will present three new afternoon news feeds daily, Monday through Friday, for exclusive use by the stations. These will be about 10 minutes in length, fed at 4:15, 5:15 and 6:15 eastern time and will include a stock market report. They will be in addition to the two morning news feeds inaugurated a year ago, which will be expanded to include a new weather forecast service, by time zones, from the CBS weather center.

News Journal '68, a 25-minute monthly news report started a year ago for exclusive local sale, will be continued in 1969 and, in addition, the weekly 25-minute *Washington Week* series will also become available for exclusive local sale in January 1969. Mr. Arkedis said each *Washington Week* will have three one-minute local commercial availabilities plus a 15-second self-identifying open and close.

Policy on CBS Radio's Netaert bulletin system will be changed, Mr. Arkedis also reported, to permit the sending of nonexclusive matter, coded so stations can tell whether it has appeared on wire services or is an exclusive CBS News report.

The new five-minute *Dimension* series to be scheduled and sold by the network will be *Dimension at Home*, designed for new home owners and apartment dwellers, those moving into new homes and those not moving "but very concerned with their continual household perplexities." It will start Dec. 30 and will be fed at 9:10 a.m., Monday through Friday, with affiliates permitted to delay it up to 2:55 p.m.

In all, officials said, the changes will result in a net reduction of CBS Radio commercial time from 25 hours a week

to 24 hours and 45 minutes a week.

Mr. Arkedis also reported on American Research Bureau studies that he said showed CBS Radio affiliates among the top three stations in 33 of 55 major markets measured, a 10% gain over a year ago.

The steps CBS Radio has taken in the past year to sell agency creative directors on the value of the medium and advertisers on the importance of the adult audience were outlined by Maurie Webster, vice president, development.

He reported that in the past year the one-hour audio presentation, "The New Wave in Radio Commercials," has been given in 19 cities. A total of 3,829 executives attended 197 presentations, Mr. Webster stated, with representation coming from agencies (2,681), clients (858) and the broadcast industry (290). He said that many agency creative people have been shown "how exciting radio can be."

CBS Radio's sales approach, Mr. Webster said, is to sell radio first, then network and CBS Radio. Much emphasis, he said, is put on the values of spot and local as well as network radio. Increasingly, the network, at the suggestion of agencies, has been making calls directly on clients with some success.

Mr. Webster described numerous publicity-promotional efforts by CBS Radio during the past year to spotlight the network's emphasis on the value of the over-35 market.

Ben S. Lochridge, vice president, CBS Radio division, told the affiliates that second quarter of 1968 was the second best since 1959 and the third quarter was the best since 1959.

Continued Prosperity ■ "It looks like we are going to go into a very strong 1969," he ventured. "Our optimism is predicated on the activity we are getting with the major advertisers and their agencies. In addition, advertisers that have never been connected with broadcasting are taking a good hard look at our medium."

Mr. Lochridge announced that, to date, CBS Radio advertisers totaled the number which had used the network all during 1967. He claimed that "competitively, we still lead the other networks by a wide margin."

Mr. Lochridge read an economic forecast prepared by Dr. David Blank, vice president, economics and research, CBS/Broadcast Group. Dr. Blank's evaluation indicated there would be no slowdown during the final quarter in the economy's growth rate. He felt that much of the expected softness of 1969 will occur during the first half of the year, while the second half shows signs

of increased economic activity.

Sherril W. Taylor, affiliate relations vice president, CBS Radio division, reported there had been improvements in affiliations during the year in 26 important markets, including Little Rock, Ark.; Louisville, Ky.; Shreveport, La.; Birmingham, Ala., and Fargo, N. D. He introduced members of his staff to the convention delegates and singled out for particular commendation Jerry Maulsby, administrative manager, who has been with CBS for more than 30 years and is retiring this year.

W. Thomas Dawson, vice president, CBS Radio division, for information services, reported on the development of a new CBS Radio visual symbol and the completion of a new sound signature package to identify network radio programs. The new print logotype was created by Louis Dorfsman, newly designated CBS/Broadcast Group vice president, advertising and design (see this page). The sound signatures were created for CBS Radio by Heller Corp., Hollywood.

Leon Luxenburg, director of special projects, CBS Radio network sales, has a slide-presentation of this year's industry-wide RADAR study.

Luncheon speaker for the closing day was Dr. von Braun, who told delegates that "communication by satellites will enter a new phase during the next decade with the advent of high-power satellites that can broadcast voice or television directly to home receivers."

He said that while present communications satellites operate at a couple of hundred watts power, those in the near future can have the broadcasting power of a 50-kilowatt station. They will cover an area of one million square miles, "and the present type of home antenna could be modified at little expense to receive the ultra-high frequency transmissions."

12-station Ky. ETV network gets under way

Kentucky's educational television network began operating last Monday (Sept. 23) with Governor Louie B. Nunn officiating at opening ceremonies.

The network includes a 12-station UHF transmitting system furnished by RCA under a \$4-million contract, its "largest single order for broadcast equipment", according to the company. The network center in Lexington will produce and originate most of the programs, although studios at six state schools and at the Jefferson county school system also may originate programs. General Electric Co. supplied the studio equipment.

Nixon favored by CBS Radio affiliates

Richard Nixon apparently would be a shoo-in for president if he were to run before representatives of CBS-affiliated radio stations.

The delegates to the 15th annual CBS Radio Affiliates Association convention in New York last week had the presidential preference poll—so popular with newsmen in this election year—turned around on them.

Following a discussion of the nation's political mood and assessment of candidates' chances, CBS correspondent-newsmen Walter Cronkite read to the delegates the results

of a poll taken among them earlier.

The affiliates gave Mr. Nixon 130 votes, Hubert Humphrey 26, and George Wallace 18.

There also were a number of write-ins: two for comedian Pat Paulsen; two for George Arkedis, vice president of the CBS Radio division and general manager of the CBS Radio network; one each for Snoopy, the comic strip character, Eugene McCarthy and Eric Salline, national manager, affiliate relations, CBS Radio network. Commented Mr. Cronkite: "This probably sets polling back another 10 years."

CBS's Dorfsman named vice president

CONTROL SEVERAL DIVISIONS OF BROADCAST GROUP

Louis Dorfsman, director of design for CBS Inc., last week was named to head a new unit that will handle the advertising, promotion and design divisions of all divisions of the CBS/Broadcast Group.



Mr. Dorfsman

His new title, effective today (Sept. 30), is vice president, advertising and design, CBS/Broadcast Group. He will also continue to

handle corporate design.

The reorganization brings under Mr. Dorfsman's jurisdiction the advertising, promotion and design operations formerly handled separately by the CBS Radio, CBS-TV Network and CBS Television stations divisions. He has been responsible for these functions for CBS News for some time, and his new department will continue to be.

Several details were still being worked out last week but in general it was thought that key figures in Mr. Dorfsman's new department would include George Bristol, Thomas Means and Naomi Andrews, who have been advertising and promotion directors for the TV network, TV stations and radio division, respectively. Others expected to have key roles include Jerome Greenberg, who has been assistant to Mr. Bristol; Alex Kennedy, director of audience promotion in the network TV advertising and sales promotion department, and Len Broom, administrative manager of design for CBS Inc.

John P. Cowden, who as CBS-TV

network vice president for information services has been responsible for advertising and sales promotion as well as press information, in recent months has been devoting much of his time to assisting CBS-TV President Thomas H. Dawson, is expected to continue to do so, and probably retain responsibility for press information activities.

Similarly, W. Thomas Dawson, CBS Radio division vice president for information services, whose responsibilities encompass sales presentations and other activities in addition to press and program information, is said to have elected to continue with those and perhaps additional duties while giving up advertising and promotion responsibilities.

Mr. Dorfsman, whose appointment was announced Thursday (Sept. 26) by President John A. Schneider of the CBS/Broadcast Group, said the move was intended to give greater consistency to the advertising, promotion and design activities of the various divisions.

It was expected that key executives of the new department, along with their titles and responsibilities, would be announced within a few days.

Mr. Dorfsman's imprint as corporate director of design is evident not only throughout CBS and in its ads but also in the booklets—and even the letters—it sends out. Among other things he designed the numerals in the headquarters building's elevators and on its clocks, put dots on CBS stationery to show secretaries exactly where to start and stop, had Yankee Stadium repainted and redesigned its seat numbers and other graphics.

Among other awards he has received 11 gold medals and 20 awards of

distinctive merit from the New York Art Directors Club for design in such categories as print advertising, packaging, TV film booklets and letterheads.

Mr. Dorfsman joined CBS in 1946 as staff designer and rose through the radio and television divisions to the corporate post of director of design, which he has held since 1964.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.* (For other FCC activities see FOR THE RECORD, page 71).

■ **KIMA-TV** Yakima, **KEPR-TV** Kennewick-Pasco-Richland, all Washington, and **KLEW-TV** Lewiston, Idaho: Sold by Tom Bostic and associates to Filmways Inc. for preferred convertible stock estimated at \$3 million (see page 57).

■ **KFEQ** St. Joseph, Mo.: Sold by John P. McGoff, Michael L. Dow and associates to Ross Beach and Robert E. Schmidt for \$565,000. Sellers own **KFEQ-TV** St. Joseph, and **WMAX** Grand Rapids and **WSWM(FM)** East Lansing, both Michigan. Messrs. Beach and Schmidt own **KAYS-AM-TV** Hays and **KLOB-AM-TV** Goodland, both Kansas and **KCOW** Alliance, Neb. **KFEQ** is full time on 680 kc with 5 kw. Broker:

Blackburn & Co.

■ **WYND** Sarasota, Fla.: Sold by Edward J. Carlisle and William F. and Leonard K. Nave to Lowell W. Paxson for \$102,000. Mr. Paxson is majority owner of **WKSN-AM-FM** and **WNYP(TV)**, all Jamestown, New York. He also has application pending to purchase **WBRY** Waterbury, Conn. **WYND** is a daytimer on 1280 kc with 500 w. Broker: Chapman Associates.

■ **KATO** Safford, Ariz.: Sold by Willard Shoecraft to Al G. Stanley for \$85,000. Mr. Shoecraft owns **KIKO** Miami and **KINO** Winslow, both Arizona. Mr. Stanley is general manager of **WTSB-AM-FM** Lumberton, N. C. **KATO** is full time on 1230 kc with 250 w. Broker: Chapman Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week.*

■ **KLIK** Jefferson City, Mo.: Sold by John McGoff, Michael L. Dow and associates to Floyd B. Linn, Robert Dana MacVay, Everett D. Houghen and others for \$575,000. For interests of sellers see **KFEQ** above. Mr. Linn is retired businessman. Mr. MacVay is assistant sales manager of automobile dealership. Mr. Houghen owns 50% of a manufacturing company and has the

same interest in two sales companies as well as other business interests. **KLIK** is a daytimer on 950 kc with 5 kw.

■ **KMBY** Monterey, Calif.: Sold by Stoddard P. Johnston to James L. Saphier and others for \$385,000. Mr. Johnston owns **KWAV(FM)** and **KMST(TV)** Monterey, Calif. Mr. Saphier is business manager for comedian Bob Hope, owns 10% of **WBMJ** San Juan, P.R. and controlling interest in **KVEC** San Luis Obispo, Calif., and has 94% interest in a television packaging firm. **KMBY** is full time on 1240 kc with 1 kw day and 250 w night.

■ **WOHP** Bellefontaine, Ohio: Sold by Ramond I. Kandel, Elizabeth J. Cote, Carolyn C. Avirett and others to Simon and Meurice Goldman for \$170,000. Mr. Kandel owns 33⅓% of **WMON** Montgomery, W. Va. Mr. Kandel, Mrs. Cote, Mrs. Avirett and others own **WERT-AM-FM** Van Wert, Ohio; **WKLC-AM-FM** St. Albans, W. Va.; **KYVA** Gallup, N. M.; and **KTUC** and **KTMN(FM)**, both Tucson, Arizona, and have construction permit for **WAIV-TV** Anderson, Ind. They are also applicants for new TV station at Marion, Ohio. Mr. Goldman owns 43.2% of **WJTN-AM-FM** Jamestown and **WGGO** Salamanca, both New York. He also owns **WDOE** Dunkirk, N. Y., and **WWYN** and **WWFM-FM**, both Erie, Pa. In addition he owns 97% of **WVMT** Burlington, Vt., is applicant for new FM station in that city, and owns 3.46% of **WNHV-AM-FM** White River Junction, Vt. **WOHP** is a daytimer on 1390 kc with 500 w.

Blackburn doesn't broadcast your name.

You need have no qualms about your intention to sell being bandied about. Blackburn does *not* send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. And you avoid the risks of selling without our deep knowledge of markets, values, potentials.

68-9

BLACKBURN & Company, Inc.

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

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
1725 K St. N.W.
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1625 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Who controls Boston UHF?

FCC sets hearing to learn if ICS or Metromedia is actually in charge

The FCC has ordered a hearing to determine if there has been an unauthorized transfer of control of **WREP-TV** (ch. 25) Boston to group owner Metromedia Inc.

The commission also wants to determine whether the permittee's stockholders engaged in trafficking and whether they acquired the permit for the sole purpose of disposing of it at a profit.

Vehicles for the hearing are applications that would ordinarily have been handled routinely. They are for an extension of time in which to construct the station and for modifications of the CP. Metromedia was made a party to

the hearing.

Denial of the application for an extension of time to build would cost the permittee—Integrated Communication Systems Inc. of Massachusetts—its authorization. The permit was originally granted on Dec. 30, 1965, and the application for extension was filed on Aug. 12, 1966. It was subsequently amended three times.

The issues stem from an option and other agreements that the permittee, Integrated, made with Metromedia. The agreements were filed with the commission in December.

Under the option agreement, Integrated's stockholders received \$250,000 from Metromedia for an option to acquire all of the Integrated stock for \$3,250,000 (including the option price) up to 39 months after the commission grants permittee program test authority.

The commission order said there is no indication that either the \$250,000 or \$3,250,000 figure bears any relationship to funds that the stockholders spent or proposed to spend.

"These facts raise a question as to whether Integrated's stockholders engaged in trafficking," the commission said.

It also said a question is "raised as to whether Integrated acquired the construction permit for channel 25 solely for the purpose of disposing of the station at a financial advantage to itself, after having built and operated the station for the minimum period of time allowed by the law, which is one three-year license period."

The commission said it found a question of whether a transfer of de facto control to Metromedia had occurred in agreement provisions "which appear to limit Integrated's ability to exercise control over the operations of the station."

One provision, the commission noted, limits Integrated's ability to sell the station in the event Metromedia decides to terminate the option agreement as a result of a breach of that agreement by the permittee. Other provisions, the commission said, require Integrated to acquire Metromedia's consent before surrendering any commission authorization for the station, employing anyone at more than \$35,000 a year or raising an employee's salary more than \$5,000 in one year, incurring any obligations which would continue more than one year after the date of closing after an exercising of the option agreement, or committing Integrated to an expenditure of more than \$50,000.

Two other issues will also be included in the hearing. One involves the question of whether Integrated violated a commission rule requiring applicants to file changes in information in pending applications. The commission said no such amendment was filed for the application requesting an extension of

time to construct the station.

The other issue involves Integrated's request for a waiver of a rule requiring 75-mile separation between TV transmitters. In its application to modify its permit, Integrated proposed a location for its transmitter 73.5 miles from the transmitter of WHYN-TV (ch. 40) Springfield, Mass. The commission said it would consider in the hearing whether the waiver would serve the public interest, convenience and necessity.

The hearing order underlines growing commission concern over trafficking in CP's. The commission earlier this month proposed a rule codifying and extending its policy designed to prohibit broadcasters from profiting from the assignment or transfer of permits (BROADCASTING, Sept. 9).

Filmways gets Cascade TV's for \$3 million

Filmways Inc. will purchase the three TV stations of Cascade Broadcasting Co., subject to FCC approval (CLOSED CIRCUIT, July 22).

Filmways will issue convertible preferred stock, reportedly in the amount of about \$3 million, in exchange for the stock of Cascade.

The transaction covers KIMA-TV Yakima; KEPR-TV Kennewick-Pasco-Rich-

land, all Washington, and KLEW-TV Lewiston, Idaho. The agreement does not include Cascade's KIMA-AM-FM and KEPR-AM-FM. These are awaiting FCC approval to assign their licenses to Yakima Valley Communications Inc., a company principally owned by Thomas C. Bostic and associates, present owners of Cascade Broadcasting Co.

The acquisition of the stations marks the entry of Filmways, a motion-picture and TV-production organization, into the broadcasting business. Martin Ransohoff, president, said Filmways intends to buy other TV outlets and to expand to the full complement of five VHF and two UHF stations. Broker was G. Bennett Larson.

Mr. Bostic, who is president of Cascade, will head the broadcast division of Filmways. His long-time associates, John H. Reber, vice president and general manager, and William F. Grogan, vice president, sales, will remain with the new broadcast division in key management posts. Mr. Bostic is chairman of CBS-TV Affiliates Advisory Board.

FCC funds stay cut

Congress completed formal action on the appropriation bill providing FCC funds for fiscal 1969 last week and sent the measure to the White House. In adopting a conference report, granting \$19,750,000 to the com-

EXCEPTIONAL VALUES

MIDWEST

—Strong daytimer located in two-station market in which retail sales are in excess of \$102,950,000, and population over 91,400 in metro area as defined by Standard Rate & Data. Billings \$10,000 per month. Good dial position, good equipment. Price \$225,000—29 per cent down —balance on terms to be negotiated.

Contact Richard A. Shaheen in our Chicago office.

NORTHWEST

—This is a fulltimer. 1kw, 250 watts night, non-directional. Located in irrigated agricultural area. Population in excess of 21,000 with retail sales of \$51,000,000-plus. Operation profitable. Billings in excess of \$90,000. Price \$135,000, 29 per cent down, balance on terms to be negotiated.

Contact Don C. Reeves in our San Francisco office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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

CHICAGO
1507 Tribune Tower 60611
312/337-2754

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

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

mission for salaries and expenses, both the House and Senate concurred in the conference-committee compromise figure. In its approval, the Senate receded from its proposal that would have provided the FCC with an additional \$250,000 (BROADCASTING, Sept. 23). The commission had asked the Senate to increase the House-approved figure by \$500,000. The Budget Bureau had earlier authorized \$21.2 million for the commission for fiscal year 1969.

Lee: U's not untouchable

Tells CATV operators when UHF protection should be removed

FCC Commissioner Robert E. Lee made it clear again last week that he feels UHF should be given maximum protection against CATV competition. But he also is ready to concede that such protection cannot be offered indefinitely in areas where UHF shows no sign of taking root or of growing.

The commissioner gave an insight into his thinking on how CATV should be fitted into the national television scheme in an appearance Friday (Sept. 27) before the New York State Cable Television Association's fall meeting in Olean.

Commissioner Lee, staunchest supporter of UHF on the commission, invariably votes against CATV incursions into markets where UHF stations or allocations are involved. And last week he said that markets where UHF assignments have not yet been implemented should be left open for the development of high-band stations and that once such stations have gone on the air they should be given "a reasonable opportunity to achieve maximum coverage" permitted under the commission's rules.

Sliding Scale ■ But he also said that, in considering CATV entry into existing or future UHF markets, "I anticipate using a sliding set of values which will gradually change over the next three to five years."

He expects that in that time 85% to 95% of all TV receivers will be UHF-equipped as a result of the All-Channel Receiver Law, adopted in 1962.

The capability of all-channel reception, he noted, will remove one of the objections to construction of new UHF facilities. At that point, he said, assuming a market is relatively free of CATV-relayed distant signals, he could

conclude, "after a reasonable period of time, and no application filed for available channels, that economic forces exist in that market sufficient to discourage the entry of new UHF stations. CATV may then be the correct solution in such a market."

In asserting that existing UHF stations may need protection beyond their present service contours, he said that many of them are "of the low-power, low-budget variety that might be described as 'peanut-whistle' operations." Accordingly, protecting them to their existing grade A or grade B contours "really solves nothing," he said. Additional "stop-gap protection" is needed to permit expansion.

Expects Performance ■ However, he would not provide such protection from CATV indefinitely. He said he would expect stations to be able to demonstrate "a constant pattern of past improvement of facilities" and to provide "future proposals based on a business-like approach of putting profits back into the business as rapidly as possible."

But he also said that profits "are almost nonexistent for such purposes." He said commission records show that, as of the end of 1967, only one of the independent UHF stations has "turned the financial corner." The networks' "limited number" of affiliated UHF's "are breaking even."

Commissioner Lee remains optimistic that "we will have local stations in most, if not all, markets which presently have unused allocations" and that, "over a reasonable period of time, with or without a fourth network, UHF will prosper and provide a needed local service."

The commissioner said he wanted "only that degree of regulation" of CATV systems needed to promote the orderly development of TV reception services, "whether off the air or via cable." But he also indicated he is uncertain as to how much regulation is enough. Accordingly, he asked his CATV audience for help on a number of questions, among them:

Can you accept the premise that all viewers are entitled to a choice of multiple off-the-air television signals? Should the commission find a place for CATV which is consistent with an obligation of insuring free television to those who are unwilling or unable to pay for CATV service and, if so, does this imply some kind of licensing by the commission?

Should the commission consider some form of CATV allocations table? Should it allocate CATV to communities with populations above specified figures? Should CATV allocations be restricted to a point within a specific distance of cities in the top-100 markets?

Also, should a formula be considered

as to the number of channels a CATV system may carry, based on the number of homes in a market? And should the commission permit program origination with local advertising on the closed-circuit channel in markets having no local television service?

Urban crisis on NAB agenda

Fall conferences also to include sessions on government affairs

Plans for the National Association of Broadcasters fall conferences are jelling as the deadline approaches for the first October meeting.


Chief topics to be discussed reflect in large part the volatile issues that have faced broadcasters throughout the year—urban problems and broadcasting's role in reporting them; broadcast-government relations, and a wide spectrum of television problems.

The urban-problems session, scheduled for the second morning of each conference, will place particular emphasis on minority needs and a view of the "riots in retrospect"—how broadcasters covered them, what they learned, and radio's "special role" in reporting them.

Scheduled to participate in the Oct. 17 New York regional to be held in the Hilton hotel are Herbert Cahan, WJZ-TV Baltimore; Del Shields, executive director, National Association of Television and Radio Announcers, and John Burgreen, WAVA Arlington, Va. James Hulbert, NAB vice president, will moderate the session.

In addition the format will include a program sampler using film and tape excerpts from notable TV-radio shows on local issues, and a panel discussing the hiring and training of minority groups. The panel includes NAB General Counsel Douglas Anello (discussing FCC requirements); Roger Penn, American University, and Harold Niven, NAB vice president for planning and development (employment practices), and John Couric, NAB vice president for public relations (available NAB aids).

During the Oct. 21 Los Angeles regional the urban-problems session will substitute the first panel with a presentation by Thomas Reddin, Los Angeles chief of police. And in Denver on Oct. 24 the first panel will include Dick Cheverton, wood-TV Grand Rapids, Mich., and former president of the Radio-Television News Directors Associa-



Let's talk about sources of TAPED MUSIC FOR AUTOMATED RADIO PROGRAMMING

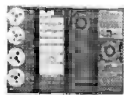
You can tape your own music. One station reported at NAB that they had built their own library on tape of 1,500 hours in stereo at a cost of \$20,000. By comparison, they could have started with a library of 120 hours of IGM "Sovereign," "Premier" or other professionally announced stereo tapes, exchanged 90 hours monthly, and had 1,200 hours of better music at a total annual cost of \$3,780.

You can buy limited services. Some are offered at low prices, some even given away to equipment purchasers. But even for nothing, such tapes are no bargain. They can degrade your sound in any of these ways: (1) indiscriminate selection, with many pieces quickly obsoleted; (2) indifferent announcing, with introductions lacking true personality, and (3) if unannounced, too few categories with only "meat ax" differentiation.

Or you can come to International Good Music for the world's largest selection of taped music for radio—the only truly comprehensive music services for broadcasting. You draw on a carefully selected library of over 18,500 hours of master tapes, announced or unannounced, monaural or stereo, all expertly classified. You choose from a dozen different services, covering the entire range of music from contemporary to classical, and from fully formatted to partially programmed. If you wish to do your own musical intros, IGM's "Spectrum" service gives you access to over 4,500 hours of unannounced music, meticulously segregated in eleven categories available to any station in any desired ratio and number of hours per month.

IGM has spent over 10 years and more than \$1 million to develop this resource for broadcasters. Over 300 stations, AM and FM, currently use it to pin-point, enhance and automate their all-important air sound. You buy only the types of music you want, in whatever quantity you need, on your choice of library, bicycle or purchase plans.

IGM music services are fully described in a comprehensive brochure. Send for your copy or ask for audition tapes—join the stations whose goal is not just "live sound," but great sound, "better-than-live." Write or call International Good Music, Inc., Box 943, Bellingham, Wash. 98225; Tel. (206) 733-4567.



IGM Series 500 audio controls automate programming by scheduling talk features at pre-set time intervals, music to fill.



IGM Series 600 audio controls. Actuated by punched cards. Random access to all sources. Verified log automatically typed.



IGM audio-video controls automate and monitor ETV multi-channel switching. Non-duplicating CATV switchers.



IGM taped music services for radio. Contemporary to classical, announced or unannounced. Library, bicycle, purchase plans.



IGM "News"—free, bi-monthly bulletin of new developments and station experiences with broadcast automation.

IGM

tion; Jerry Danziger, KOB-TV Albuquerque, N.M., and Walt Lochman, KMBZ Kansas City, Mo.

For the first time the fall conferences will feature a major government-affairs presentation designed to generate more "grass roots" interest in the tough issues—violence on television, spectrum threats, and curbs on multiple-ownership—that are sure to receive congressional airing during the 91st session. Paul Comstock, NAB vice president for government affairs, and Hollis Seavey, assistant to the vice president, will make the major presentation during the New York regional. Discussing the role that individual stations, state broadcast associations and NAB may play in government affairs will be Jack W. Lee, WSAZ-TV Huntington, W. Va.; Donald A. Thurston, WMNB North Adams, Mass., and William R. Preston, WRVA-TV Richmond, Va.

The afternoon TV assembly at each first day conference session will hear "talks about television", which concern such topics as public and satellite broadcasting, violence on television and growing competition from CATV.

The New York regional will hear during that TV assembly: Robert D. Swezey, secretary-treasurer, Corp. for Public Broadcasting (discussing public broadcasting); Walter B. Kelley, assistant vice president, AT&T (transmission tariffs); Roy Danish, director of the Television Information Office (violence on TV); Andrew Murtha, Time-Life Broadcasting Co. (music negotiations); Sol Schildhouse, FCC CATV task force chief (CATV); and Robert E. Button, director of policy planning, Communications Satellite Corp. (satellite TV distribution).

Herman W. Land of Herman Land Associates Inc., who recently completed a study for NAB on "Television and the Wired City" (BROADCASTING, July 22), will present a preview of the TV station of the 1970's. William Carlisle, NAB vice president for television, will moderate the session.

Also on Agenda ■ Other speakers scheduled to participate in the Oct. 21 Los Angeles TV assembly are Mr. Swezey; Mr. Danish; Philip A. Rubin, aerospace group, Hughes Aircraft Co. (satellite TV distribution); and Richard B. Nichols, executive assistant, AT&T (transmission tariffs).

And on Oct. 24 in Denver, Frank Pace Jr., chairman of the board, Corp. for Public Broadcasting (public broadcasting); Mr. Danish; Mr. Rubin; Mr. Nichols; and William Grant, All-Industry Music Committee (music negotiations).

Ways to attract and keep qualified station employees will be the subject of a panel on broadcaster personnel practices to be held during the first morning of each conference.

ABC tightens fiscal controls

Siegel memo to departments details changes to be made over the next few months

The first phases of a wide-ranging realignment of ABC accounting and fiscal controls, expected to be put into effect over a period of months, was disclosed last week.

Simon B. Siegel, executive vice president, made the disclosure in a memo to ABC department heads, and said the moves are being made to continue the "rapid and profitable" growth made during the last 15 years. To intensify ABC's already strong position in entertainment and communications in this country and overseas, and to advance ABC's commitment to "even more aggressive expansion."

What ABC is working toward, department heads were told, is "a system of management which more fully implements the concept of profit-center operation in each division of the company," and what will be involved "will be restructuring of certain organizational relationships, information systems, accounting procedures and other key planning and control functions."

The first changes he announced—and presumably most if not all of those to come later—were designed by McKinsey & Co., management consultants.

The first step spelled out positions that will report to Elton Rule as president of ABC-TV network. Although the memo didn't say so, these apparently include some new titles as well as some changes in line of command.

Unfilled Slots ■ Titles said to have been created for the network organization and yet to be filled are vice-president-controller and vice president-planning. The memo also listed a vice president business affairs under Mr. Rule. In this instance Edward Masket, now vice president for business affairs in the ABC legal and labor relations department, reportedly will move into the TV network organization.

Others who will report to Mr. Rule are essentially those already reporting to him—vice presidents for programing, sales, affiliate relations, advertising and promotion, and public relations as well as vice president and general manager Martin Pompadur and, as recently announced, ABC Sports President Roone Arledge (BROADCASTING, Sept. 16).

In addition the department heads were told that the broadcast operations and engineering department, headed by vice president Julius Barnathan, will be reorganized as a service center with appropriate management capabilities, budgetary and control systems "to service all users."

Al Schneider, vice president and assistant to Mr. Siegel, was named "implementation coordinator" to oversee the putting of these changes into effect and as such will report directly to Mr. Siegel.

Robinson offers spectrum views

Minnesota law professor says critics of FCC and OTM do not have solutions

Various proposals that would do away with venerable agencies like the FCC or the Office of Telecommunications Management because they can't adequately manage the radio spectrum, may just be avoiding the gut issue of frequency management — who should use the spectrum?

That's one major tentative conclusion offered by a 32-year-old law professor at the University of Minnesota, Glen O. Robinson, in a yet-to-be-released study commissioned by the National Association of Broadcasters.

Mr. Robinson presented his conclusions to a fall conference of the Minnesota Broadcasters Association last week in what was billed as a preview of his NAB study. In a subsequent interview with BROADCASTING, Mr. Robinson cautioned that his remarks should not be construed as representing the completed study (it is still undergoing revision), but were observations of some conclusions that he had reached during the course of his four-month-long probe into frequency management problems.

Mr. Robinson is no stranger to broadcast affairs. He's the author of a study on the applicability of the constitutional free-press guarantee to FCC broadcast regulatory policies and procedures.

Mr. Robinson also appeared in March before the House Investigation Subcommittee during a fairness-doctrine panel discussion. At that time he offered a strong legal brief that the fairness doctrine is probably unconstitutional (BROADCASTING, March 11).

(And in discussing the recent Seventh Circuit appellate court decision declar-

ing the commission's fairness rules unconstitutional, Mr. Robinson told his Minnesota audience that the court's opinion was "right as rain." He claimed it was "refreshing to see the court penetrating through a fog that has obscured" the basic principles of freedom of the press which should have been accorded broadcasters.)

Mr. Robinson received an NAB commission in May to study governmental organization and procedures for allocating and regulating the use of broadcast frequencies, an area of interest currently under consideration by the President's Task Force on Telecommunications (BROADCASTING, May 27). One prime purpose of the study on completion, it's understood, is to provide NAB with backgrounding—an independent view of the basic spectrum allocations framework and the institutions which govern it.

What Mr. Robinson has concluded (at least tentatively) is that although the FCC and OTM continue to limp along under the weight of many unsolved problems relating to spectrum uses, the multitude of radical proposals that frequently in some way seem to urge the demise of these two agencies aren't much better.

According to his view Mr. Robinson is not an iconoclast. Both the FCC and OTM need a larger budget and better leadership, he indicated. But the various proposals that might replace the agencies, he said, are not "responsive to offering solutions" to management problems and appear "somewhat evasive of making hard-policy choices."

Priorities Are Necessary ■ Mr. Robinson suggests that "somewhere, some-

how, somebody is going to have to sit down and decide priorities." And he emphasizes that the "answers for the full issue of spectrum users are not likely to be resolved by sweeping institutional change."

Mr. Robinson sketched for his audience what the various proposals are and offered briefly his views why they wouldn't work.

The "super" federal agency concept, wherein all regulatory authority would be incorporated, Mr. Robinson dismisses as "an ancient" proposal dating back to the mid-1940's and one that has consistently been discarded as "unworkable."

Nor would it be feasible to unify all authority (regulating both private and government spectrum uses) into a single executive agency, such as OTM, or to create a cabinet level department. The difficulty with that proposal, according to Mr. Robinson, is that it would create an "inherent regulatory conflict of interest" since the federal government, particularly the military, is the "largest, single" user of the frequency spectrum.

Nor would it be feasible to vest all authority in the FCC, Mr. Robinson says, because that would be "so politically impractical the military, the federal government, executive agencies, the White House would oppose it. I can't see anyone seriously pushing this proposal—even the FCC, which has been stumbling around as it is."

Nor would Mr. Robinson accept Commissioner Robert T. Bartley's proposal to replace the commission with two independent agencies to regulate common-carrier and broadcasting serv-

ices, and create a new office of Telecommunications Resources Authority, within the legislative branch, to handle allocations matters (BROADCASTING, May 27). "Greater confusion" is how Mr. Robinson describes it.

Nor would he accept a frequently mentioned proposal that would open-up contested frequencies to the highest bidder and do away with the commission's comparative hearing process. Mr. Robinson doubts that a "socially optimum" use of the spectrum would result, saying that proposal is "a kind of a very narrow view of the public interest that the market place would provide adequate broadcast uses."

Bad news greets New Castle residents

The luck of a group of residents in New Castle, Ind., who have been seeking a new radio station for their town for the past four years appears not to have changed. It's still bad. The FCC last week rescinded an order granting their petition for the assignment of FM channel 232 A at New Castle.

The commission said the channel "was erroneously proposed and adopted," since the same channel had been assigned at Rushville, Ind., which is some 20 miles south of New Castle, on Dec. 13, 1967.

The New Castle group, organized into the Newcast Broadcasting Corp., had first sought an AM station. But their application was dismissed two years ago on the ground it did not com-

A second lesson in lifting licenses

For the second time in a month, viewers and listeners dissatisfied with the service of their local broadcast stations have been encouraged to complain to the FCC—and have been advised on how to go about seeking a denial of a station's license-renewal application.

First it was Commissioner Nicholas Johnson, in an article in the September issue of the *AFL-CIO American Federationist*, urging readers to get involved in the license-renewal process (BROADCASTING, Sept. 16).

Now it is the Consumers Union's *Consumer Reports*, in its September issue, out last week. *Consumer Reports*, moreover, not only finds the new fall schedule of television programming less than promising, it appears to place much of the blame for this situation on the FCC.

The article, which is unsigned, notes:

"The FCC is in trouble today because of its long and implacable neglect of duty."

Not all commissioners are tarred with the same brush. The article gives favorable mention to the efforts of Commissioners Johnson and Kenneth A. Cox to oppose the commission's "rubber stamp" license renewals.

And an accompanying article, "How to be a Turned-On, Tuned-In Citizen," tells how.

It lists the kinds of complaints that provide "legitimate grounds" for opposing a station's license-renewal application—"overcommercialization," "heavily biased program content," among others—advises unhappy viewers to join with others in a

"protest group," and points out that much of the information they need for opposing an application for license renewal is available in the local file the station is required to maintain. As a handy reference, it supplies a list of the states where licenses expire the next three years.

CU, in the main article, says that "above all, there is a crying need for a change in public policy" on the part of the commission. And CU renews a 13-point proposal first enunciated in 1959 to "make the commission more responsive to the public interest."

The key point is establishment of a Television and Radio Consumers Council to review all licensing decisions, to request additional data on a licensee's performance, and to publicize its findings.

ply with all the technical rules.

The group appeared to be approaching their goal of an independent radio station for their town (WCTW-AM-FM New Castle, the only stations there, are commonly owned by the publisher of the only local daily newspaper) when the commission on Aug. 28 granted the petition for the new FM channel. But a few days later a commission staff member informed the Newcastle counsel of the "oversight" involving the previous allocation of that facility (BROADCASTING, Sept. 16).

Newcastle promptly petitioned the commission for special relief. But the commission last week rejected the various proposals suggested by Newcastle, including one that the Aug. 28 assignment be regarded as superseding the Rushville assignment.

"For us to proceed on this basis without proper rulemaking would be an unwarranted circumvention of regularized procedures, without opportunity for interested or affected parties to participate," the commission said.

"We cannot permit circumvention of established processes nor permit advantage to be taken of an inadvertent error as a means to accomplish an objective."

However, the commission did not close the door entirely to a new service for New Castle. It said it would, "of course, consider further technically acceptable proposals for rulemaking looking to an assignment" for the town.

Bill would give FCC network licensing power

A bill that would empower the FCC to regulate networks directly instead of indirectly through its licensing power over network-owned stations, has been introduced by Representative Henry B. Gonzales (D-Tex.). The measure (H. R. 19969) would provide for licenses for the networks themselves.

The Gonzales bill does not specify any particulars of proposed FCC regulation beyond empowering the commission to license the networks under the "public convenience and necessity" test as applied to station licenses. Mr. Gonzales, in introducing the bill, said: "I seek not to create a censor, and would fight against anyone who did. I seek only to restore some sense of public responsibility into networks, which, like the robber barons of old, have none."

The congressman has been a strong critic of a CBS documentary, *Hunger in America*. In introducing the bill he also cited widespread complaints about bias in network coverage of the Democratic national convention and a mari-

juana-party program aired by CBS-owned WBBM-TV Chicago last year. The pot-party program, not carried on the network, has been probed by the House Investigations Subcommittee and is currently under an FCC investigation.

Sevareid to speak at Klauber dedication

Columbia University's Graduate School of Journalism will dedicate its new Edward Klauber Broadcast Laboratory Friday, Oct. 18.

Eric Sevareid, CBS News commentator, is the scheduled dedication speaker. The university is considering presenting his speech over the laboratory's television hookup as a live demonstration of the facilities.

The laboratory, first put in use during the summer session, takes up space vacated by Columbia University Press in the journalism building. It contains a television studio and control room with two live cameras, twin film projectors and three video-tape machines. Also included are a radio studio and control room, three film-editing rooms, two screening rooms and one large newsroom. Equipment also includes three Oricon sound-film cameras for location work.

The laboratory is named for a pioneer in radio news. Mr. Klauber, an executive vice president at CBS, who died in 1954, was cited for establishing "standards of integrity, responsibility and restraint" in broadcast news.

NY workshop examines television technique

Direct selling of merchandise from televised "catalogues" . . . dialing of video-taped information by employees of large corporations and a nationwide distribution network of taped teaching materials for schools are some near-future developments in the uses of television outlined by industry members last week at a two-day New York seminar on television production.

Only 392 of the 1,300 persons who applied for the free 30-hour instruction session titled "Production '69: A Shirt-sleeve Workshop in Television Techniques," were accepted. The session was held under the over-all supervision of Reeves Sound Studios, with the co-sponsorship of five equipment manufacturers.

All sessions were video-taped and fed to the New York patching center, where

it was picked up for closed-circuit house feeds by at least two advertising agencies, J. Walter Thompson and Grey Advertising.

The program also is to be edited into a 15-hour course, which Reeves plans to present in a "road show" format at regional exhibitions across the country.

The bulk of the workshop sessions concentrated on actual production instruction—such as demonstration sessions on workings of color cameras and video-tape recorders, lighting, make up, electronic editing, video and sound mixing, set construction, etc.

A Reeves spokesman called the two-day workshop a "soft-sell commercial venture" by Reeves and its co-sponsors, Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp. and RCA.

Hard rules urged to govern hiring

The FCC's proposal to prohibit broadcasters from discriminating in employment on grounds of race "can become meaningless unless appropriate machinery is established for its implementation," the National Community Relations Advisory Council said last week.

The council, a coordinating body of nine national Jewish organizations and local community relations groups in 81 cities, said in comments filed with the commission that specific rules should be introduced so that sanctions other than license revocation can be invoked against broadcasters judged to have discriminated against minority groups. The rules proposed by the council would require broadcasters to show by notices in their offices and on employment application forms that they are equal-opportunity employers; to cooperate with local minority groups and actively recruit personnel from those groups, and to demonstrate their compliance with FCC rules and federal laws prohibiting discrimination. In comparative hearings and other proceedings for control of a station, the council said, a strong showing of equal-opportunity programs and achievements should be a crucial determining factor.

As a basis for action, the council said, the commission should rely not merely on recent federal laws, but on the 13th and 14th amendments to the Constitution.

In earlier comments, the legal defense arm of the National Association for the Advancement of Colored People joined with the NAACP itself in criticizing as inadequate the FCC's proposed rule. The parent organization filed its opposition three weeks ago (BROADCASTING, Sept. 16).

Corinthian plans to sell 750,000 shares

J.H. WHITNEY, SEVEN OTHERS AMONG PRINCIPAL SELLERS

John H. Whitney and seven other principal stockholders of Corinthian Broadcasting Corp. are planning to sell 750,000 shares that should net them about \$28.5 million.

The sale is the subject of a registration statement filed with the Securities and Exchange Commission in Washington. The offering, with the selling price estimated to be about \$38 a share, will be handled by Goldman, Sachs & Co., New York.



Mr. Whitney

Corinthian owns five VHF stations, and Renaissance Editions Inc., a publishing firm that publishes books sponsored by corporations and institutions, and earlier this month acquired Standard Reference Works Publishing Co. for \$11,355,000. Standard publishes encyclopedias (including the 25-volume Funk & Wagnalls) and home reference books. Corinthian became a

public corporation last year.

Also disclosed in the registration is the fact that Corinthian management plans to ask stockholders at a Nov. 19 stockholders meeting to authorize 500,000 shares of preferred stock, to be issued in series for acquisitions and other purposes, which were not identified.

Selling Stockholders — Both Mr. Whitney and the Whitney-controlled Whitcom Investment Co., now owning almost 68% of the company, will continue to own almost 48% of Corinthian after the sale of stock. Mr. Whitney is selling 241,460 shares and Whitcom Investment, 445,000 shares. At the present time Mr. Whitney in his own name owns 40.72% of the outstanding stock of Corinthian, and Whitcom Investment, 27.08%. After the sales, Mr. Whitney will own 33.59%, and Whitcom, 13.93%.

C. Wrede Petersmeyer, president of the company, is one of the eight selling stockholders; he is selling 15,000 shares, leaving him with 100,000 shares equivalent to 2.95% ownership. Mr. Petersmeyer received \$75,000 in salary for

the fiscal year that ended April 30. Charles H. Tower, executive vice president, received \$45,201 for the same period.

For the fiscal year, Corinthian had operating revenues of almost \$19.5 million, with net income after taxes including surcharge of \$3,896,960 (\$1.15 per share). There were an average of 3,384,259 shares outstanding at that time.

Total assets as of the same date were \$35,042,652, with \$7,021,270 of this as current assets. Total current liabilities amounted to \$6,024,369, notes payable to banks \$9 million, and retained earnings \$15,530,850.

Fuqua set to buy 3 companies

Fuqua Industries Inc., Atlanta-based diversified company with broadcast holdings, has announced it is acquiring for cash Yarbrough Manufacturing Co., Arlington, Tex., a manufacturer of boat trailers. Price was not disclosed.

Fuqua is acquiring Pacemaker Corp., a boat manufacturer, through exchange of stock, due to be completed next month. It is also awaiting FCC approval before closing for the \$20 million acquisition of Martin Theatres Inc., Georgia chain that also owns two TV stations (BROADCASTING, Aug. 12).

SEC's August report of transactions

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

ABC—James C. Hagerty sold 900 shares, leaving 2,031. Robert L. Huffines Jr. sold 1,000 shares, leaving 83 shares held personally, 803 shares held in trust and 2 shares held by son.

Ameco Inc.—Bruce Merrill sold 12,000 shares, leaving 719,345 shares held personally and 40,755 shares held as trustee.

Ampex Corp.—Peter E. Axon exercised option to buy 400 shares, giving him a total of 1,300 shares. Robert J. Weismann bought 2,600 shares, giving him a total of 2,600 shares.

Bartell Media—Gerald Bartell sold 224,762 shares, leaving 24,078. Gerald Bartell as partnership bought 26,000 shares and sold 22,995 shares, leaving 3,981.

Capital Cities Corp.—William J. Casey sold 2,000 shares, leaving 45,216. J. Floyd Fletcher sold 20,000 shares, leaving 38,207.

Chris Craft Industries—C. Leonard Gordon acquired in merger 1,100 convertible preferred shares and exercised option to buy 3,900 convertible preferred shares, giving him a total of 5,000 convertible preferred shares. James J. Rochlis acquired in merger 21,027 convertible preferred shares, giving him a total of 21,027 convertible preferred shares.

Corinthian Broadcasting—Sidney J. Weinberg as a foundation sold 500 shares, leaving 500 shares held as foundation and 1,000 shares held personally.

Doyle Dane Bernbach—Robert Gage sold 282 class A shares, leaving 31,413 class A shares held personally, 44,205 class A shares held as trustee, 1,200 class A shares held as foundation and 300 class A shares held by wife as custodian. Dorothy Parisi sold 400 class A shares, leaving 5,172 class A shares. Edward T. Russell sold 850 class A shares, leaving 76,675 class A shares. Frank Yahner sold 500 class A shares, leaving 1,000 class A shares.

Filmways Inc.—Alan C. Greenberg bought 500 shares, giving him a total of 500 shares.

Foote, Cone & Belding—Charles H. Newbrand sold 1,000 shares, leaving 12,502. Arthur W. Schultz sold 1,500 shares, leaving 29,551 shares held personally, 1,250 shares held by wife and 4,187 shares held in trusts for children.

Four Star International—Robert A. Gageby bought 7,000 shares, giving him a total of 17,000 shares.

Fuqua Industries—Thomas J. Hennessy sold 2,500 shares, leaving 2,576. E. D. Kenna bought 100 shares, giving him a total of 100 shares. Nelson Strawbridge bought 16,000 shares and sold 16,000 shares, leaving none. Nelson Strawbridge bought 2,000 shares of \$2 cumulative convertible preferred, leaving 6,800 shares of \$2 cumulative convertible preferred held personally and 51 shares of \$2 cumulative convertible preferred held by wife and children.

Gross Telecasting—David E. Simpson through trading account bought 1,550 shares and sold 1,345 shares, leaving 505 shares. He still retains 100 shares held personally.

LIN Broadcasting Corp.—Lind Carl Voth bought 600 shares, giving him a total of 2,550 shares.

A. C. Nielsen Co.—Mrs. Warren N. Cordell sold 100 Class A common shares, retains 800; daughter sold 100 Class A common shares, retains 100; Mr. Cordell holds 300, son, 200. John L. Gwynn sold 300 Class A common shares, leaving none, and sold 100 Class B shares, leaving none. H. E. Nickelson sold 800 Class A common shares, retains 4,000; as custodian sold 200 Class A common shares, retains 1,000; Mrs. Nickelson holds 1,500 Class A common shares, children, 28. Harvey Wayne Hanscom sold 360 Class A common shares, leaving 1,080.

The Outlet Co.—Morton J. Berkson exercised option to buy 1,000 shares, giving him a total of 2,000. Ralph Buccini sold 100 shares, leaving 400. David J. Shurtieff exercised option to buy 250 shares, giving him a total of 1,750. Joseph S. Sinclair sold 579 shares, leaving 316,774 shares held personally, 1,258 held by wife and 4,418 held by children.

Papert, Koenig, Lois Inc.—Norman Grulich sold 1,300 shares, leaving 41,563. William A. Murphy sold 4,618 shares, leaving 13,230. Theodore Levenson sold 1,000 shares, leaving 28,749 shares held personally and 500 shares held by wife.

RCA—S. E. Ewing bought 1,009 shares, giving him a total of 6,126 shares held personally and 180 shares held by sons.

Reeves Broadcasting—J. D. Hastie sold 2,000 shares, leaving 12,850.

Rollins Inc.—R. Randall Rollins as foundation sold 200 shares, leaving 2,800 as foundation, 65,000 held personally, 32,193 as custodian, 1,037 held by wife and 24,000 held as co-trustee. Henry B. Tipple sold 1,000 shares held personally and 200 shares held as foundation, leaving 35,188 held personally, 2,800 as found-

Commonwealth registers with SEC

Commonwealth United Corp., a diversified firm in motion-picture and TV-film distribution as well as oil and gas, real estate and insurance, has filed a registration statement with the Securities and Exchange Commission in Washington for the issuance of 2,285,601 shares of \$1.05 convertible preferred stock and warrants for the same amount of stock to be used in Commonwealth's purchase of the Seeburg Corp.

The conversion rate of the preferred is to be supplied to the SEC; the warrants, which expire in 1978, will be exercisable at \$17.25 per share. Commonwealth is paying Seeburg stockholders one share of preferred and one warrant for each share of Seeburg. Included in the statement also is the issuance of 375,000 of Commonwealth warrants to Delbert W. Coleman, Seeburg chairman, and Louis J. Nicastro, Seeburg president.

Commonwealth, which bought the Landau-Unger film-distribution company in 1967, and Television Enterprises Corp. earlier this year, had total income of over \$8.5 million in 1967, with net income after taxes and extraordinary item of \$284,042 (12 cents a share). For the first six months of this year, Commonwealth showed in-

come of \$21,013,345 and net income of \$1,731,884 (32 cents a share). The sharp jump in income and net resulted from the acquisition of gas and oil properties this year.

The company's total assets were listed as over \$94.5 million, but with notes, mortgages and participation debts of over \$49.2 million.

Earlier this month, Commonwealth bought two CATV systems from Storer Broadcasting Co., in Artesia and Carlsbad, both New Mexico (BROADCASTING, Sept. 23).

The preferred stock and warrants sales are being handled by Allen & Co., New York, and Kleiner, Bell & Co., Beverly Hills, Calif. The purchase offer to Seeburg is subject to Commonwealth stockholder approval at the company's Nov. 20 stockholder meeting.

Post Corp. offering seeks \$1.87 million

Latest communications media group to go public is The Post Corp., Appleton, Wis.-based newspaper and broadcast group. The company filed a registration statement with the Securities and Exchange Commission in Washington proposing to sell 110,000 shares to the public, through Loewi & Co., Milwaukee. Selling price is to be at an estimated \$17 per share, to raise \$1,870,000.

Post Corp., which publishes the daily *Appleton Post-Crescent* and a special section as the *Neenah-Menasha Twin City News-Record* and the weekly *West Allis (Mich.) Star* and *Star Advertiser* in the Milwaukee area, also owns four TV and four radio stations. They are WEAU-FM-TV Eau Claire, WLUK-TV Green Bay, WAXX Chippewa Falls, WXCW Wausau, all Wisconsin; WLUK-TV Marquette, Mich., and KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa, and KBIZ Ottumwa.

The company plans to use the proceeds from the public offering to prepay convertible notes (\$926,523); to prepay in part notes due stockholders in 1980 (\$170,000), and to acquire Communications Engineers Inc., a firm specializing in closed-circuit TV and two-way radio communications (\$470,000). Communications Engineers had total revenues in the fiscal year ended March 31 of \$413,222 and earnings of \$23,751.

V. I. Minahan, president of the Post Corp., owns 16% plus 3% beneficially only. Mr. Minahan and his family own about 90% of the 456,350 shares of Post Corp. stock outstanding.

Broadcast Share ■ In 1967 broadcasting accounted for 46.5% of Post Corp.'s net revenues and 59.9% of operating

profit. In the first seven months of 1968 broadcasting contributed 45.8% to net revenues, and 54.7% to operating profit.

For the calendar 1967 year, Post Corp. had net revenues of \$7,864,408, with net earnings after taxes of \$422,970 (93 cents a share). For the first seven months of 1968, net revenues were \$4,870,509, net earnings after taxes \$255,005 (56 cents a share).

Television contributed \$3,307,536 to net revenues in 1967, and \$2,007,579 for the seven months this year. Radio, on the other hand, accounted for \$349,063 in last year's net revenues, and \$225,008 for the Jan. 1-July 31 period this year.

As of July 31, Post Corp.'s total assets were \$10,606,251, with current assets \$1,772,126. Total current liabilities were \$1,729,893. long-term debt, \$5,020,392, and retained earnings \$2,743,331.

Debenture sale set by Reeves Corp.

Reeves Broadcasting Corp., New York, will sell debentures worth \$2.5 million, supplementing a \$1-million bank loan, to complete the acquisition of three CATV systems from International Telephone & Telegraph Corp. (BROADCASTING, July 8). Purchase price of the systems in Oswego, N. Y., Seattle, and Vineland-Bridgeton-Hamilton-Northfield, N. J., was over \$4.5 million.

The 6% convertible subordinated debentures mature Sept. 1, 1983, and are convertible into common stock at \$22 per share. They were placed with Mutual Life Insurance Co. of New York and other institutional investors.

Reeves is a group broadcaster and offers post-production, sound recording and real estate services in addition to CATV development.

Financial notes . . .

■ Independent Television Corp., New York, production and distribution arm of Associated Televisoin (ATV) of England, reported record sales of \$5 million for the four-month period from May 1 through Aug. 31, an increase of more than 100% over the same period in 1967. The sales include network series, specials and foreign and domestic syndication.

■ Capital Cities Broadcasting Co., New York, has declared a regular 12½ cent quarterly dividend on cumulative convertible preferred stock, payable Sept. 15 to stockholders of record on Sept. 1.

■ Two privately held and affiliated Ken-

dition, 24,000 held as co-trustee and 12 held by wife as custodian.

Rust Craft Greeting Cards Inc.—Joe Zel sold 7,825 shares, leaving 4,000.

Sonderling Broadcasting—Richard Goodman sold 7,200 capital shares, leaving 138,500. E. Sonderling sold 100 shares, leaving 196,900.

Storer Broadcasting—A. A. Church sold 1,000 shares held personally and 176 shares held as company, leaving 6,200 shares held personally and no shares as company. Bernard E. Neary sold 3,200 shares, leaving 2,617.

Teleprompter Corp.—Jay J. Merkle bought 1,200 shares, giving him a total of 2,300. J. D. Wrather Jr. sold 2,000 shares, leaving 84,026.

Time Inc.—B. M. Auer sold 400 shares, leaving 7,575. Edgar R. Baker sold 1,200 shares, leaving 13,510. Clay Buckhout sold 200 shares, leaving 868. Charles L. Gleason Jr. sold 249 shares, leaving 2,702 held personally and 200 held by children. Andrew Heiskell bought 15,000 shares, giving him a total of 37,594. Charles L. Stillman sold 1,200 shares, leaving 20,905 shares held personally and 1,000 shares held by wife.

Westinghouse Electric—A. M. Kennedy Jr. sold 700 shares, leaving 4,100 held personally and 20 held by son. L. E. Kust exercised option to buy 1,300 shares, giving him a total of 2,190. George G. Main sold 3,000 shares, leaving 6,000. Nicholas V. Petrou exercised option to buy 1,350 shares, giving him a total of 1,406. Joseph C. Rengel sold 1,109 shares, leaving none. Leo W. Yochum exercised option to buy 150 shares, giving him a total of 286.

Wometco Enterprises—Arthur H. Hertz sold 200 shares, leaving 1,000 shares held personally and 16 shares held as custodian.

tucky firms, Mansbach Metal Co., Ashland, and Kentucky Electric Steel Co., Coalton, have been acquired by Republic Corp., Beverly Hills, Calif., for an undisclosed amount of Republic common stock. The transaction is estimated to have a value in excess of \$6 million. Combined annual sales of the two acquired companies are about \$13 million. Republic is engaged in film processing, communications and electronics, among diversified other interests.

■ Commonwealth United Corp., Beverly Hills, Calif., in television distribution and motion picture production among diversified interests, is acquiring three independent credit service companies for an undisclosed amount of cash and stock. The agencies are Credit Managers Service Inc., Minneapolis; Doctors Service Bureau Inc., Chicago; and Montana Credits Inc., Great Falls, Mont.

■ Gross Telecasting Inc., Lansing, Mich. (WJIM-AM-FM-TV Lansing, Mich.) has declared a regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common

stock, both payable Nov. 8 to stockholders of record Oct. 25.

■ Doyle Dane Bernbach, New York, has declared a dividend of 22 cents per share on class A and class B stock. The dividend will be payable Oct. 15 to stockholders of record Sept. 30.

■ Cox Broadcasting Corp., Atlanta, multiple-station owner, said its directors have declared a quarterly cash dividend of 12½ cents per share on common stock payable Oct. 15 to stockholders of record Sept. 23.

Company reports . . .

Telcom Inc., McLean, Va., communications technology firm headed by Esterly C. Page reported that both sales and earnings more than doubled for the fiscal year ended June 30:

	1968	1967
Earned per share	\$0.29	\$0.13
Sales	2,038,169	982,541
Earnings	94,716	38,846

Outlet Co., Providence, R. I., department store chain with broadcast holdings, reported a 29% increase in both

consolidated sales and broadcasting revenues and net earnings for the six months ended July 31:

	1968	1967*
Earnings per share	\$0.43	\$0.52
Sales and broadcasting revenues	26,109,310	23,963,365
Earnings before federal income taxes	980,843	1,036,889
Net earnings	575,996	601,555
Average number of common shares outstanding	1,199,600	1,044,684

*Acquisition of Touraine Stores Inc. and subsidiaries on Jan. 26, 1968, has been treated for accounting purposes as a pooling of interest. Accordingly, the financial statements for six months ended July 31, 1967, have been restated to give effect to the pooling.

Republic Corp., Beverly Hills, which operates commercial and industrial enterprises in the communications and electronics, plastics, film processing, graphics, metals and household equipment fields, reported its sales and earnings increased to record levels for the nine months period, which ended July 31:

	1968	1967
Earned per share	\$1.65	\$1.01
Net sales and other income	98,767,000	75,675,000
Net income	6,144,000	3,742,000
Shares outstanding	3,724,000	3,702,000

Note: 1967 figures include a special item of \$6,671,000 (less applicable income taxes).

FANFARE

Lottery ban may spark court test

FCC decision says that its prohibition also covers such activities promoted by states

A declaratory ruling issued by the FCC last week is expected to provide the springboard for a major court test of broadcasters' rights under the First Amendment.

The immediate thrust of the commission's decision was that FCC rules prohibiting the broadcast of lottery news and advertising apply to state-sponsored lotteries. It's acknowledged by all concerned, however, that the ruling is but a first step in the latest assault by broadcasters on what they consider unduly restrictive interpretations of their role as part of the "free press."

The decision followed by two weeks a ruling by the U. S. Court of Appeals for the Seventh Circuit, in Chicago, that the FCC's rules establishing rights of reply to personal attacks and political editorials are unconstitutional. In that case, the court rejected the commission's arguments that broadcasting is entitled to less protection under the First Amendment than the printed press. The case, which grew out of challenges filed by the Radio and Television News Directors Association, CBS, NBC and eight owners of broadcast stations, is virtually certain to be taken to the Supreme Court (BROADCASTING,

Sept. 16).

Last week's decision was anticipated long ago by the parties who requested the declaratory ruling—the New York State Association of Broadcasters, the city and state of New York, and group broadcaster Metromedia Inc. They filed requests in March for a ruling that would permit broadcasters to promote New York's legalized lottery, which is designed to promote funds for the public school system. At that time, all parties said they expected the commission to deny the requests on the ground that such a grant would violate federal law; however, at least two of the parties (NYSBA and Metromedia) were preparing from that start to go as far as the U. S. Supreme Court to get the federal law declared unconstitutional. To that end, NYSBA and Metromedia specifically requested guidelines from the commission as to what could and could not be broadcast in connection with a lottery, and New York City asked that the commission's opinion be set in the form of an order "from which the city may seek judicial review without risking the sanction of a denial of any or all of its broadcast licenses" (BROADCASTING, March 4 et seq). The

city owns WNYC-AM-FM-TV.

As expected, the commission said that its rules implement a section of the U. S. Criminal Code which specifies fines up to \$1,000 and imprisonment up to a year for broadcasting "any advertisement of or any information concerning any lottery, gift enterprise, or similar scheme. . . ." According to the commission, the statute makes no distinction which would warrant exemption of state-sponsored lotteries from its requirements, and "on its face indicates a clear congressional intent to cover all lotteries, whatever their source, because of their harmful effect on the public."

In response to the requests of NYSBA and Metromedia for guidelines, the commission said it would not be "practicable" to rule on all the numerous requests "in the absence of particular factual situations." It had been requested that the commission find that TV and radio broadcasters are not prohibited from broadcasting 10 specific types of lottery-related material, including editorials, documentaries, advertisements, interviews with winners, and various related news stories. If their specific requests were denied, NYSBA and Metromedia said, specific interpretations of acceptable and unacceptable practices should be provided.

While the commission declined to accommodate this omnibus request, it provided "generalized guidance" as to the ruling's implications. The statute's

prohibition, according to the commission, "is plainly directed at material which promotes lotteries. This includes any material which, in the generally accepted sense of the terms, is intended to advertise, promote or encourage the successful conduct of a lottery. In particular, of course, no advertisements of lotteries may be broadcast."

Permissible broadcasts, as defined by the commission, are generally those which treat lotteries as an aspect of public policy rather than as an event. The law and rules prohibiting the airing of "any information" about lotteries, the commission said, "should not, in our view, be construed to bar ordinary news reports concerning legislation authorizing the institution of a state lottery, or of public debate on the course state policy should take. . . . In the category of news, any material broadcast in normal good faith coverage, which is reasonably related to the audience's right and desire to be informed of the day-to-day happenings within the community is permissible." Editorials on public policy pertaining to lotteries would also be acceptable, in the commission's view.

The ruling was adopted in a 3-1 vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox on the majority. The lone

dissenter was Commissioner James J. Wadsworth, who reportedly felt that lotteries legalized by a state should be subject to normal advertising and coverage by newspapers and broadcast media.

Robert A. Dreyer of Metromedia said last week that NYSBA and Metromedia will file their appeal within the next two weeks. New York City is also expected to seek review, and New York state is expected to file a friend of the court in support of NYSBA-Metromedia.

Metromedia will be represented in court by Mr. Dreyer, the firm's vice president, secretary and general counsel. NYSBA has retained Ephraim London, a partner in the New York law firm of Brennan, London and Buttenwieser and a leading specialist in free-press and First Amendment cases. Mr. London has won six free-press cases before the Supreme Court, including the landmark case involving the publication of D. H. Lawrence's novel, "Lady Chatterley's Lover."

For the state and city governments, the courts must decide whether Congress, through the FCC, has the right to frustrate a state policy approved by a majority of the state's citizens. For broadcasters, question involves nature and extent of their constitutional rights.

AWRT names 7 women as 'Golden Mike' winners

Seven outstanding women of American Women in Radio and Television have been named 1968 AWRT Golden Mike Award winners. Originally sponsored by *McCall's* magazine, the awards are now presented each year by AWRT to honor one member in each of the organization's seven geographical areas.

Winning from the East Central area is Lee Philip of WBBM-TV Chicago; Mid-east area, Naomi Bauernfeind of WBAL-TV Baltimore; Northeast area, Kitty Broman of WWLP(TV) Springfield, Mass.; southern area, Rozell Fair Fabiani of WRBL-TV Columbus, Ga.; Southwest, Dorothy Richey of KLVJ Beaumont, Tex.; western area, Sunny Scofield of KERO-TV Bakersfield, Calif.; and West Central, Inez Kaiser of Inez Kaiser and Associates public relations, Kansas City, Mo.

The judges were nationally known executives in the fields of commercial and educational broadcasting, and advertising. Mary Dorr, AWRT national president, and Marion Corwell, president-elect, are presenting the awards at the regional area conferences being held in September and October.

INTERNATIONAL

RCA to set up Vienna center

The Austrian broadcasting authority, Oesterreichischer Rundfunk GMBH. (ORF), has given RCA a contract to design a color television production center in Vienna and install about \$2 million of studio equipment.

RCA said a systems design team, working through RCA International Ltd., is already in Vienna. The team will have full supervision on installation of facilities, which will include the TK-44A three-tube color camera and TK-27 color film systems.

Abroad in brief . . .

Canadian cooking ■ *The Galloping Gourmet*, a mixture of comedy and culinary skill featuring Graham Kerr, will be presented daily on the Canadian Broadcasting Corp. English-language network beginning in January. The half-hour series will be produced by Fremantle of Canada Ltd., an affiliate of Fremantle International Inc., New York.

Expansion ■ Harold Rand & Co., New York public relations firm, is expanding its overseas operations with the opening of an office in Rome, located temporarily at Clesi Cinematografica, Largo Messico, 3.



HHH, in Toledo, appears on European TV

Vice President Hubert H. Humphrey, from the studios of WTOL-TV Toledo, Ohio, discussed the presidential campaign issues with four distinguished Europeans in London via the Canary Bird communications satellite last week. The British Broadcasting Co.'s *Panorama* offered the long-distance panel discussion to audiences in Britain and continental Europe on Monday (Sept. 23). The transmission was one-way video and two-way audio.

Panorama is the leading weekly

current affairs program in Europe. The panel of Europeans, shown above in a BBC studio, were (l-r): Jean-Claude Servan-Schreiber, former Gaullist deputy in France; Christopher Mayhew, member of the British Parliament and formerly minister in the British Labor government; Theo Sommer, deputy editor of the Hamburg newspaper *Die Zeit*; Kamil Winter, editor of news and current affairs for Czechoslovak Television, and Robin Day, British newsmen, who moderated the session.

Class IV's endorse simplified forms

An FCC proposal that would eliminate the present two-step procedure in applications for class IV (local) AM power increases was strongly supported last week by an association of Class IV licensees.

Community Broadcasters Association, a nonprofit association comprising licensees in 38 states, said in comments filed with the commission that existing rules governing applications for power increases are administratively cumbersome and, for licensees, needlessly expensive, because of the legal steps involved. The present rules require that applicants for class IV stations specify a power of no more than 250 w in

their applications. Later, when that power is granted and operative, the licensee may apply for an increase to 500 w or, at a maximum, 1 kw.

The commission's proposed change would eliminate the two steps and permit applicants to specify 500 w or 1 kw. According to CBA, its research shows that virtually all class IV licensees desire power increases. "If higher power for class IV stations is desirable—and the commission has recognized that it is—all stations should be encouraged to obtain it."

The commission's proposed rule also aims to promote for class IV stations stricter compliance with minimum separation rules. Another comment, filed by the Association of Broadcasting Standards, suggested that the commission could, because of the complex questions involved, withhold its class

IV proposals and incorporate them into the studies instituted along with the freeze on AM applications two months ago (BROADCASTING, July 22).

Resumes hearings

The House Small Business Subcommittee on Activities of Regulatory Agencies, under Representative John Dingell (D-Mich.), will resume hearings this week on problems of land-mobile spectrum congestion during urban disorders. The subcommittee will take testimony in Chicago Friday (Oct. 4). The panel has been investigating whether police, fire and other public-safety agencies have been hampered by "a lack of adequate radio spectrum." Previous testimony has been taken in Detroit, Los Angeles and Washington.

FATES & FORTUNES

BROADCAST ADVERTISING

Dick Jones, creative director-design and supervisor of art department, Sudler & Hennessey, New York, named senior VP.

Raymond Dietrich and **John Thomas Keown**, commercial production group supervisors, Ted Bates & Co., New York, elected VP's.



Mr. Rosenfeld

Ronald Rosenfeld, VP and creative management supervisor, Doyle Dane Bernbach, New York, joins J. Walter Thompson Co., that city, as creative supervisor.

Courtney Shurman, VP, Lake-Spiro-Shurman Inc., Memphis, also elected treasurer. **Avron Spiro Jr.**, VP, also elected secretary. **Leonard Ruben**, associate creative director, becomes creative di-

rector.

Alex Kroll, creative supervisor, Young & Rubicam, New York, named VP.

William N. Burch, producer and director, MCA TV's closed circuit telecast of Indianapolis 500-mile race, appointed VP, Universal Commercial-Industrial Films, division of Universal City Studios, Hollywood, in addition to his other duties.

Tom Garrabrant, with John F. Murray Advertising Agency Inc., New York, joins Norman, Craig & Kummel, that city, as media group head.

William C. Hamilton, copy group head, The Bresnick Co., Boston, joins Reach, McClinton & Co. there, as VP and copy chief.

Charles F. Kleber, VP and account supervisor, Benton & Bowles, New York, joins W. B. Doner & Co., Detroit, as assistant to chairman.

Charles M. Phillips, sales develop-

ment manager WVTM(TV) Milwaukee, also appointed local sales manager.

Thomas Stanford, with KEZI-TV Eugene, Ore., joins KPIX(TV) San Francisco, as assistant advertising and sales promotion manager.

Richard B. Lowe, account executive, IBM office products, joins WKBF-TV Cleveland as sales service coordinator. **Frank R. Castillo**, account executive with Metromedia's Foster and Kleiser outdoor advertising division, joins station as local sales manager. **Donald R. Borlie**, newscaster for WEOL Elyria, Ohio, joins as sales development manager.

Richard Voehl, creative director, and **Laurence Wassong**, director of account services, Wyse Advertising Inc., New York, elected VP's.



Mr. Saltzman

Donald L. Saltzman, manager, television programming, Compton Advertising Inc., New York, elected VP, television program development.

Paul Wollman, creative group supervisor, Doyle Dane Bernbach, New York, joins Rockwell, Quinn & Wall, that city, as VP and creative director.

John W. Setear, VP-corporate development, Griswold-Eshleman Co., Cleveland, named executive VP and manager of agency's Chicago office. He succeeds **Kenneth M. Hill**, who resigns but continues as consultant to agency.

Lionel Ormsby, owner, Hammer &

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

HOWARD E. STARK

Brokers—Consultants

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

CBS Radio Affiliates Association Slate

The 1968-69 officers of the CBS Radio Affiliates Association, elected during the association's annual convention (see page 54) are: **Robert M. Peebles**, WROW Albany, N. Y., chairman; **Joseph A. Kjar**, KSL Salt Lake City, vice chairman, and **H. William Koster**, WEAN Providence, R. I., secretary-treasurer. Elected directors-at-large: **Gordon Thompson**, KFYO Lubbock, Tex.; Mr. Kjar, and Mr. Koster. The full board for the coming year is: **Frank B. Estes**, WKXL Concord, N. J.; **Robert M. Peebles**,

WROW; **Jack B. Prince**, WTAR Norfolk, Va.; **Carl Hallberg**, WDBO Orlando, Fla.; **William A. Dean**, WWL New Orleans; **Richard A. Borel**, WBNS Columbus, Ohio; **Howard Stalnaker**, WOW Omaha; **Vann M. Kennedy**, KSIX Corpus Christi, Tex. and **Donald E. McClintock**, KFBB Great Falls, Mont. The executive committee: Messrs. Koster, Peebles, Kjar and Hallberg. The 1969 convention committee: Mr. Kjar, chairman, and Messrs. Estes and Hallberg.

Ormsby Advertising, Los Angeles, joins Boylhart, Lovett & Dean Inc., that city, as creative copy group supervisor.

James M. August, VP, W. B. Doner and Co., Detroit, joins Ron Stone & Co., Huntington Woods, Mich., as VP.

Robert Lewis, account executive, RKO Television Representatives, New York, joins RKO Television Sales, Atlanta, as manager.

Al Zimmerman, copy chief and coordinator, internal operations, Grubb Advertising Inc., Champaign, Ill., named VP.

James J. Neville, president, Sports Equities, own sports broadcasting consulting firm, joins Solow/Wexton, Inc., New York, as media director.

Albert M. Holtz, account executive, New York staff, CBS Television Stations National Sales, joins WCBS-TV New York, as sales manager.

John Behnke, VP and station manager, KOMO-TV Seattle, named VP and general sales manager. **Jay Ward Giesa**, assistant station manager, succeeds Mr. Behnke.

Richard Rakovan, national sales manager, WPAT-AM-FM Paterson, N. J., appointed general sales manager.

Emanuel N. Paige, traffic manager, WMAR-TV Baltimore, appointed local sales manager.

William P. Pipher, sales manager, WTTV(TV) Bloomington - Indianapolis.

joins WOHO Toledo, Ohio, as national sales manager.

Wellington O. Sawyer, program director, WGAN-TV Portland, Me., appointed director of marketing and merchandising.

Gary L. Waldron, assistant product manager, General Foods Corp., White Plains, N. Y., joins American Motors Corp., Detroit, as assistant manager, national advertising.

Laurence B. Tillis, general sales manager, WVIP Mount Kisco, N. Y., joins WGMA Hollywood, Fla., in same capacity.

Everett Nelson, formerly VP and media director of Tatham-Laird & Kudner, Chicago, joins Pro/Mark Inc., there, as VP and head of new media counseling division. Pro/Mark provides specialized services to advertising agencies and advertisers.

Joe Fife, general manager, WVJS-AM-TV and WSTO(FM), Owensboro, Ky., joins WPBC-AM-FM Richfield, Minn., as national sales manager.

D. H. Sullivan, general sales manager, KAVR Apple Valley, Calif., joins KPRO Riverside, and KGUD-AM-FM Santa Barbara, both California, as national sales manager. Both stations are owned by Dick Clark.

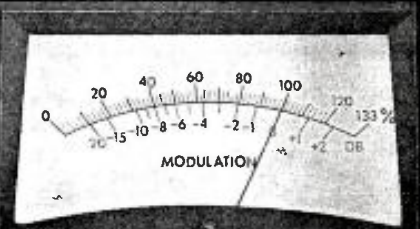
MEDIA

Mike Boudreau, VP and sales manager, WDRC-AM-FM Hartford, Conn., named VP and general manager.

Charles L. Murn, sales manager, WEEE Albany, N. Y., named VP and general manager.

John Tatta, general manager, Manhattan Cable Television, New York, named VP and director of operations. **Irwin B. Polinsky**, real estate manager, appointed marketing and real estate director.

JAZZ • TOP 40
• CLASSICAL
FOLK • LATIN
AMERICAN •
COUNTRY &
WESTERN • POP
• CHAMBER
MUSIC • ROCK



Only BELAR Accurately Monitors Your Program Peaks

You can believe your meter—no matter what your program matter is—with Belar's state-of-the-art metering. It gives you a true peak modulation meter which responds accurately even to short duration program peaks. The built-in modulation calibrator combined with the true peak reading meter assures accurate modulation monitoring.



The solid-state Belar add-on monitor system starts with the FMM-1 for monaural. Add FMS-1 for stereo and the SCM-1 for SCA. These add-ons complete all your monitoring needs.



**BELAR ELECTRONICS
LABORATORY, INC.**

DELAWARE AND MONTROSE AVENUES
UPPER DARBY, PA. 19084 • BOX 83

Graham Junior College

RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management. Communications. Liberal Arts. Professional training on School Station WCSB and WCSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog. Write Mr. Roberts.

Graham Junior College
(Founded as Cambridge School)
632 Beacon St., Boston, Mass. 02215

Larry Johnson, VP and director, WDXB Chattanooga, also appointed general manager.

William F. Russell, division manager, The Telesis Corp., Evansville, Ind., joins WAVI Dayton, Ohio, as general manager.



Mr. Wheatley

William J. Wheatley, VP and general manager, KFWB Los Angeles, joins WMIN St. Paul, as general manager.

John F. Gault, president, Continental Cable CATV Inc., Hoboken, N. J., joins Commonwealth Cable Television Inc., subsidiary of Commonwealth United Corp., Beverly Hills, Calif., as head of development and expansion program.

PROGRAMING

A. William MacCallum, Midwest program director, ABC Radio network, Chicago, named program director, ABC's American Entertainment Radio Network, New York, succeeding **John Thayer**, who has resigned.

Claude M. Jarman Jr., western PR director, John Hancock Mutual Life Insurance Co., San Francisco, joins Tel-West Productions Inc., that city, as president and chairman of the board.

Raymond A. Gilvard, production manager, WGAN-TV Portland, Me., also appointed operations director. **Richard J. Fixaris**, account executive, appointed program director.

Daniel J. Casey Jr., sports director, WNRK Newark, Del., appointed program director.

Richard Roth, assistant producer, Columbia Pictures, Hollywood, joins Paramount Television, that city, as as-

sistant to executive VP in charge of production.

NEWS

Robert E. Halladay, news director, KRON-TV San Francisco, joins WLW and WLWT(TV) Cincinnati, in same capacity.

Van Gordon Sauter, chief correspondent and managing editor, WBBM Chicago, appointed news and program director.

Paul Ehrlich, news editor, WABC New York, appointed news director.

Christopher Menkin, formerly news editor, KFRC San Francisco and reporter, KTLA(TV) Los Angeles, joins news department, KGO-TV San Francisco, as managing editor.

Bruce E. Hodgman, with AP, New York, appointed night supervisor of AP broadcast wire. Mr. Hodgman succeeds **Douglas Cooper**, who retires.

Arthur G. Keeney Jr., news director, WKRG-FM-TV Mobile, Ala., joins WEEI Boston, as executive news director/producer.

Phillip O. Keirstead, news director, KFEQ-AM-TV St. Joseph, Mo., joins WHCT(TV) Hartford, Conn., in same capacity.

George F. Gibbs III, newsman with WSAV Savannah, Ga., appointed news director.

FANFARE

H. Lee Nicol, with General Electric Co. Schenectady, N. Y., joins The Institute of Electrical and Electronics Engineers Inc., New York, as manager, public relations and promotion.

Les Bolton, news personality, KARK-TV Little Rock, Ark., appointed director of public affairs, KARK-AM-FM-TV.

Walt Wheeler, newsman with WNBC-

AM-FM-TV New York, joins Van Leeuwen Advertising Inc., New Haven, Conn., as director, PR department.

Karen Klein, on staff of California Democratic convention, named assistant to director of publicity and public relations at KHJ-TV Los Angeles.

Marvin M. Freeman, in charge of promotion, WKBS-TV Burlington, N.J.-Philadelphia, joins WBEN-TV Buffalo, N. Y., as audience promotion director. **Sam Elber**, director of promotion and press information, CTV Television Network Ltd., Toronto, joins WKBS-TV as promotion manager.

EQUIPMENT & ENGINEERING



Lt. Gen. Wolfe



Mr. Ivans

Lt. Gen. K. B. Wolfe, USAF (ret.), VP and member of the board, Cohu Electronics Inc., San Diego, elected chairman of board. **William D. Ivans**, president, named chief executive officer. They fill vacancies left by death of founder, La Motte T. Cohu, Sept. 10.

Lawrence Weiland, general manager, video products division, Ampex Corp., Redwood City, Calif., elected VP.

Duane M. Weise, manager of engineering with General Electric Broadcasting Co. and General Electric Cablevision Corp., Schenectady, N. Y., joins Central Dynamics Ltd., Montreal, as VP, marketing-television.

Frederick Stevens, VP of Northrop Corp. and general manager of company's Nortronics division, named general chairman of 1969 Winter Convention on Aerospace and Electronics Systems (WINCON), to be held Feb. 11-13, Biltmore hotel, Los Angeles.

ALLIED FIELDS

Lee Schulman, program manager, KNBC(TV) Los Angeles, appointed chairman, National Awards Committee, The National Academy of Television Arts and Sciences. Mr. Schulman served as chairman 1961-64 and is former trustee of academy.

Donald H. McGannon, president and chairman, Westinghouse Broadcasting Co., New York, appointed member, committee on communications, United States Catholic Conference, that city.

Robert Barash, with The Ernest Dichter International Institute for Motivational Research, Croton-on-Hudson,

9-30-68

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____	Position _____
Company _____	
<input type="checkbox"/> Business Address <input type="checkbox"/> Home Address	
City _____	State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

SUBSCRIBER SERVICE

- 1 year \$10
- 2 years \$17
- 3 years \$25
- Canada Add \$2 Per Year
Foreign Add \$4 Per Year
- 1969 Yearbook \$11.50
January Publication

- Payment enclosed
- Bill me

Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

N. Y., appointed associate director of research.

Kathryn Cole, retired from position of manager, NBC information department, New York, joins Broadcast Pioneers history project, as associate director.

DEATHS

John W. Tregale, 79, former manager, radio division All-Canada Radio and Television Ltd., died Sept. 16 in Toronto. He is survived by wife, two sons and daughter.

Red Foley, 58, country music star, died Sept. 19 in Fort Wayne, Ind. Mr. Foley was named top folk artist. 1950. and was voted into country music Hall of Fame last year. He "came out" at *Grand Ole Opry* in 1946 and later was featured singer on *Ozark Jubilee*, television production he founded. He is survived by wife, Sally, and four daughters.



Mr. Moroney

Morning News and WFAA-AM-FM-TV.

He joined executive staff of the *News* in 1934 and was a director and acting secretary-treasurer from 1935 to 1938. He was named secretary-treasurer of company in 1938, VP and secretary in 1940, senior VP in 1954, vice chairman of board in 1960 and chairman of board in 1964. He became chairman of board emeritus in 1968.

He was very active in civic activities in Dallas and was particularly well known for his work for Children's hospital of Texas and Red Cross.

He is survived by his wife, Maidie,

two daughters, and son, James M. Moroney, Jr., VP and treasurer, WFAA-TV.

Jerome A. Stone, 59, in charge of United States Information Agency activities in New Zealand, died Sept. 22 in Wellington, of heart attack. Mr. Stone was with WDA Philadelphia from 1932 to 1942. Subsequently he was general manager. WNDV Daytona Beach, Fla. He is survived by wife, Margery, two daughters and son.

Clarence L. Llewellyn, 80, radio pioneer and inventor, died Sept. 19 in Los Angeles. In 1922 Mr. Llewellyn developed superheterodyne set 13½ inches long, one of first portable radio receivers. He is survived by wife, Mildred.

Joseph Gallucci, 52, principal and founder, Gallucci Brothers and Associates, Louisville, Ky., died Sept. 14 in West Haven, Conn., of heart attack. Firm, which he formed in 1946, handles sales and promotions for radio stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 18 through Sept. 25 and based on filings, authorizations and other FCC actions.

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. *—frequency.

New TV stations

FINAL ACTION

Reading, Pa.—Reading TV Broadcasters—Broadcast Bureau granted UHF ch. 51 (692-698 mc); ERP 267 kw vis., 40.2 kw aur. Ant. height above average terrain 710 ft.; ant. height above ground 339 ft. P. O. address: c/o Robert N. Thomas, 119 North Fairfax Street, Alexandria, Va. 22314. Estimated construction cost \$427,500; first-year operating cost \$296,000; revenue \$60,000. Geographic coordinates 40° 15' 59" north lat.; 75° 58' 59" west long. Type trans. Ampex TA-15BT. Type ant. Jampro J22-3-0-B. Legal counsel Robert N. Thomas; consulting engineer David L. Steel Sr. Principals: Charles Bresler (41%), Stanley A. Marks (27%) et al. Mr. Bresler is partner in real estate development firm, 50% owner of nursing home in Reading, Pa. and 25% owner of nursing home in Greenbelt, Md. Mr. Marks is partner in two stock brokerage firms and 50% owner of real estate firm. Mr. Marks is also 35% owner of WGMZ-FM Flint, Mich., WPAC-AM-FM Patchogue and WHRF-AM-FM Riverhead, both New York. Action Sept. 12.

CALL LETTER ACTIONS

■ Hercules Broadcasting Co., Sacramento, Calif. Granted KRAK-TV.
■ Bay Broadcasting Co., San Francisco. Granted KUDO(TV).

DESIGNATED FOR HEARING

■ FCC designated for hearing three mutually exclusive applications for TV permit on ch. 66, Terre Haute, Ind. The applicants are Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp. Action Sept. 17.

Existing TV stations

ACTION ON MOTION

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.). TV ch. 9 proceeding, following prehearing conference scheduled certain procedural dates on Custom Electronics hearing on issue 5 (UHF competition) and scheduled hearing in Washington Dec. 18; also scheduled certain procedural dates for main hearing on other issues and scheduled hearing for March 3, 1969 (Docs. 11081, 11083, 17339, 17341-2 17344). Action Sept. 19.

FINAL ACTIONS

KMST(TV) Monterey, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 251 kw vis.; 49.3 kw aur.; change type trans., type ant.; change type ant. structure and increase ant. height to 2530 ft.; and granted mod. of CP to extend completion date to March 20, 1969. Action Sept. 20.
WTVX(TV) Fort Pierce, Fla.—Broadcast Bureau granted CP to replace expired CP. Action Sept. 11.

***WSRE(TV) Pensacola, Fla.—**Broadcast Bureau granted license covering new station. Action Sept. 13.
***WCAE(TV) St. John, Ind.—**Broadcast Bureau granted license covering new station.

Action Sept. 16.

KWWL-TV Waterloo, Iowa —Broadcast Bureau granted mod. of CP to reduce aur. ERP to 27 kw; and CP to install auxiliary ant. at main trans. and ant. site. Action Sept. 12.

***WKAS(TV) Ashland, Ky.—**Broadcast Bureau granted mod. of CP to change trans. location to DeBord Hill near old waterworks property, Ashland; change type ant. and make change in ant. structure. Action Sept. 19.

***KTCI-TV St. Paul, Minn.—**Broadcast Bureau granted license covering changes. Action Sept. 16.

KMTC(TV) Springfield, Mo. —Broadcast Bureau granted mod. of CP to change ERP to 240 kw vis., 48 kw aur. Action Sept. 23.

***KMNE-TV Bassett, Neb.—**Broadcast Bureau granted license covering new station. Action Sept. 13.

KWSW-TV Roswell, N. M.—Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1969. Action Sept. 12.


WECT(TV) Wilmington, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1969. Action Sept. 12.

WVIZ-TV Cleveland —Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1969. Action Sept. 12.

WECO-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change ERP to 1,825 kw vis., 274 kw aur.; change type trans.;

EDWIN TORNBURG

& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

condition; granted mod. of CP to extend completion date to March 23, 1969. Action Sept. 23.

WKBM-TV Caguas, P.R.—Broadcast Bureau granted mod. of CP to change ant. structure and increase height to 1180 ft.; granted mod. of CP to extend completion date to March 16, 1969. Action Sept. 16.

***WEBA-TV Allendale, S.C.**—Broadcast Bureau granted license for new noncommercial educational TV station. Action Sept. 19.

***WJPM-TV Florence, S.C.**—Broadcast Bureau granted license covering new noncommercial educational TV station. Action Sept. 19.

***KBHE-TV Rapid City, S.D.**—Broadcast Bureau granted license covering new station. Action Sept. 13.

***KBHE-TV Rapid City, S.D.**—Broadcast Bureau granted license covering permit which authorized installation of an auxiliary ant. system at main trans. and ant. location. Action Sept. 19.

KELO-TV Sioux Falls, S.D.—Broadcast Bureau granted CP to install new type trans. Action Sept. 11.

KVII-TV Amarillo, Tex.—Broadcast Bureau granted CP to change trans. location to 10.4 miles north of Amarillo; change type ant. and ant. structure; ERP 294 kw, vis., 2.94 kw, aur.; ant. height 1700 ft. Action Sept. 11.

KFWT(TV) Ft. Worth—Broadcast Bureau granted license covering permit. Action Sept. 20.

KAEC-TV Nacogdoches, Tex.—Broadcast Bureau granted CP to change trans. and studio location to Farm Road, 6.5 miles NW of Lufkin; change type trans., type ant., ant. structure; ERP 724 kw vis., 140 kw aur.; ant. height 740 ft. Action Sept. 12.

***KTPS(TV) Tacoma, Wash.**—Broadcast Bureau granted license covering permit. Action Sept. 13.

OTHER ACTION

■ FCC added two further conditions to permit in action on petition by WJLD Homewood, Ala., for reconsideration of CP for WBMG(TV) Birmingham, Ala. to change trans. site. Action Sept. 17.

New AM stations

APPLICATION

Morgantown, N. C.—Brentwood Associates Inc. Seeks 1580 kc., 5 kw. P.O. address: 265 Abingdon Road, Lenoir, N.C. 28645. Estimated construction cost \$29,388; first-year operating cost \$35,000; revenue \$52,000. Principals: Robert E. Chandler, president, James D. Clawson, vice president, Ernest O. Clarke, secretary-treasurer (each 29.4%) and Douglas F. Powell (11.8%). Mr. Chandler has no other business interests indicated. Mr. Clawson is employed at vocational rehabilitation center. Mr. Clarke is foreman at knitting mill. Mr. Powell is attorney and law instructor. Ann. Sept. 20.

FINAL ACTIONS

Hayward F. Spinks, Hartford, Ky.—Broadcast Bureau granted CP for new AM station on 1600 kc, 500 w-D; condition. Action Sept. 11.

River Falls Radio Co., River Falls, Wis.—Broadcast Bureau granted CP for new AM station on 1550 kc, 1 kw-D; condition. Action Sept. 13.

OTHER ACTIONS

■ Review board in Sumiton, Ala., AM broadcast proceeding, Docs. 18204-05, granted petition for extension of time filed Sept. 16 by Cullman Music Broadcasting Co., extended to Oct. 2 time within which to respond to supplementary comments with respect to petition to enlarge issues filed Sept. 3. Action Sept. 18.

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66, granted petition for extension of time filed Sept. 20 by Central Du Page County Broadcasting Co., extended to Sept. 26 time within which to file exceptions and brief in support thereof to initial decision. Action Sept. 24.

■ Office of Opinions and Review in Springfield, Mo. and Ozark, Ark (Babcom Inc., Giant Broadcasting Co.), AM proceeding, dismissed petition by Giant Broadcasting Co. for consolidation in this proceeding of application of Ozark Broadcasting Co. for AM station on another frequency in Ozark (Docs. 17921, 17923). Action Sept. 18.

■ Review board in Franklin, N. J., AM broadcast proceeding, Docs. 18251-57, granted motion to enlarge issues filed Aug. 9 by Somerset Valley Broadcasting Co. Action Sept. 19.

■ Review board in Franklin, N. J., AM broadcast proceeding, Docs. 18251-57, denied petition to enlarge issues filed Aug. 9 by Radio New Jersey and Lake-River Broad-

casting Corp. Action Sept. 24.

■ Review board in Warwick, N. Y., AM broadcast proceeding, Docs. 18274-77, granted motion for extension of time filed Sept. 20 by Blue Ribbon Broadcasting Inc., extended to Oct. 4 time within which to file responsive pleadings to petition to enlarge issues filed by Taconic Broadcasters. Action Sept. 24.

■ Review board in Sunbury, Pa., AM broadcast proceeding, Docs. 18291-93, granted petition for extension filed Sept. 20 by Kel Broadcasting Co., extended to Sept. 30 time within which to file responsive pleadings to petition to enlarge issues filed by Sunbury Broadcasting Corp. Action Sept. 24.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting Corp., Everette Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, ordered pre-hearing conference scheduled for Sept. 24 continued to date to be specified in subsequent order (Docs. 18274-7). Action Sept. 19.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Dan Cole Mitchell and Leon A. Murphree db/as Cullman Music Broadcasting Co.), AM proceeding, granted petition filed by Sumiton Broadcasting Co. for leave to amend application (Docs. 18204-5). Action Sept. 24.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate et al.), AM proceeding, granted request of Somerset Valley Broadcasting Co. and extended time for filing response to petition of Arthur S. Steloff for leave to amend from Sept. 19 to Sept. 30 (Docs. 18251-57). Action Sept. 20.

■ Hearing Examiner H. Gifford Irion in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, granted petition filed Aug. 27 by Lawrence County Broadcasting Corp. to amend application and accepted amendment (Docs. 18235-6). Action Sept. 24.

Existing AM stations

APPLICATION

WKAC Athens, Ala.—Seeks CP to increase power from 1 kw to 5 kw (1 kw CH) and install new trans. Ann. Sept. 19.

FINAL ACTIONS

KZNG Hot Springs, Ark.—Broadcast Bureau granted license covering changes. Action Sept. 13.

KBBQ Burbank, Calif.—Broadcast Bureau granted mod. of CP and extended completion date to March 12, 1969. Action Sept. 20.

KFRC San Francisco—Broadcast Bureau granted license covering changes; specify type trans. Action Sept. 12.

WHYI Orlando, Fla.—Broadcast Bureau granted CP to install new type trans. at main trans. location, remote control permitted. Action Sept. 12.

KOAK Red Oak, Iowa—Broadcast Bureau granted license covering new station. Action Sept. 23.

WKLO Louisville, Ky.—Broadcast Bureau granted application for remote control. Action Sept. 20.

WABK Gardiner, Me.—Broadcast Bureau granted mod. of CP to make changes in MEOV, change type trans.; and mod. of CP to extend completion date to Oct. 11. Action Sept. 12.

WEBB Baltimore—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action Sept. 20.

WJIB Boston—Broadcast Bureau granted license covering changes. Action Sept. 16.

WMEX Boston—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Sept. 20.

WMPC Lapeer, Mich.—Broadcast Bureau granted mod. of license to change name of licensee to the Calvary Bible Church of Lapeer. Action Sept. 23.

WJOR South Haven, Mich.—Broadcast Bureau granted application for remote control. Action Sept. 13.

WIL St. Louis—Broadcast Bureau granted mod. of license covering change in name of licensee to WIL Inc. Action Sept. 13.

KLIN Lincoln, Neb.—Broadcast Bureau granted CP to install former main trans. at main trans. location for auxiliary purposes only. Action Sept. 20.

WRAN Dover, N. J.—FCC granted CP application to change operating power from 1 kw, DA-2, to 500 w, 10 kw-LS, DA-2. Conditions. Action Sept. 11.

WJRZ Hackensack N. J.—Broadcast Bureau granted license covering increase in nighttime power; installation of new type trans., change in studio, station, ant-trans. location to 483 Hackensack Avenue; granted license covering installation of new type

trans. as alternate-main trans. at main trans. location. Action Sept. 16.

KTRC Santa Fe, N. M.—Broadcast Bureau granted application for renewal of license. Action Sept. 18.

WEBR Buffalo, N. Y.—Broadcast Bureau granted CP to make changes in MEOV. Action Sept. 17.

WGHQ Kingston, N. Y.—Broadcast Bureau granted application for remote control. Action Sept. 9.

WBBF Rochester, N.Y.—Broadcast Bureau granted mod. of license covering change of name of licensee to WBBF Inc. Action Sept. 13.

WSML Graham, N. C.—Broadcast Bureau granted license covering permit; specify type trans.; studio location is the same as trans. location. Action Sept. 23.

WRNB New Bern, N.C.—Broadcast Bureau granted CP to install new type trans. at main trans. location as alternate-main nighttime trans. and auxiliary day trans.; remote control permitted. Action Sept. 20.

WTTO Toledo, Ohio—Broadcast Bureau granted application for remote control. Action Sept. 13.

WCED Du Bois Pa.—Broadcast Bureau granted mod. of CP to permit operation of trans. by remote control from 80 N. Park Place, Du Bois; conditions. Action Sept. 18.

WPIT Pittsburgh—Broadcast Bureau granted mod. of licenses covering change of licensee name to Rust Craft Broadcasting of Pennsylvania Inc. Action Sept. 23.

WAEL Mayaguez, P.R.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 12.

WRAI San Juan, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 20, 1969. Action Sept. 20.

WUPR Utuado, P.R.—Broadcast Bureau granted CP to install new trans. at main trans. location for auxiliary purposes only. Action Sept. 20.

KGFX Pierre, S. D.—Broadcast Bureau granted mod. of license to change studio location to 222 East Capitol, Pierre; remote control permitted. Action Sept. 20.

KWDR Del Rio, Tex.—Broadcast Bureau granted license covering new station. Action Sept. 13.

KGAF Gainesville, Tex.—Broadcast Bureau granted license covering changes. Action Sept. 12.

WCVR Randolph, Vt.—Broadcast Bureau granted mod. of CP and extended completion date to March 1, 1969. Action Sept. 20.

WIBA Madison, Wisc.—Broadcast Bureau granted application for remote control. Action Sept. 23.

OTHER ACTION

■ Office of opinion and review in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV; and in Roanoke, Va. (Impact Radio Inc.), renewal of license of WPXI, granted petition by Image Radio Inc. and extended time to Sept. 30 in which to file reply to Broadcast Bureau's opposition to its petition for reconsideration and/or for termination of proceeding (Docs. 17945-6). Action Sept. 20.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.), AM proceeding, on examiner's own motion rescheduled hearing from Sept. 30 to Oct. 14 (Docs. 16290-1). Action Sept. 24.

FINES

■ FCC notified WCYN Cynthia, Ky. of apparent liability for forfeiture of \$1,000 for rule violations, including violation of Sec. 73.93(b, e), 73.111(a) and 73.114 of rules. Action Sept. 17.

■ Broadcast Bureau notified WSAR Fall River, Mass. of apparent liability for forfeiture of \$250 for noncompliance with terms of license. Action Sept. 17.

CALL LETTER APPLICATIONS

■ WRDW, J. B. Broadcasting of Augusta Ltd., Augusta, Ga. Requests WDYA.

■ WDLV, Ascension Parish Broadcasting Co., Donaldsonville, La. Requests WSLG.

■ WYSI, Koch Broadcasting Corp., Ypsilanti, Mich. Requests WSSD.

■ KZEL, Willamette Family Stations Inc., Eugene, Ore. Requests KFSW.

New FM stations

APPLICATIONS

Birmingham, Ala.—Basic Communications Inc. Seeks 99.5 mc, ch. 258C, 35 kw, Ant. height above average terrain 875 ft. P.O. address: c/o Emil Mogul, 527 Madison Avenue, New York 10022. Estimated construction cost \$54,204; first-year operating cost \$22,250; revenue \$15,000. Principals: Emil Mogul, president (49%) et al. Basic Communications Inc. is licensee of WIGO At-

Ianta, WYDE Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va. Ann. Sept. 17.

*Concord Calif. — Clayton Valley High School. Seeks 91.1 mc, ch. 216, 0078 kw. Ant. height above average terrain 58 ft. P.O. address: c/o Ernest G. Wilson, 1101 Albertz Way, Concord, Calif. 94521. Estimated construction cost \$788; first-year operating cost \$1,000; revenue none. Principals: Dan G. Della and Ernest G. Wilson. Mr. Della is principal of high school. Mr. Wilson is teacher. Ann. Aug. 28.

Greenville, Miss.—Paul C. Artman and Robert H. May db/as Greenville Broadcasting Co. Seeks 97.9 mc, ch. 250, 26.4 kw. Ant. height above average terrain 147 ft. P.O. address: 618 Washington Avenue, Greenville, Miss. 38701. Estimated construction cost \$24,202; first-year operating cost \$32,713.44; revenue \$36,000. Principals: Paul C. Artman and Robert H. May (each 50%). Mr. Artman is co-manager of WESY Leland, Miss. Mr. May is owner of real estate, construction and property development company. Ann. Sept. 19.

FINAL ACTIONS

Winnsboro, La. — KMAR Broadcasting Corp. Broadcast Bureau granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 170 ft. P.O. address: Box 312, Winnsboro 71295. Estimated construction cost \$19,477.35; first-year operating cost \$5,000; revenue \$10,000. Principals: Si J. Willing, president, Albert Greenwald, secretary-treasurer, and James D. Mays (each 20%), et al. Applicant is licensee of KMAR Winnsboro. Action Sept. 16.

Salem, Va. — WRIS Inc. Review board granted 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain minus 83 ft. P. O. address: 219 Luckett Street (Box 6099), Roanoke, Va. 24017. Estimated construction cost \$14,975; first-year operating cost \$6,000; revenue \$10,000. Principal: Lloyd Gochenour, president. WRIS Roanoke is owned by applicant. Application of Roanoke-Vinton Radio Inc. was dismissed with prejudice. Action Sept. 20.

*Northern Arizona University, Flagstaff, Ariz.—Broadcast Bureau granted CP for new class D noncommercial FM station on ch. 203; conditions. Action Sept. 11.

*FCC gave notice that initial decision released July 26 proposing grant of application of Vermont New York Broadcasters Inc. for CP for new FM station on ch. 225 at Burlington, Vt. (Doc. 18181), became effective Sept. 16, pursuant to Sec. 1.276 of rules. Ann. Sept. 19.

OTHER ACTIONS

*FCC granted request of Voice of Dixie Inc. for waiver of Sec. 73.207(a) of rules and accepted its application for CP for a new class C FM station in Birmingham, Ala. Action Sept. 20.

*Review board in Gordon, Ga., FM broadcast proceeding, Docs. 18278-79, dismissed request for dismissal of petition for extension of time and reply to Broadcast Bureau's opposition filed Sept. 12 by Middle Georgia Broadcasting Co. Action Sept. 19.

*Review board in Port Jervis N. Y., FM broadcast proceeding, Docs. 18267-68, granted motion for extension of time filed Sept. 16 by Port Jervis Broadcasting Co., extended to Sept. 20 time within which to file reply to opposition and comments to petition to enlarge issues. Action Sept. 18.

*Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, granted petition for additional time filed Sept. 19 by Athens Broadcasting Co., extended to Sept. 30 time within which to file exceptions to initial decision. Action Sept. 23.

ACTIONS ON MOTIONS

*Chief Hearing Examiner James D. Cunningham in Berwick and Pittston, both Pennsylvania (Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.), FM proceeding, ordered hearing scheduled for Sept. 23 continued to date to be specified by subsequent order (Docs. 17884-5). Action Sept. 20.

*Hearing Examiner Thomas H. Donahue in Aurora, Ind. (John W. Schuler tr/as Dearborn County Broadcasters and Grecco Inc.), FM proceeding, on examiner's own motion advanced date for prehearing conference scheduled Sept. 30 to Sept. 27 (Docs. 18264-5). Action Sept. 20.

*Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMD Inc. and Leroy Bremmer and Dorothy Bremmer db/as Atlantic City Broadcasting Co.), FM proceeding, on request of Broadcast Bureau ordered hearing on Sept. 25 rescheduled from 10 a.m. to 11 a.m. (Docs. 18065-6). Action Sept. 24.

*Hearing Examiner Jay A. Kyle in London, Ky. (Herman C. Smith and Calvin C.

Smith db/as H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, on examiner's own motion rescheduled hearing from Oct. 7 to Oct. 21 at 2 p.m. (Docs. 18200-1). Action Sept. 24.

*Hearing Examiner Forest L. McClenning in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding on examiner's own motion scheduled prehearing conference for Oct. 2 (Docs. 18267-8). Action Sept. 18.

*Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, scheduled prehearing conference for Oct. 3 (Docs. 18288-90). Action Sept. 18.

CALL LETTER ACTION

*California State Polytechnic College, San Luis Obispo, Calif. Granted *KCPB (FM).

Existing FM stations

APPLICATIONS

KPAY-FM Chico, Calif.—Seeks mod. of CP to change ant.-trans. location 7 mi. NW of Paskent, Round Mountain, Calif.; operate by remote control from studio location; change trans.; change ant.; make change in ant. system; change TPO 0.972 kw; change horiz. & vert. ERP 3.9 kw; change HAAT to 1378 ft. Ann. Sept. 24.

WSMD-FM La Plata, Md.—Seeks CP to change ant.-trans. and studio location 0.6 mi. S. of Md. Hwy. 373, 0.8 mi. E. of Md. Hwy. 210, near Piscataway, Md.; install new trans.; new ant.; make change in ant. system; change TPO 2.79 kw; change ERP to 0.35 kw; and HAAT to 500 ft.; change station location from La Plata, Md. to Oxon Hill, Md. Ann. Sept. 24.

FINAL ACTIONS

KERR(FM) Salinas, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to Mark Peak, 5.5 miles southwest of Salinas; change studio location to 1086 Madison Lane, Salinas; remote control permitted; install new type ant.; ERP 2.65 kw; ant. height 300 ft. Action Sept. 11.

KOGO-FM San Diego—Broadcast Bureau granted license covering changes; and li-

cense covering use of former main trans. for auxiliary purposes only. Action Sept. 12.

KFRC-FM San Francisco—Broadcast Bureau granted license covering installation of new ant. and change ERP. Action Sept. 16.

WASH(FM) Washington—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location for auxiliary purposes only; granted CP to install alternate main trans. at main trans. location; and granted mod. of CP to make changes in transmission line; remote control permitted. Action Sept. 17.

WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted request for SCA to operate on sub-carrier frequency of 67 kc. Action Sept. 13.

WHIY-FM Mount Dora, Fla. — Broadcast Bureau granted mod. of CP to extend completion date to Feb. 15, 1969. Action Sept. 12.

WCON-FM Cornelia, Ga.—Broadcast Bureau granted license covering changes. Action Sept. 16.

KASI-FM Ames, Iowa—Broadcast Bureau granted license covering new station. Action Sept. 13.

KDSN-FM Denison, Iowa—Broadcast Bureau granted license covering new station. Action Sept. 12.

*KDIC(FM) Grinnell, Iowa — Broadcast Bureau granted license covering new station; specify type trans. Action Sept. 12.

WHYN-FM Springfield, Mass.—Broadcast Bureau granted license covering change of auxiliary trans. to main trans. location. Action Sept. 23.

WCHD(FM) Detroit — Broadcast Bureau granted mod. of license to change name of licensee to Bell Broadcasting Co. Action Sept. 6.

WZZM-FM Grand Rapids, Mich.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Sept. 18.

KBRF-FM Fergus Falls, Minn.—Broadcast Bureau granted license covering new station. Action Sept. 23.

*KCLC(FM) St. Charles, Mo.—Broadcast Bureau granted CP to replace expired permit. Action Sept. 20.

KAGO(FM) St. Louis—Broadcast Bureau granted mod. of CP to extend completion

IF YOU WANT TO BUY
A BROADCAST TRANSMITTER
FROM THE LARGEST MANUFACTURER

DON'T BUY CCA
WE'RE ONLY #3

WE'RE NOT PARTICULARLY PROUD THAT WE'RE ONLY #3, BUT CONSIDERING THAT #4 HAS BEEN IN BUSINESS FOR 30 YEARS, WE FEEL IT'S QUITE AN ACCOMPLISHMENT!! BROADCASTER'S UNDERSTAND THAT CCA PROVIDES MORE THAN JUST A RELIABLE, ECONOMICAL TRANSMITTER — WE PROVIDE PERSONALIZED SERVICE — WE HAVE TO — WE'RE ONLY #3!!

WHY PAY MORE AND GET LESS

CCA

ELECTRONICS CORPORATION

716 Jersey Ave., Gloucester City, N. J. 08030 • 609-456-1716

date to Oct. 15. Action Sept. 12.

WIL-FM St. Louis — Broadcast Bureau granted mod. of license to change name of licensee to WIL Music Inc. Action Sept. 13.

KBUB-FM Reno—Broadcast Bureau granted mod. of CP and extended completion date to March 7, 1969. Action Sept. 12.

***WTSR(FM) Trenton, N. J.** — Broadcast Bureau granted application for remote control. Action Sept. 9.

WBUF(FM) Buffalo, N. Y.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Sept. 23.

***WICB(FM) Ithaca, N. Y.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to Performing Arts Building, Danby Road, Ithaca. Action Sept. 17.

WIZR-FM Johnstown, N. Y.—Broadcast Bureau granted license covering new station; specify type trans. Action Sept. 12.

***WLSN(FM) Delaware, Ohio**—Broadcast Bureau granted license covering changes. Action Sept. 23.

WKLR-FM Toledo, Ohio—Broadcast Bureau granted license covering changes. Action Sept. 16.

KEBC(FM) Oklahoma City — Broadcast Bureau granted CP to install new type ant.; ERP 22 kw vert.; ant. height 185 ft. Action Sept. 10.

KJEM-FM Oklahoma City—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Sept. 18.

WPGM-FM Danville, Pa.—Broadcast Bureau granted CP to replace expired permit. Action Sept. 5.

WFEM(FM) Ellwood City, Pa.—Broadcast Bureau granted license covering new station. Action Sept. 16.

WOKO(FM) Corozal P. R.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 12. Action Sept. 12.

WTRO-FM Dyersburg, Tenn.—Broadcast Bureau granted mod. of SCA to add telemetering signals. Action Sept. 13.

WFMG(FM) Gallatin, Tenn. — Broadcast Bureau granted license covering changes; granted license covering installation of new auxiliary ant. and changes. Action Sept. 13.

KDJW-FM Amarillo, Tex.—Broadcast Bureau granted CP to install new type trans.; change ERP to 53 kw. Action Sept. 19.

WJOY-FM Burlington, Vt.—Broadcast Bureau granted license covering changes. Action Sept. 16.

WNHV-FM White River Junction, Vt.—Broadcast Bureau granted mod. of CP to change type trans., type ant., and change ant. height to minus 77 ft. Action Sept. 17.

WGH-FM Newport News, Va.—Broadcast Bureau granted CP to make changes in trans. equipment. Action Sept. 17.

OTHER ACTION

KBRK-FM Brookings, S. D.—Broadcast Bureau accepted data submitted in accordance with report and order in Doc. 17850 adopted Jan. 10 for mod. of CP to show proposed operation on ch. 232 (94.3 mc). Action Sept. 18.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, denied petition filed Aug. 20 by WPOW Inc. for leave to amend application (Docs. 18210-2). Action Sept. 24.

FINE

■ FCC notified KAMU(FM) Anchorage, Alaska of apparent liability for forfeiture of \$1,000 for not observing rules, including apparent violation of Sec. 73.217 and 73.265 (e) of rules. Action Sept. 17.

CALL LETTER APPLICATIONS

■ KUWS-FM, Richard C. Brandt, Newton, Iowa. Requests KCOB-FM.
■ WABA-FM Hector Reichard, Aguadilla, P. R. Requests WIVA-FM.

CALL LETTER ACTIONS

■ KUZZ-FM, Thunderbird Broadcasting Co., Bakersfield, Calif. Granted KBBY(FM).
■ WRKT-FM, Bucks County Radio News, Cocoa Beach, Fla. Granted WKPE-FM.
■ WAGR-FM, Southeastern Broadcasting Corp., Lumberton, N. C. Granted WJSK(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of license for following station: KNOK-FM Fort Worth. Action Sept. 19.
■ Broadcast Bureau granted renewal of license for following station: KDXU St. George, Utah. Action Sept. 13.
■ Broadcast Bureau granted renewal of licenses of following stations: KDJW-FM Amarillo; and KNOK Fort Worth, both

Texas: WAPL-FM Appleton, Wis.; and KGFV Kearney, Neb. Actions Sept. 13.

■ Broadcast Bureau granted renewal of licenses for the following stations and the co-pending auxiliaries: KEIR(FM) Dallas; KFEQ St. Joseph, Mo.; KHUZ Borger; KLVL-AM-FM Pasadena; and KVKM Monahans, all Texas; WAXX Chippewa Falls; WEAU-FM Eau Claire; and WNAM Neenah-Menasha, all Wisconsin; W02AG Brevard; W02AH Mars Hill; W08AO Canton and Lake Junaluska-Maggie Valley; W08AX Marshall, all North Carolina; W09AE Mountain City and Clayton, both Georgia; W09AF Sylva, Webster, Love Field, Cullowhee and Dillsboro; W10AD Montreat, Black Mountain, Ridgecrest and Swannanoa, all North Carolina; K72CS LaCrosse, Wis.; and W80AG Bunnell and Flagler Beach, Crescent City, all Florida. Actions Sept. 17.

MODIFICATION OF CPS, ALL STATIONS

■ Broadcast Bureau granted mod. of CPS to extend completion dates for following stations: *WETA-FM Washington to March 19, 1969; WYNK-FM Baton Rouge to Feb. 1, 1969; WJMM-FM Lewisburg, Tenn. to Dec. 15; and WJNS-FM Yazoo City, Miss. to Nov. 30. Action Sept. 13.

■ Broadcast Bureau granted mod. of CPS to extend completion dates for following stations: WVOV Huntsville, Ala. to Nov. 1; KSOM Ontario, Calif. to Nov. 15; WALG Albany, Ga. to Oct. 26; WEGK Jackson, Ky. to March 1; WCHL Chapel Hill, N. C. to Oct. 15; WBKC Chardon, Ohio to Jan. 1, 1969; KLAD Klamath Falls, Ore. to Feb. 29, 1969; and WTEL Philadelphia to Jan. 11, 1969. Action Sept. 16.

■ Broadcast Bureau granted mod. of CPS and extended time to complete construction for following: KAFF-FM Flagstaff, Ariz. to Oct. 15; WRMF-FM Titusville, Fla. to Dec. 20; KNIR-FM New Iberia, La. to Dec. 1; WICO-FM Salisbury, Md. to March 3, 1969; WHFI(FM) Birmingham, Mich. to March 16, 1969; WOOD(FM) Oxford Miss. to March 21, 1969; WMFD-FM Wilmington, N. C. to March 15, 1969; KWOE-FM Clinton, Okla. to March 19, 1969; and KFBC-FM Cheyenne, Wyo. to Dec. 5. Actions Sept. 17.

OTHER ACTIONS, ALL SERVICES

■ FCC ordered oral argument on pending proposal to limit network ownership of evening programming and to eliminate networks from syndicating outside packagers' programs. Proceeding will be Dec. 16 at 10 a.m. in commission's Washington offices. Action Sept. 20.

■ FCC has notified the National Broadcasting Co. that broadcasts which advertised a "million dollar" contest on WKYC AM-FM Cleveland between April 17 and May 15, 1967 fell short of required degree of licensee responsibility and that the matter will be considered further in connection with next applications for renewal of licenses of stations. Action Sept. 17.

■ Hearing Examiner Thomas H. Donahue in Washington Court House, Chillicothe and Wellston, all Ohio (The Court House Broadcasting Co. and The Family Broadcasting Co. Inc.), license renewal proceeding, granted petition of applicants and extended date for filing reply findings to Oct. 2 (Docs. 17977-9). Action Sept. 19.

Translators

ACTIONS

H & B Translator Corp., Palm Springs, Calif.—Broadcast Bureau granted CPs for following new UHF TV translator stations to serve Palm Springs and Desert Hot Springs, Calif. on ch. 70 by rebroadcasting KFMB-TV San Diego; ch. 77 by rebroadcasting XETV(TV) Tijuana, Mexico; and ch. 73 by rebroadcasting KOGO-TV San Diego. Actions Sept. 11.

Pikes Peak Broadcasting Co., Canon City, Colo.—Broadcast Bureau granted CP for new UHF TV translator station to serve 8 Mile Ridge and Royal Gorge, both Colorado on ch. 74 by rebroadcasting KRDO-TV Colorado Springs. Action Sept. 17.

K12GU Victor, Colo.—Broadcast Bureau granted CP to change frequency of VHF TV translator station to ch. 12, 204-210 mcs. Action Sept. 11.

K13EG Ahsahka, Idaho—Broadcast Bureau granted license covering new VHF TV translator station. Action Sept. 17.

K11CP Lava Hot Springs, Idaho—Broadcast Bureau granted CP for VHF TV translator station to specify principal community as Lava Hot Springs, Fortneuf River area, Fish Creek area, Dempsey Creek area, all Idaho; change trans. location to 1/3 mile SE of Lava Hot Springs; change type trans., make changes in ant. system. Action Sept. 12.

City of Waterville, Waterville, Kan. —

Broadcast Bureau granted CP for a new VHF TV translator station to serve Waterville on ch. 6 by rebroadcasting KTSB(TV) Topeka, Kan. Action Sept. 11.

W10AI Ellerslie, Md. and Hyndman, Pa.—Broadcast Bureau granted mod. of CP to change frequency to ch. 5, 76-82 mcs. and make changes in ant. system. Action Sept. 12.

Battle Mountain Television District, Battle Mountain, Nev. — Broadcast Bureau granted CPs for following new VHF TV translator stations to serve Battle Mountain on ch. 13 by rebroadcasting KOLO-TV; ch. 11 by rebroadcasting KTVN(TV); and ch. 6 by rebroadcasting KTVN(TV), all Reno. Actions Sept. 12.

Hurschel C. McKenzie, Camp Desert Rock, Nev.—Broadcast Bureau granted CPs for the following new UHF TV translator stations to serve Camp Desert Rock operating on ch. 72 by rebroadcasting KSHO-TV; ch. 76 by rebroadcasting KLAS-TV; and ch. 80 by rebroadcasting KORK-TV, all Las Vegas. Actions Sept. 12.

Hurschel C. McKenzie, Mercury, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Rainier Mesa, area 12, Nev. on ch. 12 by rebroadcasting KSHO-TV Las Vegas. Action Sept. 12.

Hurschel C. McKenzie, Mercury, Nev.—Broadcast Bureau granted CP for new UHF TV translator station to serve area 12, Nev. on ch. 3 by rebroadcasting KLAS-TV Las Vegas. Action Sept. 12.

Hurschel C. McKenzie, Mercury, Nev.—Broadcast Bureau granted CP for following new VHF TV translator stations to serve Mercury on ch. 6 by rebroadcasting KSHO-TV; ch. 10 by rebroadcasting KORK-TV; and ch. 12 by rebroadcasting KLAS-TV, Las Vegas. Actions Sept. 12.

K02EW, K06EV, K11IE Mescalero, N. M.—Broadcast Bureau granted CPs to replace expired permits for new stations. Action Sept. 19.

Edna May Eubank, Dixie G. Lewis and J. L. Smith db/as County TV, Junction, Tex.—Broadcast Bureau granted CPs for new UHF TV translator stations to serve rural area bordered by Junction, Menard, Sonora, Eldorado and Rock Springs, all Texas, on ch. 75 by rebroadcasting KCTV(TV) and ch. 78 by rebroadcasting KACB-TV, both San Angelo, Texas. Action Sept. 16.

Panguitch Lions Club, Panguitch, Utah—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Panguitch on ch. 2 by rebroadcasting KUTV(TV); ch. 4 by rebroadcasting KCPX-TV; and ch. 5 by rebroadcasting KSL-TV, all Salt Lake City. Action Sept. 16.

K13HS Guernsey, Wyo.—Broadcast Bureau granted mod. of CP to change frequency of VHF TV translator station to ch. 12, 204-210 mcs. Action Sept. 16.

CATV

APPLICATIONS

Northwest Illinois TV Cable Co.—Requests distant signals from KSTT-TV Davenport, Iowa; WGN-TV, WFLD-TV, WCUI-TV and WTTW-TV, all Chicago; KPLR-TV St. Louis; and WTTV-TV Indianapolis to Galesburg, Ill. (Quad City [Davenport, Iowa-Rock Island-Moline, Ill.] ARB62). Ann. Sept. 20.

Southern Monterey County TV Cable Inc.—Requests distant signals from KBHK-TV and KQED(TV), both San Francisco; and KTVU Oakland, Calif. to Soledad, Gonzales, and Greenfield, all California (Salinas-Monterey, Calif.-ARB60). Ann. Sept. 20.

FINAL ACTION

■ FCC denied petition by Cypress Valley Cable Television Service Inc., Marshall, Tex., for reconsideration of denial of distant signal waiver. Action Sept. 25.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Toledo, Ohio (Buckeye Cablevision Inc.), CATV proceeding, ordered further hearings scheduled to reconvene Sept. 30 continued to a date to be specified by subsequent order (Doc. 17882). Action Sept. 19.

■ Hearing Examiner Charles J. Frederick in Providence, Cranston, Warwick, West Warwick, Pawtucket, Central Falls, East Providence, North Providence, Woonsocket, Cumberland, Middletown, Newport, Johnston, Bristol and Warren, all Rhode Island (Vision Cable Co. of Rhode Island Inc.), CATV proceeding, on examiner's own motion rescheduled prehearing conference for Nov. 20 and continued hearing from Nov. 13 to date to be determined at prehearing

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFOCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C. 20004
Telephone District 7-1205
Member AFOEB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFOCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFOEB

**COMMERCIAL RADIO
EQUIPMENT CO.**
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFOEB

A. D. Ring & Associates
42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D. C. 20006
Member AFOEB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C. 20004
Member AFOEB

Lohnes & Culver
Munsey Building District 7-8215
Washington, D. C. 20005
Member AFOEB

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20006
Member AFOEB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOEB

GUY C. HUTCHESON
817-261-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFOEB

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D. C. 20006
Telephone: (202) 223-4664
Member AFOEB

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFOEB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOEB

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFOEB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOEB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFOEB

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

**PETE JOHNSON
& Associates**
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFOEB

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D. C. 20005
Phone: 347-9061
Member AFOEB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

**JOHN H. MULLANEY
and ASSOCIATES**
Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFOEB

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS
120 E. 56 St.
New York
N. Y. 10022
CONTRACTORS
29 South Mall
Plainview
N. Y. 11803

Serving The SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclède 4-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 533-1661

**Telecommunication Consultants
International, Inc. (TCI)**
Offers Consulting Services
in Telecommunications
Gerald C. Gross, President
1028 Connecticut Avenue, N.W.
Suite 1024-1030 Wash., D.C. 20036
Phone: (202) 659-1155

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 25, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR CP's	TOTAL Authorized
	Licensed	CP's			
Commercial AM	4,198 ¹	26	4,224 ¹	73	4,297 ¹
Commercial FM	1,841	46	1,887	220	2,107
Commercial TV-VHF	495 ²	10	505 ²	12	517 ²
Commercial TV-UHF	117 ²	49	165 ²	154	320 ²
Educational FM	343	8	351	31	382
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	64	20	84	27	111

STATION BOXSCORE

Compiled by FCC, Sept. 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,194 ¹	1,829	609 ²	339	127
CP's on air (new stations)	23	47	48	10	30
Total on air	4,217 ¹	1,876	656 ²	349	157
CP's not on air (new stations)	76	231	177	32	31
Total authorized stations	4,293 ¹	2,107	834 ²	381	188
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	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.

conference (Doc. 18317). Action Sept. 18.
 ■ Hearing Examiner Herbert Sharfman in Rockford, Ill. (CATV of Rockford Inc. et al.), CATV proceeding, affirmed action taken at Sept. 11 conference canceling procedural schedule including hearing set for Oct. 7 and scheduled further prehearing conference for Dec. 2 (Docs. 17234-41, 18190-2). Action Sept. 18.

Ownership changes

APPLICATIONS

WAMA Selma, Ala.—Seeks assignment of license from Robert J. Martin to Vogel-Hendrix Corp. for \$140,000. Seller: Robert J. Martin, sole owner. Buyers: William R. Vogel, president-treasurer (71.40%), A. Dale Hendrix, vice president (.04%) and John D. Swartzbaugh, secretary (28.56%). Mr. Vogel owns 66% of Regional Broadcasting Corp., licensee of WGNS Murfreesboro, Tenn. Mr. Hendrix is announcer-salesman for that station. Mr. Swartzbaugh is president of hospital equipment manufacturing company. Ann. Sept. 24.

KWSL Grand Junction, Colo. — Seeks transfer of control of Mesa Broadcasting Co. from Francis C. Gibbs et al. (100% before, none after) to Clark-Knoll and Associates Inc. (none before, 100% after). Sellers: Francis C. Gibbs, president (98%) et al. Buyers: Larry E. Clark, president and J. Elliott Knoll, vice president-secretary (each 50%). Mr. Clark has 50% interest in investment firm and is sole owner of accounting consulting firm, investment firm, and trust fund sale corporation. He also has other business interests. Mr. Knoll has 50% interest in investment firm. Consideration: \$34,000 plus or minus the difference between current assets and liabilities. Ann. Sept. 19.

WFSH Valparaiso-Niceville, Fla. — Seeks transfer of control of Embury Broadcasting Co. from Allen H. Embury (50% before, none after) to Audrey K. Embury (50% before, 100% after). Principals: Allen H. and Audrey K. Embury. Mr. Embury owns 27.6% of Allen Broadcasting Co., licensee of WHHT Lucedale, Miss. Mrs. Embury owns 13.2% of the same company. Consideration: Transfer of all of Mrs. Embury's stock in Allen Broadcasting Co. to Mr. Embury, giving him 40.8% ownership of that company. Ann. Sept. 24.

WSMD-FM La Plata, Md.—Seeks assignment of license from Charles County Broadcasting Co. to John L. Meares, J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. db/as B & M Broadcasters for \$100,000.

Seller: David P. Samson Jr., president (63.55%) et al. Charles County Broadcasting Co. is licensee of WSMD La Plata, Md. Buyers: J. Stewart Brinsfield Sr., J. Stewart Brinsfield Jr. and John L. Meares, general partners (each 33⅓%). Mr. Brinsfield and his son each own 50% of Christian Broadcasting Co., which wholly owns Three Towers Inc., licensee of WHRN Herndon, Va. Messrs. Brinsfield also owns 22.5% each of Christian Broadcasting Corp., licensee of WCIR Beckley, W. Va. They also own 20% each of Catonsville Broadcasting Co., applicant for CP for new AM station at Catonsville, Md.; and db/as Brinsfield Broadcasting Co. are applicants for assignment of licenses of WKRZ and WDJR-FM, both Oil City, Pa. Mr. J. Stewart Brinsfield Sr. is pastor and owns 25% of real estate holding company, as does his son. Mr. Meares is pastor and president of non-profit religious corporation. Ann. Sept. 23.

WMIS Natchez Miss.—Seeks transfer of control from Natchez Broadcasting Co. from estate of Mrs. P. K. Ewing Sr. (50% before, none after) to Diana M. Ewing (none before, 50% after). No consideration involved. Action Sept. 16.

KSOA Ava, Mo.—Seeks assignment of license from Orville Murray, Harlan House, Sibyl Kerr and Quentin Haden (each 25%) db/as Ava Radio Association to Ava Radio Association Inc. for purpose of incorporation. No consideration involved. Ann. Sept. 19.

KFEQ St. Joseph, Mo.—Seeks assignment of license from Panax Corp. to KAYS Inc. for \$565,000. Sellers: Michael L. Dow and Stan Grieve, vice presidents and Ned S. and Dorothy D. Arbury, directors. Panax Corp. is licensee of KFEQ-TV St. Joseph, Mo. and WSWM East Lansing, Mich. Messrs. Dow and Grieve have no other business interests indicated. Ned S. and Dorothy D. Arbury each own 49.12% of Habcoc Inc., licensee of WQDC Midland, Mich. Buyers: Ross Beach, president (50%) and Robert E. Schmidt, vice president-treasurer (49¼%). Mr. Beach owns 50⅓% of KAYS-AM-TV Hays, Kan. and of KLOE-TV Goodland, Kan. He also owns 54% of KLOE Goodland, Kan. and of KCOW Alliance, Neb. He also has other business interests. Mr. Schmidt has 49⅓% interest in KAYS-AM-TV and in KLOE-TV, and has 36% interest in KLOE and KCOW. He also has other business interests. Ann. Sept. 23.

KBLL-AM-TV Helena, Mont. — Seeks amendment to application for assignment of license from Capital City Television Inc.

to Tim Babcock and Willard L. Holter db/as The Babcock-Holter Broadcasting Co., to change to transfer of control of Capital City Television Inc. from Paul MacAdam (43⅓% before, none after), A. W. Scribner (13⅓% before, none after) to Tim Babcock (none before, 56⅔% after). Principal: Mr. Babcock is governor of Montana and has controlling interest in a transportation company. Consideration: \$200,421.45. Ann. Sept. 23.

KPAR Albuquerque, N. M.—Seeks assignment of CP from Frank Quinn to Sun Country Radio Inc. for \$4,187.12. Seller: Frank Quinn, sole owner. Buyers: Fred T. Hervey, chairman of the board (40%), Lawrence M. Daniels, president, Glen Randle, vice president-secretary and Hilary J. Sandoval Jr., vice president-treasurer (each 20%). Messrs. Daniels, Randle and Sandoval respectively own 27.2%, 5.4% and 11.5% of KINT El Paso, and have the same interest in a CP for a new FM station in that city. Mr. Hervey owns 79.62% of Rio Grande Broadcasting Co., licensee of KSET and KPAK(FM), both El Paso; and of KDOT-AM-FM Scottsdale and Kent Prescott, both Arizona. Ann. Sept. 24.

KWKC Abilene, Tex.—Seeks assignment of license from Steve Gose Enterprises Inc. to Texas Communications Inc. for \$328,500. Sellers: Steve Gose Enterprises Inc. is licensee of KWKC-FM Abilene, Tex. Buyers: Neal L. Spelce Jr., president, C. Ronald Rogers, vice president-secretary and Ben F. Barnes, vice president-treasurer (each 20%) et al. Mr. Spelce is 20% owner of KJOE Shreveport, La. and is officer of automobile dealers trade association. Mr. Rogers also has 20% interest in KJOE and is general manager of KOKE Austin, Tex. Mr. Barnes is legislator and owns 20% of KPCN Grand Prairie, Tex. Ann. Sept. 23.

KHEM and KFNE-FM, both Big Spring, Texas — Seek transfer of control of The Cobra Corp. from Thomas E. Conner (50% before, none after) to Robert E. Bradbury Jr. (50% before, 100% after). Principals: Messrs. Conner and Bradbury each own 50% of the Conner Corp., wholly-owned subsidiary of the Cobra Corp., which also is licensee of KPET-AM-FM Lamesa, Tex. Transfer is for exchange of stock in assigning 100% of Cobra Corp. stock to Mr. Bradbury and 100% of Conner Corp. stock to Mr. Conner. No consideration involved. Ann. Sept. 19.

KCLW Hamilton, Tex.—Seeks assignment of license from Martin W. Chambliss tr/as KCLW Radio Co. to William E. Hobbs for \$64,000. Seller: Martin W. Chambliss, sole owner. Buyer: William E. Hobbs, sole owner. Mr. Hobbs is general manager of Mid-Texas Broadcasting Corp., licensee of KAUZ-TV Wichita Falls, Tex. Ann. Sept. 23.

*WHRO-TV Hampton-Norfolk, Va.—Seeks assignment of license from Hampton Roads Educational Television Association to Hampton Roads Educational Television Association Inc. for purpose of incorporation. No consideration involved. Principals: Dr. M. A. Kise, chairman; Mrs. Mary C. Paulson, vice-chairman; Richard Harder, secretary; Hugh L. Holland Jr., treasurer; and Harrol A. Brauer Jr., member of board of directors, et al. Messrs. Kise, Harder and Holland and Mrs. Paulson have no other business interests indicated. Mr. Brauer is a member of Hampton school board and has 8% interest in Peninsula Broadcasting Corp., licensee of WVEC-TV Hampton, Va. He also has 8% interest in Peninsula Radio Corp., licensee of WVEC-AM-FM, that city. Ann. Sept. 24.

ACTIONS

WTUF Mobile, Ala.—Broadcast Bureau granted assignment of license from Radio Mobile Inc. to Bellaire Inc. for \$185,000. Principals of Radio Mobile Inc.: William Katrishen, president et al. Principals of Bellaire Inc.: John L. Vath Jr., president (20%), Mrs. Almee B. Vath (52%) et al. Mr. Vath Jr. has been employed by WSMB New Orleans. Mrs. Vath is housewife. Ann. July 10.

KPAT-AM-FM Berkeley, Calif.—Broadcast Bureau granted transfer of control from Paul Bauman and Dickens J. Wright to Dickens J. Wright, Alice Demovic and J. Liben, executors of will of Paul Bauman, deceased. No consideration involved. Action Sept. 13.

KMBY Monterey, Calif.—Broadcast Bureau granted assignment of license from Johnston Broadcasting Co. to West Coast Broadcasters Inc. for \$385,000. Principals of Johnston Broadcasting Co.: Stoddard P. Johnston, president and sole owner. Mr. Johnston is sole owner of KMST(TV) Monterey, Calif. Principals of West Coast Broad-

(Continued on page 83)

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. 5" or over billed at run-of-book rate.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 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

Manager—successful major market group operator contemplating purchase of additional station. Has opening for a management trainee for position initially involving familiarization at headquarters with full station management responsibility within 6 months. Complete employment history, earnings requirements, etc. 1st letter. Box J-190, **BROADCASTING**.

Best medium-market management job of the year now available. Five figure base salary. Liberal expenses. Share of profit. Instant option for ownership share based on performance at a bargain price and we'll furnish the money. Apply first letter in full with complete resume earnings record and particularly sales record. If you're our man, we'll call you and send you a round trip air ticket for interview leading to immediate employment. Reply Box J-232, **BROADCASTING**.

A conservative minded manager with top sales abilities needed. 60 miles from NYC in New Jersey, modern facilities. Apply Box J-241, **BROADCASTING**.

Manager who is 100% local salesman wanted. Compensation—\$ + stock. Man selected does not need cash for ownership. Person selected will be brought into our suburban N.E. "flagship station" to learn our successful chain station formula. Applicants must be available for interview at own expense. Box J-260, **BROADCASTING**.

Manager-sales manager for deep south C&W station. Must have prior experience in sales & management. Box J-298, **BROADCASTING**.

Florida Coastal station has opening for general manager of WOVV, an Airmedia station. This man must have successful sales experience, carry 50% of sales, be loaded with ideas to sell for Rock and Soul format. We want real worker willing to make 15 to 20 calls per day. Studio shared by WIRA, using same administrative staff. Great opportunity for advancement with growing public stock company. Will be able to acquire stock on various plans. Salary plus share of profits. Send resume Hudson Millar, WIRA, Fort Pierce, Fla.

Sales

Central New Jersey—FM seeks local salesman with experience. Good opportunity. Start with established account list. Send resume. Contact Box J-82, **BROADCASTING**.

3rd ticket-combo, board and sales position open with upstate New York, vacation, heartland small market station. Opportunity to advance with group. Salary commensurate to experience, plus commission and fringes. Send audition, photo, resume and salary requirements to Box J-227, **BROADCASTING**.

Newspaper ad manager: We seek a former newspaper man who has gone into radio and wants to get back working for an aggressive, bright, growing suburban daily newspaper. We circulate in one of the fastest growing counties in the United States. Per family income in excess of \$14,000 per year. Top salary plus good bonus. Baltimore-Washington area. Full details first letter. Write Box J-286, **BROADCASTING**.

Personality wanted: Sell yourself on our air and you'll be an even better salesman off the air for top rated regional AM-FM in plush northeast resort area. Can you do both? Low 5 figures a year are a "shoo-in" for the right guy. Send resume and recent photo to Box J-295, **BROADCASTING**.

Help Wanted

Sales—(cont'd)

Sales manager for 1 kw AM with FM affiliate going to 5 kw in 60 days in southern Calif. 50% commission guaranteed first year, then will talk salary based on sales. Send complete information, returnable photo to Box J-297, **BROADCASTING**.

Ground floor opportunity for salesman or experienced radioman wishing sales. Complete resume required. No phone calls. Please. Dale Low, **KLSS/KSMN**, Mason City, Iowa.

Suburban Chicago AM-FM. Unusual permanent opportunity available now. All details, requirements 1st letter, please. **WEAW**, Evanston, Illinois.

WE BUILT A BETTER ONE

... not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use **BROADCASTING'S** classified section—**THE marketplace for everything and everybody in broadcasting.**

Grand Rapids, Michigan: **WAFB** (Formerly **WMAX**) is looking for an experienced advertising salesman. A newspaper or yellow pages background will receive equal consideration along with people with broadcast experience. We pay 15% commission—draw is open. Age is very important . . . mental age, that is, because we are looking for a young aggressive hustler who likes money in large quantities. Call me if the above describes you. Gar Meadowcroft (616) 453-6397.

Broadcast school counselor wanted. we will teach experienced broadcaster. Our present counselor, who earns \$576.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco, 94118.

Salesman wanted for background music, virgin territory, wonderful opportunity. Write Melodi-Cast, Inc., P.O. Box 211, Anderson, South Carolina or call 803-224-3424.

Southern New Jersey—AM needs strong local salesman. Tremendous opportunities. Sales management possible. Call 809-365-5603.

See "Work in Vermont" display ad for opportunity.

Announcers

Talk man—Experienced communicator 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**.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 8 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, **BROADCASTING**.

Immediate opening available with swinging 5 kw MOR midwestern station in 100,000 market. Some experience needed, salary open. Send tapes, resume and photo to Box J-137, **BROADCASTING**.

Contemporary eastern North Carolina 5KW wants experienced morning man to double in sales or news. Third phone required. Send resume and tape to Box J-187, **BROADCASTING**.

Experienced announcer for station in the middle west. Permanent position. Good salary. Send tape and resume to Box J-188, **BROADCASTING**.

Announcer—first phone. Excellent opportunity with enterprising prosperous medium-market station near metropolitan areas. No maintenance. Unlimited growth potential within station to man willing to assume responsibility. Salary growth commensurate with initiative. Mature, contemporary, tight-board programing. Starting salary \$140.00. Commission on sales. Central Maryland. Box J-191, **BROADCASTING**.

Progressive middle of the road New Jersey station looking for strong creative board man. Send tape, resume and copy. Box J-256, **BROADCASTING**.

Personality dee-jay for tight MOR format with northeast group expansion. Minimum three years experience. Write: Box J-279, **BROADCASTING**.

Major radio chain is looking for a talented program director for station within Top 7 market. Creative writing talents mandatory. Box J- 280, **BROADCASTING**.

Expanding southern California modern C&W seeking experienced dj. Tape resume . . . Box J-291, **BROADCASTING**.

Midwestern half-million market needs another contemporary dj. First ticket increases your worth. Work with major-market pros with first class operation. Air check, resume, photo to Operations Director, Box J-294, **BROADCASTING**.

Wanted now . . . two men, one strong on announcing, one strong on sales. Experienced C/W or MOR types preferred. Send tape and resume to A.N. Meineke, Box J-303, **BROADCASTING**.

Dynamic radio only group has career for accent free pro at top rated C&W in sunny Florida. Tight fast paced format, group, life and medical insurance. Send tapes and resume to Box J-310, **BROADCASTING**.

One of America's great country music stations in midwest looking for two C&W experienced jocks. Top 25 market with excellent compensation. Hiring in 30 to 60 days. Pros only. Send resume with non-returnable tape to Box J-312, **BROADCASTING**. Great opportunity for the right man!

Experienced announcer for daytime slot on Vermont AM station. MOR format. Over average pay, excellent working conditions. Box J-318, **BROADCASTING**.

Announcers—(Cont'd)

Florida 5,000 watt regional full-time station. Program director and morning man. Contemporary format, hard worker. Believable mature voice. \$200.00 per week. Write and send tape to Box J-321, BROADCASTING.

The long arm of Uncle Sam reaches out and we need two first phone announcers. KFYZ is a 24 hour contemporary music regional giant programming to 5 states and 2 Canadian provinces. Contact Program Director, Tom Turcotte, KFYZ Radio, Bismarck, N. Dak. 58501. Phone 701-223-0900.

3rd class announcer-sales. Immediate opening. KHL, Wilcox, Arizona.

M.O.R. with production experience. Must be able to type and write good copy. Outstanding peaceful community. Mild climate. Near Sequoia and Kings National Parks. No floaters please. Send tape and resume to KONG-AM & FM, Visalia, California.

Stable personality wanted for modified top 40 sign on shift. First phone helpful, but not necessary. Send resume and tape to Dan Miller, KOOK Radio, Box 2537, Billings, Montana.

Immediate opening for experienced airman at CBS affiliate. Tape and resume to Doug Sherwin, KGLO-AM-TV, Mason City, Iowa.

Phoenix, Arizona. KRFM, the FM station with the largest share of audience of any FM station in any market measured by ARB (April/May 1968) has immediate opening for top-fite commercial and news announcer. Ability to rewrite news essential. Good salary and working conditions new studios. No simulcast—no automation—no beginners. Adult music. Third phone required. Exceptional opportunity to join a fine, financially sound, happy organization. Rush tape photo and resume to Jeff Hogwood, KRFM, 3501 N. 16th Street. Phoenix 85016. Tapes will be returned promptly.

We're down to specifics. KWIX needs a "country-politan" jock and a combo board and/or newsmen heavy on sports and play by play, for which we'll pay. Call or send tape and resume to Lawrence Weller, Program Director, Moberly, Missouri 65270. 816-283-1230.

Immediate opening—mature announcer looking for permanent position with progressive MOR station. (First phone desired, but not mandatory) 5000 watt NBC affiliate with adult audience. Can start at \$125.00 or more depending on experience and ability. If you have what we need, contact Larry Collins, WBCK, Battle Creek, Michigan 49015.

Excellent opportunity for morning personality with production talent. Salary open. Professional staff, cosmopolitan city. WCCW, Traverse City, Michigan.

50 KW 100% MOR stereo, solid growth operation, looking for another good voice with plus earnings in sales. WENY-FM, Rand Bldg., Buffalo, N.Y.

Great opportunity—need 1st class ticket night man starting about October 20. MOR and contemporary format. Excellent working conditions in modern station. Many fringe benefits for man who wants to settle down. Not interested in floaters. Salary open. If interested send tape and resume or phone Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

All girl station needs two girl dj's, third endorsed required. Rush tape-resume to WFIZ, Conneaut, Ohio.

Announcer for major market R&B station. Minimum two years experience. Excellent company benefits including paid vacation, group insurance. Salary commensurate with experience and ability. Send tape, resume, photo to Bob Todd, Operations Manager, WGEE, 4800 E. Raymond St., Indianapolis, Indiana 46203.

Middle market, good music station needs top quality announcer; rapid advancement to program director possible. Though not totally necessary, 1st ticket will mean more money. Send resume and tape to WPVL, Painesville, Ohio.

Middle of the road format, tight board, third class ticket are requirements for the opening we have. Tape, resume, photo to WTAP, 123 W. 7th Street, Parkersburg, West Virginia 26101.

Announcers—(Cont'd)

Immediate opening—chief announcer/morning personality with program director potential. Commercial experience only. Must do bright, friendly MOR show, deliver authoritative news, convincing commercials. Other duties: Collect local news, other pgm assignments. Excellent opportunity for advancement within station and Ottaway Group. Salary open. Liberal benefits. Located in year round, Pocono Mts. resort area. College town. 2 hours from New York and Philly. Call Bill Treible, P.D. 421-2100 (717) or write WVFO AM/FM, Stroudsburg, Pa. 18360.

Mobile, Ala. C&W daytimer has immediate opening for top-notch program director. Must have good background in C&W music. Contact WZAM, Mobile, Ala. 456-6547.

Real opportunity—need 1st phone yesterday. Good salary plus sales commission or straight announcer, or news. Light maintenance. Contact Q.P. Coleman—605-845-3227. Moberly, S. D.

Immediate opening. First phone morning man. Number one station medium market. Many fringe benefits. Opportunity for advancement. Call Manager 217-446-1313.

Wanted: MOR dj . . . sales and play by play opportunity possible. Good hours. Good pay. Send resume and tape to Box 89, Lemmon, S.D.

New AM station with modern country format needs air personalities, college city in the growing Pacific northwest. Best living area in the USA. Send resume and tape to John H. Brown, 220 A Unity St., Bellingham, Washington.

See "Work in Vermont" display ad for opportunity.

Technical

Technical director needed for Ohio three stations at once. Must be experienced in maintenance and construction AM and FM. Box J-27, BROADCASTING.

1st phone needed at once. Salary commensurate to board and maintenance. Experience plus fringes. Opportunity to advance with group in upstate New York—vacation, heartland small market. Send audition, photo, resume and salary requirements to Box J-226, BROADCASTING.

Engineer—with substantial experience in broadcast maintenance and service. Must be capable of working in the field with medical electronics users in service and sales. Small but growing company in suburban D.C. needs one man who is flexible and resourceful, who can deal with people and who knows audio inside-out. We promise you'll never be bored. Send full resume and salary requirements to Box J-296, BROADCASTING.

AM-FM operation seeks chief engineer with experience. Announcing would be helpful but not absolutely essential. Good station. Good town. Good crew. Immediate opening. Rush full details to Mason Dixon, KFTM, Fort Morgan, Colorado.

Engineer position—first class license—open. Illinois. 125 miles from St. Louis. NBC-TV-ABC Radio affiliate. Quincy, Ill. Outstanding community. 50,000. Best in benefits. Write, wire or phone Jim Martens, Chief Engineer. Phone a/c 217-222-6840. WGEM-AM/FM/TV. Hotel Quincy, Quincy, Ill. Send resume, references-photo.

Engineer/first phone. Must be able to read news, weather and sports. No dj show. Contact Edward Oyster, at 313-664-8555 during the day or 313-664-8293 evenings.

NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsmen. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-186, BROADCASTING.

Major Ohio market wants experienced newscaster who can take charge of the news operation. \$10,000 minimum. Tape, photo, details immediately. Box J-134, BROADCASTING.

Midwest outstanding non-metro station needs digger to gather, write and air local news, \$125.00. Box J-252, BROADCASTING.

News—(cont'd)

Progressive middle of the road New Jersey station looking for strong on-air newsmen. Must gather and write own news. Send tape and resume immediately. Box J-257, BROADCASTING.

Aggressive heads up newsmen for midwest medium market. Gather, write, air. Some TV. Must have mature approach and sound. No floaters. Fringe benefits, salary commensurate with ability, tape and resume to Box J-274, BROADCASTING.

Newsmen with experience in news gathering, writing and broadcasting. Must have potential for morning AM news personality as prime assignment on AM-FM-TV news staff. Northeast group expansion. Write: Box J-278, BROADCASTING.

Newsmen: Must be able to read, write and deliver news. Suburban Detroit market. Send tape resume, salary requirements and photo to Box J-288, BROADCASTING.

Above average pay available for above average local newsmen. Box J-326, BROADCASTING.

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber. KLSS/KSMN, Mason City, Iowa.

Man or woman news editor. Should have experience gathering and writing news. Contact KTRR, Rolla, Mo.

Radio news editor and writer for one man news department. Salary scale \$7,000 to \$10,000 depending your experience to be a competent reporter. Contact Bill Harrell, Radio Station KVOZ, Laredo, Texas.

News director—immediate opening; experience a must; 60 miles from New York City—WBNR, Beacon, New York.

A major market adult radio station needs an adult sounding, on the air newsmen; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio

News director for University community. Top rated 5 KW CBS station needs a top flight newsmen to head up its news department. Send complete resume, picture, tape, and salary requirements to Colin Rosse, General Manager, WINA, Charlottesville, Virginia or call 703-296-6177.

Negro-oriented news department needs capable, mature leadership at #1 ethnic station in giant Tidewater market. A position with a good future, liberal benefits, paid vacations. Rush resume, photo and tape to Dave Eldridge, Operations Manager, WRAP, Box 598, Norfolk, Virginia.

Michigan AM seeks newsmen to gather, write and air local. Only concern will be news. Experience preferred, however, will consider announcer with desire and potential. Good step for small market go-getter. Airmail tape, resume, salary requirements to: Paul Pigeon, Manager, WXOX, Bay City, Michigan.

Capable news director for well established Vermont radio station. Excellent opportunity in fine place to live. Contact General Manager, Box 249, St. Johnsbury, Vermont.

See "Work in Vermont" display ad for opportunity.

Programing,—Production, Others

PD-operations man—MOR format large market northeast. Start \$8,000.00 to \$10,000.00. Experienced. Age over 30 years. First class ticket essential. Send tape and resume. Box J-264, BROADCASTING.

Program director—need take charge self starter who understands and believes in talk, MOR music format with much emphasis on community involvement. Must be strong air man with production know how. Preference given to man with first phone. Send tape and resume to J. A. Haas, General Manager, Radio Station WWCA, 545 Broadway, Gary, Indiana.

Situations Wanted—Management

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, BROADCASTING.

Management—(cont'd)

Newspaper executive. Successful record and experience provides adaptation to almost any situation. Many contacts throughout the country. Seeking position where potential exists for development in publishing, communications, public relations or related fields. Compensation and fringes now healthy 5 figures. Confidential. Box J-77, BROADCASTING.

I'm looking for right management opportunity and growth. If you're looking for aggressive, hard working, honest manager, with excellent track record in all phases station operation, let's get together. Age 37, broadcaster 20 years, married and family, no personal problems. I offer you better gross and net in return for good salary and share in earnings or ownership. Am currently employed in middle management position at successful medium market radio-TV operation. No hurry, want to make right move. Box J-209, BROADCASTING.

Am seeking to return to radio management. 21 years of experience in all phases of broadcasting. Former manager and owner. Am well known in industry with good track record, nationally and locally. Box J-242, BROADCASTING.

General management position desired—experienced, stable, family, sales oriented, first phone, all-around radio man. A real credit to any organization. Box J-281, BROADCASTING.

Aggressive sharp, family man. 25 years radio-TV background seeks management. Large or medium. Box J-307, BROADCASTING.

Manager, GSM, thoroughly experienced national sales mgr/vp, AM-TV-CATV. Heavy administration, pgm., promo, research, marketing, station sales. Top contacts, agencies, clients, industry. Seeking promising opportunity in broadcasting, related fields. Box J-319, BROADCASTING.

Manager-operations manager-sales manager, news, announcer. Dependable, honest sober. P.O. Box 8-675—Anchorage, Alaska 99504.

Sales

Seeking first position, mature, ATS grad, 3rd endorsed, prefer sales, production or programming, dependable vet. Box J-285, BROADCASTING.

Experienced beginner — broadcast school graduate—3rd endorsed—good potential, college, sales, active background. Prefer northeast. Box J-323, BROADCASTING.

Announcers

Much more personality! Major market MOR preferred. Nonsensical. Topical humor. Knowledge of music and world affairs. Experience in all phases including on camera TV. Box J-203, BROADCASTING.

MOR personality, strong production and news. Currently earning \$9,000. Prefer northeast. Box J-225, BROADCASTING.

Soul jock, honest, good voice, stable. First phone. Box J-238, BROADCASTING.

Recent broadcasting school graduate seeks position as announcer and play-by-play sportscaster. FCC license, third endorsed, draft exempt. Box J-263, BROADCASTING.

Experienced authoritative newscaster/musician. Family man. Personable, not a prima donna. Will relocate. Box J-267, BROADCASTING.

Black personality disc-jockey . . . program variety show and jazz. Best radio ratings in the country. Dependable, married. Resume, tape, upon request. Box J-269, BROADCASTING.

Professional morning man, mature, years of experience, network quality, #1 in market with a smile you can hear. Desires MOR in metropolitan market. Only stable stations need to reply. Box J-270, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-271, BROADCASTING.

Announcer dj, 3rd phone. Diligent, dependable, creative. Age 27. Will relocate. Box J-272, BROADCASTING.

Announcers—(Cont'd)

Majors only: Professional Top 40 more music personality presently medium market pd, #1 by 13%, great program concepts but desires move up. College grad, draft deferred. Box J-273, BROADCASTING.

Negro dj, N.Y. trained. Best jazz in town. Strong on news. Good board, 3rd endorsed. Box J-276, BROADCASTING.

Pro from top NY r&b station available. Relocate. Box J-277, BROADCASTING.

Calif. metro mkt. jock tired of Calif. rat race. Familiar with top 40 (Drake & other.) Married, stable personality, veteran. Good production, excellent references, outstanding news delivery, first phone, Pulse rated No. 1 announcer interested in TV, looking for permanency \$160.00 minimum to start, want contract. Need month to finalize interests. Interested in midwest, Pacific Northwest, Canada. Box J-283, BROADCASTING.

College graduate, 27, third-endorsed, mature voice and attitudes, seeks permanent position with stable adult oriented station. Experience as announcer but desire to sell or work a combination. Position must offer advancement into programming or management. Box J-284, BROADCASTING.

Beginner; female announcer; Negro. Prefers news, enunciation better than average. Box J-290, BROADCASTING.

Announcer with two years experience seeks position, third. Box J-292, BROADCASTING.

Soul jock, college graduate, third endorsed sales, creative. Box J-293, BROADCASTING.

Excellent dj, news, tight board, third endorsed. Versatile, relocate. Box J-308, BROADCASTING.

Young energetic announcer/newsman seeking advancement. Have experience, prefer midwest. Box J-309, BROADCASTING.

Digging, imaginative reporter. Writer, editor. Have scored many exclusives. 19 years radio-newspaper experience in NYC market. 37 years old. Mature, pleasant, convincing air voice. Seeking correspondent newscaster and/or news director position. Box J-322, BROADCASTING.

New England, available now. 13 years experience, third. Box 139, Woburn, Massachusetts.

Experienced personality disc-jockey from large mid-west market 21, married, 3rd endorsed, mature, college, witty. For more information contact your local game warden or Don Brady, 911-L Alex Rd., Dayton, Ohio 45449. 1-513-859-5872.

Excellent play by play, graduated from top broadcasting school. Obtained 3rd class license. Salary open. Call 201-267-7264 after 4.

New York city area announcer with a good voice interested in a major market. Can write news. Box Curley, 233 Thomas St., Woodbridge, N.J. 634-5024.

Third class jockey, experience, listens, looking for small station, Wash./Ore. Info and tape upon request. Mike Anderson, 3930 S.E. 132nd Ave., Portland, Ore. 97236.

Detroit, southeast Michigan area. DJ/announcer, 21, 3rd endorsed. Broadcast school grad. Draft exempt, now working in northern Michigan looking for full or part-time. Do your format your way. Contact John Murray, Jr., 15717 Chattan, Detroit, Michigan or call KE 4-5423.

Technical

First phone—seeks long term, growth potential opportunity. Box J-223, BROADCASTING.

Engineer position desired—16 years communications experience—first phone—advanced class ham—for resume. Box J-289, BROADCASTING.

Network summer relief engineer desires permanent position as chief engineer, announcer at small stable station in east. Twelve years experience, all phases. Correspond to: Apartment 904, 5734 North Winthrop Ave., Chicago, Ill. 60626.

NEWS

Recent broadcasting school graduate, 3rd ticket seeks position in news, sports. Will relocate. Box J-287, BROADCASTING.

Experienced, professional play-by-play sportscaster desires challenging opportunity in major market. 6 years experience in football, basketball and baseball, play-by-play. College and high school sports. Concise writer and interviewer. Creative. 27, college, married. Will consider combination news and sports. East of Mississippi. Box J-304, BROADCASTING.

Programing.—Production, Others

Do you have a medium market station that's sagging. Remedy? Top pro country programmer! America's No. 3 C-W personality promoter! PD, MD, sales would consider management. . . . 1 year contract basis proven results . . . 715-359-2859 after 5 p.m.

TV—Help Wanted—Announcers

Announcer-director for midwest UHF. Need a man for small hard working staff. Chance for experience in all phases of TV production. Send photo, resume and audio tape to Box J-210, BROADCASTING.

Immediate opening for television announcer/personality is available at KCND-TV, Pembina, No. Dakota. A McLendon Station. If you have announcing experience in radio or TV, have a pleasant appearance and are willing to work, contact R. Vincent, Mgr., 701-825-6292. Full benefits. KCND is an equal opportunity employer. All qualified applicants are welcome.

Technical

Engineering position available to work with PC-70's, VR-2000's and TK-27's, in outstanding metropolitan VHF operation. First class license required. Write Box J-61, BROADCASTING.

TV engineer—leading university medical center in Washington, D. C. needs man to plan, operate and maintain TV studio being constructed for medical complex. Must have technical experience. Supervisory experience and ability to work into production desirable. Excellent starting salary, benefits and opportunity for advancement. Send resume to Box J-316, BROADCASTING.

Need two first class licensed technicians for TV control room. Write or phone Roger Sawyer, Chief Engineer, KGLO-TV, Mason City, Iowa.

Southwestern VHF has openings for first phone engineers experienced or interested in all phases—studio and transmitter—of color operations and maintenance, including 100% high band tape. \$475/mo. up, depending on experience and training. For further information write Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

KRDO-TV has opening for studio engineer with FCC 1st phone license. Should have some color experience. Needed immediately. Contact Charles Upton, Chief Engineer, KRDO, P.O. Box 1457, Phone 632-1515, Colorado Springs, Colo.

Television engineer, 1st. phone. Some experience: studio, transmitter. North central Wisconsin. Contact Bill Anderson, Chief Engineer WAEO-TV, Phone 715-362-7800, zip 54501.

Need immediately—Three first class licensed engineers for TV control room—transmitter operation. Prefer experience but will consider training beginners. Submit full details in first letter to P. B. Witt, Chief Engineer, WCOV-AM-TV, P. O. Box 2505, Montgomery, Ala. 36105.

Openings—1st phone engineers experienced—maint., audio, video, videotape, TX. (Also will train 1st or 2nd class engineer for master control position.) Send resume, Chief Engineer, WGBH-TV, 125 Western Ave., Boston 02134.

Engineer position—first class license—open. Illinois, 125 miles from St. Louis. NBC-TV-ABC Radio affiliate. Quincy, Ill. Outstanding community, 50,000. Best in benefits. Write, wire or phone Jim Martens, Chief Engineer. Phone a/c 217-222-6840. WGEM-AM/FM-TV. Hotel Quincy, Quincy, Ill. Send resume, references-photo.

Technical—(Cont'd)

TV engineer for control room operation and maintenance in station now installing full color. FCC first class phone license required. Contact Chief Engineer, WILX-TV, 1510 Springport Road, Jackson, Michigan 49204 or telephone 517-783-2621.

TV broadcast technician—first phone required—maintenance experience desirable—good salary—fringe benefits—call or write Dixon Grose, WNDT, N.Y. 212-581-6000.

Need transmitter supervisor and VTR man for new UHF station. Good opportunity to get in on initial construction. Contact Lionel Wittenberg, Chief Engineer, WREP-TV, 1168 Commonwealth Ave., Boston.

Television technician. Excellent opportunity for a responsible TV engineer. Experience in educational or commercial studio practices. Will work w/Orth, and Vidicon cameras, high band, low band, helical VTR's, color equipment and remote van. Salary open—liberal fringe benefits. If you qualify, write or call Univ. of Michigan, Personnel Office, 1020 L S & A Building, Ann Arbor, Michigan. Phone 313-764-7280.

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.

Needed immediately—broadcast technicians with television camera operating experience for studio and remote camera operations. Permanent Civil Service position and excellent fringe benefits. Send complete resume or contact Mr. John Hollenbeck, Civilian Personnel Office, Redstone Arsenal, Alabama 35809, phone area code 205—Extension 876-5798. Federal Civil Service procedures apply. An equal opportunity employer.

Immediate opening in CCTV for technician with 1st or 2nd class. Contact Business Office, Madison College, Harrisonburg, Virginia 22801 or call 434-6756.

Electronic technician. Install and maintain audiovisual, sound and television equipment; assist in television operation. Two years technical school and television installation and operation experience. Excellent fringe benefits. Contact C. Blohm, Instructional Resources Center, SUNY College, Fredonia, New York 14063.

NEWS

News reporter—aggressive midwest network affiliate needs a young go-getter to anchor its daytime newscasts. He must be adept at SOF interviews and be able to write swiftly and well. It's a six day a week, man sized job. If you can handle it, send your resume and an audition VTR now. Box J-222, BROADCASTING.

Programming.—Production, Others

Documentary cameraman, creative, skilled cameraman editor to shoot and edit for a unit which produces a half-dozen quality documentaries and another dozen quickie TV specials each year. All film in color. Most is double system with stress on technical excellence in both picture and sound quality. The cameraman will enjoy high budget and unusual creative opportunities in a unit which has won many national awards. He will work on a demanding schedule requiring endurance as well as skill. This is a large midwest chain offering good salary, fringe benefits, wide distribution of efforts. Send a complete confidential resume to Box J-265, BROADCASTING. An equal opportunity employer (M/F).

Midwest television station would like to talk to news photographer with personality and know-how. If experience is limited, we will assist. High salary vets—forget it. Write to Box J-317, BROADCASTING.

Program director, dedicated professional who desires to be an important part of fast growing TV station. Will have responsibility for film buying, production, film editing, traffic, Washington, D.C. Box J-325, BROADCASTING.

TV producer-director—require experienced director who is creative, alert and desires to improve his position. Would handle two news blocks daily plus VTR commercials and remotes. Good pay and fringe benefits in this modern all-color station. Contact Paul Jensen, KOLN-TV/KGIN-TV, 40th and W, Lincoln, Nebraska.

TV—Situations Wanted—Management

Public affairs director. Nationally recognized group executive with award winning community service record. Strong management background. California only. Box J-177, BROADCASTING.

Leading UHF gm with outstanding industry reputation and proven record and ability available in 30 days to handle any situation from CP to daily operation. Box J-266, BROADCASTING.

Sales

Experienced all phases television—sales and production. Number one salesman in three station market. Local, regional, national sales. Experienced in retail store television development. Schooled in rate studies and station ratings. Desire sales management responsibilities. Box J-133, BROADCASTING.

Sales position wanted in good area to raise family. Well experienced, community minded, stable. Also announce and have first phone. Box J-282, BROADCASTING.

Announcers

Announcer, interviewer, commercialist. Previous TV experience. Presently employed with 50 KW radio NYC. Box J-261, BROADCASTING.

Technical

Director of engineering. Established large market or group operation. Twenty solid years experience, all phases. Very strong background of successful construction. Fifteen years supervisory. Presently heading large operation. Top references. Looking for permanent position, to use strong background and ability, with a present and a future. Box J-179, BROADCASTING.

12 years experience all facets of TV engineering, including major manufacturer. Experienced chief. Strong on planning-construction. Desire position as TV chief. Will take over and run technical operation. Box J-262, BROADCASTING.

NEWS

If you're looking for a great reporter, writer, on-camera newsman who does standups and shoots silent, I'm not the man. However, if you want a competent one, try me. Box J-236, BROADCASTING.

Girl reporter—writer. Has eight years credentials with television news and top circulation in national magazines for on-air reporting position. Box J-324, BROADCASTING.

Navy information officer completing far east tour and obligated service desires position in television news or public affairs programming. R-TV degree, University of Illinois. Commercial and education R-TV experience prior to service. Married. Locate anywhere, midwest preferred. Available mid-October. Write: Lt. Roy L. Karon, 512 Cedar Drive, Irving, Texas 75060.

I have spent seven years writing, editing, announcing radio/TV news, local and network. If that's worth something to you, call me at 212-787-8897.

American cameraman in Vietnam, network experience. Will shoot "hometowns" for local station, John W. Coates, Juspao Press Mission, APO 96243, San Francisco.

Programming.—Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-235, BROADCASTING.

Program director/operations manager. 13 yrs. exp. All phases TV immediately avail: Now in major market. Experienced in putting independent on air from ground up. Reply Box J-259, BROADCASTING.

Ohio-Indiana TV stations—four years TV production experience—all phases live and film color TV—desires permanent position as producer-director with chance to direct programs in creative atmosphere—experienced switcher—presently employed at UHF major market as break director only—college degree—single—resume—references. Box J-268, BROADCASTING.

Prog.—Production, Others—(Cont'd)

Director, five years experience in medium market. Currently directing news and public affairs programs, producing commercials and switching breaks. Have BA plus graduate work in television. Available immediately after notice to present employer. Desire relocation into southeast or mid-Atlantic. Box J-305, BROADCASTING.

Film maker thoroughly experienced—16-35 MM equipment—have own ARRI and Auricon Mag Optical equipment—also experienced in sound recording—color-b&w processing. Box J-320, BROADCASTING.

Successful producer/director/writer for French Television; I have had 8 years experience with film and television news and documentaries. I am 35, a French citizen with American wife. I speak and write absolutely fluent English. Due to recent crisis in France, I am seeking a creative Audio-visual job in USA or Canada. Please write to: Stanislas Faure, 86 rue de Grenelle, Paris 7, France.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

5 kw low band VHF transmitter, Prefer General Electric, TT-40. Phone 206-624-6000.

Low power FM transmitter. No exciter needed, repairable FM monitor, antenna. Box J-300, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—helix, 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.

For Sale: One Ampex VR1000A heterodyne color video tape machine with head. Just taken out of service. Best offer. Two vidicon cameras—Cohu remote control (pan, tilt, 10 to 1 zoom, focus, variable speed)—includes 200 ft. of cable. Each just taken out of service—9 months old. Best offer. Contact William Woods, Director of Engineering, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois, Telephone: 312/583-5000.

For sale: Three RCA TK-31 field camera chains, \$1,900 each, FOB New York City. Box J-47, BROADCASTING.

Increase FM power—Westinghouse FM-10 complete 10 KW amplifier and power supply. Companion unit to the Westinghouse FM-3. Make offer. Box J-202, BROADCASTING.

1-5/8 Andrews solid line hangers, 17 assorted RF amp meters, 4-6217 photomultipliers. Sell or swap. Box J-301, BROADCASTING.

Brand new Scully playbacks, \$39.56 monthly. Recorders from \$53.33. Audiovox, Box 7067-55, Miami, Fla.

For Sale:—2—General Electric Type BC1A Program Consoles. Units capable of handling two programs simultaneously. Boards have built-in four by four matrix dispatching. 5—General Electric Type BA2A Program amps. 3—General Electric Model 4F S1A1 Monitoring speakers. 3—General Electric Model 4F A17A1 Monitoring amps. Contact Herb House, WMBO, Auburn, New York.

Gates 5688 sub-carrier inserter—5689 generator. Trade for FM equipment. Box J-299, BROADCASTING.

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.

MISCELLANEOUS—(Con't.)

Wanted to buy, record albums LP's stereo or mono, or 45's. DJ's clean out your record library. Call Mr. King, LOcust 7-6310, King Co., 15 N 13th., Phila., Penna.

Add six voices to your show. DJ Productions, Box 281, Auburn, Wash. 98002 for sample.

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

Top the competition! Use Newsbeat ideas for features, specials, editorials. Over 200 satisfied clients! Exclusive 3 month trial, \$5. Newsfeatures Associates. Box 14183, St. Louis, Mo.

Want to Buy—complete classical music record library with filing system. Box J-311, BROADCASTING.

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.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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.

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, programming, production, news-casting, 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).

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1066D Duncan, Manhattan Beach, Calif. 90266.

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

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 Oct. 7, Nov. 11. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

See our display ad under instruction on page 82. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

"Boy, I say Boy, you not listening." 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 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 Oct. 7, Nov. 11. Call Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

Workshop course—in all phases of Broadcasting. Announcing techniques, production, programming, oral interpretation, voice and diction, sales, copy etc. 24 week program in our own studios. Day or evening classes. Approved for veterans. National Academy of Broadcasting, 1404 New York Ave. N.W., Washington, D. C. 20005.

Announcing/management/first phone . . . earn while you learn. Tennessee Institute of Broadcasting, 2106-A Eight Ave. South, Nashville, Tennessee 297-8084.

Help Wanted

WORK IN VERMONT

- Immediate openings for announcers in many VT.
- radio stations. Other positions radio-TV. Send
- tapes, resumes, salary requirements—(No Phone
- calls):
- VT, PLACEMENT, C/O D. Parni-
- goni, WKVT, Box 818, Brattleboro,
- Vt.

Help Wanted—Announcer

**Morning Man
Rhythm & Blues**

Major market Rhythm and Blues station needs experienced morning dj. Looking for a man with heavy production experience. Here's an opportunity for the right man to really "Sock It To Um" in the best R&B market in the country. Phone evenings area code:
301-365-1934 E. C. Myers

Sales

**BROADCAST EQUIPMENT
SALES ENGINEER**

Rapid growth and expanding product lines require aggressive territory coverage by sales-minded individual with strong technical knowledge of broadcast equipment. Exclusive territory open in Midwest.

Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading broadcast equipment company with top reputation in the field. Salary plus commission—full fringe benefits and travel expenses paid. If interested in investigating this excellent opportunity further, call collect or send resume to:

**Robert T. Fluent
217/222-8202
Gates Radio Company
Quincy, Illinois 62301
An equal opportunity employer (M & F)**

Technical

**RADIO BROADCAST
TECHNICIANS**

- The Voice of America, U.S. Information
- Agency, has positions available for RADIO
- Broadcast Technicians in Washington, D.C.
- These positions require a MINIMUM of
- FIVE years progressively responsible experi-
- ence in both Studio and Recording activities.
- Starting salary rates are \$3.99, \$4.47, and
- \$4.94 per hour, depending on experience and
- training. Under Civil Service.
- Applications (CSC Form 171, available at
- local Post Office or other Federal offices)
- should be sent to:
- Chief, VOA Personnel Office, U.S. In-
- formation Agency, HEW-South Build-
- ing, 330 C Street, S. W., Washington,
- D. C. 20547
- AN EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

Here's your spot in the Sun!

Aggressive AM & FM operation seeks experienced, competent Chief in San Juan, P.R. Must take full charge of operation and maintenance. 18 Month contract, excellent working conditions. Send resume to

**Genr. Mgr. Box 9986
Santurce, P.R. 00908**

NEED HELP?

Read and reply to BROADCASTING Classified's where many of the finest opportunities are displayed weekly.

NEWS

RADIO NEWS

Top 50 market, midwest station has a rare opening in its 8 man news department for an experienced radio newsmen. Must have extensive background in broadcast news. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:

Terry Wood, PD, WAKR Radio
Box 1590, Akron, Ohio 44309

WANTED

Top notch on-air newsmen for major south Florida Radio Station. Rush tape and resume to:

Box J-313, Broadcasting.

TELEVISION—Help Wanted

Sales

TV EQUIPMENT SALES REPRESENTATIVE

Central Dynamics has openings for experienced salesmen. Liberal salary, expenses and incentive plan. Relocation if necessary. Please send resume and salary requirements, or call:
James E. Landy, V.P., Central Dynamics Corp., Cherry Hill Industrial Center, Cherry Hill, N.J. (08034) (609) 424-3900.

Announcers

ANNOUNCER-WEATHERMAN

VHF Station in Top 10 Market needs experienced staff announcer with a weathercasting or meteorological background. Send a detailed resume immediately to:

Box J-317, Broadcasting.

Technical

EXPERIENCED TECHNICIANS

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas: **MAINTENANCE TECHNICIANS, COLOR VIDEO TECHNICIANS, VTR Ops/EDITORS.** Basic Monday through Friday week with overtime available. If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact:

R. C. Smith, Dir. Technical Operation, Videotape Center, 101 West 67th St., New York, N. Y. 10023 (212) TR 3-5800.

An Equal Opportunity Employer

Technical—(Cont'd)

TV Engineer

Experienced studio, remote and ATR operations. Strong in maintenance.

J. MacPherson, Channel 6
43 W. 61st Street
New York City 10023

BROADCAST FIELD ENGINEERS

RCA

If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write:
Mr. T. J. Kirsh, RCA Service Company, CHIC. Building 225, Cherry Hill, Camden, N.J. 08101. We are an equal opportunity employer.

RCA

NEWS

TV NEWS EDITOR

Great opportunity for all-around TV newsmen who knows how to shoot film, report, write and do authoritative on-the-air newscast. This man should be able to run TV news department. Great future for right man. TV-Radio group headquarters station in midwest. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:

WAKR-TV, Box 1590
Akron, Ohio 44309

TV News Editor

Experienced, financial news background desirable. Send photo and resume to:

J. MacPherson
Channel 6
43 W 61st St.
New York City 10023

BUSINESS OPPORTUNITY

CHICAGO SEMI-WEEKLY

Neighborhood newspaper. Owner retiring. Gross for '68 will hit \$200,000 plus. Excellent profits. \$160,000 and terms. Write fully to:

J. N. WELLS & COMPANY
543 West Roosevelt Rd., Wheaton, Ill.

FOR SALE—Equipment

TRAFFIC WATCH AIRPLANE FOR SALE

Cessna 172 Skyhawk specially equipped for airborne traffic reporting. Complete communications equipment and special navigational aids for maximum safety. Less than 500 hours. Will paint to suit. Ready to go.

Box H-171, Broadcasting.
Price: \$19,500

MISCELLANEOUS

BRING BACK THE BIG BANDS

Yes, bring the Big Bands back to your listeners with "The Swing Years": a new, prepackaged series featuring all the greats from the memorable years of 1935 to 1945. Original recordings from our personal library including Miller, Goodman, and scores more. For all info and rights in your market, contact
GAP, Box 2094, Hollydale, South Gate, Calif. 90282.

"Representatives wanted

to sell complete line of A.M. and/or F.M. Fixed Tune radios only to stations. Immediate delivery from New York stock".

Box J-315, Broadcasting.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the

DON MARTIN SCHOOL OF RADIO & TV
(America's Foremost School of Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified Instructors
- One Low cost until completion
- Inexpensive accommodation nearby

Next Class Scheduled to Start
October 14th

Register Now—Classes Limited
For additional information call or write:

DON MARTIN SCHOOL OF RADIO & TELEVISION ARTS & SCIENCES

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

Employment

Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY

Stations

Financially Strong Investor

seeks radio station in the south. Principals please furnish details to be held in confidence.

WEM, Box 28143, Atlanta, Ga. 30328

RADIO STATIONS WANTED

New investment group seeks acquisition of radio properties. Will negotiate with principals director or brokers. All informative replies will be quickly acknowledged and held confidential.

Box J-275, Broadcasting.

(Continued from page 76)

casters Inc.: James L. Saphier, president-treasurer (90%) and others. Mr. Saphier is 94% owner of television packaging firm, 7.5% stockholder of application for new AM at Pasadena, Calif., 10% owner of Hope Pictures Inc., television program and motion picture production firm, and 10% owner of WBMJ San Juan, P. R. He is also 10% owner of Hopics Inc. and Morpics Inc., television program production firms. Applicant is also licensee of KVEC San Luis Obispo, Calif. Action Sept. 13.

KYMS(FM) Santa Ana, Calif.—Broadcast Bureau granted assignment of license from George W. Smith to Southwestern Broadcasters Inc. for \$116,000. Seller: George W. Smith, sole owner. Buyers: James Gordon Douglas III, president (10%), Harry T. Starkland, vice president (25%), Mr. & Mrs. Arthur J. Shadek (jointly 15%), et al. Buyers own KGFL Rosewell, N. M., KPRI(FM) San Diego, Calif., and has applications pending to purchase KRDS Tolleson Ariz. and KKAM Pueblo, Colo. Action Sept. 16.

KTMS-AM-FM Santa Barbara, Calif.—Broadcast Bureau granted transfer of control of News-Press Publishing Co. from McLean Publishing Co. to Bulletin Co. for purpose of reorganization. Bulletin Co. is licensee of WPBS(FM) Philadelphia. No consideration involved. Action Sept. 17.

WLOF Orlando, Fla.—Broadcast Bureau granted transfer of control from William S. Clarke, deceased, to Mrs. Marjorie Y. Clarke (none before, 60% after) executrix of estate of Mr. Clarke. No consideration involved. Action Sept. 13.

WLOQ Winter Park, Fla.—Broadcast Bureau granted assignment of license from William S. Clarke and John T. Rutledge db/as Clarke & Rutledge to Mrs. Marjorie Y. Clarke, executrix under the will of William S. Clarke, deceased, and John T. Rutledge db/as Clarke & Rutledge. Principal:

Mrs. Marjorie Y. Clarke (60%). Mrs. Clarke has interest in WLOF Orlando Fla. No consideration involved. Ann. Sept. 19.

WSNE Cumming, Ga.—Broadcast Bureau granted assignment of license from Sawnee Broadcasting Co. to Howard Rowe and Associates for \$75,000. Principal of Sawnee Broadcasting Co.: John T. Pittard, owner. Principal of Howard Rowe and Associates: Howard M. Rowe, president (100%). Mr. Rowe is sole owner of advertising agency. Action Sept. 12.

KTRY Bastrop, La. — Broadcast Bureau granted assignment of license from Mercer L. King Sr., and Neva S. and Margaret G. King db/as Radio Station KTRY to George C. Shurden Sr., Jesse A. James Jr., Jimmy DeWayne Kulbeth and Thomas B. Trotter db/as Modern Communications for \$80,000. Principals: George C. Shurden Sr. general manager (75%) and Jesse A. James Jr. (25%) et al. Mr. Shurden has interest in Radio Cleveland Inc., licensee of WCLD Cleveland, and is sole owner of background music company. Mr. James is employee of WCLD. Action Sept. 19.

WMIQ Iron Mountain, Mich.—Broadcast Bureau granted assignment of license from F. Russell Radio Corp. to Iron Mountain-Kingsford Broadcasting Co. for \$175,000 plus 75% of face value of trade accounts receivable, amounting to approximately \$15,000 as of April 30. Buyers: Charles R. Henry, president, James A. Klungness, secretary-treasurer (each 40%) and William C. Johnson vice president (20%). Mr. Henry has 50% interest in CATV design and contracting firm and is 40% owner of electronic wholesale supply house. Mr. Klungness is 60% owner of electronic supply firm, 50% owner of cable TV design and contracting firm and has 25% interest in CATV system at Charlevoix. Mich. Action Sept. 20.

WMBC-FM Columbus, Miss. — Broadcast Bureau granted transfer of control of Radio Columbus Inc. from H. T. Carter, J. C. Mauldin, James Lancaster, W. C. Thomas and John Dowdle (10% each before, none after) to J. W. Furr (50% before, 100% after). Principal: J. W. Furr, sole owner. Consideration \$12,500. Ann. Sept. 19.

KLIK Jefferson City, Mo.—Broadcast Bureau granted assignment of license from Panax Corp. to KLIK Radio 950 Inc. for \$575,000. Sellers: Michael L. Dow and Stan Grieve, vice presidents, and Ned S. and Dorothy D. Arbury, directors. Panax Corp. is licensee of WSWM(FM) East Lansing, Mich. and KFEQ-AM-TV St. Joseph, Mo. Messrs. Dow and Grieve have no other interest indicated. Ned S. Arbury has 49.12% interest in Habco Inc., licensee of WQDC (FM) Midland, Mich. Dorothy D. Arbury has the same interest in Habco Inc. Buyers: Floyd B. Linn, president (19.78%), Robert Dana MacVay, vice president-treasurer (24.1%) and Everett D. Houghen (16.95%) et al. Mr. Linn is retired businessman. Mr. MacVay is assistant sales manager of automobile dealership. Mr. Houghen owns 50% of a manufacturing company and 50% of two sales companies. He also has other business interests. Action Sept. 19.

KODE-AM-TV Joplin Mo., WEHT(TV) Evansville, Ind. and WSWA-AM-FM-TV Harrisonburg, Va.—Broadcast Bureau granted assignment of licenses from Gilmore Broadcasting Corps. of Missouri, Indiana and Virginia to Gilmore Broadcasting Corp. for exchange of stock for purpose of incorporation. No consideration involved. Officers of Gilmore Broadcasting Corp.: J. Stanley Gilmore, chairman of the board; James G. Gilmore Jr., president; and Hamilton Shea, executive vice president. All four corporations are wholly owned by James G. Gilmore Jr. Actions Sept. 12.

KGFV Kearney, Neb.—Broadcast Bureau granted assignment of license from George Peterson, Peter Paul, George Kotsiopoulos, and John C. George C. and Athena C. Mitchell db/as Central Nebraska Broadcasting Co. to Central Nebraska Broadcasting Inc. for purpose of incorporation. No consideration involved. Action Sept. 13.

KTRC Santa Fe, N. M.—Broadcast Bureau granted control of 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. Mr. Mitchell is senior partner in law firm and has other business interests as does Mr. Stuckey. Messrs. Foy, Mitchell, Mackey and Stuckey each have 25% interest in KWHK Hutchinson, Kan. Consideration: \$50,750. Action Sept. 18.

WOHP Bellefontaine, Ohio—Broadcast Bu-

FOR SALE—Stations

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Confidential Listings
RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R. C. A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 - 213/469-1171
BROKERS-CONSULTANTS

GULF COAST

Major market, daytimer all new equipment plus real estate, alone valued at \$40,000.00 \$250,000.00, 29% cash.

Box J-214, Broadcasting.

FLORIDA

Last available FM and daytime AM on Florida's West Coast. Fastest-growing area in Florida. \$850,000—terms available. Principals only, consider selling separately.

Box J-314, Broadcasting.

**FOR SALE
UHF CP**

Adjacent to major market within metro area \$20,000 approximate expenses.

Box J-306, Broadcasting.

GOOD

Solid Pac N W 5 KW Daytimer. Cnb. oper. Valuable real estate. Net \$50,000 per yr. past 10 yrs. Price \$305,000.

Box J-302, Broadcasting.

M.W.	small	profitable	\$200M	65%	Ky.	small	daytime	\$ 80M	nego
Ala.	small	AM&FM	106M	29%	Col.	medium	daytime	120M	nego
Hawaii	medium	fulltime	120M	cash	M.W.	metro	FM	65M	nego
Wash.	metro	daytime	70M	29%	Coastal	metro	daytime	225M	terms
East	major	daytime	650M	29%	West	major	daytime	110M	cash



CHAPMAN ASSOCIATES

media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

reau granted assignment of license from HI Point Broadcasting Co. to WOHP Inc. for \$170,000. Sellers: Raymond I. Kandel, president and Cote Inc. (each 50%). Principals of Cote Inc.: Mrs. Elizabeth J. John J. and Edward T. Cote and Joseph L. Cote III and Mrs. Carolyn C. Avirett, et al. Mr. Kandel owns 33 1/3% of Fayette Associates Inc., licensee of WMON Montgomery, W. Va. Mr. Kandel and Cote Inc. each own 50% of 2588 Newport Corp., which is sole owner of WERT Inc., licensee of WERT-AM-FM Van Wert, Ohio; St. Albans-Nitro Broadcasting Co., licensee of WKLC-AM-FM St. Albans, W. Va.; The Kandel Corp., licensee of KYVA Gallup, N. M.; and Tucson Broadcasting Co., licensee of KTUC and KTMN(FM) both Tucson, Arizona. 2588 Newport Corp. is also sole owner of Marion Television Corp. and Anderson Television Corp., applicants for new TV stations at Marion, Ohio and Anderson, Ind., respectively. Buyers: Simon Goldman president-treasurer (60%) and Maurice Goldman, secretary (40%). Mr. Goldman owns 43.2% of James Broadcasting Co., licensee of WJTN-AM-FM Jamestown, N.Y. and WGGO Salamanca, N.Y. He also is sole owner of Lake Shore Broadcasting Co., licensee of WDOE Dunkirk, N.Y. and of WERC Inc. licensee of WWYN and WWFM-FM both Erie, Pennsylvania, and 97% owner of WVMT Burlington, Vt. and applicant for a new FM station in that city. James Broadcasting Co. is 33 1/3% owner of Jamestown Cablevision Inc., Jamestown, N.Y. of which Mr. Goldman is president and director. In addition, Mr. Goldman owns 3.46% of RM Radio Inc., sole owner of New Hampshire-Vermont Broadcasting Co., licensee of WNHV and permittee of WNHV(FM), both White River Junction, Vermont. Mrs. Meurice Goldman has no other business interests indicated. Action Sept. 20.

WMER(FM) Celina, Ohio—Broadcast Bureau granted assignment of license from Elmer E. Schweizer and J. P. Moore db/as Celina Broadcasting Co. to WMER Inc. for \$15,000. Principals of Celina Broadcasting Co.: Elmer E. Schweizer and J. P. Moore (each 50%). Principals of WMER Inc.: John D. Kennedy, president and treasurer, Lewis Frolikin, vice president and secretary and others. Mr. Kennedy is president of Kennedy Broadcasting Corp., licensee of WDRK Greenville, Ohio. Mr. Frolikin is secretary of Kennedy Broadcasting Corp. and is lawyer. Action Sept. 13.

WHPB Belton, S. C.—Broadcast Bureau granted transfer of control of Community Broadcasting Co. from C. O. Brazzell, H. O. McDonald, Clyde Laughter and Jack Moore (collectively 100% before, none after) to Andco Broadcast Co. (none before, 100% after). Mr. Brazzell is 3% owner of WELP Easley, S. C. and 50% of WMMH Marshall N. C. Mr. McDonald is 25% owner of WELP. Principals of Andco Broadcasting Co.: William L. Thompson, president, Norman W. Wham, vice president, William S. Brisse, secretary-treasurer and Cary C. Doyle (each 25%). Mr. Thompson is attorney. Mr. Wham is principal stockholder in road construction company. Mr. Brisse is associated with investment firm. Mr. Doyle is partner in law firm and is 35% owner of dry cleaning business. Consideration: \$150,000. Action Sept. 19.

WBUG Ridgeland, S. C.—Broadcast Bureau granted assignment of license from Broadcast Enterprises Inc. to Dispatch Broadcasting Co. for \$48,000. Principals of Broadcast Enterprises Inc.: James W. Synott, sole owner. Principals of Dispatch Broadcasting Co.: Mrs. Fred O. Sink (50.3%), C. V. Sink, president, (10.3%) and others. Mrs. Sink has 50% interest in publishing company and 50.3% interest of WPYB Benson, N. C. C. V. Sink is 57.1% owner of printing and office supply house and 10.3% owner of publishing firm. Buyers are also licensee of WGPC Chester and WCRE Cheraw, both South Carolina and WPYB. Action Sept. 16.

KDXU St. George, Utah—Broadcast Bureau granted assignment of license from Roy C. Winklemann to Julie P. Miner for \$85,000. Sellers: Roy C. Winklemann, sole owner. Buyers: Julie P. Miner, sole owner. Mrs. Miner is housewife and had minor interest in KNAK Salt Lake City and KBLI Blackfoot and KTLF Pocatello, both Idaho. Action Sept. 13.

KDXU-FM Aberdeen, Wash.—Broadcast Bureau granted transfer of control of HI-FI Broadcasting Co. from Dale M. Gunderson (approx. 16.1% before, none after) and John Walker (approx. 9.2% before, none after) et al. to The Wendell West Co. and Ocean Shores Estates Inc. (none before, jointly 100% after). Principals of Wendell West Co.: A. J. Hutton Jr., (12.14%) and M. W. Smith (29.38%), each general partners, et al. Messrs. Hutton and Smith each

have interest in a land development firm and are attorneys. Principals of Ocean Shores Estates Inc.: R. Ruskin Fisher (34.15%) and Glen Corning (25.20%) et al. Mr. Fisher is engineer and has interest in a land development firm. Mr. Corning is rancher, contractor and has interest in a land development firm. Consideration: \$4,300 plus assumption of liabilities. Action Sept. 19.

WHAW Weston, W. Va.—Broadcast Bureau granted transfer of control of Central West Virginia Service Corp. from Ruth McKinnon Andrew, executrix of estate of

Francis E. Andrew, deceased, to Ruth McKinnon Andrew, beneficiary. No consideration involved. Action Sept. 13.

WELF Tomahawk, Wis.—Broadcast Bureau granted assignment of CP from Bruce John Micek (50% before, same after) and Louise Micek (48% before, 2% after) to Robert A. Jones (none before, 48% after) db/as Tomahawk Broadcasting Co. Transfer is requested to fulfill partnership agreement. No monetary consideration reported, except Mr. Jones's compensation will be monthly salary and profit sharing in company. Action Sept. 16.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 25. 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.

Montgomery, Ala. — Merco Cablevision Corp. has applied for a franchise.

■ Los Gatos, Calif.—Teleprompter Corp., New York (multiple CATV owner), has been granted a 10-year franchise for a 20-channel system. There were eight other applicants.

Montclair, Calif.—Montclair CATV, Oakland, has applied for a nonexclusive franchise.

■ Oceanside, Calif.—TV Power of North County Inc. has been granted a franchise for a 24-channel system. Monthly fee will be \$4.75. System offers 24-hour news, weather and stock market reports.

■ Rialto, Calif.—International CATV Corp., Pomona (multiple CATV owner), has been granted a 20-year franchise. Monthly fees will be \$5.50 paid annually in advance, or \$5.95 paid monthly in advance. Fees will decrease to \$60 yearly paid in advance, after 2,000 subscribers, and \$5.25 monthly, after 3,000 subscribers. City will receive 3% of annual gross receipts.

Saratoga, Calif.—Teleprompter Corp., New York (multiple CATV owner), Communication Systems Corp., Data Communication Systems Corp. and California CATV have each applied for a franchise.

Lake Placid, Fla.—Highlands CATV Corp., Avon Park, has applied for a franchise for a 12-channel system. Company also has franchises in Sebring and Avon Park, both Florida.

■ Cordele, Ga.—Tommy Smith has been granted a franchise. The first year's payment of \$4,103 has already been given to the city.

■ Pulaski county, Ky.—Burnside CATV Inc., Burnside, and TV Reception Corp., Manchester, both Kentucky, have each been granted a 20-year franchise. City will receive 3% annual gross revenues from Burnside, and 3% annual gross revenues or \$1,000 yearly, whichever is greater, from TV Reception.

■ Fulton, Mo.—Kingdom Television Inc., Fulton, has been granted a 20-year franchise. Installation varies from \$5 to \$15. Monthly fee will be \$4.95. City will receive 5% of gross annual revenues for first 5 years and 7% for the next 15 years, or \$5,000 for the first 5 years and \$6,500 for the next 15, whichever is greater.

Versailles Mo.—Missouri CATV Systems Inc. has applied for a franchise for a 12-channel system. Installation and monthly fees would be \$12.95 and \$5.95, respectively.

Belvidere, N.J.—Washington Cable Co., Washington, has applied for a 20-year franchise.

■ Elizabeth, N.J.—CATV of Elizabeth Inc. has been granted a franchise for a 20-channel system. Installation and monthly fees will be \$15 and \$4.95, respectively. Other applicants were National Cablevision Inc. (multiple CATV owner) and Community Antenna Television Co.

■ Long Branch, N.J.—Monmouth CATV, Elizabeth, has been granted a franchise to construct a 13-channel system. Installation and monthly fees will be \$15 and \$4.95, respectively. City will receive 5% of annual gross revenues.

Pitman, N.J. — Philadelphia CATV Co.,

Philadelphia, Pa., has applied for a franchise. Philadelphia CATV Co. has also applied for franchises in Woodbury, Woodbury Heights, Wenonah and Mantua Township, all New Jersey.

■ Islip, N.Y.—Suffolk Telerama Inc., Suffolk (multiple CATV owner), has been granted a nonexclusive franchise.

New York, N.Y. — Sterling Information Services Ltd. and Teleprompter Manhattan Corp., N. Y. (multiple CATV owner), have each applied for a franchise.

■ Peekskill, N.Y.—Vikoa Inc., Hoboken, N.J. (multiple CATV owner) has been granted a franchise to construct its "Futura" 21-channel system. Construction will begin in Oct., and projected completion is scheduled for early 1969.

■ Asheville, N.C.—Thomas Broadcasting Companies Inc., WANC-TV Asheville (multiple CATV-group broadcast owner), has been granted a franchise. City will receive 6% annual gross revenues.

Hendersonville, N.C.—Cablevision of Hendersonville Inc. has applied for a 20-year franchise.

Wilmington, N. C.—Entron Inc., Silver Spring, Md. (multiple CATV owner), has announced the proposed rehabilitation and expansion of two CATV systems. A half-million dollar project will replace 135 miles old cable and add 50 miles new in the Wilmington N. C. CATV system. The completed system will provide nine channels to over 20,000 subscribers. The Dubois, Pa., system will be expanded from five to 12-channel capacity to allow addition of WPIX-TV and WOR-TV, both New York. Target date of completed system is Dec. 1. Entron operates seven systems at Sharon, Dubois, and Brad-dock, all Pennsylvania; Houma and New Iberia, both Louisiana; and Jacksonville and Wilmington, both North Carolina.

■ Newcomerstown, Ohio—Tower Antennas Inc., Coshocton (multiple CATV owner), has been granted a franchise.

■ Pittsburgh, Pa.—Center Video Corp., State College (multiple CATV owner), has been granted a 20-year franchise for the Castle Shannon area. Borough will receive 3% annual gross receipts.

South Strabane, Pa.—Ernest Stern has applied for a franchise.

Upper Saucon Twp., Pa.—Service Electric CATV Service of Bethlehem, Mahanoy City (multiple CATV owner), has applied for a franchise for a 12-channel system. Installation would be free and the monthly fee would be \$3.50.

■ Aberdeen, S.D.—Aberdeen CATV Service Inc. has been granted a nonexclusive franchise for a 12-channel system.

■ Watertown, S.D.—Midcontinent Broadcasting Co., Sioux Falls (multiple CATV owner), has been granted a franchise subject to approval by special city election. Previous petition of Oliver H. Reidel CATV, Marshall, Minn., was defeated in earlier election.

Laredo, Tex.—Cable Vision Inc., Eagle Pass and Dallas, has applied for a franchise to relay CATV service from Laredo across the Rio Grande to Nuevo Laredo, Mex.

Port Arthur, Tex.—Jefferson Cable and Television Co. has applied for a franchise. Clifton Forge and Covington, Va.—The franchise of Cablevision of Virginia Inc. has been sold to Jerrold Corp., Philadelphia (multiple CATV owner).

■ Auburn, Wash.—Eltek Inc., Seattle, has been granted a franchise to serve Auburn on the Green housing development.

■ Des Moines, Wash.—Northwest Cablevision Inc., Seattle (multiple CATV owner), has been granted a franchise.

■ King county, Wash.—Crystal Cable Co. has been granted a franchise for an area between Normandy Park and Des Moines.

■ Puyallup, Wash.—KTNT Tacoma, has been granted a franchise.

"THIS is, I suggest to you, a special year for television journalism and journalists," Reuven Frank was heard saying just before the Republican national convention. Although the year was more than halfway over, and television news had responded already to the Tet offensive, the King assassination, the primaries and the Kennedy assassination, the president of NBC News was looking ahead to the busy election fall.

"I time our great pressures actually from the Pueblo. Since then, which was about the middle of January, there has been no time for anybody in television news to take a deep breath," says Mr. Frank.

Reuven Frank can trace a few of his own pressures back to early June when he was appointed to head the NBC News division and to September of this year when he was elected to the NBC board of directors.

Newspaper Background ■ Like many a TV newsman, Mr. Frank's training ground was the newspaper business. Before joining NBC in 1950, he spent three years as a reporter, rewrite man and night city editor on the *Newark* (N.J.) *Evening News*.

But Mr. Frank reserves a few harsh words for his old colleagues at the newspapers: "Many newspapermen have one very serious criticism of television—they're not in it." The pressure, he says, is mounting against "simple reporting." "It's kind of academic to argue about the fairness doctrine," says Mr. Frank. "People are trying to keep us out of events. I am fascinated by the number of newspaper people enjoying this, because they are next."

Mr. Frank was instrumental in the development of NBC's *Huntley-Brinkley Report*. It was during his stint as executive producer that the *Huntley-Brinkley Report* was extended from 15 minutes to a half-hour.

Reuven Frank also played an important part in establishing the manner in which political conventions are covered by NBC. He teamed Chet Huntley and David Brinkley for the first time at the 1956 national conventions—a good match, as it turned out. Other innovations included the use of floor reporters, elevated cameras, and an internal wire service which informed and coordinated the NBC staff. "It sounds simple now, but nobody had thought of it," says Mr. Frank.

Convention coverage hasn't changed much over the 12 years since his first, says Mr. Frank, but conventions have changed, and television is to some degree responsible. "It's much more difficult for arrangements to be made in secret. Television is almost everywhere," he explains. "Conventions are therefore much harder to manage."

Reuven Frank: innovator at NBC News

But television has made privacy as much a luxury to the newsman as to the politician. The anonymous newspaperman may envy the public's attention of television news personality, says Mr. Frank, but it is hard to both cover a story and sign autographs. "There are serious limitations when you go out on a story, and people find you a subject of interest."

Television journalism is an influence on the news it covers to the extent that TV is a force in society, says the NBC executive. "People in public life must

now assume that it is present. Many of their acts are instantaneously communicated to the voters," says Mr. Frank. "Their life is changed. We live in a world where there is television. The only way to get out of that is to un-invent television. Even if they were to put on it the kind of restrictions some of them would like to, the basic problem would not go away. It would be an act of revenge."

As well as being a pioneer spirit in regular news coverage, Mr. Frank has been recognized for his news specials and documentaries. During a sabbatical from the *Huntley-Brinkley Report* a few years ago, he produced five documentaries, including *The Tunnel*, for which he was awarded a 1962 Emmy as "Program of the Year."

The story that stands out in Mr. Frank's mind is "one that nobody ever saw called *Requiem for Mary Jo*." "While he calls it a "great story," Mr. Frank admits "It didn't work very well."

His script for the special *The Road to Spandau* won him the Sigma Delta Chi award for "distinguished service in the field of television writing" in 1954.

Latest Experiment ■ Once again in the role of the innovator, Mr. Frank looks forward to NBC's newest project, *First Tuesday* with both apprehension and enthusiasm. The ambitious *First Tuesday*, which begins in January of next year, will be a monthly, two-hour program reserved for documentaries. "I think it took a lot of guts on the part of NBC management to turn over to the news department 12 of its best movie periods."

Mr. Frank sums up his feelings as "very excited about it. Scared to death."

The NBC News president was born in Montreal, attended the University of Toronto and City College of New York. He is a graduate of the Columbia University school of journalism. During World War II, Mr. Frank served with the U.S. Army for four years, two of them in Europe.

His older son, Peter, 18, now attends Columbia, and Mr. Frank adds, "He may get to class yet."

Mr. Frank is married to the former Bernice Kaplow and has a younger son, James, who is 14. Of his family, he says: "I'm kind of weird. I communicate reasonably well with my kids."

The Franks make their home in Tenafly, N.J. The commute, he says, leaves him with little spare time to worry about. "I don't have any hobbies. I don't play golf. Several times what kept me from quitting was I wouldn't have anything to do."

He doesn't watch much television and explains it this way: "I don't have any real preferences. I just sit and see what the kids have on."

WEEK'S PROFILE



Reuven Frank—president, NBC News; b. Dec. 7, 1920, Montreal; attended University of Toronto and City College of New York, graduate of school of journalism, Columbia University; during World War II served in U.S. Army for four years, two of them in Europe; joined *Newark* (N.J.) *Evening News* in 1947 where he was reporter, rewrite man and night city editor; joined NBC News as a writer in 1950; in 1954 began a period of experimentation with the weekly half-hour news forum, including "Background," "Outlook" and "Chet Huntley Reporting"; produced coverage of 1956 national conventions; produced "Huntley-Brinkley Report" from its start Oct. 26, 1956, to August 1962 and was executive producer from May 1963 through June 1965; appointed vice president, NBC News, Jan. 18, 1966; executive vice president, March 13, 1968; president, June 13, 1968; elected to NBC board of directors, Sept. 10, 1968; m. Bernice Kaplow, June 9, 1946; children—Peter, 18, and James, 14.

Politicians' plaything

SECTION 315, the political-broadcasting law, was originally explained and has since been defended as a device to protect the public against one-sided coverage of election campaigns. That unctuous misrepresentation of the law's true purpose has at last been fully exposed in the partisan maneuvering that has gone on in the House Commerce Committee over proposals to suspend Section 315's application to presidential and vice-presidential candidates this year.

Of all the interests represented in this legislative exercise so far, the public's has received the least attention. The conflict has been between rival politicians' interests, between those who want to use Section 315 to keep candidates off the air and those who want to use a suspension to put candidates on. The essential nature of Section 315 as a political weapon has been nakedly demonstrated. Surely no politician will have the gall from now on to claim that Section 315 was created or has been preserved with anybody's interest but the politicians' in mind.

It now appears that if any modification of Section 315 is made in this session of the Congress, it is likely to be as restrictive as the resolution reported out of the Commerce Committee last week. It will not free broadcasters to do special documentaries on major candidates and the policies they advocate, without according equal time to all the futureless fringe candidates. It will give the candidates, not the broadcasters, most of the power to shape the limited type of program that would be exempted from the law.

In short, the politicians have shown once again that they would rather think of broadcasting as a platform to be used for their own purposes than as a journalism medium with the freedom to report political affairs, warts and all. Somehow broadcasters must free themselves to perform their journalistic mission.

Right now they must do what they can to get the Section 315 suspension, however limited, adopted by the House and Senate. But their long-range goal must be the repeal of Section 315 through legislative or judicial action. Anything less exposes them to the sort of political infighting that has been going on in the House.

The real test

THE decision of the National Association of Broadcasters TV board to grant an experimental waiver of the television code's ban on the advertising of feminine deodorants (BROADCASTING, Sept. 23) is a sensible one. Belated and temporary, but sensible as far as it goes.

Better than most, this case dramatizes the distinction that should be drawn between the product and the advertising in passing upon the acceptability of any commercial. Alberto-Culver's commercials for FDS (feminine deodorant spray) have been rated by many leading broadcasters, including NAB TV code review board members, as being in impeccable taste. Undoubtedly the pressures of these broadcasters contributed importantly to the TV board's reversal of its decision, back in June, to keep the lid on all intimate personal-product advertising for a while longer.

There are at least two things wrong with ruling entire product categories out of bounds. One is that, as FDS has demonstrated, it is always conceivable that perfectly acceptable commercials may be produced in supposedly questionable areas—just as questionable commercials may be produced for perfectly acceptable products. Another is that viewers' tastes and tolerances change, and products deemed

inappropriate for TV a few years ago—take bathroom tissue, for example—create not a stir today, as long as they've presented well. That should be the test: the taste and acceptability of the commercial.

The route to liberation

THERE may be the makings of another good legal case to prove that broadcasting is entitled to the freedom of the press that the First Amendment guarantees. This one could come from the FCC's ruling last week that federal law prohibits broadcasters from carrying information about the perfectly legal New York state lottery.

At first reading, the FCC ruling appears to be exactly what was expected when the New York State Broadcasters Association, Metromedia and the city of New York asked for it. The petitioners needed the ruling as a means of taking an appeal to test the constitutionality of the U.S. Criminal Code prohibition against the broadcasting of lottery intelligence. No such federal prohibition has been attempted against the press.

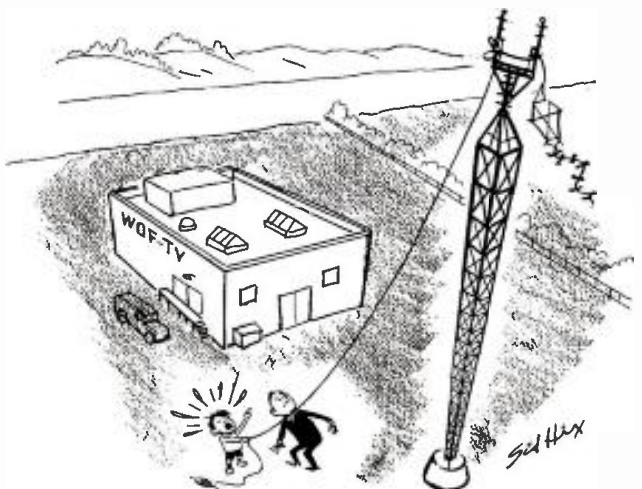
This is a development that could be meaningful to broadcasters everywhere, not for its attack on the lottery law but for its establishment of constitutional principles. If broadcasters can get appellate-court affirmation of their First Amendment protection in any case, the principle can be invoked in other cases.

More and more it becomes apparent that the best hope of reversing the trend toward harsher federal regulation is to amass a body of court opinions holding that the phrase, "freedom of press," includes radio and television.

Career planning

THE FCC's old proposal to strip the television networks of much of their equity in programs should have been given a decent burial two years ago when it became apparent that the commission had no case. Lo and behold, here it is again, and this time propped up by a legal argument that the FCC has the power to regulate networks directly.

It can only be surmised that the FCC's network-study staff, which has clung to life since 1955, has euchred the commission into reviving an issue that will extend its tenure. Job security may be desirable, but this is getting ridiculous.



Drawn for BROADCASTING by Sid Hix
"Just wait till the FAA hears of this"

ONLY KSTP-TV DELIVERS

90 minutes of early evening information programming in the Twin Cities

Anchored by veteran newsman Bob Ryan, the KSTP NEWS 5 O'CLOCK REPORT appears live and in color, Monday through Friday. Concentrating on in-depth coverage of special interest areas such as medicine, science, arts, law and more, each subject is covered by a specialist in that field such as Brooks Henderson on business news and Jane Johnston on women's activities.

The Huntley-Brinkley Report follows immediately with national and international events leading into the KSTP NEWS 6 O'CLOCK REPORT of latest developments in News, Weather and Sports with the experienced crew of Ryan, Johnny Morris and Al Tighe.

The result of this extended, flexible format is a new concept in significant television communication — another example of KSTP-TV's leadership in the news field over the last 20 years.



BROOKS HENDERSON



BOB RYAN



JANE JOHNSTON



JOHNNY MORRIS



CHET HUNTLEY



DAVID BRINKLEY



AL TIGHE



THE NORTHWEST'S
TOTAL COLOR TELEVISION STATION

The Performance Picture Looks Great with BIALKON Orthicons

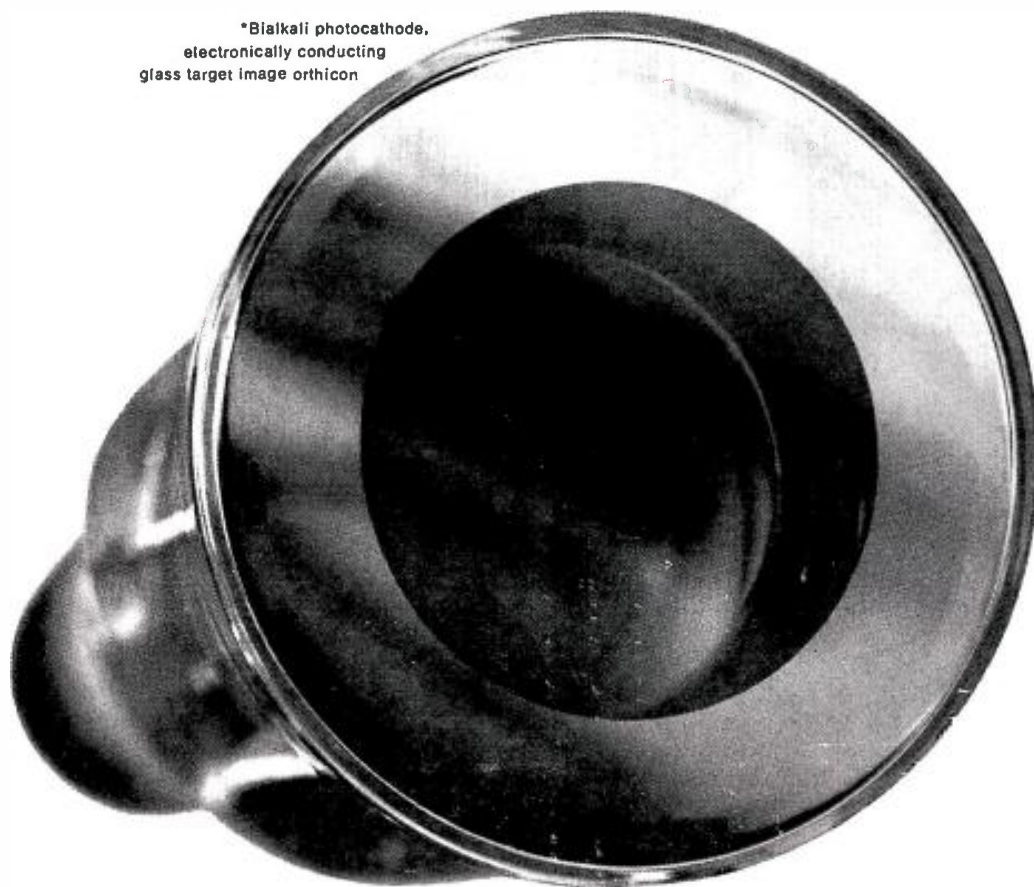
- New warranty—now extended to 1800 hours
- New non-stick capabilities mean long, long life
- No linear decline in sensitivity
- Five BIALKON camera tube types* now can replace 80 industry types

You get more with RCA BIALKON orthicons—in initial performance, hours on-air per your dollar, and in-camera stability.

See your RCA Field Engineer for full information about the five BIALKON camera tube types, now available from your RCA Broadcast Tube Distributor.

RCA Electronic Components, Harrison, N.J. 07029.

*Bialkali photocathode,
electronically conducting
glass target image orthicon



RCA