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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

- Network news budgets keep spiraling higher and higher. p25
- Broadcasters told they ignore food retailers. p28
- Barrow proposal seeks clarification on equal-time. p55
- Special report: RTNDA surveys access. p62

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## Spend an evening with a beautiful girl



Carol Lawrence is available.

The first of the second series of six hour-long color tape "SCREEN GEMS PRESENTS" entertainment specials is completed. All six have already been sold to WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia, KTLA Los Angeles, and KBTB Denver.

The first series of six "SCREEN GEMS PRESENTS" specials starring such headliners as Ella Fitzgerald and Duke Ellington, Julie London, Jane Morgan and the Doodletown Pipers, Gordon MacRae, Shirley Bassey and Polly Bergen was sold in more than 40 markets and is still going strong.

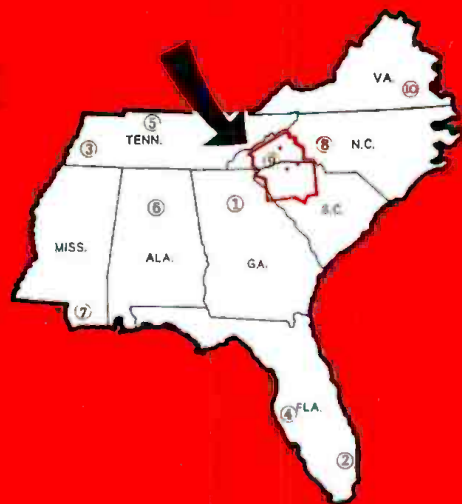
All of the "SCREEN GEMS PRESENTS" entertainment specials are produced by Jackie Barnett. Call Screen Gems for the facts—unfortunately, Miss Lawrence's number is unlisted.

Screen Gems 

# the **TOP 10**

## MARKETS OF THE BOOMING SOUTHEAST

**AND THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET IS...  
9th OF THE TOP 10!**



### TOP TEN MARKETS IN THE SOUTHEAST TOTAL TV HOUSEHOLDS ADI\*

1. Atlanta .....	615,300
2. Miami - Ft. Lauderdale .....	559,800
3. Tampa - St. Petersburg .....	488,800
4. Memphis .....	481,200
5. Nashville .....	441,600
6. Birmingham .....	400,100
7. New Orleans .....	398,200
8. Charlotte .....	386,700
9. Greenville - Spartanburg - Asheville .....	350,200
10. Norfolk - Portsmouth - Newport News - Hampton .....	344,600

When buying Southeast markets Greenville-Spartanburg-Asheville is a **MUST!** With 350,200 homes\* this prosperous Carolina market ranks 9th in the Southeast and 44th in the nation.\*

WSPA-TV's Channel 7 antenna high on Hogback Mountain (3435 feet) is in the very heart of the C-S.A. metro and provides total in-depth coverage.

\*1968 Television Market Analysis estimates based on 1968-69 ADI of ARB



# wspa-TV

AM-FM-TV

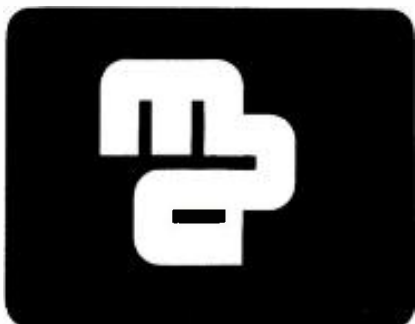
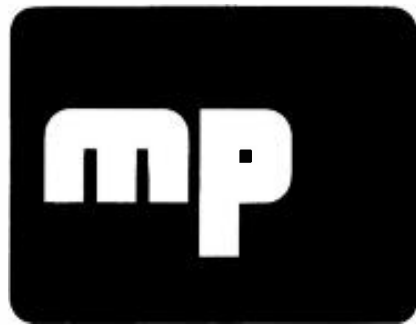
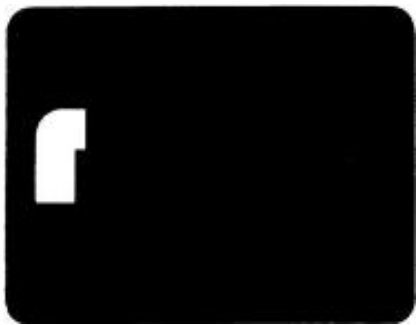
channel



SPARTANBURG, SOUTH CAROLINA

A CBS AFFILIATE IN THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.  
The Hollingbery Company, National Representative



**METROMEDIA  
PRODUCERS  
CORPORATION  
HAS JUST MADE A  
NEW MARK FOR ITSELF.**



# *This is a proud week for us...*

The Radio Television News Directors Association has honored our News Director, Eddie Barker, by electing him President for the coming year . . .

1969 will be a crucial time for all broadcasters. And in the thick of the fight for the rights of broadcast newsmen (and all of the Press) will be RTNDA. Its illustrious leaders of the past have set the course for RTNDA in the future. Knowing Eddie Barker, we think the choice of him for President in 1969 is a wise one. His leadership in the field and his dedication to his profession will serve RTNDA well in the months ahead.

**KRLD-TV**



Represented Nationally by 

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Nixon news policy

Richard M. Nixon will hold "frequent" if not "regular" news conferences after he moves into White House and most if not all will be open to broadcast coverage. Nixon aides said last week they were "sure" of that much but no more, because plans had not been discussed. Left unanswered as "premature" was question whether TV coverage would be live, as with Presidents Kennedy and Johnson, or filmed and subject to editing before release, as with President Eisenhower, first to admit TV to presidential news conferences.

Appointment of Ron Ziegler as White House news spokesman (see page 10) could expedite planning. Aide indicated earlier in week that lack of news staff was one factor in delay. Mr. Ziegler, however, said: "We're not even close" to talking about formats, though he was certain TV would be included. "Every news conference he [Mr. Nixon] had during the campaign, he included television. I'm sure he will at the White House, too."

## Main event

Firm dates have been set for appearances of network presidents before National Commission on Causes and Prevention of Violence: Dec. 18-20 in Washington. And emphasis will be on journalism function of broadcasting. Accompanying network presidents will be network news chiefs, at commission's request. Entertainment programming was principal concern during commission's session with network standards-and-practices chiefs last month (BROADCASTING, Oct. 21).

## Boom

National and regional spot-TV dollar volume in 75 top markets totaled \$700 million in first nine months of this year, while local TV sales reached \$271.2 million. Those are estimates compiled by Broadcast Advertisers Reports, based on its monitoring of those markets one week each month. Comparable dollar figures for 1967 are not available, but there's virtually industry-wide agreement both spot and local sales this year are running well ahead of last year's. In September alone, BAR counted 30% more nonnetwork commercial units than in September 1967 ("Closed Circuit," Nov. 11).

With network billing estimates added in, total TV sales in first nine months exceeded \$2 billion. Earlier BAR estimates placed network revenues from

program as well as time sales, at \$1,050,500,000 for that period, or about 2.4% above same period of 1967 (BROADCASTING, Oct. 21). Of estimated grand total of \$2,021,700,000, national and regional business represents 34.6%, local 13.4%, network 52%.

## Looking for work

Successor to House Oversight Subcommittee, which made headlines 10 years ago with investigation of TV quiz-show rigging, may be hoping for another shot at limelight. Sleuths from what is now Investigations Subcommittee have been looking into quiz-show case in which FCC rebuked NBC for lax supervision of two programs (BROADCASTING, Oct. 14). Though FCC emphasized that no evidence of rigging had been found, its files on case have been requested by, and delivered to, Investigations Subcommittee.

## Moderation

Those who know President-elect Nixon best (antedating his 1960 presidential campaign) say that although he won't be soft in regulation of business he nevertheless won't condone regulatory extremes as now proposed by such agencies as FCC and Federal Trade Commission. For that reason these insiders are writing off such regulatory adventures as "one-to-a-customer" station-ownership concept, so-called 50-50 network ownership of nonnews programs in prime time, severe limitations on newspaper ownership, and onerous limitations on legitimate advertising.

## Big bite

FCC apparently has declared war on poverty—its own. Chairman Rosel Hyde, in meeting with Bureau of Budget officials on Friday (Nov. 15), is said to have asked that some \$30 million for commission be included in President's budget for fiscal 1970. This is some \$6 million less than figure heard during earlier stage of budget-request preparation ("Closed Circuit," Sept. 16). But it is 50% more than appropriation that Congress voted for agency in current fiscal year. Think-big approach is being justified on grounds of growing commission responsibility in CATV (both for studies and regulation) and in emerging field of domestic communication-satellite service. Another big, and expensive, job facing commission is research in spectrum management.

Effort to estimate commission's

chances for bigger budget is complicated by change in administrations. President Johnson's budget goes to Congress Jan. 13. But once President Nixon is in office, on Jan. 20, he could ask agencies to submit new budget requests.

## Changes near top

Realignment of top-management team at Metromedia Inc. is in offing with expected announcement shortly of resignations of Richard Geismar, vice president and treasurer, and Ted Rogers, vice president and assistant to Chairman John W. Kluge. Another top-echelon official, Robert A. Dreyer, vice president, secretary and general counsel, reportedly advised Mr. Kluge more than six months ago that he would like to leave to accept teaching post at leading law school. Mr. Kluge persuaded him to reconsider, and now with Transamerica-Metromedia merger pending, Mr. Dryer has elected to stay at his post for foreseeable future.

## Play's the thing

Corp. for Public Broadcasting may underwrite revival of radio drama. Word of CPB's interest came after announcement last week that noncommercial WGBH-FM Boston had produced 10 radio plays, for broadcast on some 150 noncommercial stations, with \$114,000 grant from National Endowment for the Arts. Insiders say CPB may take it from there in project that may be announced this week at National Association of Educational Broadcasters convention in Washington.

## Everybody's business

Cancellation by FCC of oral argument on its proposal to permit public inspection of network affiliation contracts (see page 49) probably means rule will become effective by default. Although networks don't like rule, they're obviously loath to protest it. FCC notion is that if networks and stations are privy to one another's contracts, this alone would lead to standardization and result in freer competition.

## Hard to shake

FCC Commissioner Nicholas Johnson made it clear during his visit on West Coast last week (see page 40) that he has no plans to leave FCC despite incoming Republican administration. Mr. Johnson, Democrat, was appointed July 1, 1966, and has five more years to serve.

# Spin a professional test record and check out your entire sound system!



Our Broadcast Test Record (BTR 150). A single 12-inch record that gives you a convenient signal source for testing and adjusting *all* your sound equipment — from pickup right through your whole audio chain. It's fast. Simple. Easy to use.

It's just one of *nine* in a series of professional test records we make at CBS Laboratories. Unique high-precision tools designed for a rapid evaluation of audio components, equipment and systems.

Each record contains a complete series of tests. Eliminates the need for elaborate equipment. Saves you studio space. Saves you hours of time.

Order a quantity of CBS Laboratories' Test Records *now*, and get a liberal discount. (Only \$10 buys our BTR 150. Buy 10 records and save \$20!) Ask for our complete Test Record Catalog *today*.

SEE THEM AT NAEB—BOOTHS 41 AND 42

PROFESSIONAL  
PRODUCTS  
**CBS LABORATORIES**  
Stamford, Connecticut 06905  
A Division of Columbia Broadcasting System, Inc.

Network news departments had most expensive year in history of broadcast journalism, with the end—Apollo 8—not yet in sight. Gross news expenses for TV networks will pass \$150 million mark. See . . .

## Year that burst news budgets . . . 25

TV broadcasters are missing chance to grab better part of \$30 million in advertising billings because of their indifference to the potential advertiser, says Leland Davis, vice president-advertising for Kroger Co. See . . .

## Story of untapped billings . . . 28

FCC Commissioners Cox and Johnson take to stump on local programing; Cox suggests broadcasters stress service side of their operations, if they want to preserve broadcasting business as they know it. See . . .

## Cox-Johnson beat goes on . . . 40

Mayor Richard Hatcher of Gary, Ind., and Andrew Carter, KPRS-AM-FM Kansas City, Mo., talk to National Association of Broadcasters Cincinnati regional, stress it's broadcasters' job to help solve growing urban crisis. See . . .

## Urged to sell brotherhood . . . 48

Turnabout in thinking in broadcast industry from doctrine based on scarcity of channels to making best use of "channels in abundance" is suggested by FCC Chairman Rosel Hyde at New York forum. See . . .

## Hyde on spectrum solutions . . . 50

Proposed legislative revision on equal-time rule is offered by Roscoe Barrow, University of Cincinnati law professor; candidates would be defined as major, minor, "evolving" granted differential air time. See . . .

## Candidates placed in categories . . . 55

Four Star International, two years ago at nadir of its financial product output spiral, announces expanded entertainment production schedule that includes firm deals for two TV series pilots and several TV specials. See . . .

## Four Star aims high . . . 56

There are increased difficulties in gaining access to information to which public is entitled, say broadcasters in Radio-Television News Directors Association survey, but media does enjoy appreciable access. See . . .

## How newsmen open closed doors . . . 62

Comsat joins broadcast networks in issue whether they should be permitted by FCC to deal directly with carrier in setting up international telecasts; says costs will be reduced, service improved. See . . .

## Comsat asks direct negotiations . . . 66

15-year-old National TV System Committee color standards adopted in 1953 are still pretty good, but refinements could improve reception, as ways are discussed in SMPTE technical conference in Washington. See . . .

## Call for color standards . . . 68

### Departments

AT DEADLINE .....	9	OPEN MIKE .....	20
BROADCAST ADVERTISING .....	28	PROGRAMING .....	55
CHANGING HANDS .....	49	PROMOTION .....	74
CLOSED CIRCUIT .....	5	SPECIAL REPORT .....	62
DATEBOOK .....	14	WEEK'S HEADLINERS .....	10
EDITORIALS .....	94	WEEK'S PROFILE .....	93
EQUIPMENT & ENGINEERING ....	66		
FATES & FORTUNES .....	78		
FOCUS ON FINANCE .....	75		
FOR THE RECORD .....	80		
INTERNATIONAL .....	72		
LEAD STORY .....	25		
THE MEDIA .....	40		
MONDAY MEMO .....	22		



### Broadcasting

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## How about watching the Donald O'Connor Show while you're having lunch on us?

All you have to do is set the table and set up your tape machine.

Within the next few weeks we would like you to be our guest for a scrumptious lunch for four from famous Charles and Company on Madison Avenue—gourmet goodies we can't even pronounce from Switzerland, France, West Germany, even the U. S. A. *And* one Donald O'Connor Show.

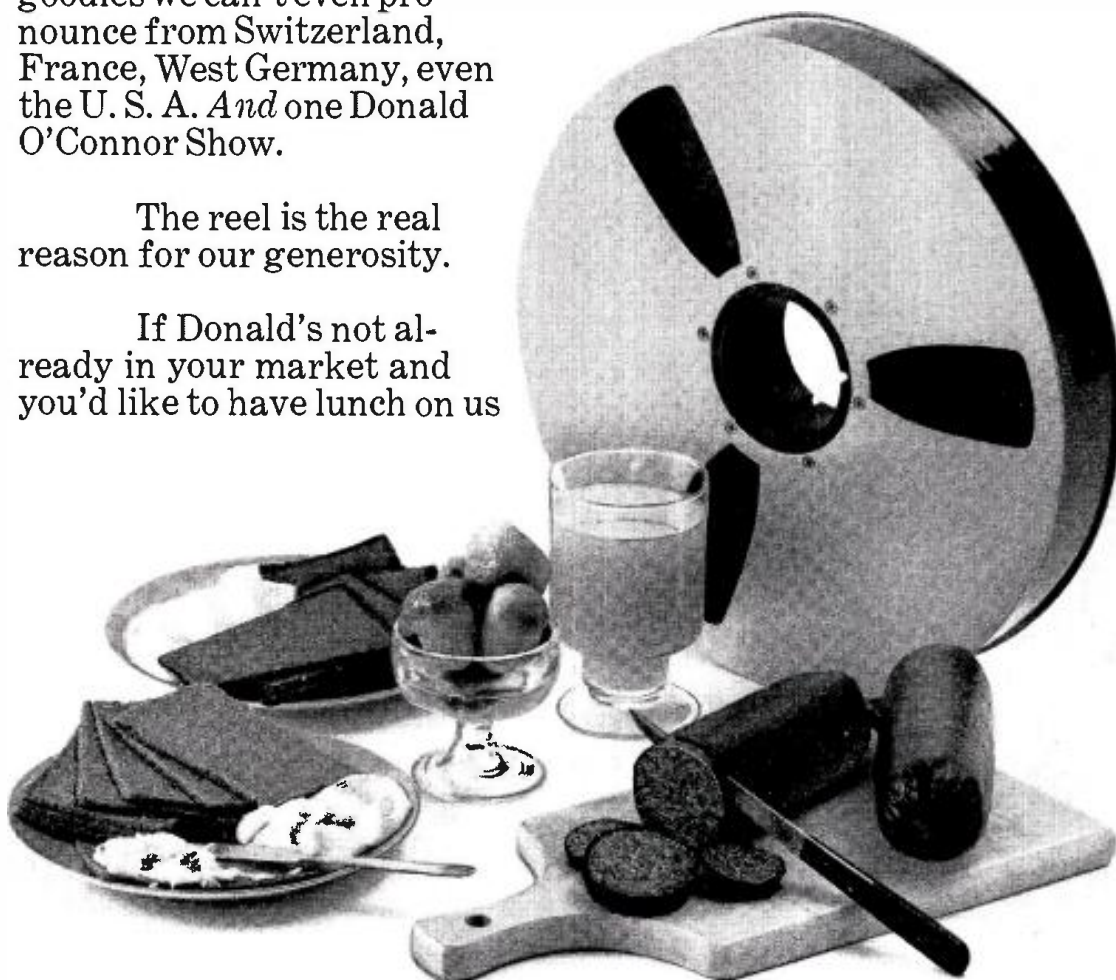
The reel is the real reason for our generosity.

If Donald's not already in your market and you'd like to have lunch on us

just phone Wynn Nathan collect at MPC: (212) 682-9100. And we will arrange a delicious viewing.



(MPC, Formerly Wolper Productions, Inc.)





## Roanoke stations on block

Landmark Communications Inc., Norfolk, Va., newspaper-broadcasting firm, has reached agreement to acquire Times-World Corp., Roanoke, Va., publisher of *Roanoke Times* and *World-News* and owner of WDBJ-AM-FM-TV there. But broadcast properties are to be spun off and sold to third parties, due principally to overlap between WDBJ-TV and Landmark's WFMY-TV Greensboro.

Landmark is acquiring Roanoke newspapers, semi-weekly newspaper in Galax, Va., and Towers Shopping Center.

No figures were given on purchase price. In broadcasting financial circles, off-cuff value of Roanoke stations was placed at about \$10 million.

There was no agreement for sale of WDBJ stations at week's end, but it's understood TV will be sold separately and AM, and presumably FM, as second package.

Landmark owns WTAR-AM-FM-TV Norfolk, in addition to Greensboro television outlet, and Telecable Corp., owner of CATV systems in Alabama, North Carolina and West Virginia. Landmark newspapers are *Norfolk Virginian-Pilot* and *Ledger-Star* and *Greensboro Daily News* and *Record*.

Agreement is subject to favorable tax ruling, as well as FCC approval in disposition of Roanoke TV and radio stations.

Agreement calls for Landmark to find buyers for stations.

WDBJ-TV, on channel 7, serves Roanoke-Lynchburg market. It began broadcasting in 1955. WDBJ was second radio station in Virginia, founded in 1924, operates fulltime on 960 kc with 5 kw. WDBJ-FM began in 1948 and is on 94.9 mc with 14.5 kw. All are affiliated with CBS.

## Agenda set for affiliates

CBS's activity and projected plans in programming, sales, news and sports are on agenda of CBS Television Affiliates board meeting in Kamuela, Hawaii, which starts today (Nov. 18) and concludes Thursday (Nov. 21).

CBS executives expected to attend are TV network's Thomas H. Dawson, president; Michael Dann, senior vice president, programming; William B. Lodge, vice president, affiliate relations, and Frank M. Smith, vice president, sales; and Frank Stanton, CBS Inc. president; John Schneider, CBS/Broadcast Group president, and Richard Sallant, president of CBS News. Future program development and details of

Merv Griffin late-night talk show that starts in August are to be discussed, officials indicated Friday (Nov. 15).

Thomas C. Bostic, KIMA-TV Yakima, Wash., is chairman of affiliates group.

## Sonderling posts gains

Sonderling Broadcasting Corp., New York, reported increase in gross revenues and earnings for nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.89	\$0.82
Gross revenues	9,514,068	8,218,022
Operating income	2,659,421	2,074,015
Earnings before income taxes	1,883,866	1,677,725
Net earnings	858,760	787,937

Notes: 1968 figures include gross revenues of approximately \$1,277,500 and net income of about \$88,000 applicable to purchase of WLKY-TV Louisville, Ky., Jan. 1, 1968. 1967 figures are restated to reflect merger of Modern Teleservice and Trim Telefilm companies acquired since Jan. 1, 1968 on pro forma pooling of interest basis.

## Asks delay on AML

Sterling Information Services Ltd., one of three CATV franchise holders in New York, has asked FCC to withhold action on Teleprompter Inc.'s application to employ radical new CATV system in New York, Farmington, N. M., and Eugene, Ore. (BROADCASTING, Oct. 21).

Sterling said commission should not act until Teleprompter provides "satisfactory reply" to questions concerning offer to participate in test of new system.

Commission last May had invited Teleprompter to request permission to test Amplitude Modulated Link over-air system, using 18 gc (18,000 mc band) in place of cable trunk lines for short-haul CATV relay service, in New York and rural areas. But one condition was that Teleprompter afford franchise holders in New York (Sterling and CATV Enterprises Inc.) opportunity to participate.

Sterling said that Oct. 11 letter from Teleprompter invited its participation. But offer, Sterling added, was "vague and devoid of enough facts to establish that it was a reasonable one."

Sterling said its president, Charles F. Dolan, wrote Teleprompter on Oct. 30 raising specific questions. But that letter has not yet been answered, Sterling added.

## NAB role for news gripes?

Lee Loevinger, former FCC Commissioner, restated before broadcasters attending National Association of Broadcasters Dallas regional meeting Nov. 14-15 his belief that industry should

have grievance machinery to restore public confidence in broadcast news (BROADCASTING, Oct. 21). But he extended his proposal of "American Broadcast Council on Fairness and Accuracy in Reporting" to suggest it be put under auspices of NAB as separate operation.

In addition Mr. Loevinger said provisions of NAB codes that deal with fairness and accuracy in news should be scrapped because "it would be a mistake to make it cope with measuring journalistic performance." Proposed council would serve to hear public complaints about broadcast journalism that otherwise would be directed to government agencies, such as FCC, he said.

## Farrand leaving Y&R

George N. Farrand, financial vice president and treasurer of Young & Rubicam, is retiring from agency after 20 years of service. He joined Y & R in accounting department in 1948 and was named financial vice president in 1964.

## Politics and ratings mix

For week of Nov. 4-11, in which entertainment programming for first two nights was almost all pre-empted by political buys and election coverage, NBC-TV topped Nielsen MNA ratings with 20.3, CBS-TV had 18.7 and ABC-TV had 14.6.

Nielsen MNA for election night, 7 p.m.-1 a.m., gave NBC 21.1, with 43% of three-network audience, CBS 19.2 and 39%, and ABC 8.5 and 18%.

Usual top-ranking shows *Laugh-In* and *Julia* on NBC and *Guns, Smoke and Red Skelton* on CBS, victims of political pre-emption, made way for such shows as NBC's *Dragnet* and *Virginian*. CBS' *My Three Sons* and ABC's *Land of the Giants*.

### Top 20:

1. Saturday Movie, "To Kill A Mockingbird" (NBC)	29.1
2. Bob Hope Special (NBC)	28.7
3. Dean Martin (NBC)	26.2
4. Mission: Impossible (CBS)	25.9
5. Dragnet (NBC)	24.3
6. Bonanza (NBC)	24.1
7. FBI (ABC)	23.3
8. Gomer Pyle (CBS)	23.1
9. Bewitched (ABC)	23.0
10. Election 7:30-11 (NBC)	22.9
Smother's Brothers (CBS)	22.9
12. My Three Sons (CBS)	22.4
13. Carol Burnett (CBS)	22.2
14. Outsider (NBC)	22.1
15. Jackie Gleason (CBS)	21.7
16. Mayberry RFD (CBS)	21.6
17. Virginian (NBC)	21.2
18. Thursday Movie, "The World, the Flesh and the Devil" (CBS)	21.1
19. Land of the Giants (ABC)	20.9
20. Walt Disney (NBC)	20.7



Mr. Moore



Mr. Haldeman

**Stephen Elliot**, VP and general manager, EUE/Screen Gems, New York, named president of EUE, commercials division of Screen Gems Inc. there. Succeeding him as VP and general manager is **George Cooney**, who has been VP and head of production since January 1957. Mr. Elliot was one of three founders of Elliot, Unger and Elliot, commercials production firm acquired by Screen Gems in 1959.

**Edward S. Masket**, VP in charge of business affairs for ABC-TV since 1964, appointed to executive management capacity at Screen Gems Inc., New York, and will be named VP of Screen Gems following merger with Columbia Pictures next month. In new position, Mr. Masket will work in all areas of SG, which is diversified entertainment and communications company.

**Thomas W. Moore**, former president of ABC-TV, named chairman of board and chief executive officer of Ticket Reservations Systems Inc., New York, which consists of network of computer-

ized box offices that sell reserved seats to Broadway shows, sports events, motion pictures and other entertainment attractions. Mr. Moore left ABC earlier this year after 12 years in various posts. Previously he was with CBS for 10 years.

**H. R. (Bob) Haldeman**, VP/manager, J. Walter Thompson Co., Los Angeles, appointed to President-Elect Richard Nixon's White House staff (see page 56). Mr. Haldeman has been on leave from JWT to assist in Mr. Nixon's campaign. **Ron L. Ziegler**, account executive in same JWT office, and recently press secretary for Nixon during campaign, appointed press aide ("special assistant to the President").

**Roy O. Disney**, president, Walt Disney Productions, Burbank, Calif., retires. **Donn B. Tatum**, executive VP-administration for Disney, elected president. **E. Cardon Walker**, executive VP-operations, elected to newly created position of executive VP and chief operating officer. Roy Disney, who founded company with brother Walt in 1923, will remain as chairman of board of directors and chief executive officer, and will continue to serve with Mr. Tatum and Mr. Walker on studio's three-man executive committee. Mr. Tatum has been with company since 1956, when he left ABC as director of television for network's Western division. He also previously served as general manager of KABC-TV Los Angeles. Mr. Walker has been with Disney organization since 1938.

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

## 'Adventure' for 'Deal'

NBC-TV is replacing *Let's Make a Deal*, daytime game show that goes to ABC-TV at mid-season with new serial, *Adventure Mystery*, weekdays, 1:30-2 p.m. EST, starting Dec. 30. Addition gives NBC drama serial block from 1:30-3:30 p.m. General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will sponsor.

## Cameramen have had enough

Film cameramen's union in Hollywood has urged TV networks and stations to stop covering student demonstrations on

college campuses. Disturbed because ABC-TV cameraman was attacked while covering demonstrations last week at San Francisco State College, Herbert Aller, business representative of International Alliance of Theatrical & Stage Employees International Photographers Local 659, wired three TV networks, as well as KGO-TV and KPIX(TV), both San Francisco.

Mr. Aller said: "We strongly believe that coverage of student rioting and riots involving racial problems do not contribute to the good and welfare of this nation. We believe the less the news media say about this, the better off the nation will be, and those par-

ticipating in these situations will be less prone to continue their activities. We believe the coverage by news media motivates these activities."

## Records record net

Ampex Corp., Redwood City, Calif. television electronics equipment-maker, reported record earnings—up 18%—for first half of current fiscal year, ended Oct. 26:

	1968	1967
Earned per share	\$0.62	\$0.53
Revenues	132,876,000	112,081,000
Net earnings	5,986,000	5,074,000

## Aims for 100% ownership

National General Corp., Los Angeles, with TV production operations among diversified interests, has reached agreement to acquire remaining 25% of stock in Great American Holding Corp., bringing its holdings to 100%. National General has been bidding to take over Great American, New York-based insurance holding company, since last summer. It is estimated that securities involved in new transaction would have market value of more than \$140 million.

## Open season on mikes

Educational WTTW(TV) Chicago apologized to tots and parents Friday evening for profanities that leaked on air during Thursday *Friendly Giant* show during behind scenes logbook-throwing argument between Dana Griffin, announcer, and engineer not identified. WTTW said it is investigating and hasn't decided on Mr. Griffin's fate but probably only will discipline him. Unexpected open mike caused leak.

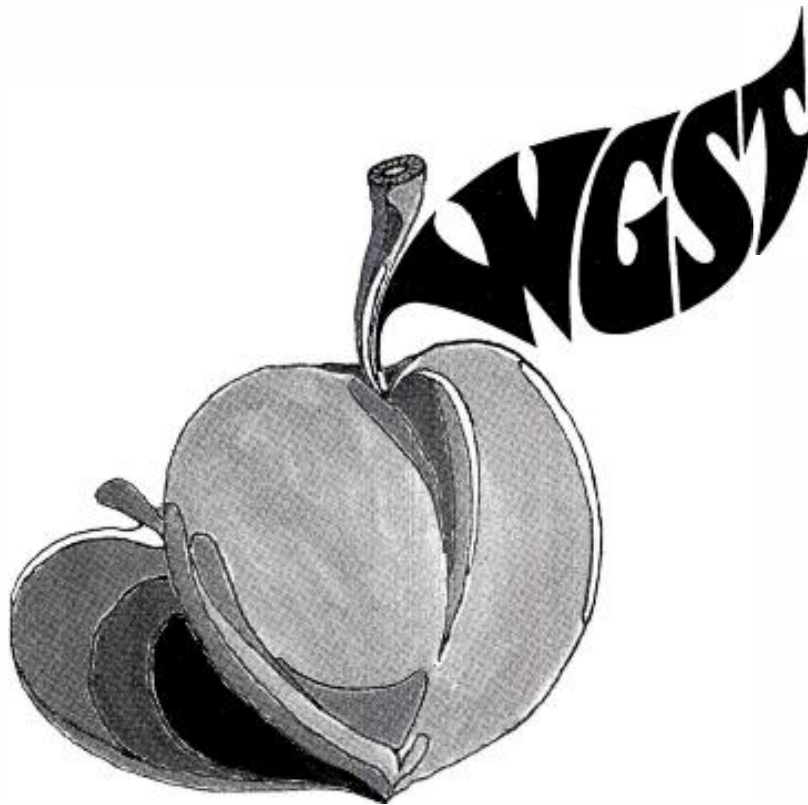
Meanwhile, Dan Price, fired by WBBM Chicago over recent "SOB" blopper reference to presidential candidate Richard Nixon, has new job. He joins WGN there on Nov. 18 as host of 8-9:30 p.m. telephone-interview show. WBBM incident also involved unexpected open mike.

## Slaloming with Killy

Chevrolet Division of General Motors Corp., through Campbell-Ewald, both Detroit, will sponsor CBS-TV series on skiing with Olympic medalist Jean-Claude Killy of France. Starting date for 13-program series, *The Killy Style*, is Jan. 5, 5-5:30 p.m.

## Stock sells out

Secondary offering of 750,000 shares of Corinthian Broadcasting Corp. stock was oversubscribed in first day of sale Thursday (Nov. 14). Shares opened at 36¾ and closed at 36⅞. Offering was handled by Goldman Sachs & Co.



# Mutual picks a Georgia peach!

WGST, 920 Radio Atlanta, joins the world's largest radio network. Now there's a major news center for Mutual Broadcasting System in the booming Southeast.

WGST joined the Mutual line-up of stations on Nov. 4... giving the world's largest radio network even more strength, more effective reach. WGST has the largest radio news force in the area and delivers complete news and sports programming 24 hours a day. Plus *adult* music. Licensed in 1922, this 5000-watt station is owned by Georgia Tech University.

In every respect, WGST stands for quality programming. And, thus, Mutual has still another top-quality station to add to its network. When Mutual picks 'em... they're the best. And WGST is! It's the Georgia peach.



Broadcasting System

Still The World's Largest Network

THE NEW AMPEX BC-210 is the first two-Plumbicon\* tube color camera that gives you an easy answer to your need for full studio performance plus fast-action field portability—at a price that makes it easy to buy.

The BC-210 color camera can do both studio and remote colorcasting easily. It weighs less than 50 lbs. without lens. The cable, which severely limits other cameras, is less than 1/2 inch in diameter and weighs only 12 1/2 lbs. per 100 feet. A technician can easily

## Give your crew a break

### STATION MANAGER EXULTS:

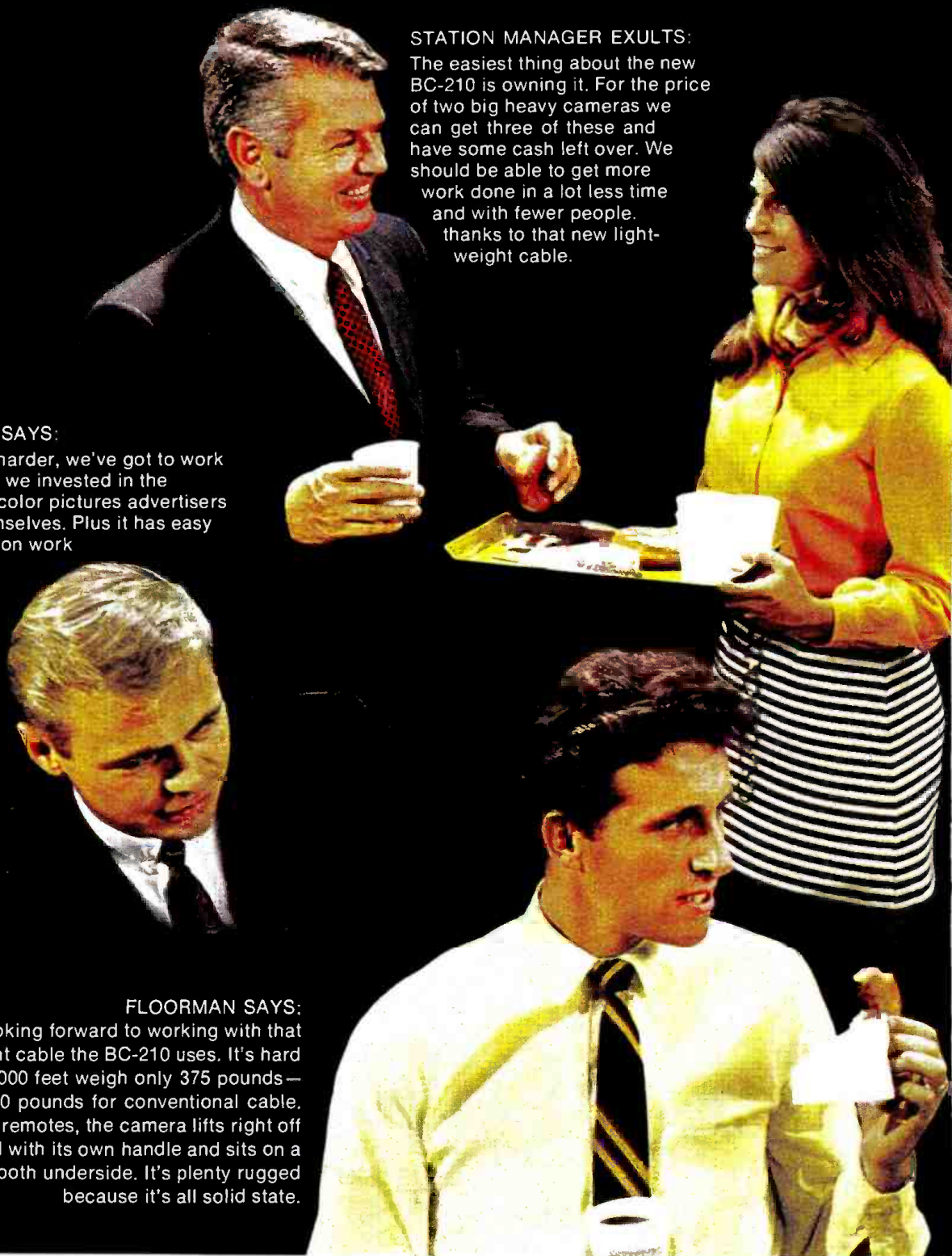
The easiest thing about the new BC-210 is owning it. For the price of two big heavy cameras we can get three of these and have some cash left over. We should be able to get more work done in a lot less time and with fewer people. thanks to that new light-weight cable.

### SALES MANAGER SAYS:

We can't work any harder, we've got to work smarter. That's why we invested in the BC-210. It puts out color pictures advertisers can admire for themselves. Plus it has easy portability for location work which opens up all kinds of new business.

### FLOORMAN SAYS:

I'm sure looking forward to working with that new light cable the BC-210 uses. It's hard to believe that 3000 feet weigh only 375 pounds—compared to 3000 pounds for conventional cable. And for remotes, the camera lifts right off the tripod with its own handle and sits on a clear, smooth underside. It's plenty rugged because it's all solid state.



shoulder 300 or 400 feet of cable for fast-reaction coverage of local news or sports. And maintenance is easy too—kept easy by the simple design. If you want to lift your station to the top of your market, do it the easy way: the BC-210 color camera.

For complete information, call your Ampex man or write the Video Products Sales Manager at our world headquarters: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

## with our new BC-210...the easy color camera

### CAMERAMAN SAYS:

Think of it—a color camera with only three little knobs under the big bright viewfinder (which is removable!) At last I'll be able to concentrate on being creative with my camera instead of being its slave.

### VIDEO ENGINEER SAYS:

Talk about easy! Set-up time on the new BC-210 should let me get home without a wilted collar once in a while. All major controls are at the CCU. Give it a five minute warm-up, register one channel, and you're ready to go.

### CHIEF ENGINEER SAYS:

It will be a great change to see my crew go home once without looking like they've gone five rounds—with less griping about heavy this and complicated that.

**AMPEX**

AMERICA'S  
10th LARGEST  
MARKET IS  
NO. 8  
IN NEGRO  
POPULATION

IN  
St. Louis  
YOU NEED  
double  
exposure



— the general advertising  
of your choice and  
**ALWAYS**

**KATZ**

only full-time Negro Radio  
in the Central Middle West

KATZ blankets the market  
within the market — over  
1/3 million consumers

**SPECIAL RADIO  
FOR ST. LOUIS  
24 HOURS A DAY**

Represented Nationally by  
BERNARD HOWARD & CO., INC.

## Datebook

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

■Indicates first or revised listing.

### November

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

Nov. 18-19—Fall regional conference, *National Association of Broadcasters*. Atlanta Marriott, Atlanta.

Nov. 19—Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Nov. 19—Meeting of stockholders of *Technicolor Inc.* and *Memorex Inc.* for consideration of merger. Brown Palace hotel, Denver.

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. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson. Sheraton-Park, Washington.

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

Nov. 20-23—Fifty-ninth anniversary meeting, *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS Inc.; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor, *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 21—Deadline for reply comments on FCC's proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements.

Nov. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Philadelphia.

Nov. 21-23—Sixth annual *National Broadcast Editorial Conference* sponsored by the Radio-Television News Directors Association. Beverly-Hilton hotel, Beverly Hills, Calif.

Nov. 22—Autumn managers seminar, *Kansas Association of Radio Broadcasters*. Ramada Inn, Manhattan.

Nov. 22—Luncheon meeting, *Pacific Pioneer Broadcasters*. Sportsmen Lodge, North Hollywood, Calif.

Nov. 26—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

### December

Dec. 3—Annual fall convention of *Connecticut Broadcasters Association*. Speakers include John M. Bailey, former Democratic national chairman. Park Plaza hotel, New Haven.

Dec. 3—*American Research Bureau* seminar for TV stations on use of ARB reports. St. Louis.

Dec. 6-8—Third annual radio programing conference, *Radio Program Conference Ad-*

*visory Committee*. Riviera hotel, Las Vegas.

Dec. 9—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. San Francisco.

Dec. 9-11—Twenty-fourth annual exhibition, *National Electronics Conference Inc.* Conrad Hilton hotel, Chicago.

Dec. 16—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities.

### January 1969

Jan. 9—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.

Jan. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. Washington.

Jan. 10—Network newsmen newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

Jan. 10-12—Midwinter conference, *Florida Association of Broadcasters*. Orlando.

Jan. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.

Jan. 16-18—*Florida CATV Association* meeting. Marco Island.

Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan, P. R.

Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.

Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

Jan. 24-25—First annual convention, *Georgia Cable Television Association*. Macon.

Jan. 27—Annual midwinter meeting, *Idaho State Broadcasters Association*. Downtowner motel, Boise.

■Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Mayflower hotel, Washington.

Jan. 28—Deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

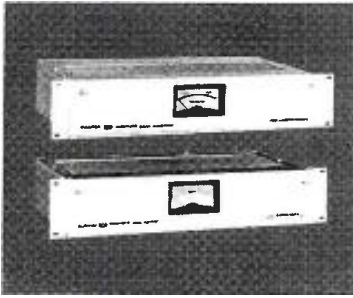
Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports. Denver.

Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

### February 1969

Feb. 5—Newsmaker luncheon, *International*

# Comes the Evolution



Audimax and Volumax



Television Mobile Vans

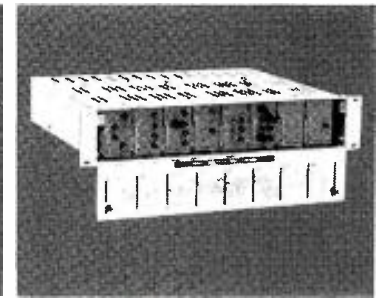


Image Enhancer

## ...and now the Minicam VI



The new Minicam VI is just one more innovation from CBS Laboratories—the organization which has researched, developed, produced and marketed such remarkable advances in the science of sight and sound as the Audimax and Volumax, Mobile Television Vans, and the Image Enhancer. The organization with vision on the move. Now the new Minicam is free to go anywhere: land, sea or air—riding easily on the shoulder of a single cameraman. And brings you studio-quality color pictures live right from the scene of action! Look to CBS Laboratories for tomorrow's electronics today.

**CBS LABORATORIES**  
Stamford, Connecticut 06905  
A Division of Columbia Broadcasting System, Inc.

# Kaiser-Globe Broadcasting:

# DOING THINGS IN A BIG WAY IN BOSTON

**Big New Tower.** New 1186' tower at Boston antenna farm puts Grade B signal into four states, covers Providence.

**Big New Facility.** \$2 million television complex now being completed adjacent to Southeast Expressway . . . one of the finest color facilities on the East Coast. 5-camera remote unit covers special events up and down the Eastern seaboard.





**BIG FIRST RUN COLOR PROGRAMMING.**



**THE DONALD O'CONNOR SHOW**

Boston's only 90-minute M-F prime time variety show.



**TRUTH OR CONSEQUENCES**

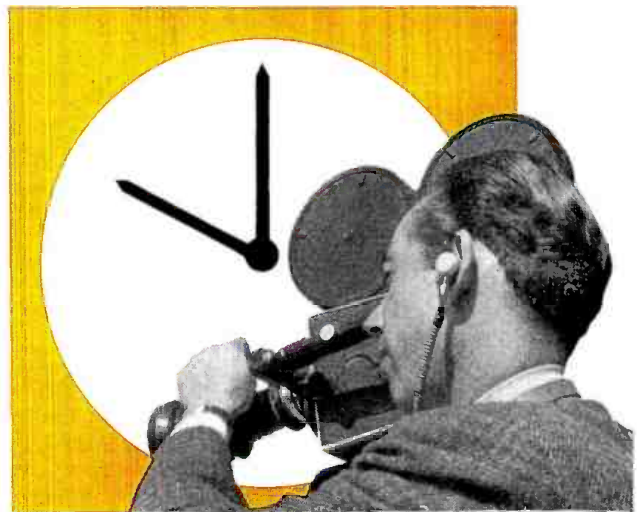
Second big year.

**PAY CARDS**

Starts January, weeknights.

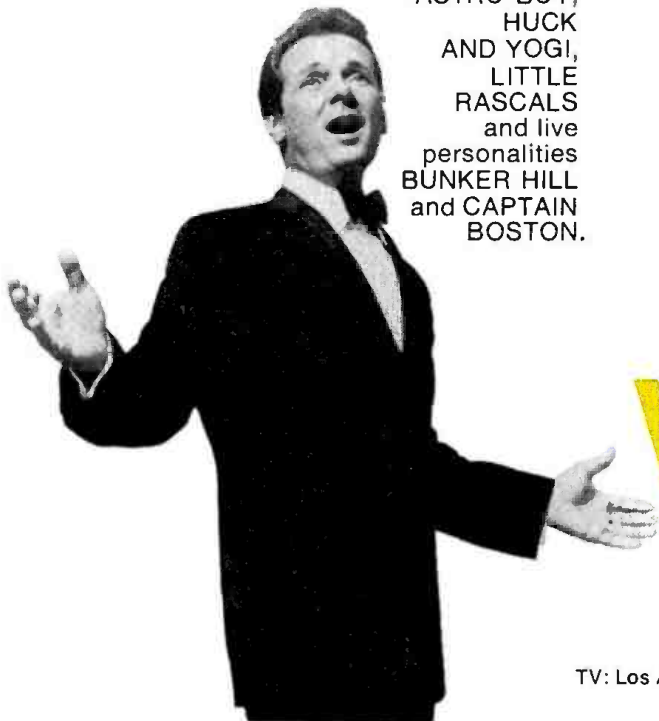
**THE TEN O'CLOCK NEWS**

Starts early 1969, seven nights. Boston's only 10 o'clock news service. Team of 22 news specialists.



Plus NBA BOSTON CELTICS, THE JOHN GARY SHOW, LES CRANE, Big Movies.

Big with kids too . . . FLINTSTONES, SUPERMAN, ASTRO BOY, HUCK AND YOGI, LITTLE RASCALS and live personalities BUNKER HILL and CAPTAIN BOSTON.



**Big Advertisers.** 19 of the top 25 national spot advertisers.

**Big Partner.** WKBG TV operated in association with one of the nation's great newspapers, The Boston Globe; also WJIB Boston and WCAS Cambridge.

**Big Staff.** 114 people . . . doing things in a big way.

**WKBG TV**  
**KAISER-GLOBE FOR BOSTON**

Represented by AVCO

TV: Los Angeles • Philadelphia • Boston • Detroit • San Francisco • Cleveland  
Radio: Boston • San Francisco • Cambridge

# Delta has over 1200 counter-PR agents



(Passenger Relations makes the difference on Delta)

Of our 16,000 employees, more than 1200 serve as ticket agents. And you'll notice the difference they make the moment you step up to any Delta counter. There's a smile waiting for you. A sincere interest in your needs. Matter of fact, you'll find that same difference on Delta all the way from ticket counter to baggage counter. Going our way soon? Join us!

**DELTA**  
Best thing that ever happened to air travel

*Radio and Television Society.* Waldorf-Astoria hotel, New York.

Feb. 6-9—Meeting, board of directors, *American Women in Radio and Television*, Las Vegas.

Feb. 7-8—Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 7-8—Twenty-first annual radio-television seminar. *Northwest Broadcast News Association*. School of Journalism. University of Minnesota, Minneapolis.

Feb. 12-14—Annual convention, *National Association of Television Program Executives*. Los Angeles.

Feb. 14-15—Meeting, board of trustees, educational foundation. *American Women in Radio and Television*. Executive House. Scottsdale, Ariz.

Feb. 17-19—Annual midwinter conference on government affairs. *American Advertising Federation*. Statler-Hilton. Washington.

Feb. 25-28—1968 Conference, *Western Radio and Television Association and West Coast Instructional Television*. Olympic hotel, Seattle.

## March 1969

March 13—Annual anniversary banquet, *International Radio and Television Society*. Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton. Washington.

March 23-26—Annual convention, *National Association of Broadcasters*. Shoreham and Sheraton-Park hotels, Washington.

## OpenMike

### Likes department change

EDITOR: I note with great delight BROADCASTING's change of "Fanfare" [department] to "Promotion." This section is an important addition to your fine magazine.—*Keith Nicholson, promotion director, KOGO-AM-FM-TV San Diego.*

### WRCP and its affiliations

EDITOR: In your story on the petition by Mutual Broadcasting System objecting to ABC's radio network operation (BROADCASTING, Nov. 4) it is stated that Rust Craft's WRCP Philadelphia has switched from MBS to ABC. This is not accurate. WRCP carries MBS, and also schedules ABC. *Fred Weber, executive vice president, Rust Craft Broadcasting Co., New York.*

(Mr. Weber is correct. The Mutual document cites WRCP as one of several examples of what it claims are stations that have been offered a guaranteed income from ABC. It also states that Mr. Weber has asked to be released from his MBS affiliation for WRCP.)

### WFEA on around-the-clock

EDITOR: I note that in the writeup regarding the sale of Music Makers Group shares, (BROADCASTING, Nov. 11), reference is made to WFEA Man-

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

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\*Reg. U.S. Patent Office.

© 1968 by BROADCASTING Publications Inc.

# 51%\* makes WTMJ-TV CLEAR-CUT ELECTION WINNER



Results of an ARB telephone survey reveal that WTMJ-TV was clearly the people's choice for election night viewing in Milwaukee. Compared to WTMJ-TV's 51% share of audience, the runner-up station garnered 26% of the audience and the only other station offering continuous election coverage tallied 23%.\*

Any pollster would have predicted this outcome. It happens every election—because WTMJ-TV consistently leads with both results and penetrating analysis. We don't wait for the wire services—our NEWS-4 team is out where the votes are, often keeping thousands of votes ahead in returns on key local races. And WTMJ-TV's election telecast crew of more than 50—augmented by hundreds of people working all the way down to the precinct level—beats all in getting the news out.

Election reporting is just one more example of our winning ways. Can we show you others?

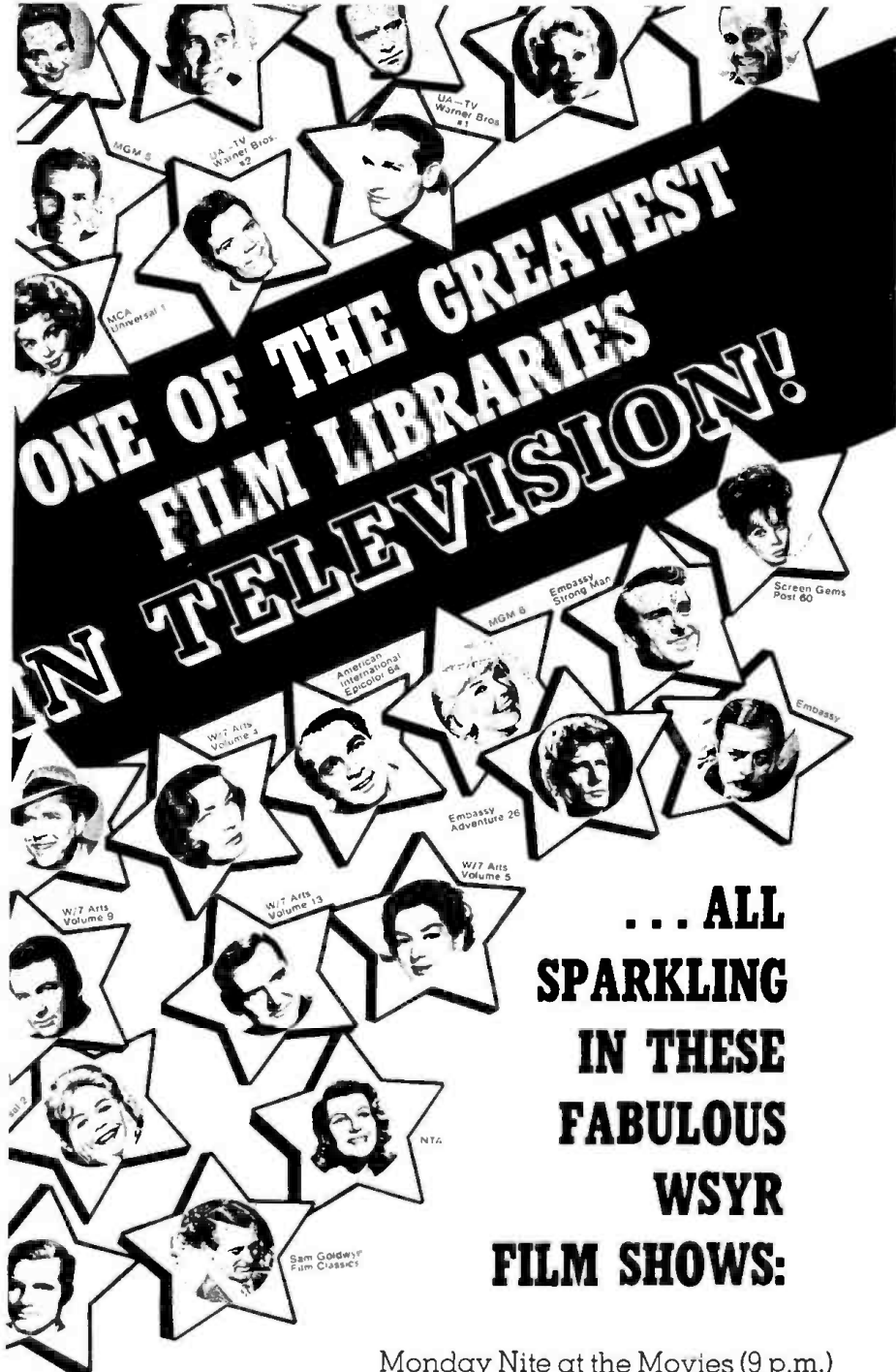
Contact our representatives: Harrington, Righter & Parsons—New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles.

LOOK FORWARD TO WTMJ-TV • NBC  
The Milwaukee Journal Station

**WTMJ-TV**



\*Based on an ARB coincidental weighted composite study of the three Milwaukee tv stations covering election results from 7 to 11 P.M. November 5. Subject to qualifications listed in said report.



# ONE OF THE GREATEST FILM LIBRARIES IN TELEVISION!

**... ALL  
SPARKLING  
IN THESE  
FABULOUS  
WSYR  
FILM SHOWS:**

- Monday Nite at the Movies (9 p.m.)
- Tuesday Movie Specials • Hollywood Matinee (Mon.-Fri. 1 p.m.) • Saturday Monster Movie Matinee (12:30 p.m.) • Movietime (Sun. 9 a.m.)
- Sunday Movietime (5 p.m.) • Saturday Cinema (5 p.m.)
- Sunday Movie of the Week (11:30 p.m.)
- Sunday Spectacular Showcase (Noon)
- Saturday Western Jamboree (7:30 a.m.)

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.

chester, N. H., as a 5-kw daytimer. WFEA is 5-kw full time. In fact, it is the only station in Manchester operating 24 hours a day.—Milton Herson, president, Music Makers Group, New York.

*"Television and the News: a Critical Appraisal," by Harry J. Skornia. Pacific Books, Palo Alto, Calif. 232 pp, index, \$5.75.*

Professor Skornia, currently with the University of Illinois and a former executive director and president of the National Association of Educational Broadcasters, surveys the world of broadcast journalism and finds that all is not well. Indictments range from lack of serious effort (rip-and-read, or cribbing from other news sources) to sponsor taboos and internal censorship. Unprofessionalism is Professor Skornia's main target, which can be simply a failure to deploy adequately trained and paid newsmen, or, more seriously, failure to let genuine broadcast journalists honestly report the news.

After a preliminary survey of "trouble spots," a chapter entitled "news blockage and suppression in American broadcasting" comes to grips with the core issue, offering some examples of sponsor taboos. The suppression chapter is followed by three case histories of long-running disputes in which broadcasting as a business has been embroiled—the argument over reserved frequencies for educational broadcasting, pay television and talent blacklisting. The material sheds light, the author notes, "on the nature of the business environment in which not only newsmen but other creative talent as well must operate . . ." Special problems of courtroom reporting are given a chapter of their own.

As professionalism is an obvious correction for unprofessionalism, Professor Skornia concludes with a plea for development of an all-embracing code, devised and implemented by newsmen, for broadcast journalism. He also calls for creation of a professional body—an Academy of Broadcasting, for research and training. The code would focus on defining news functions, qualifications of practitioners and providing guarantees of freedom from external pressures.

As a goal, Professor Skornia suggests that broadcast newsmen should aim for time, staff and budgets according to news need: appropriate salaries and job security, with news regularly broadcast in prime time. "The claim that broadcasting is, or must be, primarily an entertainment medium," he concludes, "must be challenged."

# We Program For People.

# Not Prizes.

In 1968, the NBC Owned Television Stations in New York, Washington, Cleveland, Chicago and Los Angeles have already received a total of 122 awards (including 11 Emmys, three Freedoms Foundation awards and two Ohio State awards).

These honors recognized a wide range of television programming

and community activities, reflecting the many ways each NBC owned station serves the people in its area.

We're indeed grateful for these tributes, even though—as we point out year after year—our stations program for people, not prizes.

Maybe that's why the prizes keep coming.



---

**Community Service: Another reason viewers depend on their NBC Owned Television Stations**

---

WNBC-TV, New York WRC-TV, Washington, D.C. WKYC-TV, Cleveland WMAQ-TV, Chicago KNBC, Los Angeles

## Where do we go from here?

We are now in the fifth year of the Great Advertising Revolution.

Scarcely half a decade ago, people watching television suddenly turned to one another in surprise and said: "Hey! The commercials on this thing are better than the shows!" It was indeed a revolutionary thought.

But, like all good revolutions, the advertising rebellion had to have a cause.

Never in our history has there been a time of such sweeping change.

There had to be a revolution in advertising, because advertising is a mirror of the people it serves, a mirror of American life—its customs, taste and ambitions. Advertising does not lead cultural change; advertising simply reflects it.

Look in the advertising mirror, and what do you see? A culture that wasn't there 10 or even five years ago.

To start with, it is a violent world in which we can watch the ultimate horrors on our living-room TV set. Vietnam battles that took place only hours before are with us on the 7 o'clock news. Assassinations come to us immediately. And today's advertising mirrors some of this violence.

In the world of the arts, there is freedom approaching license. Books, plays, music, the movies—especially the movies—use language and talk about subjects heard only in men's locker rooms five years ago. Today's advertising mirrors some of this freedom.

It is also a nutty world of pop culture in which half the country is singing songs and admiring pictures inspired by drug hallucinations whether they know it or not. And today's advertising mirrors this, too.

It is an irreverent world in which people are challenging and questioning the establishment—and the establishment ranges all the way from the Soviet Union to the Catholic Church.

Today's advertising mirrors this impatience and irreverence.

Probably the most noticeable change is that advertising has become more relaxed. We have learned to speak a little more quietly. Why, in the last five years, the average word count in a one-minute commercial has dropped from about 130 words to fewer than 100!

We are using more humor of all kinds—ranging from stand-up comedians to that most fragile of all humor-

ous techniques—satire.

We are making fewer outrageous claims but we are often making them in a more outrageous manner.

We have rediscovered the principle that simple facts, artfully presented, can be both dramatic and memorable.

Does this mean our advertising has less sell to it? Not at all. It may be relaxed but it may also be a more involving and more personal sale.

More than ever before, advertisers are deliberately seeking advertising that is different from their competitors' and therefore more intrusive.

Sometimes this works, sometimes it doesn't. When it works, it's great. When it doesn't, the results are apt to be infuriating, really outstanding examples of bad taste and bad manners.

However, today's best television advertising is something that was not around five years ago.

It's a filmed experience—a 60- or 30-second movie, something that's all of one piece—that sells as it entertains. Commercials in prerevolutionary times were a series of pieces stitched together—and the stitches often showed. There was the attention-getting eight-second opening; there was the establishment of the product; there was the product demonstration; there was the closing piece that wrapped it up and asked for the order. Today, the whole commercial is on the whole idea, and it holds your attention right straight through.

All of which leads to the question: Where do we go from here? What's ahead in creative advertising in the next five years?

I see fewer slice-of-life commercials

—and fewer of those staged candid interviews. They were great while they lasted, but our audience is growing increasingly sophisticated and skeptical.

I see more fantasy in the next five years, more mixing of techniques: animation, stop motion, live action, combined in new and exciting ways.

I see pop culture leaving the 30's and taking up the 40's and the World War II years. And, of course, advertising will follow.

I think there will continue to be a change in relative importance between content and form—what you say and how you say it. Five years ago, the what was way ahead of the how. Today, they are about equal. I see more and more emphasis on how, as we look for new ways to be good-natured, timely, and unusual.

What else is new?

- I see a trend toward increasing honesty and candor in advertising.

- A trend toward an increasing simplicity. The fact that 30 seconds is rapidly becoming the standard-length commercial is forcing us to use film in new telegraphic ways.

- I see a trend toward instant communication. A generation nurtured on the TV tube is a lot quicker than old timers like you and me.

- A trend toward more emotion in selling: Buying the product because of its charisma rather than because of the logic of its selling argument.

- A trend toward fewer rules. The number one rule in the next five years is going to be to come up with something that breaks the rules. How else will you stand out in the crowd?



*Victor G. Bloede, president and chief executive officer of Benton & Bowles, New York, since last February, joined the agency in 1950 as a copywriter and was elected vice president and copy supervisor and a member of the plans board seven years later. Subsequently in 1959 Mr. Bloede was elected to the board of directors and senior vice president and held various management posts until 1967 when he was advanced to executive vice president in charge of client services.*

# MGM/7 Has the Titles

Annie Get Your Gun  
Ask Any Girl  
Bad Day at Black Rock  
Battleground  
Bridge to the Sun  
The Great American Pastime  
The Haunting  
Home from the Hill  
Honeymoon Machine  
King Solomon's Mines  
The Loved One  
Mutiny on the Bounty



North by Northwest  
The Prize  
The Scapegoat  
The Time Machine  
The V.I.P.'s  
Viva Las Vegas

When you have great titles, the audience is always with you. With the new MGM/7 the excitement is there in a dramatic dimension. The big move is to make it big with movies—the kind of opportunity that's now possible with MGM/7.

It's the titles and the stars that make movies great. It's the titles and the stars that make the big MGM/7 look even better.



New York, Chicago, Culver City, Atlanta, Dallas, Toronto



# Baltimore's Biggest Winners

... are lucky viewers who play WBAL-TV's new *Ring-a-Rino* and *Duckpins and Dollars* for top cash prizes.

*Ring-a-Rino* enriches attentive viewers by \$1,000 a week, with three telephone calls each weekday morning during the 9 - 10:30 a.m. *Steve Allen Show* and a fourth call preceding *Perry Mason* at 4:25 p.m.

And each Monday-through-Friday at 6 - 6:30 p.m., local bowlers and home "pin pals" are striking it rich on *Duckpins and Dollars*. Prize money totals well over \$1,200 weekly.

It's all part of WBAL-TV's exciting *Year of the Look-In*—full of "rewarding" surprises for Baltimore area viewers and advertisers.

Have you looked into it with your Petry man?



BALTIMORE

Nationally represented by Edward Petry and Company



# The year that burst budgets in news

The network bill now runs to \$150 million—and there's still a manned moon shot to come

The special-events producer of one of the television networks related his latest tale of woe last week:

"All during the election, people kept coming in and asking questions about the inauguration preparations.

"I told them, 'Let's get somebody elected first, for God's sake. That isn't even this year.'

"I took a couple of days off at the end of the week, came back Monday and said, 'Okay, let's worry about the inauguration now.' So the next day they hit us with Apollo 8. Just one more thing this year and it may kill us."

As the producer found out, those who expected the Nov. 5 election to climax the most expensive year in the history of broadcast journalism were wrong. The media are now faced, at the least, with closing out 1968 by providing the potentially most expensive coverage of a space shot yet, then moving into 1969 with the most costly coverage of a presidential inauguration.

Gross news expenses for the three television networks alone can be expected to pass the \$150 million mark.

Losses in radio and TV pre-emptions for everything from the secretary of state's Senate defense of the administration's Vietnam policy to the funerals of two assassinated national leaders are even more staggering—or would be, if there were any accurate, uniform way of adding them up.

In reality, the actual cost of broadcast news coverage for the year is virtually incalculable. As one network spokesman said, "I honestly can't give you any sort of realistic over-all figures, because in the first place, I don't know where I could get them, and in the second place, no two people would agree on specific figures."

Executives at the three networks all agree that regardless of how it is to be counted, the cost was the greatest ever in what NBC has come officially to call "the unpredictable year."

NBC News had a working budget for

the year of over \$75 million, \$12 million of it for election coverage. Sources at the network acknowledge that "we unquestionably went over it" into a "contingency budget," an annual reserve the size of which is known to only one or two of the news division's top officials.

Observers estimate that CBS News's over-all budget and expenditures probably were slightly behind those of NBC (CBS's election budget was reported to be \$11.5 million).

ABC, according to one official, "once upon a long time ago—before the ITT merger fell through"—had an election budget of \$13 million, which was cut back to \$7 million. Network sources say that the over-all news budget was held down more or less proportionately.

ABC officials also maintain that despite the added expenses of covering two more major primary elections than anticipated and some extra costs in coverage of the Democratic convention in Chicago, "with considerable reductions, we managed to come out pretty close to budget—somewhere within \$7.2 mil-

lion to \$7.3 million."

Officials of the other two networks also contend that despite the added burdens of the year, "the figures are not too much over what we budgeted." But there are two factors to be considered in that judgment: When dealing with a budget of more than three-score million dollars "not too much over" can be a relatively large figure, and the year isn't over yet.

Announcement of the Apollo 8 flight aimed at sending American astronauts around the moon for the first time at Christmas is only the latest surprise in an astounding year.

Although newsmen say they anticipated two manned space shots this year, shooting for the moon Dec. 21 "is quite a surprise for the whole scientific community."

All say they expected the moon shot to come next year, but the near-perfect flight of Apollo 7 moved space officials to announce last Tuesday (Nov. 12) that they will attempt the most hazardous and ambitious space shot yet at the

## These events spiraled '68 news coverage costs

- U.S.S. Pueblo seizure, Jan. 23.
- Reserve call-up, Jan. 25.
- Vietnam Tet Offensive, Jan. 30-Feb. 5.
- Secretary of State Rusk's Senate Foreign Relations Committee testimony, March 11, 12.
- New Hampshire primary, March 12.
- President Johnson's withdrawal, March 31.
- Wisconsin primary, April 2.
- Martin Luther King assassination, ghetto disturbances, memorial service and funeral, April 4-9.
- Indiana primary, May 7.
- Paris peace talks, May 9-16.
- Paris student riots, May 14-21.
- Nebraska primary, May 14.
- Oregon primary, May 28.
- California, South Dakota primaries, June 4.
- Robert Kennedy assassination, funeral and day of mourning, June 5-9.
- President Johnson's trip to Hawaii, July 19-20.
- Republican convention, Aug. 5-8.
- Dwight Eisenhower heart attacks and bedside vigil, Aug. 6-29.
- Czechoslovakian invasion, Aug. 20-22.
- Pope Paul's visit to Colombia, Aug. 22-23.
- Democratic convention, Aug. 26-29.
- Apollo 7 space flight, Oct. 11-22.
- Presidential election, Nov. 5.
- Apollo 8 space flight (scheduled), Dec. 21-26.
- Presidential inauguration (scheduled), Jan. 20, 1969.

earliest opportunity.

One network special events producer who is a veteran of manned space coverage says a major launch can cost from \$500,000 up per network, and Apollo 8, if it goes the full six days and 10 orbits around the moon, could easily run more than \$1 million per network.

Despite such complications as having to provide personnel and pre-emption time over the Christmas holiday, newsmen say there is no question of providing weighty flight coverage.

"This is really the big story," said one. "This is not as big as Columbus sailing to America, but it certainly is bigger than Lindbergh flying to Paris."

"For the first time for us, it puts the moon in the picture, and makes for a lot of interesting visuals."

All three networks plan extensive use of animation and models—such as at least one six-foot model of the moon, drafted meticulously from previous moon-shot pictures and in the works for more than a year at a cost of over \$20,000.

Although decisions will be made at several points along the flight whether performance has been good enough to go further, one newsman says this only means it will "keep us on our toes all the time."

"Up to now our capsules have gone no more than 1,000 miles from the earth; this time it's 250,000"—which means, among other things, that throughout the flight broadcasters will have to be standing by day and night for possible trouble.

This means, for example, that the television networks will have to keep a New York control room ready to go on

the air with coverage 24 hours a day—one of the many budget factors that make accounting of even out-of-pocket news expenses so difficult to accurately compute.

"Sure, it will cost us a hell of a lot of money to keep a control room live—especially at Christmas time," says one producer. "But I can't tell how much. It's really a lot of mumbo-jumbo, depending on whether they get into talking about rate cards or gross expense."

"If I open up a control room, depending on whether it's a fire-watch or a full operation, on a rate-card basis, it can cost anywhere from \$3,000 to \$5,000 a day. I know it's really less because some of the personnel would be working anyway, etc., but that's how management charges us, the one that goes on the books."

A number of expensive factors in Apollo 8 television coverage are still to be determined. As of last Thursday (Nov. 14) the three networks were meeting with RCA and General Electric on the possibility of satellite transmission of Apollo 8's splashdown.

"At this point we may not have a down-range pool operation," said a news executive. "Because that ATS satellite blew up on the pad a couple of months ago and because this is the first planned Pacific landing, there won't be equipment available unless we can get use of a military satellite or change a lot of equipment at very great expense."

"If we don't get a satellite, the three networks will save about a quarter-million dollars on the pool operation. On the other hand, if we do that, we'll all probably have to put film or video-

tape crews aboard the carrier and fly the footage to Hawaii, which would be cheaper but would considerably diminish the value of the coverage since there would be a six or seven-hour delay."

At the same time they are trying to wrap up the last unanticipated events of this year, network newsmen also are working into next year, with planning for coverage of the Jan. 20 inauguration of President-elect Nixon—"and without budget yet," notes one producer.

For the first time, the three television networks plan to pool their cameras for coverage of the parade and shots on the White House grounds. Even so, with the universal use of color for the first time and the increased cost of mobile units (about six per network) the minimum expense estimated by a network executive for inauguration coverage is \$500,000—"just about twice what it cost us four years ago."

Another network producer says: "By the time we're through, it's going to be more than that."

In looking back over the expenses of the past year, network newsmen also disagree on the costs of events already covered, citing the impossibility of fixing exact dollar prices. In the Vietnam Tet offensive, for example, news executives point out that although they can estimate it costs a network about \$2 million a year to maintain its Vietnam news operation, it is impossible to write off a specific portion of this to a single event such as the Tet fighting, "since they're assigned there anyway."

Some factors are readily calculable, such as the expense of extra satellite feeds for coverage of the Tet invasion,



Tet offensive—January.

*Abnormally high budgets were allocated for news coverage in the election year of 1968. But nobody could know at the outset of the year how many unplanned events of first magnitude would burst upon the scene. A few are pictured here. Others are listed on page 25. And still others are predictably to come—including a promised Apollo 8 trip around the moon, which will keep network crews on duty around the clock for days. In all, the TV networks will be lucky to keep the 1968 bill to \$150 million.*



Primaries start—March.



President bows out—March.

the Paris peace talks or the Czechoslovakian uprising. (Satellite use charges of \$5,000-\$6,000 for three-to-five-minute rentals multiplied times the number of feeds made.)

But, notes one news executive, on this basis many of the better stories did not cost that much out-of-pocket. Covering the Czech crisis, for example, and taking into account movement of personnel, equipment and satellite feeds altogether costs "not any more than \$100,000 at the very most."

The Paris peace talks, on the other hand, cost considerably more, where CBS and NBC initially transported and housed some 30 top people each—including star newscasters Huntley-Brinkley and Walter Cronkite—in one of the world's most expensive cities, plus each paid for some 15 to 30 minutes of satellite feed per night.

Some now all-but-forgotten stories also could run relatively high out-of-pocket costs, such as NBC's coverage of President Johnson's trip to Hawaii to confer with South Vietnam President Thieu in July. NBC used about 50 people, chartered airplanes, provided portable control rooms and set up a ground station for satellite relay—an extravaganza that cost as much as coverage of a primary election, which ran each network from about \$30,000 for a relatively cheap one such as New Hampshire, to over \$50,000 for a remotely anchored one, such as California.

All network executives agreed, however, that the major problem lies in calculating the pre-emption costs.

An ABC newsman said: "How do you evaluate the cost of our two days of coverage of Dean Rusk's Senate Foreign

Relations testimony? All we spent was the cost of a crew, which would have been assigned anyway. Maybe it cost a little overtime. But I couldn't begin to calculate the cost of the programing we pre-empted."

They note this also is the principal problem in calculating radio coverage costs, where the price of assigning personnel and equipment is negligible compared to television but where pre-emption costs can run relatively high.

Says one network television executive: "What does it cost you for radio? A correspondent, a sound-man, a tape-recorder and the price of a telephone call back to the studio, but we've got to plan on about \$15,000 to set up a major network television remote."

Cited as standards of relative expense by the newsmen are previously published figures on the costly coverage of the Martin Luther King and Robert F. Kennedy assassinations and funerals: for the Rev. Dr. King, some \$1.3 million in combined coverage costs and about \$3.8 million lost in television pre-emptions and \$2.75 million lost in radio pre-emptions (including \$1 million in spot); for Senator Kennedy, about \$3 million in combined coverage costs and between \$9 million and \$10 million in combined pre-emptions.

On the whole, network newsmen say that more than expense, they were bothered by logistics in the year of fast-breaking, unexpected news.

"The scare of Eisenhower's possible death cost us next to nothing in money for preparation," said one network special events producer, "but it robbed me of a key man until the eve of the Democratic convention, and then I lost another one because he had to go to Europe for the Czech crisis.

"What we lost in the year wasn't always money but efficiency, because we didn't always have the people we needed available. Sometimes you lose in what you see on the screen.

## NBC News announces new series format

Subjects in various scientific areas will be examined in a new continuing NBC News series of one-hour specials during the current season, it was announced last week by Donald V. Meany, vice president, NBC News. Dates have not yet been selected, but the presentations will be carried in prime time.

Hugh Downs will serve as host.

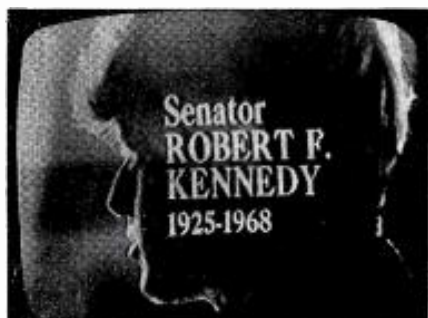
## Daley rebuttal nearly ready

The one-hour "reply" to Mayor Richard Daley of Chicago scheduled to be run on Metromedia stations is reported to be in final production stages at Quest Productions, New York, under William Jersey's direction.

Metromedia has not set a time for showing the film, which is in response to an hour program carried by Metromedia stations—and close to 150 others—showing Chicago's version of the disorders that occurred during the Democratic National Convention (BROADCASTING, Sept. 23).



King assassination—April.



Kennedy assassination—June.



Political conventions—August.



Space race resumes—October.



Election marathon—November.

## The story of untapped billings

**Kroger's Davis says broadcasters are ignoring the food retailer**

TV broadcasters are missing a chance to grab the better part of \$30 million in advertising billings because of their apparent indifference to and the high cost of the medium to the potential advertiser. That admonition came last week from Leland Davis, vice president-advertising for Kroger Co., national food retailers, to broadcasters attending the Cincinnati regional fall conference of the National Association of Broadcasters.

Mr. Davis suggested the national food retailer is frequently ignored as a source of TV ad dollars. And when he would like to use the medium more, he is often deterred because of a lack of self-salesmanship on the part of broadcasters.

Kroger, he said, is putting only 5% of its total media budget into television and only 8% into radio while placing 70% in newspapers, because "I have never been solidly convinced that you, as an industry, have been particularly well tuned-in to our problems."

Mr. Davis said it was his impression that Kroger buys more TV than it is sold: "Sure, we get proposals," but they are frequently "a list of avails—'take it or leave it; it really doesn't matter to us.' I'm not entirely sure where you place local retail business on your sales target lists, but our over-all impression

is, not very high up."

In major markets Kroger holds station review meetings with its agency where broadcasters are invited to make presentations. Most stations accept, Mr. Davis said, "but are rarely represented by station management." Of those stations that attend, about 40%-50% are "fairly well informed" about the food retail business, but only 5% to 10% provide "ideas, ways for us to really be better at using broadcasting," Mr. Davis claimed. "We get the feeling that it is a heck of a lot easier to let the network and national spot sales provide the flow of business. When national spot sales are down, we can expect action."

Mr. Davis further noted that the cost of television is a factor depressing retail food interest in the medium. Kroger could provide a steady source of business "if you gave us and other retailers the advantage of a local retail card, like newspaper and about 85% of our radio stations," he said.

Local production is another factor. According to Mr. Davis, Kroger can't allocate from 15% to 25% of its time costs to production: "The base, and our instincts as retailers, just won't allow it. We absolutely must rely on sources of production other than Hollywood, Chicago and New York."

Kroger often needs a well produced message to run only for three weeks and then never again, Mr. Davis said, "yet we honestly cannot see the welcome mat out for us when we need to talk local tape production. . . . There are times when we just have to have it, or else we must look for another way of telling the story."

Kroger is currently asking for a "modest" amount of free taping time with local contracts, "when there is reasonable weight and duration," Mr. Davis said. "A great deal of production is built into our newspaper rates. Why should it differ with broadcast?"

## Geritol defends validity of its commercials

The Federal Trade Commission viewed eight representative Geritol TV commercials last week during a public hearing to determine whether the commercials violate a 1967 order on misleading claims for the product. Argument was heard on whether a violation had actually occurred but no decision was reached by the FTC.

Counsel for the manufacturer, J. B. Williams Co., and its agency, Parkson Advertising, both New York, pointed out that each of the commercials contained a disclaimer saying that Geritol could not help the majority of tired people. But counsel claimed that iron deficiency anemia was common enough among a minority of the 200-million population of the U.S. to provide a market for geritol.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Nov. 3, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 3	Total dollars week ended Nov. 3	1968 total minutes	1968 total dollars
	Week ended Nov. 3	Cume Jan. 1-Nov. 3	Week ended Nov. 3	Cume Jan. 1-Nov. 3	Week ended Nov. 3	Cume Jan. 1-Nov. 3				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ 145.8	\$ 228.0	\$ 3,777.1	\$ 353.2	\$ 14,707.3	125	\$ 581.2	3,342	\$ 18,630.2
Monday-Friday 10 a.m.-6 p.m.	1,378.2	52,170.5	2,882.2	120,376.6	2,383.4	99,200.9	953	6,643.8	39,175	271,748.0
Saturday-Sunday Sign-on-6 p.m.	1,610.4	446,767.0	2,148.4	45,732.3	770.9	28,337.8	307	4,529.7	11,339	120,887.1
Monday-Saturday 6 p.m.-7:30 p.m.	263.4	15,800.0	756.1	24,686.0	709.7	25,559.7	94	1,729.2	4,022	66,045.7
Sunday 6 p.m.-7:30 p.m.	124.1	5,127.8	462.3	9,225.1	222.9	8,037.0	24	809.3	919	22,389.9
Monday-Sunday 7:30-11 p.m.	5,475.0	208,393.3	6,944.0	254,939.8	6,833.4	256,439.9	448	19,252.4	19,516	719,773.0
Monday-Sunday 11 p.m.-Sign-off	516.7	15,694.2	383.4	5,226.7	452.2	19,824.6	86	1,352.3	3,470	40,745.5
<b>Total</b>	<b>\$9,367.8</b>	<b>\$344,098.6</b>	<b>\$13,804.4</b>	<b>\$463,963.6</b>	<b>\$11,725.7</b>	<b>\$452,157.2</b>	<b>2,037</b>	<b>\$34,897.9</b>	<b>81,783</b>	<b>\$1,260,219.4</b>

Nobody we know  
at Channel 7, but  
figures make

locks their dial  
these audience  
us wonder.



**STATION TOTAL HOUSEHOLDS • DAYTON AREA**



Represented by Petry

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

†Source: NSI = TV Weekly Cumulative Audiences—February-March 1968

\*Source: ARB Circulation Study 1965

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



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

# The challenge of social change

## It's called advertising's big problem as 4A's hear radio-TV success stories

Development of new products and expanded markets for established products through effective use of TV and radio along with other media were among topics explored last week at the 31st annual meeting of the central region of the American Association of Advertising Agencies in Chicago.

The need for major advertisers and businesses to become even more involved in causes for social progress was raised by Edward L. Bond Jr., chairman of the board and chief executive officer of Young & Rubicam, New York, and board chairman of the 4A's. Efforts of Midwest agencies to expand Negro recruiting and training also were reported at the Monday-Tuesday meeting.

Mr. Bond, citing the changes taking place in the American consumer, said the change is nothing new but the scope of this change is making a difference. Demographics as the basis for market planning will be replaced by "psychographics," he said, because mass affluence will require distinctions of attitudes more than class.

Share of market, too, must be reviewed in the expanding affluent soci-

ety, he said, suggesting the future definition possibly will be "share of mind" plus percentage of total available dollar. This will come, he explained, in the competition not between similar products but among all products and the alternate choices of where to spend the family income.

Mr. Bond said that because of the increased awareness by a large part of the population of its obligation to work for the good of society in general, "business aims and social aims will have to become increasingly related." Stockholders will ask if the firm can afford it, he said, "but we cannot afford not to."

The responsibility of business "must include an awareness and an involvement with the social changes taking place today," Mr. Bond said, "because the very fortunes of business depend on what happens in our social and our cultural life."

In the long run, Mr. Bond contended, "business people will do a better job of selling soap if they can also sell peace. We should make it possible for them to do both."

Advertising agencies as well as broad-

casters should help promote a nationwide primary method of presidential-candidate selection, Floyd Kalber, NBC News's Chicago commentator, told the 4A's session. Speaking personally on the basis of his election-coverage experiences, Mr. Kalber felt agencies and stations must publicly argue the pros and cons of the electoral college system because "it is our duty to make these issues known and understood."

Robert Ross, vice president, Leo Burnett Co., Chicago, outlined the progress of Negro recruiting and training by the Chicago 4A council since its pioneering efforts five years ago. After initial failures it was learned "it took black advertising people to bring black advertising people into the agency business," he recalled, and being white was the handicap.

Emery Smith, the new 34-year old president of Pritchard Wood Associates, New York, described how the Coca-Cola Co.'s new soft-drink entry, Simba, came about after the development of the TV commercial itself in Africa and the basic research showing the weak spot in the total market was "thirst."

The new lemon drink introduced in test markets in May was described as "a heavy-duty quencher" so the advertising message in the color commercials carries the theme "Simba—it conquers the African thirst." He would only admit the introduction has been "successful," but he hinted he was understating the point.

Continuing sales growth for older products was recited in the cases of Clark's gum, Morton salt and Budweiser beer and how the broadcast media played their roles, especially TV in the 300% sales surge for Clark's Teaberry gum since 1965.

The Clark story was told by Jim Shymkus, copy supervisor at Leo Burnett Co., Chicago. He explained the intense competition factor for Clark initially when it was largely a regional product. But the "moment of truth" came, he said, when the Herb Alpert music became the basis for the "Teaberry shuffle" and TV's gay portrayals helped make the gum a national product.

Use of both TV and radio in conjunction with other media to help Morton salt retain its share of market when the total market was in decline and facing private label competition was described by J. Gerald Fortis, vice president and associate creative director of Needham, Harper & Steers, Chicago.

Budweiser beer's growth has continued to rise so strongly it must be rationed in the summer months and Anheuser-Busch can't build breweries fast enough, according to Walter A. Armbruster, vice president of D'Arcy Advertising, St. Louis.

The "special meaning" of Budweiser

## Biggest month for TV networks

**\$179,401,800 billings reported in October; up 3.1% for first 10 months of year**

October network TV billings this year reached a total of \$179,401,800, higher than for any other month in broadcast history, it was announced last week by the Television Bureau of Advertising.

Based on figures from Leading National Advertisers, the compilation

shows that 1968 TV network billings to date (January through October) were up 3.1% over the comparable period of 1967. October 1968 showed a gain of 9.6% over October 1967 for the second highest percentage gain of the year. TVB noted.

Network television net time and program billings by day parts and by network (add 000)

	October			January-October		
	1967	1968	% Chg.	1967	1968	% Chg.
Daytime	\$ 61,859.7	\$ 66,383.9	7.3	\$ 397,839.4	\$ 409,867.6	3.0
Mon.-Fri.	38,025.9	43,259.4	13.8	282,156.4	291,163.4	3.2
Sat.-Sun.	23,833.8	23,124.5	-3.0	115,683.0	118,704.2	2.6
Night time	101,869.0	113,017.9	10.9	794,043.4	819,315.4	3.2
<b>Total</b>	<b>\$163,728.7</b>	<b>\$179,401.8</b>	<b>9.6</b>	<b>\$1,191,882.8</b>	<b>\$1,229,183.0</b>	<b>3.1</b>

	ABC	CBS	NBC	Total
January	\$34,708.7	\$55,896.5	\$48,151.9	\$138,757.1
February	41,976.5	49,901.3	47,051.6	138,929.4
March	38,904.3	52,299.8	48,280.1	139,484.2
*April	33,371.5	45,713.2	43,707.2	122,791.9
May	29,606.5	43,014.1	42,779.2	115,399.8
June	25,091.5	35,416.4	32,577.3	93,085.2
July	24,859.8	33,058.7	34,343.6	92,262.1
*August	24,306.0	31,819.9	30,864.0	86,989.9
*September	31,503.5	43,688.5	46,889.6	122,081.6
October	51,353.8	62,068.8	65,979.2	179,401.8

\* Revised

Source: LNA/TVB



## GOODWILL AMBASSADORS

- Chuck Richards, Community Relations (left), and Dave Stickle, Public Affairs Director . . . are WMAR-TV representatives to the public. They attend hundreds of meetings yearly . . . meet thousands face-to-face . . . are active in a wide variety of local and statewide community affairs.
- Dave Stickle talks to the people who make the news . . . discusses current problems . . . interviews the candidates . . . develops background material in depth for his special reports.
- Chuck Richards meets students at all levels, speaks at service clubs, churches, and to other groups. He explains the relationship of a leading television station to the public.
- They bring WMAR-TV closer to its viewers . . . and its viewers closer to the issues of the day.

*No Wonder... In Maryland  
Most People Watch **COLOR-FULL***

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

quality, he said, not only has pervaded its successful broadcast campaigns but the agency and marketing staffs as well. In fact, he noted, the beer label has become "camp" and now adorns jackets, shirts, blouses and other items on a broad scale.

## Evangelist arrested on false ad charges

Radio evangelist Curtis Howe Springer, who claims his half-hour radio broadcasts are heard on more than 220 stations in the U.S., as well as on 100 stations in other countries, has been arrested in Barstow, Calif., on a warrant charging him with 65 counts of false advertising and misrepresentation. The charges were brought by the California Department of Public Health's Bureau of Food and Drug Inspections. One of the products Mr. Springer advertises on radio is a cure-it-yourself hemorrhoid kit.

Among the charges facing Mr. Springer are alleged violations of various sections of the State Business and Professional and Health and Safety Codes. Reportedly, numerous complaints have been filed with the Bureau of Food and Drug Inspections regarding alleged health benefits from the food supplement products Mr. Springer advertises on his shows. Mr. Springer, 72, claims his listeners number in excess of 14 million.

## AAF reveals model law on deceptive practices

The American Advertising Federation unveiled to Federal Trade Commission last week an AAF-drafted model deceptive-practices law that is intended to serve as a guide for adoption by states where such similar legislation is either nonexistent or requires updating. The law was presented in testimony by AAF President Howard Bell during the FTC's current round of national consumer-protection hearings.

What the law provides for are civil penalties (a maximum \$10,000 fine) and injunctive relief in appropriate state courts against "false, misleading or deceptive" practices in the conduct of trade or commerce.

A keystone of the law is that it provides exemptions to the "owner or personnel of any advertising medium, including . . . newspapers, magazines, broadcast stations, and billboards, wherein any advertisement in violation of this act is published or disseminated, unless it is established that the owner or personnel had knowledge of the intent, design or purpose of the advertiser at the time of publication or dissemination." The exemption is in accordance with a similar exemption contained in

the FTC's new truth-in-lending act.

Other provisions of the law seek voluntary compliance from persons charged with violations of the act in order to facilitate its administration and avoid unnecessary litigation. Unlike the "little FTC act" which is observed in at least four states, the AAF model law is restricted to deceptive practices only and does not include unfair methods of competition under antitrust law.

The AAF model law project, under development for one year, was initiated by former AAF Chairman Kenneth Laird of Tatham, Laird & Kudner, Chicago.

## Chicago test shows TV can pull for retailers

The CBS Television Stations Division is releasing a study today (Nov. 18) which it says shows a major retailer's advertising campaign on one of its stations "dramatically increased the number of shoppers attracted to departments for advertised products."

The study was based on an ad campaign over WBBM-TV Chicago, with the cooperation of a major retailer there. The retailer advertised five specific items for sale on the station for three weeks.

Eric Marder Associates, a market research organization, conducted personal interviews with 2,245 women shoppers as they entered the retailer's stores over the three-week period. CBS did not identify the retailer.

Results, according to CBS, showed that among all shoppers interviewed, awareness that there was a sale was 31% higher than would normally have been expected if there had not been the television campaign. Five nonadvertised items also were put on sale as a control for the study.

Awareness among shoppers who had watched the station was reported up 51%. The survey also showed that 20% more shoppers over-all said they had come to look at one of the items advertised on sale; 30% more station viewers said they had come to look at one of the items.

Results of the study have been compiled in a booklet, "Going up." The study is the first of a series to be undertaken by the division.

## TBS decides not to work with single advertiser

Time Buying Services Inc., New York, last week issued a statement of policy asserting that it will not work with any manufacturer or a house agency representing a single advertiser.

Sam Wyman, president of TBS, said he was issuing this policy statement be-

cause other organizations operating in the media-buying service area had reported they would work with manufacturers and/or house agencies on a direct basis. He stated that Time Buying Service Inc. would continue to service full-line advertising agencies, because only they are equipped to provide all the resources that "can and have made the most significant contributions to the use of spot broadcasting in their marketing successes."

Mr. Wyman noted that TBS now serves 15 advertising agencies, serving as an extension of their media departments and operating under their full and complete control and supervision. In explaining why TBS has decided not to serve manufacturers and/or house agencies, Mr. Wyman stated:

"Comparison is most significant. An organization that works only with a house agency or only with a manufacturer is both judge and jury of their performance and this, in effect, does not give the manufacturer or the house agency the full control and the comparative judgments that are so vitally important."

Mr. Wyman later told BROADCASTING that TBS, unlike other media buying service groups, provides agencies with a cost figure on each spot it has bought on their behalf. He said that copies of TBS's statement were being distributed to leading advertising agencies.

## Iowa Supreme Court upholds state ad tax

Iowa radio-TV stations, newspapers, advertising agencies and retailers received a jolt last week from the Iowa Supreme Court. The court has found a proposed 3% state tax on advertising to be constitutional, in reversing a lower court order, and has opened the way for the state revenue department to begin tax collection effective Oct. 1, 1967.

The high court opinion reversed one delivered in February by Scott County District Court Judge Nathan Grant, who had ruled the tax unconstitutional, principally on grounds it was vague, delegated "absolute, unregulated and undefined discretion as well as arbitrary and discriminatory power" to the tax commission, and imposed a direct tax on interstate commerce, a power which resides in the federal government (BROADCASTING, Feb. 5).

The case was brought before the district court by Lee Enterprises Inc. (group broadcasters) for the *Davenport Times-Democrat*, Perkins Brothers Co. for the *Sioux City Journal*, KTIV(TV) and KSCJ Sioux City; WOC-AM-FM-TV Davenport; WMT-AM-TV Cedar Rapids-Waterloo; Bawden Bais Inc., Davenport, and Creswell, Munsell,



**Milwaukee has something new to cheer about  
and so do we—exclusive coverage  
of the new NBA Milwaukee Bucks!**



**WTMJ**  
RADIO 62

5000 WATTS/NBC

Represented by: HENRY I. CRISTAL CO., INC.

New York • Chicago • Boston • Detroit •

San Francisco • Atlanta • Los Angeles • St. Louis





# ELECTOGRAPHY



## A new dimension in videotaping made possible by "Scotch" Brand Color Tape Plus

Electography is videotaping at its finest. Colors are brighter, clearer, livelier. Black and whites are stronger with amazing presence. Copies are perfect... matching the original picture and sound.

Electography is immediate. Lets you complete complex programming in hours. You see your work as you go. You're free to experiment... be more daring. You can use slow motion, fast motion, stop motion and reverse action. You can go out on location. Combine all types of existing footage (stills, film) with new footage. Edit instantly... electronically with 30 frame per second precision.

"Scotch" Brand Video Tape No. 399, Color Tape Plus, delivers the ultimate in electography. Gives you the response and full compatibility you need to make it all possible. Lets you use the most subtle lighting techniques. Gives you true colors... more dynamic black and whites... multiple generation copies undistinguishable from the master tape.

Want more information on electography and how you can take full advantage of this complete creative medium? Write: 3M Company, Magnetic Products Division, 3M Center, St. Paul, Minn. 55101.



"SCOTCH" IS A REGISTERED TRADEMARK OF 3M CO.

# Nobody makes “band-aids.”

(Not even Johnson & Johnson.)



Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.

Schubert & Zirbell Inc., Cedar Rapids, both agencies; Petersen-Harned-Von Maur Inc., department store, and Lujack-Schierbrock Chevrolet Co. (BROADCASTING, Oct. 2, 1967). A temporary injunction against collection of the tax was granted effective Oct. 1, 1967 pending final determination of the case. Until that time, it's estimated the state collected about \$550,000 in revenues.

The media-retail group sought to negate the ad tax which was but one of about 50 such taxable service items included in a legislative package that was passed in the summer of 1967. The levy applies to those persons or groups who place the advertising in various media, including radio-TV. An estimated \$5 million will accrue annually from this one tax alone.

The state supreme court, on appeal, reversed Judge Grant saying principally that the tax does not single out advertising or treat it "unjustly or unfairly." Although the court conceded that the tax would in part affect interstate commerce, it said the tax applies only to advertising in Iowa media and that therefore the levy could not be interpreted as directed at interstate commerce. (In practice the tax, for example, will apply to media expenditures which are made on Davenport, Iowa stations by advertisers residing in close proximity in Moline and Rock Island, Ill.)

The court further held that the tax wasn't so vague as to make the entire service law unconstitutional. And its ruling will permit the state to begin making collections effective the date of the injunction.

The media-retail group, along with three state publishing associations and the Iowa Broadcasters Association, are scheduled to meet in Des Moines, Iowa, this week to determine what course of legal action should be taken. Among the options open to them are a rehearing of the case before the state supreme court or a direct appeal to the U.S. Supreme Court.

### Business briefly:

**Nalley's Inc.**, Tacoma, Wash., through Carson/Roberts/Inc., Los Angeles, is introducing Thick Chili, to the Pacific Northwest via an intensive seven-week campaign on television. One-minute spots are scheduled for saturation showings each week in 15 markets in Washington, Oregon, Idaho, Montana, Utah and Wyoming.

**Colgate-Palmolive Co.**, through Ted Bates & Co., both New York, and Armour & Co., Chicago, through Young & Rubicam, New York, have bought participations in NBC Radio's *News on the Hour*, *Emphasis* and *Monitor*.

**Superscope Inc.**, Sun Valley, Calif., distributor of Sony tape recorders, magnetic tape, microphones and accessories,

through Audio Advertising Associates, that city, is including radio and TV promotion in its \$2.5 million budget.

**Supermarkets General Corp.**, Cranford, N.J., which just appointed Venet Advertising, New York, began its first television campaign Sunday (Nov. 17) to announce a new name (Pathmark) for its chain of 82 supermarkets. Four different 60-second spots will be used on WABC-TV, WNBC-TV and WNEW-TV, all New York. The campaign will run a minimum of four weeks.

## Hershey Foods has a change of heart

**Starts search for agency, dropping 65-year-old aloofness from advertising**

The Hershey Foods Corp., Hershey, Pa., well-known for its belief that a quality product is its own best advertising, is in the market for an advertising agency. Hershey Foods, formerly The Hershey Chocolate Corp., would say no more last week than that it was shopping for an agency, and would give no details.

Speculation has centered largely on BBDO, an agency which has done some research for Hershey and which initially handled Hershey's Canadian advertising. Hershey Foods, however, said the decision has not yet been made.

Milton S. Hershey, the founder of the corporation, established the 65-year-old anti-advertising precedent, and the nickel almond and milk-chocolate Hershey bar is yet a testimony to his judgment. But other Hershey products have been unable to maintain an adequate market-share.

In Canada, where Hershey confectionaries were introduced in 1964, BBDO was enlisted to create spot-TV and outdoor advertising. Advertising industry sources estimated the initial six-month rush in Canada cost Hershey \$500,000. Since then, Hershey has shifted its Canadian advertising to McConnell Eastman Ltd. and put most of its Canadian media buys into radio.

"This could very well be a \$10-million advertiser," one industry spokesman said. Other sources also hazarded the opinion that a big ad effort is in the offing: "They hired a group of people from other candy companies and agencies who are heavily oriented toward television."

In 1966, Hershey acquired two companies, San Georgio Macaroni and Delmonico Foods, both regional pasta manufacturers and both represented by the same agency, W. B. Doner & Co., Baltimore.

# DIVORCE COURT

lands with  
**IMPACT**  
in market  
after market

In Tucson

## DIVORCE COURT

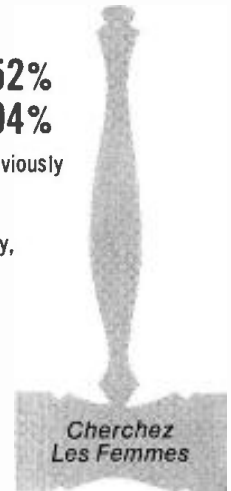
sent

adults up 152%  
women up 204%

over the program previously  
in the time slot  
on KGUN-TV,  
Monday through Friday,  
4:30-5 p.m.

APRIL NOV. 1967 OCT. 1966, 1966

"Divorce Court"  
consistently delivers  
more homes,  
more women.



30 Rockefeller Plaza  
New York, N.Y.

See page 78

## Your Blair Man Knows . . .

**CENTRAL SEVEN!** Elegant design and 20,000 bricks are "out front" inviting passersby into the brand new WTRF-TV and WTRF-FM communication center. This ultra-modern glass and brick structure now houses 24,000 square feet of studios, production facilities and the newest color TV and FM stereo equipment atop the underground parking garage. Sixty-one full time and talented employees are "about your business" at new CENTRAL SEVEN (and enthusiastically welcome the opportunity to handle more). Drop in to see CENTRAL SEVEN and help WTRF-TV celebrate its fifteenth anniversary of serving the Wheeling-Steubenville Market from the heart of downtown Wheeling, hub of the rich and busy industrial upper Ohio River Valley.

**BLAIR TELEVISION**

Representative for

# WTRF-TV

Color Channel 7-NBC  
Wheeling, West Virginia

## Banzhaf's latest pitch is for KRON-TV license

Anticigarette spokesman John F. Banzhaf III turned his attention to the West Coast last week, with a complaint to the FCC that KRON-TV San Francisco had violated the fairness doctrine by failing to balance its cigarette advertising with a "significant" number of anti-smoking announcements. He recommended that the station be denied renewal of its license.

Mr. Banzhaf, executive director of Action on Smoking and Health and the most persistent foe of cigarette advertising over broadcast media, presented his latest complaint in what appeared to be a form letter. He declined to elaborate on specific violations, but said that the alleged fairness-doctrine violations are "just one example" of the station's failure to meet its public-interest obligations.

The only specific reference to KRON-TV was in the first sentence of Mr. Banzhaf's petition. He asked the commission to deny renewal "of the broadcast license of"—followed by a blank space in which the station's call letters and city of license were typewritten.

Mr. Banzhaf also revived a complaint filed three weeks ago against Time-Life stations WFBM-AM-FM-TV Indianapolis, in which he urged that those stations be disciplined for fairness-doctrine violations said to have occurred in connection with editorials opposing the Federal Trade Commission's proposal to ban cigarette advertising from radio and television. He also recommended that the commission deny license renewal to Time-Life's KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif., because of the Indiana editorials (BROADCASTING, Oct. 28).

The FCC's Broadcast Bureau subsequently informed Mr. Banzhaf that there was no specific allegation of non-compliance with the fairness doctrine, and that the stations' renewal applications would therefore continue to be processed. The attorney's new filing says that there was a violation and asks that the commission stay renewal of the California stations' licenses pending the outcome of an investigation of the Indiana question.

## First TV ad campaign seeks to aid disabled

The first national advertising campaign for rehabilitation of mentally and physically disabled people takes a different approach from other public service campaigns.

The copy and art in two television and two radio commercials, print ads and transit cards are directed toward the



disabled themselves rather than urging others to help. Portraying lonely, despondent, disabled people and concluding with the theme "You have nothing to lose but your disability," each commercial and advertisement appeals to the handicapped to help themselves by finding out where they can receive rehabilitation services and make themselves known. As one television commercial points out, "Before we can help the disabled, we have to find them."

Dr. Howard A. Rusk, the "prime mover" behind the campaign, said in New York last week that the commercials should have a secondary effect of improving rehabilitation facilities if more people begin using them.

The broadcast commercials, available in 60-, 30-, 20- and 10-second lengths, were prepared by Warwick & Legler, with Milt Lowe writing copy and Mike Withers doing art work. Actor George C. Scott provided the voice-over; David Quaid Productions Inc. produced the spots.

The campaign is being conducted by The Advertising Council in cooperation with the Department of Health, Education & Welfare, and is expected to run for a year starting in December. Roper Research Associates will conduct a two-part survey to determine the effectiveness of the advertising.

## CATV cited as testing ground for commercials

Putting more punch in television commercials to heighten their effectiveness and cut costs today requires much more precise means to measure the punch in the first place, well before airing.

So the progress in such measurement techniques and hardware was among research topics explored Thursday by an all-day seminar of the Chicago chapter of the American Marketing Association. One new fast-growing area for testing is the use of cable TV systems, the seminar learned, because they enable testing under normal home viewing conditions.

Roy Benjamin, president of Television Testing Co., New York, a new firm that is a joint venture of Audit &

Surveys Inc. and H & B American Corp., related plans of his firm to evaluate commercials through "networks of markets" served by the H & B CATV interests and with computer control of the target samples."

H & B American a month ago acquired the cable system holdings of the Jack Kent Cooke Co. and claims now to be the biggest operator with some 60 systems going and others pending. Television Testing Co. has been more than a year in organization and began testing via CATV just a few months ago.

Mr. Benjamin said the TTC computer presently has demographics and other data on 27,000 CATV households in four markets and an additional 20 markets will be added early next year. Any conceivable mix of sample audience factors is possible, he said.

The testing technique involves cutting in locally the test commercial precisely at the second the sponsor's regular commercial appears on normal programming. Telephone questioning the next day enables a complete report on two-week delivery, he said.

Program evaluation and testing is another area in the plans along with commercial evaluation, he said, as a result of a new electronic sensing device developed by H & B. The unit, he said, can be attached to the telephone pole on which the cable is strung and it will measure minute by minute the activity taking place on up to 400 sets.

The device, he explained, records and transmits this viewing data back to a central storage and print-out control point. Demonstrations are planned in the near future, he indicated.

Harold Spielman, partner in the New York TV commercial testing firm of McCollum/Spielman & Co., related the depth of research and analysis now possible in the testing of a commercial before it is aired, especially in the areas of awareness, communication and motivation. He stressed that raw data research is no longer sufficient in today's highly competitive marketing world and said competent analysis is the key to successful testing.

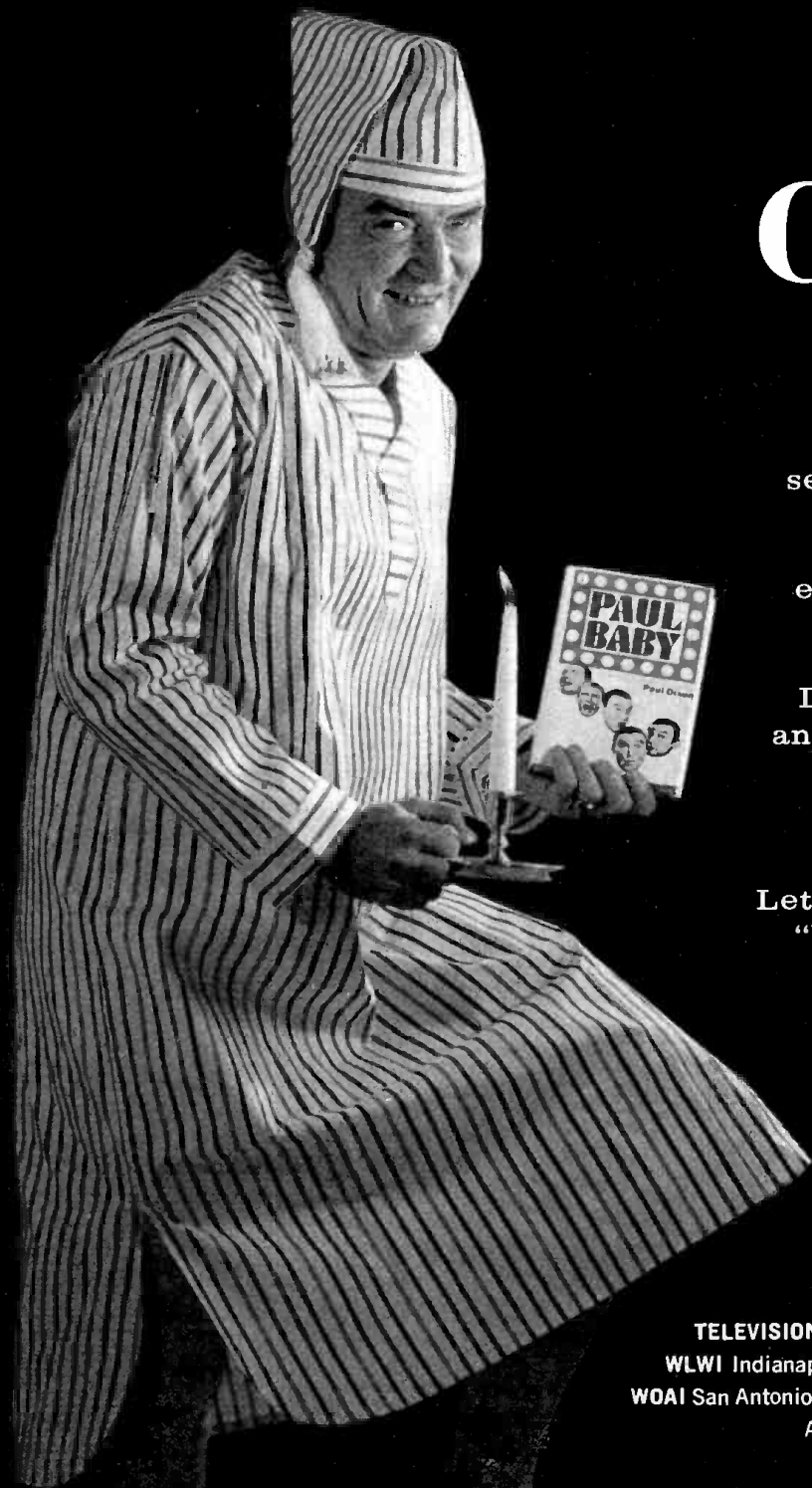
## Rep appointments:

- WNJU-TV Linden-Newark, N. J.: Savalli-Gates Inc., New York.
- WAWA-AM-FM Milwaukee: Greener, Hiken, Sears, New York.
- WDRC-AM-FM Hartford, Conn: Edward Petry & Co., New York.

## Atherton gets first account

Alfred A. Atherton, vice president and client service director for MacManus, John & Adams Inc., Beverly Hills, has formed his own advertising consulting firm, the Atherton Group, with MJ&A as the first client. The new advertising consulting firm is at 1901 Avenue of the Stars, Los Angeles.

# Meet Paul between the covers!



The covers of his new best selling book, "Paul Baby", that is. Already in its third printing, it's all about Paul Dixon's experiences on his ninety-minute daily TV show, which is also a "best seller" with the women of Dayton, Cincinnati, Indianapolis, and Columbus. And when it comes to effectively selling products to these women, Paul Dixon wrote the book on that, too.

Let Paul Dixon prove he can be your "best seller" in the Midwest. Call your Avco Radio Television Sales representative.



**BROADCASTING  
CORPORATION**

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.

# The Cox-Johnson beat goes on

**Both take to stump on local programing; Johnson, on own, hits 'disreputable' FCC**

Two FCC commissioners, speaking before broadcasters in widely separated parts of the country last week, sounded a common theme: Stress the service side of your operation if you want to preserve the broadcasting business as you know it.

Commissioner Kenneth A. Cox, speaking in Cincinnati at a National Association of Broadcasters fall regional conference, suggested that broadcasters assume fully the role of "electronic journalists."

And Commissioner Nicholas Johnson, in two appearances in the Los Angeles area, emphasized what he said was the need for broadcasters to provide local service. In the process, he lashed out at a "do-nothing FCC" he said was a captive of the broadcasters and at "hate-filled trade publications" which he did not identify.

Both commissioners, who are considered the hard-line regulators on the commission, suggested, in effect, that unless broadcasters provide such services, they might find the present broadcast system seriously altered.

Commissioner Cox's suggestion that broadcasters become "electronic journalists in the fullest sense of the words" rather than serve as "essentially entertainment and advertising media" came at the end of a speech in which he indicated that broadcasters were on the defensive in battles with two tough foes. One is the army of land-mobile radio operators, who are seeking spectrum space assigned to broadcasting; the other, CATV interests who are stepping up their competition with broadcasting.

Furthermore, the battles are being fought, he said, when there is a growing concern on the part of the public about broadcast programing, particularly in the field of news and public affairs. "I think you have encountered a crisis of confidence," he said.

He also said that broadcasters are not doing an adequate job in illuminating the complex of problems involved in the "urban crisis"—which is the major theme in the NAB's series of fall conferences—and did not do enough to explain the issues in the just-concluded political campaign.

The role of electronic journalist, he

told his audience, offers "the only course you can take to justify the spectrum allocated for your use and to stave off the challenge of your cable competition."

He said one of the "more serious" arguments offered by land-mobile radio operators in seeking a reallocation of broadcast spectrum space to them is that broadcasting has not served the public interest as it should, and that it is essentially an advertising and entertainment medium that does not deserve as much spectrum space as is allocated to it.

The commissioner said that not only are an increasing number of Americans becoming critical of broadcasting but that this critical view might "find lodging in the Congress and may work in favor of the efforts land-mobile industry is making to win support there." The land-mobile forces, he noted, want outright allocation of at least the seven lowest UHF channels.

Instead, the commission has proposed geographic sharing of these frequencies by land-mobile services, as well as the reallocation of the top 14 UHF channels, now used for translator service, along with new frequencies recently transferred from the government portion of the spectrum. Commissioner Cox, who said he is "satisfied" that a serious land-mobile spectrum shortage exists in the major cities, expressed the hope that "we can find the proposed sharing technically and operationally feasible."

The commissioner noted that a second argument made by land-mobile radio forces is that television service can be provided by wire as well as off-the-air. And CATV interests, the commissioner said in discussing CATV's challenge to broadcasting, are now claiming the ability not only to relay distant television signals but to originate specialized local programing.

Furthermore, he said, broadcasters have been letting CATV forces win "a propaganda battle." He noted that some CATV systems during the election campaign presented congressional candidates, "and even the major presidential nominees." He said that "many people who have become critical of broadcast

television's failure to provide significant local programing welcome the cable industry's representations enthusiastically—and, I think uncritically."

Commissioner Johnson, who addressed the Southern California Broadcasters Association's first management conference and the Hollywood Radio and Television Society, noted that "95% of the most valuable spectrum space owned by the American people" is devoted to a broadcasting system based on local stations. And those stations, he said, should provide a local service.

But, he said, basically they deliver a nationally distributed product—a function that, he suggested, could be performed more economically in other ways.

He said satellite-to-home broadcasting, cable-TV systems and home videotape recorders could make an over-the-air transmitter superfluous. He also said that time and weather services provided by the telephone company are easier, more convenient and faster than similar services provided by radio stations.

The rapidly evolving communications technology is only one of several pressures Commissioner Johnson believes are coming to bear on broadcasters. The others are public criticism of mass media, the growing sense of the social responsibility of those media and the surge of "participatory democracy," which he defined as the mounting desire by people to participate actively in affairs that concern them.

He said broadcasters could respond to these pressures in one of two ways. "You can," he said, "respond with increased fighting funds, give more money to more vitriolic hate-filled trade publications, get more Washington counsel and public-relations firms and say, 'We are the mass media and we're surrounded by a fence. It says First Amendment on one side and keep out on the other.'"

The commissioner, in a biting reference to the commission, said that approach could be initially successful. "I think you're powerful enough to pull that off," he said. "Witness the disreputable record of the FCC that



# **WDRC AM & FM is way out ahead of all other Hartford stations.**

If the less listened to stations want to know why, here's why.

WDRC has product promotions for their advertisers.

They place ads for their advertisers in local newspapers.

WDRC has an advanced Record Survey—one they compile themselves.

WDRC's Record Library is so skilled at picking hits that they've been awarded Fifteen Golden Records.

Their news men are the best. In fact, WDRC editorials often are printed in Hartford newspapers.

"Hotseat," WDRC's current affairs program and community drives, involve the station with people in the area.

**Edward Petry & Co. is way out ahead.  
They represent WDRC AM & FM.**

continues week after week after week."

Throughout both of his talks, he stressed the view that broadcasters do not have to worry about the commission. "You've always had a majority at the FCC and you always will," he said at one point. "The only thing you have to fear from the FCC is it permitting such low standards in this industry."

At another point on the same subject, he said: "You have enough power in our country that you are beyond check, in my judgment, by any institution in our country today—the President, the Congress, the FCC, the academic institutions."

But the commissioner, "as a citizen," recommended that stations program "as responsibly as possible."

And, in any event, he warned broadcasters that their problems will not disappear simply because "the FCC is a do-nothing FCC." Broadcasters may not have to worry about the FCC, he said. "You've got them captured. But there's a lot of other institutions in our society that are concerned about these problems."

Mr. Johnson advocated the establish-

ment of a privately funded nongovernment institution to provide "continuous monitoring, review and evaluation and reporting" of the mass media. Such an institution might need a budget of \$1 million to \$10 million a year," he said.

## Hoving group moves into Washington

The National Citizens Committee for Broadcasting has expanded its activities once again with the establishment of an office in Washington at 1707 L Street, N. W., Suite 550, telephone (202) 293-4857.

The branch office, presumably to serve as a funneling point to get the committee's ideas into government organizations concerned with broadcasting, is the latest in a series of revitalization measures taken since the committee published a report on the state of public broadcasting in July (BROADCASTING, July 22).

Under the direction of its chairman, Thomas P. F. Hoving, and executive director, Ben Kubasik, the committee enlarged both its board and its scope with a change in its name (BROAD-

CASTING, Oct. 28), and hired a lawyer, Earle K. Moore, (BROADCASTING, Oct. 21) in an effort "to see that all of broadcasting begins to live up to its promises and obligations to operate in the public interest, convenience and necessity," in the words of Mr. Hoving.

Working out of the Washington office as consultant will be Robert Squier, most recently director of television for the Democratic National Committee and in charge of television activities for the United Democrats for Humphrey.

Previously Mr. Squier was an executive producer at National Educational Television and special assistant to NET President John White.

## TV station, CATV system agree on protection

An interim agreement between a UHF seeking nonduplication protection and a cable system eager to get a new system underway has provided the station with protection of rather unusual scope.

WKEF(TV) Dayton, Ohio, told the FCC last week that it has agreed to a nonduplication arrangement with Xenia

## Asking Mr. Johnson means more Q than A

FCC Commissioner Nicholas Johnson fielded questions last week after his two speeches in the Los Angeles area (see page 40). He also muffed a few, including some on matters of current importance before the commission.

Generally, he answered at length when members of his audiences asked him about the subject of his speeches—the need for broadcasters to provide more local programming. On some other questions, however, Mr. Johnson had a leaky glove. Here is a verbatim account of some of the questions and his answers:

Q: I wonder if Commissioner Johnson would care to give us some indication of what the forthcoming hearings, scheduled for December but now postponed, I think, to early spring, on the 50-50 rule are all about? [The proposal, on which oral argument has been scheduled for May 12, would limit network ownership or control to 50% of prime-time programming.]

A: I'm frank to say I don't know.

Q (same man): There has been some paper reporting here that a hearing is scheduled dealing with ownership of programming involving network participation and producer participation.

A: I know there is interest in that subject in Washington as well as Los Angeles. I'm not familiar with the details of the hearings to which you are

referring.

Q: Mr. Commissioner, what is the present status of the treaty negotiations between Mexico and the United States, an AM treaty. And what is your feeling on how soon it will be completed? [Representatives of the U.S. and Mexico, meeting in Mexico City, began their third round of formal talks on the treaty last week. The session, during which both sides hope final agreement will be reached, is expected to end this week.]



Mr. Johnson

A: The answer is I don't know. If you will drop me a line I'll try to get the most current information we have on it. I think that would be much more satisfactory than passing around ill-conceived, not fully understood information on my part right now.

Q: Mr. Commissioner, what is the status of the current freeze on AM applications? [The freeze was imposed in July, as the commission began revising its allocations rules to halt further expansion of AM service, except in underserved areas (BROADCASTING, July 22). There is no indication as to when the commission will adopt new AM allocation rules and lift the freeze.]

A: Well, It's very cold.

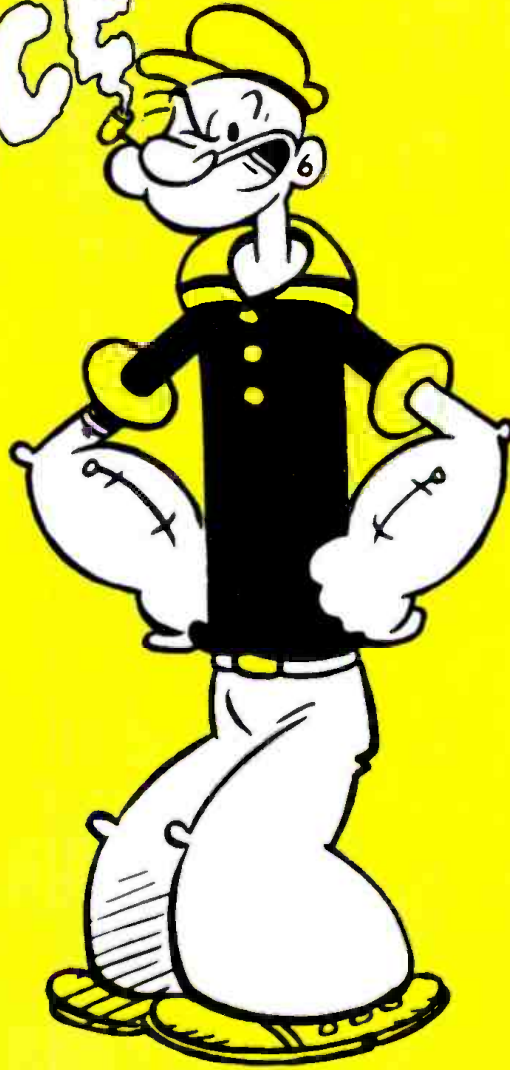
Q (same man): Will it last very long?

A: We're entering the winter months right now in the eastern part of the United States and that's where Washington is and I expect it will be.

Q: Do you have any prognosis on the future of the fairness doctrine? [The U.S. Court of Appeals for the Seventh Circuit has declared unconstitutional the FCC's codifications of rules under the fairness doctrine. In a petition for Supreme Court review, the government has said the seventh-circuit decision, if allowed to stand, would raise questions about the constitutionality of Section 315, the political-broadcasting law that contains the fairness doctrine.]

A: Well, I think it appears very healthy, a good heartbeat, being well-fed, well-supported by the Congress of the United States . . .

90.3%  
SHARE  
OF  
AUDIENCE



**90.3% OF THE MOST INFLUENTIAL ORGANIZATIONS IN THE COUNTRY\*  
APPROVED POPEYE FOR CHILDREN ON TV**

***THEY SAID IT LOUD AND CLEAR!***

**"PERFECTLY ACCEPTABLE FOR CHILDREN"**

*—Executive Council Episcopal Church*

**"ALL CHILDREN WHOM I KNOW LOVE POPEYE"**

*—Girl Scout Council of New York*

**"IT'S JUST FUN"**

*—Archdiocese of New York*

**"ENTIRELY ACCEPTABLE FOR CHILDREN—EVEN SLIGHTLY EDUCATIONAL"**

*—NYC Federation of Women's Clubs*

**"THERE IS NO EVILNESS OR VIOLENCE IN POPEYE CARTOONS"**

*—Kiwanis Club of New York*

**AN OVERWHELMING VOTE OF CONFIDENCE FOR  
CONFIDENT CHILDREN'S PROGRAMMING**

**United Artists  
Television Inc**   
*Entertainment from  
Transamerica Corporation*

\*—Organizations Interviewed: National Council of Churches of Christ in the U.S.; Girl Scouts of America; YWCA; Catholic Archdiocese of New York; Episcopal Church of New York; New York Federation of Women's Clubs; United Presbyterian Men; Kiwanis Club of New York; American Women's Association

Cable TV Inc. that protects the station from duplication of syndicated or feature film programs, both before and after broadcast, for the duration of the licensing agreement between WKEF and its program distributors. The agreement provides protection on an interim basis until the commission acts on a petition for special relief filed last month by Springfield Television Broadcasting Corp., licensee of WKEF. If granted, the firm's request would institute such protection on a permanent basis.

In a separate filing, Xenia Cable said that it had entered into the agreement because of its desire to commence operation of its Dayton system this month. The firm said it has invested over \$350,000 in the system and does not want to wait for FCC resolution of Springfield's petition.

Xenia Cable submitted its petition in order to demonstrate that the agreement—which it said removed the final obstacle to commencement of its operation—is fully in accordance with FCC rules. For example, it said, the rules require the commission to give "full effect to private agreements between CATV operators and local TV stations which provide for a different type or degree of protection for the total station than do the commission's rules." The rules require only same-day protection.

William B. Putnam, Springfield's president, said that to the best of his knowledge, the agreement was the first of its kind ever entered into between a TV station and a CATV system.

## Question of trafficking in KJOG-TV hearing

Jack O. Gross's problems growing out of the agreements he allegedly made to sell the construction permit for KJOG-TV (ch. 51) San Diego, to two different buyers has resulted in an FCC hearing in which the CP may be lost.

The commission has designated for hearing Mr. Gross's application for an extension of time to complete construction of the station. The CP was originally awarded on June 23, 1965, and one extension request has already been granted.

Issues will include questions as to whether Mr. Gross failed to provide the commission with complete and accurate information concerning construction plans, whether he engaged in trafficking in KJOG-TV authorization, and whether he has the qualifications to be a licensee. The hearing is also to determine whether a further extension of construction time is justified.

Trouble began brewing for Mr. Gross on Oct. 31, 1967, when United States International University of San Diego asked the commission to approve the application for assignment of KJOG-TV's

CP to it, even though the seller's portion of the application was not completed. The university said Mr. Gross was refusing to abide by an April 1, 1967, agreement to assign the permit for \$16,174, said to be Mr. Gross's out-of-pocket expenses (BROADCASTING, Nov. 13, 1967), and it enclosed a copy of a letter of intent signed by Mr. Gross as proof.

At almost the same time, the commission was notified by Mr. Gross that he had agreed to assign the permit to Broadmoor Corp. for \$18,000. That agreement said Broadmoor would honor an agreement that Mr. Gross reached with the university on April 25, 1965, to grant it an option to acquire 50% of the permit. But it also provided that, if the university does not exercise that op-

## FCC gets varied job-bias views

### United Church, federal offices, ABC, NAEB are among those supplying comments

Comments on the FCC's proposed rule and policy statement prohibiting broadcasters from racial discrimination in employment have now come full circle—from the original petition for rule-making filed in April of 1967 by the United Church of Christ, to last week's final batch of reply comments on the commission's proposals—with the polarization of views between broadcasters and the public as predominant as ever.

The commission's only specific rule proposal is that equal-opportunity notices be posted in radio and television employment offices and on employment application forms. Additionally, however, its policy statement says that broadcasters face loss of their licenses if they discriminate in employment, with action to be taken when a "substantial issue" is raised in a complaint. The commission also called upon broadcasters "as a matter of conscience" to go beyond minimum policy requirements and to seek affirmative solutions to the racial problem.

And, in the most complex and controversial issue raised by its proposal, the commission said that consideration would be given to requiring a showing of compliance by broadcasters with fair-employment practices.

Last week's comments were wholly typical of earlier ones in their disagreement over the issue of compliance. The National Association of Educational Broadcasters reaffirmed its previously expressed opposition to placing the burden of proof on broadcasters—particularly educational broadcasters, NAEB said, since their operations are usually small and cannot readily bear the burden of elaborate legal proceed-

tion, Mr. Gross will be permitted to acquire 15% of the permit. Broadmoor is owned by Michael and Clinton Dan McKinnon, who own KSON and KSEA (FM) San Diego and, with their father, control KIII-TV Corpus Christi, Tex., and a CP for KXIX(TV) Victoria, Tex.

The hearing issue as to whether Mr. Gross failed to provide the commission with required information involves the April 1 "letter of intent," which indicated his intention to assign the CP to the university.

The trafficking issue involves the agreement with Broadmoor, under which, the commission noted, Mr. Gross would be able to retain an interest in the authorization and the station to be built without any obligation to make further funds available.

ings.

Having made its point in last month's comments, however (BROADCASTING, Oct. 14), NAEB took a more conciliatory attitude in its reply. It emphasized that the question is simply one of the best means to a desirable goal, acknowledged that educational stations need to improve their responses to minority problems, and expressed its willingness to cooperate with the commission's eventual course of action.

A basic problem with which the commission must deal, according to NAEB, is this: "Educational stations, along with virtually every other social and educational institution, have not discriminated effectively in favor of such minority-group employees. That is to say, they have not taken positive steps to seek out and qualify minority job applicants."

In another filing, the Federal Office of Contract Compliance expressed its support of a previous petition by the United States Commission on Civil Rights. Both stressed that the commission should embody its policy in a rule, since this step would allow it to use its cease-and-desist powers rather than relying entirely on nonrenewal of licenses. The filings also emphasized that existing measures for dealing with discrimination would be insufficient. Broadcasters should be required to demonstrate their compliance, it was held.

While the Office of Contract Compliance took its cue specifically from the Civil Rights Commission, its opposition to the broadcasters' point of view was very much in line with virtually all previous filings by government agencies. Particularly notable in this connection were earlier comments filed by the Chairman of the United States Equal Employment

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Opportunity Commission—the agency most directly responsible for execution of federal antidiscrimination policy. According to EEOC Chairman Clifford L. Alexander, “it has been the experience of the EEOC that a periodic showing of affirmative action is usually necessary to effectively eliminate discrimination.” The FCC proposals, he said, do not require broadcasters to meet the standards of existing federal antidiscrimination laws, and are therefore “unlikely to have any appreciable effect on the shocking minority employment patterns in the broadcasting industry.”

The thrust of reply comments by ABC, on the other hand, was that the noblest of intentions will be squelched if procedures for implementation are too great an administrative burden. According to ABC, the commission's notice requirements—and the proposal by some groups that broadcasters bear the burden of proof—are solutions which will lead to unnecessary duplication of existing antidiscrimination efforts.

And, in its final effort, the United Church of Christ took exception to several of the broadcasters' arguments. One of these was the view, previously expressed by CBS and Eastern Broadcasting Corp., that the commission should apply its procedures for dealing with alleged antitrust violations to discrimination questions. As applied to racial bias, the broadcasters said, these require the listing on license renewal applications of all lawsuits alleging discrimination to which the applicant is a party, and the commission would then decide on a case-by-case basis what action to take. Actually, the church said, antitrust procedures are far more complicated than that; they require an extremely elaborate disclosure of economic interest. Antidiscrimination procedures should be at least as inclusive, according to the church.

Other broadcasters had argued that charges of bias should be likened to fairness-doctrine violations; that is, a licensee's compliance should be assumed in the absence of complaints. The church's filing countered that fairness questions are “clearly more complex and less susceptible of objective appraisal” than charges of discrimination. Racial bias, UCC said, can be curtailed through more direct action; and, the church added, the action should be taken now.

## WAZL's Diehm heads MAAC for another year

Victor C. Diehm of WAZL Hazleton, Pa., was re-elected chairman of the Mutual Affiliates Advisory Council (MAAC) at the group's fall meeting with Mutual officials in New York last

Thursday (Nov. 14).

Henry Rau of WNAV Annapolis, Md., and WDOV Dover, Del., was elected vice chairman. Keith Munger, KCOK Tulare, Calif., was re-elected secretary, and Ed Breen of KVFD Fort Dodge, Iowa was named treasurer.

The elections were held in the morning session of an all-day closed meeting said to be devoted to wide range of internal business affairs and other activities and plans.

## U asks FCC aid in quest for ABC

### San Diego outlet wants network relay authority to Tijuana stopped

KCST(TV) (ch. 39) San Diego, is parlaying its proximity to an international border and some old FCC and appeals-court decisions into an effort to obtain the ABC-TV affiliation now held by XETV(TV) in nearby Tijuana, Mexico.

KCST, which resumed operations in January under new ownership, combined these elements in a petition in which it asked the FCC last week to deny ABC's application for extension of authority to transmit network programs to the Mexican station.

KCST indicates its belief that, if the application is denied, ABC will pick it up as the San Diego affiliate. Each of the other two operating commercial stations in the market is affiliated with one of the other networks. The stations (KFMB-TV and KOGO-TV), like XETV, are VHF's.

The commission granted ABC the first of a series of one-year authorizations to feed XETV in 1955. But, KCST noted, in affirming that decision the commission held that the grant would serve the public interest since there was then no “operating or authorized third television station in the San Diego area by which such [third network] choice would be provided. . . .”

KCST also recalled that the San Diego stations then operating appealed that decision and that the court subsequently remanded the case to the commission for a hearing in which the commission was directed to determine the character of XETV's nonnetwork programming and to determine whether the public interest was served by strengthening the station's U. S. audience through its broadcast of ABC programming.

The commission, KCST noted, stuck to its original decision—that the grant would serve the public interest, and in the process, the commission “excused such factors” in XETV's performance as 90% entertainment programming, a small amount of Spanish-language

broadcasts and a “lack of public-service broadcasts and local origination,” KCST said.

The station added that the commission had cited XETV's representations that improvements would be made. But, KCST said, “notwithstanding the commission's reliance on XETV's various representations . . . XETV's programming has, in fact, not improved.” KCST said it consists of network and syndicated programming, entirely in English, U. S. advertising, and an occasional taped public service announcement.

KCST said the “defects” in the Tijuana station's programming and the commission's “repeated assertion that ABC network program transmission to XETV were authorized . . . solely because of the lack of a third television station in San Diego” to carry ABC programs, require the denial of ABC's application for extended authority to feed XETV.

“The only public interest reason for a grant is now irrelevant because KCST is available for an ABC affiliation,” KCST said.

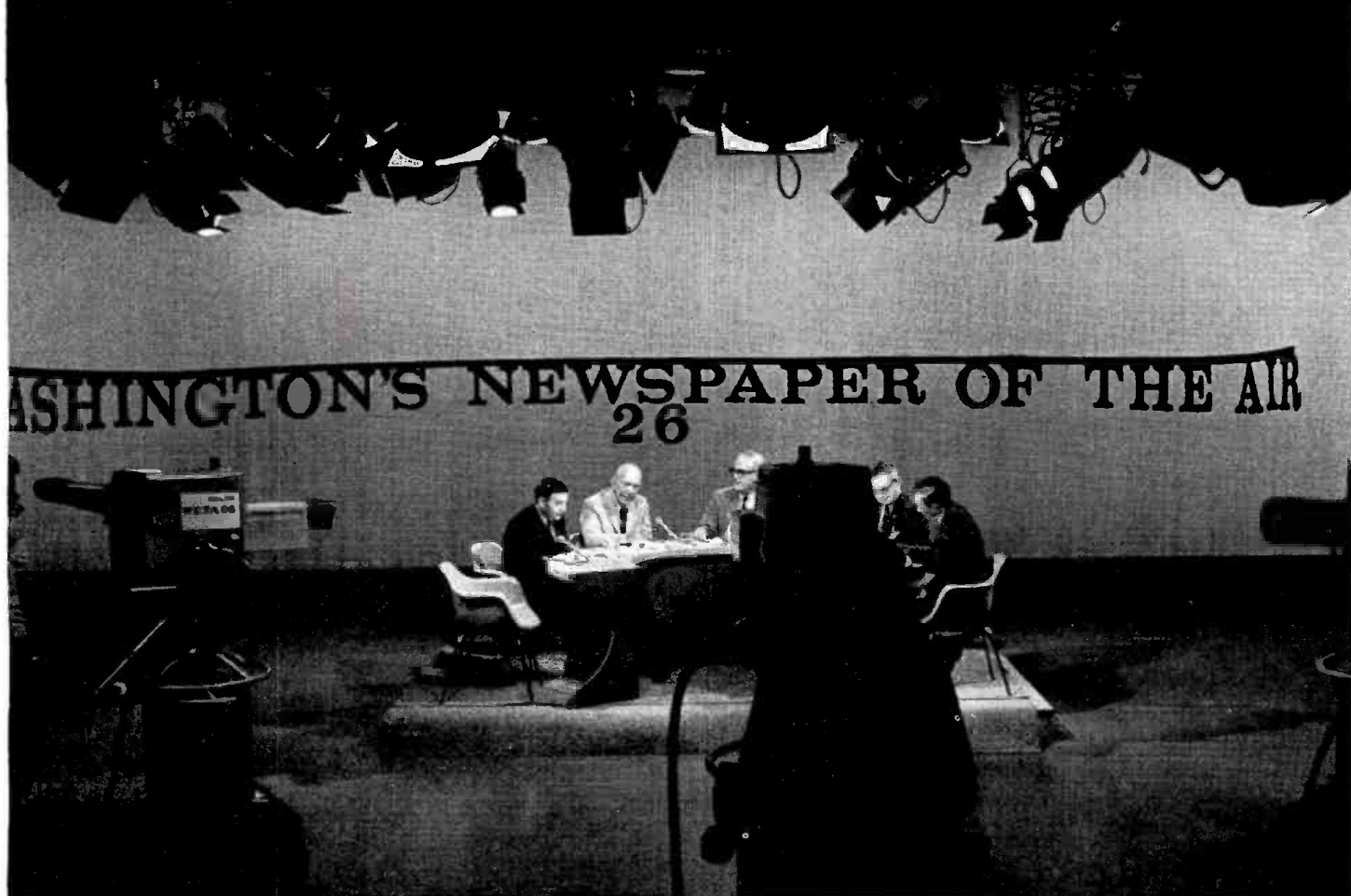
KCST's petition apparently had its genesis in the oral argument the commission held on April 26 on the request of San Diego television stations for restrictions on CATV importation of Los Angeles signals into their market. A question arose regarding ABC's affiliation with a Mexican station south of San Diego, and former Commissioner Lee Loevinger asked whether it would not be simpler if the commission were interested in having “three local network stations that would also provide whatever local programming such stations provide, to have the third network broadcast over a San Diego station.”

KCST's counsel, Arthur H. Schroeder, who participated in the hearing, said he had not checked into the matter of the commission's authority in the area. But he expressed the view that the commission could refuse to permit ABC to transmit its programs to the Mexican station. “Then they would be forced to seek another in San Diego,” he said, in a portion of the transcript quoted in the KCST petition.

KCST, formerly KAAR(TV), was acquired by its present owner, Western Telecasters Inc., for \$1.1 million, last year. Since acquisition, Western has spent \$1,360,000 on improvements, and it has lost \$650,000 since the station went back on the air in January.

KCST, asserting its programming “competes” in all respects with the Communications Act and commission rules, said its carriage of ABC programming will enable it to increase its audience and revenues and “further expand its public interest programming.” This, KCST said, is consistent with the commission's long-standing policy to encourage the development of UHF broadcasting.

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# Broadcasters urged to promote brotherhood

**A mayor and broadcaster, both Negroes, say media must solve the racial crisis**

They socked it to 'em in Cincinnati last week, a sort of minority report that tried to tell it as it is, delivered to broadcasters attending a regional fall conference sponsored by the National Association of Broadcasters.

"They" were Richard G. Hatcher, mayor of Gary, Ind., and Andrew R. Carter, president and general manager of KPRS-AM-FM Kansas City, Mo. Both are Negroes who have gained some measure of success in a power structure forged by white Americans. Both addressed themselves to the growing urban crisis (more specifically, racial tensions) and what part broadcasters can play in ameliorating it.

"Few persons take time to realize that of the disorders that occurred in all of the cities in this country, the number of people involved is less than 1% of the minority group." Mr. Hatcher said. "The tendency of the news media to find within the ranks of the Negro people, strident, irresponsible voices is doing great harm to all people. In this context it is totally irresponsible and nonobjective reporting to place in the mouth of a babbling fool the varying

thought patterns of a total race of people. This makes news. But does it make sense?"

Mr. Hatcher charged that "undue space and emphasis given to radicals that are not correctly balanced by any liberal or moderate views of more responsible citizens is a type of slanting that should cease. It does not take one long to learn that the news media in its own subtle way can editorially alter the facts, by omitting facts. It can do the same by the addition of irrelevant facts."

"Those who utilize these procedures as an expression of freedom," he asserted, "again must face the full realization of the end results of their actions—a misinformed or underinformed public." Mr. Hatcher said that newsmen must take an introspective view "if there is indeed fair regard for community understanding," particularly on the issue of race.

If there is a danger in communicating incorrectly, then there is a greater danger in not communicating at all, as Mr. Hatcher rhetorically asked: "How do you tell people that something is

drastically wrong? What words do you use to communicate that in spite of successful appearances, America is in danger of being destroyed? How do you get the attention of smug Americans? How do you persuade them to respond relevantly to the urban crisis in this most urban of civilizations? There is still white society's stubborn refusal to admit that the ghetto it created is a problem it must solve."

The urban crisis, as Mr. Hatcher described it, is both a challenge and opportunity to broadcasters because of its "awesome magnitude" and because "it summons you to create and project broadcast formats that are relevant to the problem." If broadcasters want to understand the urban crisis and interpret it accurately to their audiences, then Mr. Hatcher suggested "there is no substitute for sustained, personal contacts with black people," and not merely the exceptional blacks, he said, but the "soul brothers" who use bad English, earn less than \$100 a week and hang around street corners.

"You will find blacks are people, not stereotypes, that they are just as individual as you are." And, he said, broadcasting will find that there are profound changes now occurring within the black community as Negroes shed their imitations of white society achievements and attempt to seek a separate identity and culture.

But first-hand familiarity with the black community is not enough. Mr. Hatcher noted the so-called "racial crisis" in the broadcasting industry where, according to a New York City Human Rights Commission survey, 5% of the three TV networks' employees are Negroes, mostly in "low-level clerical jobs." "What will you do about the limited number of blacks appearing on TV, both in the regular programming and the commercials? What will you do about the distortions that still crop up all too often in news about the black community?"

"The real issue, you see, isn't basically political, judicial or diplomatic," he said. "It's a moral issue. And if these accusations alarm you, just take a good look around, then ask yourself why can't a Jew join your country club or a Negro family live next door? If we're really striving for peace and unity, now's the time to practice what we preach. To the members of the mass media, you gentlemen have a special responsibility. You represent the mass conscience of this country. The people are confused,

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embittered and afraid: they're looking for leadership. The problem is peace. The answer is brotherhood. Spread the word."

Mr. Carter also spoke about what broadcasters may do to dispel the urban crisis. He asserted that young Negro radicals are seeking "the right" to live in dignity, not always being sure what dignity is, and are demanding that someone do something about that condition. "We as broadcasters have been drafted into that war by the FCC," Mr. Carter contended. "We are forced to take a second look at ourselves as broadcasters. We are told we must report faithfully the ills of the ghetto . . . to white audiences . . . and serve the minorities, something new for radio and television to do on a continuing basis. Frankly, we should have been doing it for years."

Establishing a better rapport with the Negro community, Mr. Carter suggested, will be difficult because "the Negro is going to be suspicious." The two main tasks facing broadcasters, he said, are to explain the internal workings of the ghetto to the white majority and to give hope to the Negro minority. "If we can sell automobiles and cans of soup, why can't we sell brotherhood?"

## Changing Hands

### Announced:

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

▪ KRTV(TV) Great Falls, Mont.: Sold by Dan Snyder and others to Joseph S. Sample and others for \$1,070,000. Mr. Sample has controlling interest in KOOK-AM-TV Billings and KXLF-AM-TV Butte, both Montana. KRTV (ch. 3) has 30.5 kw vis. and is affiliated with all three TV networks.

▪ WHOD-AM-FM Jackson, Ala.: Sold by Rowdy McGee to William R. Vogel, John D. Swartzbaugh and others for \$100,000. Messrs. Vogel and Swartzbaugh are applicants to purchase WAMA Selma, Ala. Mr. Vogel has interest in WGNS Murfreesboro, Tenn., and Mr. Swartzbaugh is president of a hospital equipment manufacturing company. WHOD is a daytimer on 1290 kc with 1 kw. WHOD-FM is on 104.9 mc with 3 kw. Broker: Chapman Associates.

### Approved:

The following transfer of station ownership was approved by the FCC last week: (For other FCC activities see "For the Record," page 80.)

▪ KVIL-AM-FM Highland Park (Dallas) Tex.: Sold by Troy Post and others to James B. Francis and Robert D. Hanna for \$700,000. Mr. Francis is a lawyer and has extensive holdings in real estate, oil and gas properties. Mr. Hanna owns a program syndication and promotion

company. KVIL is a daytimer on 1150 kc with 1 kw. KVIL-FM is on 103.7 mc with 119 kw.

## FCC drops oral argument due to lack of interest

The FCC last week cancelled oral argument on its proposal to require public disclosure of network-affiliation contracts. The argument, scheduled for today (Nov. 18), had prompted only two parties to participate—NBC-TV affiliates and Mutual Broadcasting System. They later withdrew their requests for oral argument.

The argument was to be part of a rulemaking proceeding that revives a proposal first made in 1962. When it scheduled the argument in an order released on Sept. 20, the commission noted that the 1966 Public Information Section of the Administrative Procedure Act and a consequent revamping of commission rules had raised the question of whether confidential affiliation contracts are consistent with the letter and spirit of the new laws.

Comments opposing the proposed rule were filed last week by the three major networks and CBS and NBC-TV affiliate groups. Mutual Broadcasting System filed in support of the proposal (BROADCASTING, Nov. 11).

## HEW grant gives WMHT added facilities

WMHT(TV) Schenectady, N. Y. a non-commercial UHF station owned and operated by the Mohawk-Hudson Council on Educational TV, has received a federal real estate grant, the U. S. Department of Health, Education and Welfare announced last week.

The station has been given title to 4.59 acres of land and a 20,000 square-foot building, part of the Schenectady Army Depot at Rotterdam, N. Y. Property value was originally valued at \$170,000. WMHT plans to convert the warehouse into air-conditioned general offices, studios and a film-storage facility by next spring.

The station now uses 7,000 square feet in the basement of Riverside School in Schenectady to broadcast 90 hours of programming per week.

## WCWB-TV sets target date

WCWB-TV (ch. 41) Macon, Ga., is planning to go on the air around Nov. 25 as an NBC-TV affiliate. The station is owned by WTVY Inc. (WTVY(TV)), Dothan, Ala. Charles Woods is chairman and F. E. Busby is president. James Cathey is station manager of WCWB-TV.

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# Hyde on spectrum solutions

## FCC chairman says channel abundance will allow more stations, more free expression

A turnabout in thinking in the broadcast industry from "the attitude influenced by a doctrine based on scarcity of channels" to "making the best use . . . of channels in abundance" was suggested last week by FCC Chairman Rosel H. Hyde.

Mr. Hyde gave the long view of broadcasting at a forum held in New York's Lincoln Center on the "The Future of Broadcasting." He appeared on a program that included Betty Furness, special assistant to the President for consumer affairs, and William E. Robert, president of the Ampex Corp.

The presentation, prepared by group-owner Triangle Stations, was one in a monthly series for patrons of the Center under sponsorship of the Library and Museum of the Performing Arts.

Miss Furness, while lauding the importance of television to the American public, warned that TV, particularly in its programming, ought to tell about life as it is. The medium by its very nature, she said, is viewed by the public as reality as contrasted to the unreal imagery of movies.

Mr. Roberts saw broadcast technology progressing at a rapid pace with stations becoming automated, except for the transmission of news; a rising importance of satellite transmission and possibly with the signals received directly in homes; a continuing increase in cable TV and educational broadcasting, and a developing thrust to home entertainment centers including three-dimensional TV pictures with stereo sound.

Chairman Hyde also reviewed technological advances, noting in particular the development of "broad-band multi-channel technologies applicable in cable and over-the-air transmission" which he said was particularly significant "because it gives promise of enlarging, many-fold, available channels."

He said there were "other innovations under consideration, such as the use of the laser beam, which offer the intriguing promise of vastly increased channels.

"I believe the real challenge before us will lie in making use of technological capacities."

An "abundance of channels," Mr. Hyde said, will provide "more outlets, more specialized stations, more stations with emphasis on different aspects of our culture." With this should come "a climate of free expression," Mr.

Hyde said. But he noted that "broadcasting has a special mandate to serve the public interest" and as a business "it must share in the enlightened belief that government alone is not responsible for resolving all the ills of society. . . ."

In recognizing the potentials in expanded broadcasting, Mr. Hyde said, the broadcaster must also not only be aware of his social responsibility but "lead in attacking our most urgent problems." Thus, he said, "broadcasting will realize its full potential as a unifying force. The future is certain to demand that broadcasters focus more and more on the critical issues facing society.

"A democratic society requires enlightened public opinion," Chairman Hyde said, adding that the "role of broadcasting in contributing to public enlightenment will increase. The place of broadcasting in history will be measured by how well it meets this demand or challenge."

While the FCC is concerned with broadcasting's potential and the "heavy responsibility" it places on the broadcaster, Mr. Hyde said, "it is the licensee who is responsible for the creation of the program and its presentation, and they [broadcasters] have the heavy responsibility. . . ."

Mr. Hyde said that with "global news on a daily basis, more program outlets, more informative specials, further development of broadcast journalism" and still other additions, he could foresee "the full force of this powerful weapon of communication employed for a major assault on environmental problems."

## Federal funds for TV instruction?

The Instructional Television Fixed Service—established by the FCC five years ago as a new means of using television to provide in-school instruction—has had an extraordinary period of growth, and looks forward to an even more glowing future.

This was the progress report that FCC Commissioner Robert E. Lee, who is chairman of the commission's committee on ITFS, made last week at a convention of the Independent School Association of the Central States, which was meeting in Cincinnati.

Commissioner Lee, who urged his listeners to make use of the service,

said it can provide for "a revolution in education." He noted that it enables teachers to bring simultaneously into the classroom "multiple curriculum resources on virtually any subject for the benefit" of their pupils.

The ITFS, which is limited to classroom use and requires special transmitting and receiving equipment, operates in the 2500 mc band under limited power that permits the commission to assign 31 channels in every community of about a 10-to-20-mile radius. (He called it "a kind of open-closed-circuit system.") Each licensee in the service may use up to four channels.

The service caught on fast. The first system went on the air four years ago, and today there are 128 channels in operation, with construction permits outstanding for 282 channels operated by 91 different systems, Commissioner Lee said.

Furthermore, that was accomplished without federal aid. And Commissioner Lee predicted that a study now underway by a government-created Commission on Instructional Technology will include a recommendation that Congress provide funds to develop instructional television and radio.

If funds are made available, he said, "ITFS will really explode in growth." He would not be surprised to see the development in 10 years of 10,000 school districts employing ITFS systems.

## Schildhause suggests federal aid for UHF's

The chief of the FCC's CATV task force has suggested a radical new approach to resolving the struggle between CATV and broadcasting forces over the kind of regulation to be imposed on cable: Both sides should get together in an effort to obtain some form of government aid for UHF television.

Sol Schildhause, speaking before the California CATV Association in San Diego last week, offered the suggestion as a way of breaking "the cable-UHF circle."

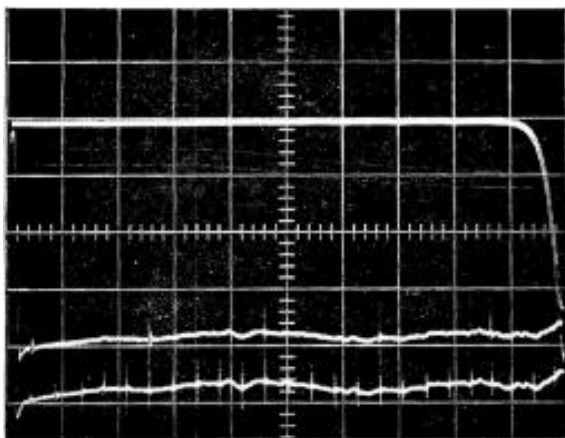
He said the commission's existing CATV regulatory machinery has "run down," and that he was concerned about some of the rules being considered—rules, for instance, that would "bring the cable business to a halt until it submits" to the passage of legislation that would subject it to copyright liability.

The key to the problem, as he sees it, is UHF television. He noted that Congress and the commission have agreed that a principal ingredient of national communications policy includes the wide-scale development of UHF broadcasting.

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kind of regulation to be developed is framed in terms of the possible threat to the potential for UHF, he said, "cable must lose."

He said "a new direction is indicated"—and suggested that the cable industry "join with UHF and other broadcast forces in a more direct and useful program to encourage and assist the development of new UHF stations" in large and small markets.

## TFE existence seems doubtful

### Film exhibitors will show wares at NAB but probably not within confederation

Some format revamping is in the works for the 47th annual National Association of Broadcasters convention to be held at the Shoreham and Sheraton Park hotels in Washington March 24-26, 1969. But one major question mark in those revisions involves the uncertain plans of the Television Film Exhibit members.

TFE, at best a loose association of competitive syndicators, had traditionally kicked off its part of the three-day affair with an opening day cocktail party, a social cynosure of previous NAB gatherings. The TFE session this year cost its members a reported \$18,000; attendance was termed not as heavy as in previous years. Nor was there much traffic at the traditional fifth floor Conrad Hilton location in Chicago where TFE members shared a common exhibit audience.

That track record plus the quadriennial shift of the NAB convention site to Washington served to cool member anticipation of a co-op exhibit there. It's already known that TFE will not host its annual cocktail party next year ("Closed Circuit," Aug. 12). And apparently TFE will not hold its exhibit. In fact, there is a question as to whether or not TFE exists as an organization at all.

NAB has not been advised whether TFE will appear, with an implication that TFE is presumably out of the convention, at least, as an organization. According to TFE sources, there is uncertainty whether or not there will be an association since no move has as yet been made to form one for 1969. Some TFE members, the sources said, are not enthusiastic about holding the exhibit because of the convention site. But these sources don't rule out the possibility that by the first of the year someone may start TFE moving again. It's expected, however, that TFE members, as associate members of NAB,

will continue to ply their trade in their hospitality suites.

Other convention exhibitors can expect to pay the same fee which has remained stable for three years: \$5 a square foot. Exhibition fees provided two-thirds income for the convention this year which showed a \$186,935 profit.

In the meantime NAB has made several changes over its 1968 format. The most notable one is a reversion to its 1965 format when the convention was last in Washington with a Tuesday night government reception for senators, congressmen and other top government leaders to be sponsored jointly by NAB and the Broadcast Pioneers. The reception resolves the problem frequently posed by the traditional banquet and/or reception which has shifted erratically from Tuesday to Wednesday evenings the last several years and has been plagued by lagging attendance—there won't be any.

The Wednesday session has been tightened up considerably, also due to attendance problems. A passing remark from former Representative Oren Harris (D-Ark.) about FCC commissioners fielding questions from those they regulate spelled doom in 1966 for the popular annual Wednesday afternoon panel event. Attempts to fill that spot with panels on broadcast law, satellites, and broadcast news have promoted disappointing attendance on the day many delegates are rushing to get out of town. The panel will be dropped next year.

The traditional Wednesday afternoon general assembly of both management and engineering conferences will shift to the Tuesday afternoon spot. For the first time there will be a combined management and engineering conference luncheon Wednesday, preceded by a television assembly and an 11 a.m.-1:30 p.m. special briefing on foreign and domestic issues.

The Monday schedule has also been rejuggled with NAB President Vincent Wasilewski expected to deliver a state of the industry address to the first general assembly, instead of the first luncheon. That spot, and two others like it, may be open now to government leaders, it's said. And as in past conventions the FCC chairman has been invited to speak to the Tuesday luncheon.

Mr. Wasilewski has also extended an invitation to President-elect Richard M. Nixon to address the convention either at the opening March 24 ceremonies or at any time during the convention "that may be possible under your schedule." In a congratulatory telegram and subsequent letter to Mr. Nixon, Mr. Wasilewski has said: "Your election brings new dedication and ability to the solution of problems that plague the nation."

The Monday afternoon workshops

held this year are expected to be replaced by a general session involving consumer problems. The workshop casualties from this year include the secondary-market TV, radio and TV automation and the well-attended radio-TV labor relations session that was open for the first time.

## Teleprompter buys system, gets franchise

Teleprompter Corp., New York, has purchased a CATV system in Florida and has also been granted a 25-year franchise to build and operate a system on New York's Long Island.

The acquisition of the Holly Hill, Fla., system is for an undisclosed amount of stock. There is an estimated potential of 6,500 homes. Teleprompter serves more than 125,000 CATV and master-antenna subscribers in 20 systems. Construction of the 12-channel Florida system is nearly complete.

The new franchise, granted by the town council of Islip, N. Y., includes the communities of Bayshore, Islip and West Islip, with a population of around 275,000 and a potential of 65,000 homes. Islip will receive 5% of Teleprompter's gross receipts.

Both systems will provide local originations of time, news, weather, public service programs and school and municipal programs.

## Nixon adviser says no; plans return to CBS

Despite widespread rumors that he would be offered and would accept a White House job, one broadcast executive on the Richard Nixon campaign team says he will "definitely" forsake politics and government to return to the industry.

"I intend to go back to CBS." Frank Shakespeare told BROADCASTING last week. Mr. Shakespeare took leave of his job as president of CBS Television Services to serve under the title of "special assistant" to Mr. Nixon in the election campaign.

Asked about the certainty of his plans to return to the network, Mr. Shakespeare said, "It's definite."

## Sarnoff's condition is 'good'

"Post-operative condition good" was the report last week on David Sarnoff, RCA board chairman, following surgery for mastoid infection.

General Sarnoff, 77, has been under treatment for the infection for the past three months and at the present time he is recuperating at Lenox Hill hospital, New York.

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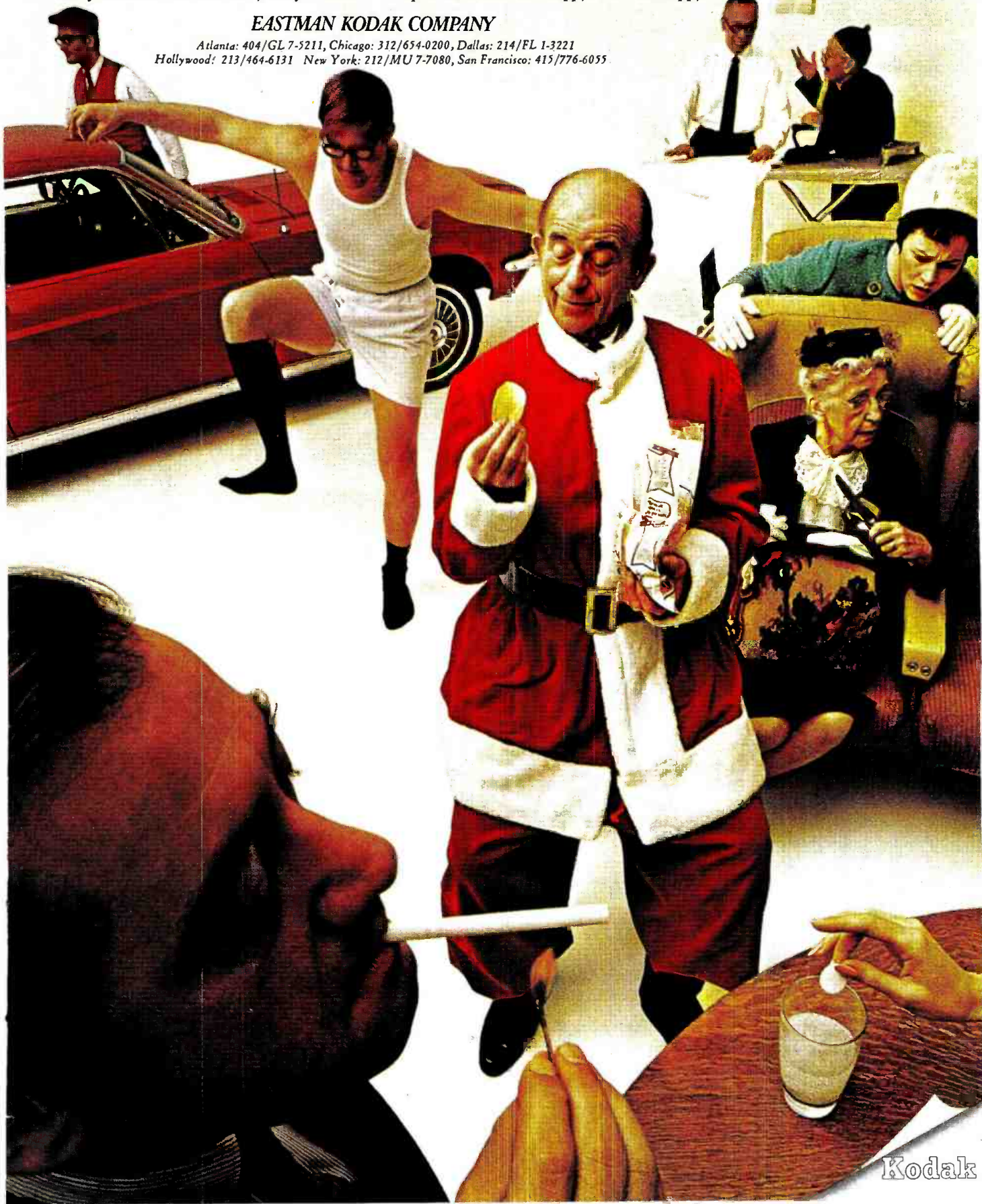
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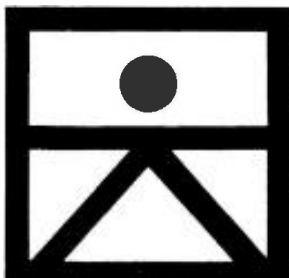
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## More tinkering with 315?

### Barrow proposes complicated formula as House unit works on legislation

A proposal for legislative revision of the equal-time section of the Communications Act has been offered by Roscoe Barrow, professor and former dean of the University of Cincinnati law school, who also was chosen to serve as moderator for a House Investigations Subcommittee hearing on Section 315 and the fairness doctrine held earlier this year. The Barrow proposal would define major, minor and "evolving" candidates, granting "compulsory, sustaining, prime time" for the first two categories.

The Investigations Subcommittee is in the final stages of preparing its report on the panel-discussion hearing (BROADCASTING, March 11, et seq.). It is understood that the subcommittee staff-prepared draft of the report, to be approved by Subcommittee Chairman Harley O. Stagers (D-W.Va.) and circulated among subcommittee members before release, will contain a number of legislative proposals, although it cannot yet be anticipated which, if any, of the proposals will survive the subcommittee gauntlet.

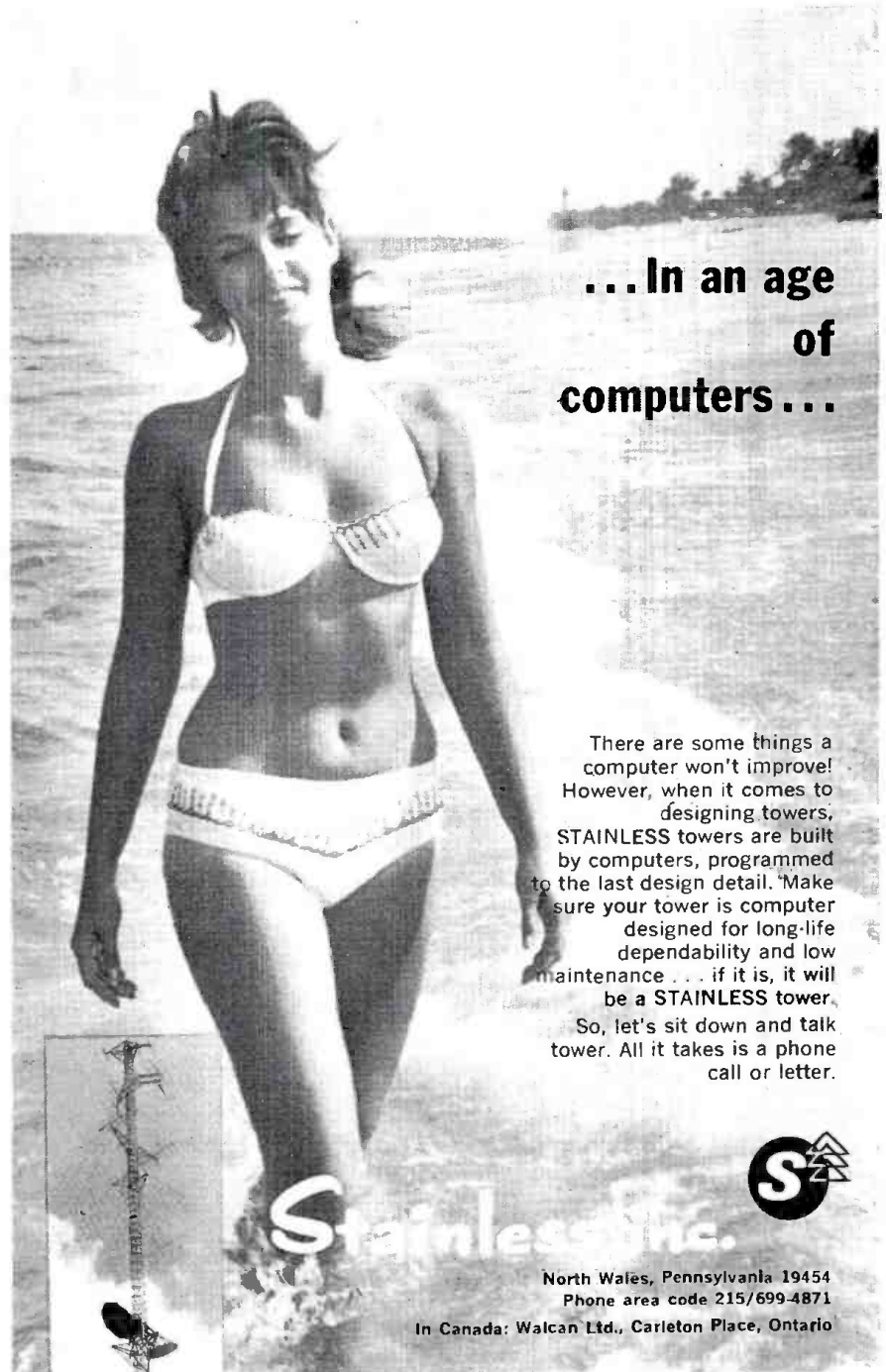
Mr. Stagers, also chairman of the subcommittee's parent Commerce Committee, is on record as favoring a review, early next year, of the equal-time provisions, at least as they pertain to presidential and vice presidential campaigns. The committee was the scene of bitter infighting on an equal-time suspension for the Humphrey-Nixon campaign, an effort that Chairman Stagers saw wrecked on the rocks by Republican opposition in the Senate after heroic efforts to get the resolution through the House (BROADCASTING, Oct. 14).

It is expected that committee attention will focus on a Section-315 modification attempt that would more tightly define the "legally qualified candidates" who are to be granted equal time. It has been suggested that the formula adopted in the ill-fated suspension resolution to insure equal treatment for the candidacy of George Wallace—including as major candidates all those qualified to appear on the ballots of at least three-fourths of the states—could provide a prototype for a permanent modification of the section that would keep pressures off Congress for future sus-

pension of the law. (Mr. Stagers vowed during House passage of the equal-time bill that there would be no more suspensions considered by his

committee in the future).

The Barrow proposal, which may or may not appear as a subcommittee recommendation—but which may be expected to be at least under consideration at this point—is more complicated than the Wallace formula. Under Mr. Barrow's plan, major candidates would be those whose parties polled at least 3% of the popular vote in the last comparable election (or those who could produce petitions signed by voters representing 1½% of the electorate as



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last voted); minor candidates would be those qualified in at least three states and whose parties polled 1% of the vote (or petitions from 0.5%). "Evolving" candidates would be all others.

Networks and stations would be required, in the eight weeks preceding election day, to grant each major candidate an hour of prime free time. Minor candidates would get one-half hour each; "evolving" candidates none.

In proposed draft language for amending the equal-time section, Mr. Barrow focuses on presidential and vice presidential candidates, but he adds that the same formula should be modified for House and Senate campaigners. Lesser offices should on principle be also included, he notes, but suggests that their large number probably rules out their inclusion, as a practical matter.

If time in addition to the compulsory exposures are given by broadcasters to major candidates, minor candidates should be granted half time, he suggests. If time is given to a minor candidate, the other minor candidates should get equal time, while major candidates should get half time. Time given to "evolving" candidates would trigger no additional grants of time to major or minor candidates.

Under the Barrow plan, broadcasters could deduct one-half of the value of the compulsory free time for major and minor candidates from taxable income. No such deduction is proposed for additional sustaining time donated to candidates.

Suits could be brought against stations by campaigners charging violations of the section. As proposed, action would be filed in U.S. district courts and damages could be awarded, based on the value of the broadcast time at issue.

## News-secretary duties restructured by Nixon

Voice of the presidential news secretary in White House policy matters apparently will be considerably reduced in the Nixon administration.

Advertising executive H. R. (Bob) Haldeman, named last week as the special assistant for administration in the forthcoming Nixon White House staff, said the job of news secretary "in the traditional sense" will be eliminated. Other Nixon aides said that news relations will be handled by a news "spokesman"—rather than secretary—one of a group of special assistants. The news spokesman, it was said, will be kept informed of White House activity and policy decisions but will not have a voice in them.

Considered a prime candidate for the job is 29-year-old Ron Ziegler, a Cali-

fornian who has been handling President-elect Nixon's routine news relations, as he did during the election campaign.

Mr. Haldeman, 42, is a vice president of J. Walter Thompson Co. in charge of its Los Angeles office. He has been on leave assisting Mr. Nixon in the campaign and presumably will remain on leave during his service in the Nixon administration.

Mr. Ziegler worked under Mr. Haldeman as an account executive at JWT in Los Angeles.

## Four Star aims high in planned expansion

### Package includes series of TV specials directed toward all 3 networks

Four Star International Inc., two years ago at the nadir of a financial and product-output decline, last week announced an expanded entertainment production schedule that includes firm deals for two pilots for television series and several TV specials. David B. Charney, president and board chairman of Four Star, made the announcement at the company's annual stockholders meeting, held at CBS Studio Center in North Hollywood, Calif. (see page xx). According to Mr. Charney, the expanded television activity includes projects for all three networks.

Four Star is doing pilots for both NBC-TV and CBS-TV. The projected series for NBC-TV is *Call Me a Cop*, a comedy set in a Bronx police station. CBS-TV is ordering a pilot of *The Kids USA-Super Show*, a projected weekly hour for Saturday mornings. In addition, Four Star will produce two 90-minute TV-style feature films for ABC-TV's announced *Movie of the Week* series, scheduled to start in 1969-70. Other studios producing for this series are 20th Century-Fox TV, Thomas-Spelling Productions and Paramount TV. Four Star's two contributions to the movie series will be "The Captive," a melodrama; and "The England Game," an action-adventure story.

It was also revealed at the shareholders meeting that the 26 one-hour episodes in Four Star's syndicated series, *Here Come the Stars*, starring George Jessel, have been completed. Reportedly, this series is now sold in 75 markets in the U. S. and Canada with the projection being that it will be playing in 100 markets by the end of next spring. Mr. Charney said that the syndicated series already is showing a profit and that there is a possibility that a second package of 26 shows may

be ordered and be submitted for network consideration.

Still another Four Star television project is *The Seven Seas*. This is a series of TV specials produced by Bruno Vailati, an oceanographer now in post-production work, and the series could go either to network or in syndication.

Finally, Four Star shareholders were told that the company, enlarging its scope, is involved in three theatrical motion pictures and also will release a theatrical entertainment documentary. One of the theatrical features is a co-production deal with Universal City Studios.

Besides such syndicated property as *Here Come the Stars*, *P.D.Q.*, *Portrait*, and *Arthur and the Square Knights of the Round Table*, Four Star turns out *The Big Valley* series for ABC-TV. The western, now in its fourth year and produced at CBS Studio Center, will move to production facilities at MGM in Culver City if it is renewed for fifth season.

## NBC affiliates survey network's progress

The NBC-TV affiliates board of delegates, meeting last week in Carlsbad, Calif., put in a claim for NBC leadership in night, day, sports and special programing, in expanded program development and in news.

After the board met with NBC executives at La Costa Spa, Harold Grams of KSD-TV St. Louis, chairman of the affiliates group, said his praise was for NBC's "wide range of achievement and accomplishments the past year."

The delegates also took note, in a resolution, of the "outstanding progress" by NBC and its management "in all areas of operation." Particular attention was given to program-development plans detailed for the board by Don Durgin, president of the NBC-TV network, and by sales and programing executives. The board said it was "impressed" by the development projects, which extended into the 1970-71 season.

While the 1970-71 plans were not made public, it was understood that at least three properties were discussed as being under development: *From the Terrace*, based on a former best-selling novel; *Adam's Rib*, a movie box-office hit, and a series called *City Beneath the Sea*. The development program for the next TV season—1969-70—is already complete with more than 20 series or pilots committed (BROADCASTING, Nov. 4).

Stressed before the affiliates board was NBC's programing appeal to "the largest proportion of young adults among all networks"; strength of the



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current schedule, with only one program change to be made at midseason (see this page); growth in audience of the *Today* and *Tonight* shows, and NBC's performance in news coverage in what has been an unusual year for broadcast journalism.

Among the presentations was a brief talk by Reuven Frank, president, NBC News, outlining the network's plans for coverage of next month's Apollo moon shot and the start of *First Tuesday*, a monthly two-hour news program that starts in January, 1969. Mr. Frank also reviewed NBC's coverage of the Democratic national convention in Chicago and audience reaction to it.

NBC's delegation was led by Julian Goodman, president, who reviewed recent national developments related to broadcasting, and Walter D. Scott, board chairman, who urged broadcasters to develop a more affirmative relationship with their audiences in order to be better able to respond to the public's need in TV from news to entertainment.

## San Diego import decision upheld

### Four cities, two CATV's and two commissioners fail to change FCC's mind

The FCC's controversial San Diego CATV decision stands essentially unchanged in the wake of unsuccessful protests by four California cities, two cable firms and two dissenting commissioners.

A majority consisting of Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox, with Commissioner Nicholas Johnson concurring in the result, voted to dismiss petitions for reconsideration filed by the cities of Imperial Beach, National City, Chula Vista and El Cajon, all California. The petitions of Southwestern Cable Co., San Diego, and Vista Cablevision Inc., Vista, Calif., were denied.

The two dissenting commissioners, Robert T. Bartley and James J. Wadsworth, reiterated their previously expressed belief that the majority had turned an adjudicatory proceeding into a policymaking platform by allowing "preconceptions, assumptions and theoretical views" to influence a judgment which, the commissioners said, should have been based upon the evidence of record. The seventh commissioner, H. Rex Lee, did not participate in the decision.

At issue was a ruling that restricted the importation of Los Angeles TV signals by San Diego CATV's operating

within the grade A contour of San Diego stations. In a reversal of an earlier decision by Hearing Examiner Chester F. Naumowicz Jr., the commission maintained that unrestricted importation of Los Angeles signals would severely hamper UHF development in San Diego. The majority traced much of its disagreement with the hearing examiner to the burden-of-proof question, which it felt had been interpreted too strictly in Mr. Naumowicz's initial decision.

The commission order permitted the CATV systems to continue carrying Los Angeles signals only in areas where they were being distributed on Aug. 23, 1966, when the commission imposed a freeze and initiated a hearing on the impact question. It also permitted two CATV's to continue carrying signals in the small California communities of San Bernardino and Escondido (BROADCASTING, July 1).

As the first case involving alleged CATV impact on TV stations to come before the commission since the adoption of its CATV rules in March 1966, the San Diego ruling was regarded as a precedent for future cases. Whether the commission was too conscious of this "quasi-rulemaking" aspect of its decision was a primary question of Southwestern's petition—the only one to challenge the decision on legal grounds rather than simply to request individual relief—and of the Bartley-Wadsworth dissent.

However, the commission rejected the argument that it was required by statute to resolve the San Diego question on the record, as Southwestern had contended. According to the commission, "the matter seems to fall within the definition of rulemaking contained in the Administrative Procedure Act," and is also consonant with the intention of the Second Report and Order in which, the commission said, it decided to use the evidentiary hearing procedure to explore and rule upon broad questions of CATV policy for major markets.

All six petitions requested special relief from the decision's restrictions. The four petitioning cities said that the ruling would deprive them of revenues, undercut plans for placing utilities underground, and deprive residents of service which they desire and which is received in other parts of Chula Vista and El Cajon. Vista argued that its position is similar to that of Escondido and should similarly be granted relief. Southwestern said that it should be permitted to expand into La Jolla, South Clairmont and Mission Beach, all Calif., because the potential increase of 6,000 subscribers would not significantly increase the danger to San Diego UHF's, because the communities are already

within the grade B contour of Los Angeles stations, and because San Diego UHF's would benefit from exposure in communities where they are now poorly received off-the-air.

All six were denied "on merit." Exemptions would tend to undermine the intent of its decision, the commission said, adding that since it could not make a blanket prohibition against carriage of Los Angeles signals because of already existing service, it had to draw a line and effect a compromise. While the impact of any one new system on UHF might be inconsequential, it said, the cumulative impact would be significant and negative; moreover, there is "no equitable basis for distinguishing among these communities," the commission said.

Additionally, the commission ruled that the four cities' petitions were subject to dismissal for failure to show good cause for not participating in earlier stages of the proceeding.

In its lone modification of the earlier decision, the commission changed the cutoff date for "grandfathered" systems from Aug. 23 to Oct. 24, 1966, in accordance with a ruling by the U. S. Court of Appeals for the Ninth Circuit which the commission said it had inadvertently overlooked."

## Comedy, satire in 2d season

### ABC dropping six shows, plans wholesale changes for Thursday, Friday

Mid-season programing replacements are taking definite shape at all three TV networks. As of last week, seven new shows were slated for addition to schedules and eight shows were targeted to be dropped (BROADCASTING, Nov. 11).

ABC-TV announced major prime-time revisions, scheduling five new shows to begin Feb. 5, 1969, and changing time periods on two others. The network's alterations affect Wednesday, Thursday and Friday nights.

On Wednesday, *Peyton Place II* (8:30-9 p.m. EST) will be replaced by *Section 8*, a satirical comedy series produced by George Schlatter and Ed Friendly of *Rowan and Martin's Laugh-In* on NBC-TV. A repertory group will satirize issues in the headlines, under the supervision of Digby Wolfe, former *Laugh-In* writer.

The Thursday night schedule moves the half-hour *Flying Nun* from 8 to 7:30, *That Girl* from 9 to 8, leaves *Bewitched* in its regular time spot (8:30-9) and introduces *What's It All About World?* (9-10), a comedy created by Saul Ilson and Ernest Chambers, origi-

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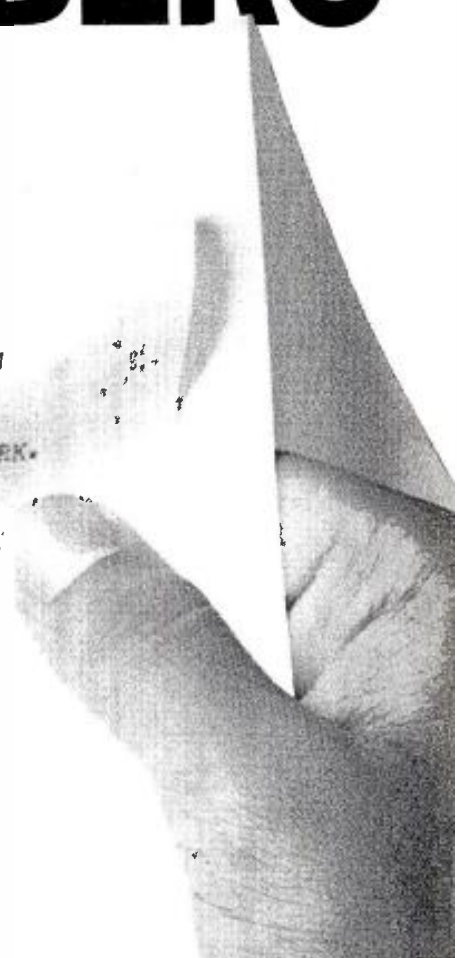
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nal producers of *The Smothers Brothers Show* on CBS-TV. This series is expected to provide some music and mostly "social commentary" with Dean Jones, Scoey Mitchell, Gerri Granger, Clair McMahon and guest stars. *The Ugliest Girl in Town* (7:30-8) and *Journey to the Unknown* (9:30-10:30), both new shows this season, will be taken off, and the 10-11 slot will be returned to local stations. The stations previously had a half-hour (10:30-11) to program themselves.

Friday night's first three shows, *Operation Entertainment* (7:30-8:30), *Felony Squad* (8:30-9) and *Don Rickles* (9-9:30), will be replaced by one variety and two game shows. *The Tom Jones Show* (7:30-8:30) will feature the Welsh pop singer in a London-originated program with American and European guest stars. *Generation Gap* (8:30-9) places a panel of teen-agers in contest with a panel of adults over 30, with Dennis Wholey as host. *Let's Make a Deal* (9-9:30) is a night-time version of the quiz show now on NBC at 1:30 p.m. daily. ABC will also present the Stepan Hatos-Monty Hall production in the same daytime slot starting Dec. 30.

NBC-TV confirmed last week that *The Beautiful Phyllis Diller Show* (Sunday, 10-11 p.m.) would be replaced Jan. 5, 1969, by a mystery-comedy, *My Friend Tony*, produced by Sheldon Leonard.

## Court suspends cable origination

A CATV system in the Colorado Springs-Pueblo, Colo., area, poised to commence operations, was told last week by a federal court that it couldn't originate programs until litigation is completed.

The U. S. Circuit Court for the District of Columbia, replying to a request for clarification by Vumore Video Corp. of Colorado, said its July 3 stay order applies also to program origination as well as to the importation of Denver TV signals to the Colorado Springs area.

The basic issue in the appeal, brought by KRDO-TV Colorado Springs-Pueblo, and KOAA-TV Pueblo, is whether the FCC was correct in denying the stations a hearing on their objections to the CATV system bringing into the area programs from Denver stations. The commission said last spring that the stations had not made a persuasive case and that no hearing was necessary. The stations appealed to the appeals court and last July secured a temporary injunction against the FCC's memorandum and opinion.

The CATV system, a joint undertaking of Bill Daniels, a Denver CATV broker and management consultant, and

Vumore Corp., a subsidiary of RKO General Inc., assumed that under the court order it could commence operations carrying only Colorado Springs and Pueblo TV signals, but not the Denver stations. It asked, however, for the court to clarify the injunction with respect to program origination.

In last week's unsigned order the court said its July order "is a stay of all phases of Vumore's CATV operation challenged by petitioners. . . . Program origination is an aspect of CATV service related to the pay-TV issue in this appeal and is therefore part of the CATV operation stayed by the order."

Argument on the merits of the case was held Sept. 25 and a decision is expected before the end of the year.

## 'Laugh-In', 'Walt Disney' top NTI weekly ratings

Nielsen Television Index ratings for the week of Oct. 28-Nov. 3 put NBC-TV in the lead with 18.9, followed by CBS-TV with 18.5. ABC-TV had 15.5.

NBC's *Walt Disney*, opposite a paid political program, turned in its best performance of the season and ranked second. Other programs not usually in the top 20, ABC's *Lawrence Welk* and NBC's *Virginian* and *Name of the Game*, appeared in this week of political pre-emptions and news specials.

### NTI top 20 — Oct. 28-Nov. 3: Rating

1. Laugh-In (NBC)	28.2
2. Walt Disney (NBC)	27.3
3. Jackie Gleason (CBS)	26.4
4. Red Skelton (CBS)	25.7
5. Bonanza (NBC)	25.0
6. Ironside (NBC)	24.6
7. Ghost & Mrs. Mulr (NBC)	24.5
8. Thursday movie "The Nanny" (CBS)	24.2
8. Gunsmoke (CBS)	24.2
10. Julia (NBC)	24.1
11. Mayberry R.F.D. (CBS)	23.8
12. Virginian (NBC)	23.7
13. Lawrence Welk (ABC)	23.4
14. Smothers Brothers (CBS)	22.6
15. Here's Lucy (CBS)	21.8
15. FBI (ABC)	21.8
17. NFL game (CBS)	21.5
18. Name of the Game (NBC)	21.4
19. Ed Sullivan (CBS)	21.3
20. Daniel Boone (7:30-8)* (NBC)	20.5

\* Last half of "Daniel Boone" was pre-empted on the East Coast by the bombing-halt-in-Vietnam address by President Johnson. No plans have been made for a special re-run.

## Reeves extends services with Videotape purchase

Reeves Broadcasting Corp. announced last week it has reached an agreement in principle to acquire all of the outstanding stock in Videotape Productions of New York Inc. from MGM Telestudios Inc. and the 3M Co. ("Closed Circuit," Nov. 11). The price was not disclosed.

Harold E. Reeves, chairman, said the operations of Videotape Productions will be integrated into those of the Reeves Video Division. He added

that "with the acquisition of Videotape Center, Reeves Video now extends its services from post-production and location shooting to the studio floor." He said Reeves will make available at Videotape Center facilities consisting of shooting stages, electronic editing rooms, cameras and recording equipment.

Reeves Broadcasting is a diversified company operating in the fields of tape recording and post-production services; sound recording and processing; television and radio station broadcast ownership; community antenna TV services; real estate development, and specialized computer services to real estate brokers and property owners.

## AFM, networks talk, but that's all

The three networks and the American Federation of Musicians met Thursday (Nov. 14) for the first time since the start of the musicians' strike on Oct. 30, but at the conclusion of the session they reported no progress.

A joint statement issued by ABC, CBS, NBC, and AFM said:

"The parties met for several hours today to explore the situation. They reported that no progress had been made. While no further meetings are presently planned, the parties agreed that discussions will be resumed when they deem it appropriate."

In a memorandum to the staff at CBS, President Frank Stanton asserted that the main issue in the strike is the union's insistence on a staff quota. He said CBS has maintained a staff of 60 musicians in New York, even though there is not sufficient work for them. The network, he stated, had suggested that the staff be reduced to 40 but this offer was rejected by the union. The company proposed to give "generous severance" to musicians whose jobs would be eliminated, he pointed out.

"During 1966 and 1967," Dr. Stanton continued, "CBS paid over \$450,000 to quota musicians who performed no services for this money."

## 18 take Frazier-Bonavena

Price-Roberts Productions, New York, will produce its sixth boxing match for both home and closed-circuit theater viewing.

The bout in Philadelphia Dec. 10 between world heavyweight champion Joe Frazier and Oscar Bonavena will be carried by stations in 18 Northern cities, sponsored by the F. and M. Schaefer Brewing Co., New York.

The closed-circuit presentation in other sections of the U. S. will also feature Sonny Liston against an opponent yet to be named in a bout on the West Coast.

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# How newsmen can open closed doors

**Aggressive reporting, respect for facts are cited as answer to access problems**

"Information given under duress of law will always be limited in scope. Better to sell yourself to your sources and get everything they have to give. The whole freedom of information issue . . . underlines the fact that enterprising, bird-dogging newsmen are a dying breed."

Whether they are indeed a "dying breed" and whether they contribute to difficulties in gaining access to information to which the public is entitled, as suggested by this broadcaster and others across the nation, is a moot point—but an interesting one revealed as part of a recently completed survey of freedom-of-information problems sponsored by the Radio-Television News Directors Association. The results of the survey are to be delivered at the RTNDA national convention in Beverly Hills, Calif., this week.

The survey was conducted by the RTNDA freedom of information committee under the direction of co-chairmen Don Murray, WDBJ-TV Roanoke, Va., and J. W. (Bill) Roberts, Time-Life Broadcast Inc. Twelve hundred questionnaires were sent to RTNDA members in September. The percentages of response to specific questions were tabulated on the basis of 255 usable returns from 44 states and the District of Columbia by Via Tech & Research Bureau, a Roanoke, Va. computer firm.

The survey was designed to determine what problems, if any, broadcasters had encountered regarding information to which they felt the public is entitled, what degree of access they had to such information and where access might be restricted. The survey results, it's hoped, may be used as "signposts" for purposes of broadening the scope of the RTNDA FOI committee.

What the survey results indicate is that, with few exceptions, most broadcasters enjoy appreciable access to a varied and broad spectrum of governmental activity on the federal, state and local levels. How this activity may be covered—through live broadcast, audio tape or sound on film—is erratically defined, owing no doubt to varying degrees of cooperation by public officials and the equipment available to broadcasters (see charts, pages 63, 64).

But the survey results (and narrative responses to questions which were offered by a number of respondents and which were not tabulated) indicate continuing problems in coverage of court proceedings, whether the court is federal, criminal, civil or traffic. By and large, those activities are off limits or severely restricted to the broadcast media.

How the controversial Reardon Report (of the American Bar Association), which sets up guidelines affecting "prejudicial publicity" of certain court trials, exercises its influence on the media is not wholly evident in the survey results. Numerous narrative responses, however, suggest that where state bar associations have been slow to adopt the report, local officials—prosecutors, police, and the like—have readily adopted the guidelines as the "law of the land" and have relied on the report as an excuse for remaining silent regarding pending court matters.

What is clearly defined by the survey results is an upturn in FOI prob-

lems in the past five years. Nationally 45% of the respondents said their problems have increased, 17% said they have decreased, and 38% said those problems have remained the same.

One element raised by a number of broadcasters and not at issue in the survey is whether difficulty of access is attributable to legal or implied restrictions on the part of local officials, or is borne by the broadcaster himself. The comment from a New York City broadcaster (most responses were unsigned and identified solely by market location and size) reflects the self-examination rendered by many respondents: "We can scream all we want about freedom of information, but until we can be 100% certain that that information will be handled in a responsible manner, we will always be suspect."

But the problems of access do exist.

Broadcasters were asked to rate the degree of access (always, most of time, sometimes, rarely, never) they have to different agencies of government on the federal, state and local levels. Nationally many respondents said they had rare access to these sources of information at the federal level: the Federal Bureau of Investigation (17%), selective service boards (12%), treasury agents (19%) and Internal Revenue Service personnel (13%)—agencies generally acknowledged for their taciturnity.

On the state level broadcasters have rare access to information from mental hospitals (13%) and prisons (13%), and on the local level they have rare access to information from hospitals (7%) and welfare departments (7%).

Nationally 91% of the respondents are permitted to examine police blotters, but 30% report restrictions as to what may be taken from that record. The Reardon Report may also be a factor here, according to some narrative responses. However, what is needed to mollify this impasse, suggested one Houston broadcaster, is "more education for the law enforcement people concerning what the news media do and what they have a right to know."

There are also problems with the so-called executive session with which of-

## RTNDA announces winners of annual awards

Three radio and three TV stations will be honored at the Radio Television News Directors Association annual awards luncheon this week at the RTNDA national convention in Beverly Hills, Calif.

Extensive coverage and follow-up of the Detroit riots July, 1967 won a spot news award for CKLW Windsor, Ont.-Detroit. KOGO San Diego, won the editorial award for a series on community welfare activities. The Edward R. Murrow documentary award went to WMCA New York, for a series of migrant labor housing.

The TV spot news award went to WJBK-TV Detroit, for coverage of the Detroit riots of July 1967. WFBN-TV Indianapolis won the editorial award for an extensive series on civil rights. The one-hour, prime-time report, *We Are All Policemen*, narrated by Edwin Newman, won the Edward R. Murrow documentary award for WNBC-TV New York.

officials often circumvent existing open meetings laws and exclude the broadcast media. The survey asked whether the respondent's locality had an open-meetings law (nationally 72% replied yes, 14% no) and whether the law affects all governmental bodies in the state, including boards, town and county, commissions and agencies (nationally 56% replied yes, 11% no). In addition, the survey asked whether a respondent's locality had an open records law (nationally 64% replied yes, 15% no) and whether it affects records of police, state and local agencies and departments (nationally 49% replied yes, 6% no).

Some broadcasters reported however that these laws and local officials often exclude broadcast coverage. A Milwaukee broadcaster noted that while his state "has a law covering secrecy in government, it permits an exception to talk about personnel matters or price negotiations, which are in the 'public interest.'" "Obviously," the broadcaster observed, "this is used as a subterfuge" to restrict information.

Another example cited is Virginia where both broadcast and print media successfully lobbied for passage of an open-meetings law adopted last March. That particular law has been effectively circumvented by an August ruling from the state attorney general, which declares any "informal assemblage of the constituent membership with no clerk or recording secretary present, no minutes being kept, and no votes being cast on any item, and where the sole purpose of the assembly is to familiarize the membership with the topics to be considered and acted upon at a [later] formal meeting" to be a nonmeeting, and therefore not subject to the law. According to one Virginia broadcaster, the net effect of the ruling is to gut the new law, and effectively preclude broadcast coverage of the nonmeeting.

Whatever the euphemism, the survey asked whether the executive session was used by governing bodies so that it "interferes with the public's right to know." Nationally 56% of the respondents said yes, 35% no. But the regional breakdown showed some conflicting opinion. In the Far West sample 50% of the respondents said that type session was not used to restrict access, 38% said it was. In the Central/Mountains sample 63% said that type session was used to restrict access, 32% said no.

The executive session is but one type of restricted access. Other problems were suggested by a Boulder, Colo., broadcaster: "More and more we find that some public agencies don't release news unless they are asked a specific question." A New York City broadcaster contended that "it is the second-line bureaucrats who are most officious and diligent in keeping information from the public out of fear their bosses

will get angry with them." And an Atlanta broadcaster noted that "the real problem is the growing trend of elected and especially civil-service officials to use public-relations men as buffers between government and the media; or to avoid any public disclosures at all."

The problem of court access is a long-standing one with roots in the ABA's Canon 35 and the 1937 Bruno Hauptman trial, where both intemperate broadcast and print coverage crystallized the now-famous issue of free press-fair trial. And the survey results show it is still a severe problem for broadcasters.

As one Columbus, Ohio, news director complained typically: "They [the federal courts] seem to think they are running a private club." According to narrative responses, the federal courts in most localities are generally off-limits to broadcast cameras and microphones, while the lower courts provide an often perplexing array of coverage restrictions—from silent filming, to filming of defendants but only with their permission and only during court recess when the jury is not in the

courtroom, to barring all cameras in the hallway outside the courtroom or even the same floor where the courtroom is located.

Nationally a preponderance of the broadcast media is barred or severely restricted as to what equipment they may use to cover court proceedings: 69% are barred from criminal court, 65% from civil court, and 59% from traffic court.

Regionally broadcasters fare the worst for coverage of court proceedings in the Far West: 77% are barred from criminal court, 73% from both civil and traffic courts. A small percentage of respondents are permitted either audio or sound-on-film recording, but none reported permission to broadcast live.

However, the South sample proved more successful with 65% barred from criminal court, 58% from civil court and 48% from traffic court. That sample also showed the highest percentages of live broadcast coverage permitted for all three proceedings.

The survey further attempted to measure the effects of the Reardon Re-

## The record of access to news sources

(How newsmen coast to coast answered RTNDA survey)

Do you have access to the information to which you feel you are rightfully entitled from:

	Percentage of replies				
	Always	Most of time	Some times	Rarely	Never
<i>Federal level</i>					
1. U. S. district courts	29	40	14	5	3
2. U. S. marshals	22	31	23	9	4
3. U. S. court clerks	29	38	16	5	2
4. FBI	22	25	27	17	3
5. Selective Service boards	27	26	22	12	4
6. Treasury agents	13	21	28	19	5
7. IRS personnel	25	27	20	13	5
8. Military PIO's	23	37	23	5	1
9. FAA	27	35	23	7	1
<i>State level</i>					
1. State Legislature	37	51	5	1	—
2. Governor	30	49	13	4	—
3. Sec. of State	46	39	6	1	—
4. Highway Comm'r.	36	36	15	4	—
5. Treasurer	36	40	11	2	—
6. National Guard	31	37	18	7	1
7. State Police head	38	36	13	3	1
8. Department of Welfare	26	36	21	5	1
9. Mental Hospitals	20	26	31	13	1
10. Prisons	22	30	23	13	2
<i>Local level</i>					
1. Sheriff's Dept.	25	51	14	4	1
2. Police Dept.	24	56	16	2	—
3. City Attorney	33	43	15	4	1
4. City Clerk	47	38	5	—	2
5. Council Members	37	45	13	1	—
6. Mayor	41	38	14	3	—
7. School Superintendent	36	40	15	3	1
8. Public Works Director	38	35	12	1	1
9. Hospitals	15	41	33	7	—
10. Welfare Department	24	35	21	7	1

Are you permitted to broadcast live or record following meetings:

	Broadcast live	Audio tape	Sound-on-film	Barred
<i>Local level</i>				
1. City or Town Council	54	64	58	2
2. County Supervisors	39	58	51	3
3. Planning Commissions	31	58	54	6
4. School Boards	36	56	54	7
5. Criminal Courts	4	7	7	69
6. Civil Courts	3	8	8	65
7. Traffic Courts	4	11	12	59
8. Housing Authorities	23	50	47	5

port which still has yet to go into full practical effect until it is adopted as part of the canons of ethics of the state bar associations, is implemented as rules of court by the state and local courts themselves or is codified through actions of state legislatures. In practice several broadcasters complained that both police and legal officials are treating the Reardon Report "as the law of the land" regardless of whether it has been officially adopted.

The survey asked whether broadcasters have discussed the Reardon Report with members of their state bar associations, including judges, to determine their attitude toward it. Nationally, 64% of the respondents said yes, 31% no. In addition the survey asked if the broadcasters encountered any efforts to put the report into effect locally since ABA adopted it. The national response was mixed with 42% replying yes; 51% no. Regionally, the respondents showed in the Northwest/Midwest sample, 43% yes, 51% no; in the South, 51% yes, 45% no; in the Central/

Mountains, 34% yes, 63% no, and in the Far West, 38% yes, 54% no.

Regardless of the effects of Reardon Report the survey asked whether broadcasters had attempted to "persuade" the local courts to permit cameras or tape recorders in trial proceedings. Nationally 84% respondents gave an unqualified affirmative. The survey further asked whether the attempts were successful—and the broadcasters registered varying degrees of success.

Nationally 8% of the respondents said yes, 55% no. Regionally the breakdown showed: in the Northeast/Midwest, 6% yes, 55% no; in the South, 17% yes, 51% no; in the Central/Mountains, 5% yes, 63% no, and in the Far West, 0% yes, 62% no.

A number of broadcasters chose to qualify the extent of their success in the court access problem. Several noted that although their local judges had no objection to broadcast cameras or microphones in the courtroom, they weren't going to be the first ones in their jurisdictions to break with "tradition."

And surprisingly some broadcasters refused to accept the difficulties of court access as a permanent problem. In their view the whole freedom of information issue is one that cannot be settled by open meetings or open records laws, whether advocated by broadcasters or agencies of government.

According to one Kansas City, Mo., broadcaster: "To quote a top judge in the area, 'there's no need for the Reardon thing here, we trust you fellows, and you don't let us down.'" The responsibility of the broadcast news media toward their sources was repeatedly emphasized by respondents.

And an Enid, Okla., broadcaster contended: "There is still no substitute for integrity, honesty and cooperation with public officials in keeping doors open. While sensationalism may attract listeners or readers, it is still honest and factual reporting that pays off in the long run. Freedom of information is like racial equality, it cannot be legislated. Its value must be learned . . . by both sides."

## How access varies in different parts of country

(The RTNDA survey, broken down by region of response)

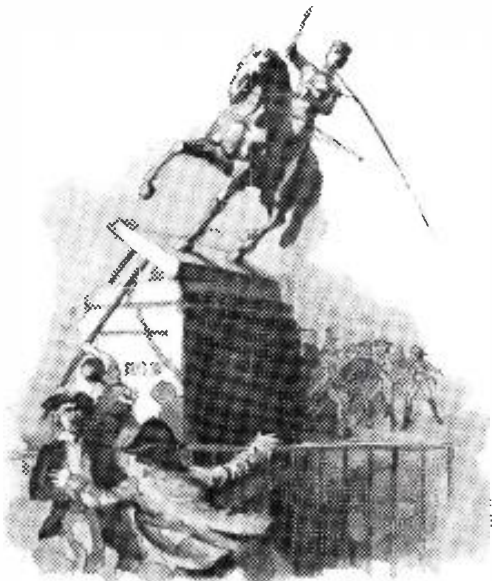
Do you have access to the information to which you feel you are rightfully entitled from:

	Percentage of replies																			
	Northeast-Midwest Most					South Most					Central-Mountains Most					Far West Most				
	Al-ways	of time	Some- times	Rare- ly	Never	Al-ways	of time	Some- times	Rare- ly	Never	Al-ways	of time	Some- times	Rare- ly	Never	Al-ways	of time	Some- times	Rare- ly	Never
<b>Federal level</b>																				
1. U. S. district courts	28	39	10	5	4	41	38	14	6	—	16	45	21	8	—	19	46	19	—	12
2. U. S. marshals	25	27	21	7	4	24	38	18	13	4	13	34	26	11	—	15	27	31	8	12
3. U. S. court clerks	25	38	17	4	2	44	35	11	7	—	16	53	16	3	—	23	31	23	8	8
4. FBI	22	24	28	15	4	28	28	24	15	3	18	34	26	13	—	15	15	31	31	—
5. Selective Service bds.	28	29	25	6	4	32	23	18	13	4	29	26	18	18	3	12	27	15	27	4
6. Treasury agents	17	21	29	18	8	23	21	24	20	4	5	18	37	13	—	4	23	23	27	8
7. IRS personnel	25	24	22	13	6	32	31	15	8	6	24	26	21	16	—	15	27	15	15	8
8. Military PIO's	23	29	27	5	2	30	37	23	4	—	16	50	16	8	—	19	58	19	—	—
9. FAA	21	33	29	7	1	35	32	20	7	1	29	34	18	8	—	31	50	12	—	—
<b>State level</b>																				
1. State legislature	40	51	4	3	—	37	51	7	—	—	29	61	5	—	—	38	50	8	—	—
2. Governor	30	46	14	8	1	30	46	17	—	—	39	47	11	—	—	27	69	4	—	—
3. Sec. of state	41	46	8	2	—	51	34	1	—	—	50	34	11	3	—	62	35	4	—	—
4. Highway Comm'r.	40	35	14	6	—	34	31	18	4	1	39	39	18	3	—	31	50	8	—	—
5. Treasurer	37	44	10	1	1	34	39	8	4	—	42	37	16	—	—	42	31	12	—	—
6. National Guard	28	36	24	9	1	35	37	11	6	3	37	45	11	5	—	27	38	22	—	—
7. State Police head	41	36	12	4	3	—	—	—	—	—	47	34	13	—	—	31	42	12	8	—
8. Dept. of Welfare	25	36	22	6	2	34	32	20	3	—	21	39	21	8	—	27	42	23	—	—
9. Mental hospitals	18	28	32	11	2	20	27	32	10	—	24	21	24	21	—	23	27	35	12	—
10. Prisons	23	30	27	11	1	20	23	24	17	4	21	42	13	13	—	22	42	15	12	—
<b>Local level</b>																				
1. Sheriff's dept.	22	53	16	4	1	31	48	14	3	3	21	66	5	5	—	38	38	15	4	—
2. Police dept.	20	54	22	3	1	25	58	15	—	—	18	74	8	—	—	46	46	8	—	—
3. City attorney	35	40	16	4	1	32	45	11	6	1	29	53	16	3	—	35	42	15	—	—
4. City clerk	48	39	5	1	3	49	34	6	—	1	42	53	—	—	—	54	31	8	—	—
5. Council members	39	41	16	1	1	34	51	11	1	—	37	47	13	—	—	46	46	8	—	—
6. Mayor	43	32	18	4	1	37	46	10	1	—	45	39	11	—	—	46	38	8	8	—
7. School superintendent	35	39	18	2	3	37	42	14	4	—	34	45	13	8	—	54	31	15	—	—
8. Public works director	39	32	15	1	2	39	34	13	1	—	39	42	8	—	—	38	42	8	—	—
9. Hospitals	14	42	38	4	1	14	44	28	10	—	11	47	34	5	—	27	27	22	8	—
10. Welfare dept.	23	38	21	7	1	28	32	21	6	1	16	42	18	16	—	31	31	19	4	—

Are you permitted to broadcast live or record following meetings:

	Broadcast live				Audio tape				Sound on film				Broadcast live				Audio tape				Sound on film			
	live	live	tape	Barred	live	live	tape	Barred	live	live	tape	Barred	live	live	tape	Barred	live	live	tape	Barred				
<b>Local level</b>																								
1. City or town council	51	65	58	3	52	61	63	—	55	71	55	3	73	65	58	—								
2. County supervisors	35	62	57	3	35	52	48	3	42	58	45	8	65	65	54	—								
3. Planning commiss.	30	60	56	9	27	56	58	1	29	55	39	8	54	65	62	—								
4. School boards	32	59	54	7	32	54	59	6	34	58	47	13	65	62	58	—								
5. Criminal courts	4	7	7	69	10	11	7	65	—	3	11	76	—	4	—	77								
6. Civil courts	4	7	7	68	6	13	11	58	—	3	8	74	—	4	4	73								
7. Traffic courts	4	11	11	61	8	15	17	48	—	5	11	66	—	4	—	73								
8. Housing authorities	21	53	51	4	23	45	51	6	24	53	39	8	38	57	42	—								





**1776** CITIZEN'S DEMONSTRATION.



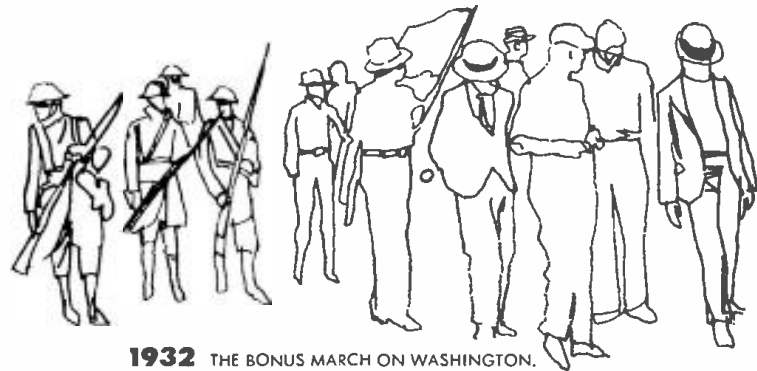
**1863** THE DRAFT RIOTS.



**1894** THE PULLMAN STRIKE.



**1912** WOMEN'S FIGHT FOR SUFFRAGE.



**1932** THE BONUS MARCH ON WASHINGTON.



**1966** THE CIVIL RIGHTS MARCHES.



**1967** THE PEACE MARCHES.



**1968** THE POLITICAL DEMONSTRATIONS.

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WJXT, Jacksonville, it puts into perspective the proper boundaries of individual protest, official response, and the responsibility of the news media in a free society.

This comprehensive report presents the strongly opposing views of the police, the press, television news-

men, the government, the clergy, and the angry New Left itself.

Finally, beyond simply presenting these views, we comment upon them and draw some conclusions of our own.

(This program is available to stations on request.)

## The Post-Newsweek Stations, Inc.

## Comsat asks direct negotiations

Says costs will be reduced, service improved if it deals with networks

The Communications Satellite Corp. has come out on the side of the broadcast networks—two of them, anyway—in a revival of the issue as to whether the networks should be authorized to deal directly with Comsat in arranging international telecasts.

Comsat, in a letter to the FCC last week, said that they should—and that they would enjoy lower rates if they did. The company, which owns and operates the U.S. portion of the international satellite system, said the present arrangement under which the four international common carriers have provided TV service on a rotating basis since 1965 has proved inefficient and uneconomic and should not be continued.

The four carriers, however—AT&T, World Communications Inc., RCA Global Communications, and Western

Union International—expressed a contrary view. In separate letters, they said the system has worked reasonably well and should be preserved at least for the time being.

Comsat and the carriers were responding to a letter from the commission's Common Carrier Bureau chief, Bernard Strassburg, requesting comments on how the present system is working, as well as suggestions for improvements.

A fifth carrier, Hawaiian Telephone Co., which is the only terrestrial carrier authorized to provide satellite television service in Hawaii, said its service has functioned smoothly and recommended that no other carriers be permitted to provide satellite service in the state; it said there is not enough economic support for more than one carrier. How-

ever, ITT and WUI urged the adoption of a rotation policy for Hawaii.

A TV carrier-of-the-week arrangement was adopted by the commission as an interim measure in July 1965, when it was faced with competing applications from the carriers seeking authority to provide television service via satellite. The carriers provide the service under a joint tariff.

A year later, the commission adopted its authorized-user policy, under which Comsat is barred, except in unique circumstances, from leasing channels directly to anyone but common carriers (BROADCASTING, June 27, 1966).

This decision was a victory for the carriers and a defeat for broadcasters, including ABC and CBS, which had wanted to deal directly with Comsat so that they could achieve savings in their international transmissions. NBC, like RCA Global Communications Inc., a subsidiary of RCA, did not request authorized-user status.

Comsat, in a letter signed by its chairman, James McCormack, said the present system both precludes competition and requires the maintenance and operation of four sets of facilities when only one is needed. "The end result," he said, "is an inefficient and uneconomic operation to the detriment of the public."

He also said that under the present system, the carriers are involved only infrequently in providing television service, and that it is Comsat that shoulders "a large part of the burden of providing continuity and maintaining the quality of service." He noted that Comsat is involved in every television transmission terminating or originating in the U.S.

Of various possible alternative solutions, he said, the "optimum" one would be to authorize Comsat to deal directly with the broadcasters. He said Comsat is in a unique position to provide this service "on its most favorable terms."

He said that Comsat owns the most important link in the service—from the earth station to the satellite—and could lease capacity on the next significant link—from the earth station to gateway city (the point at which the

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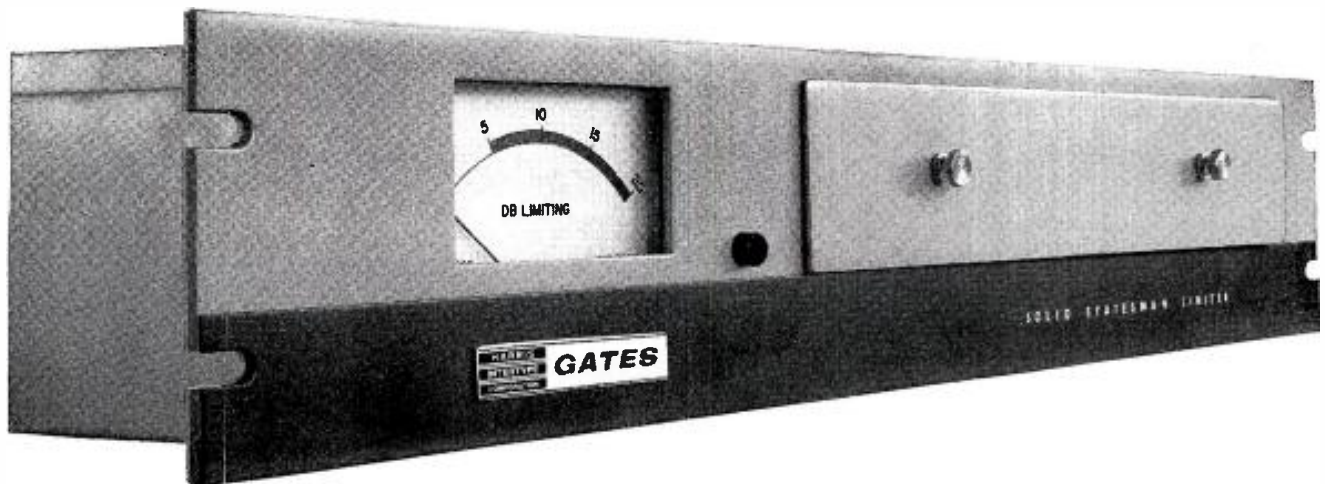
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broadcaster relays the TV signal to the common carrier) from domestic carriers.

Mr. McCormack said that the consequent "unified management and elimination of the 'middleman' would result not only in improved service but lower costs for the broadcasters." He noted that Comsat already incurs the bulk of the costs in providing the earth-to-satellite segment and that it is in a position to provide the necessary coordination and communication with foreign administrations involved in international service "at little or no additional cost."

Nor does he believe that an authorization to Comsat to serve broadcasters directly would "do violence" to authorized-user policy. He said the object of that policy is to protect the carriers' existing operations from satellite competition. But in television, he said, only satellite facilities are used to provide international service. "There are no international carrier facilities to protect."

The international carriers, in their letters to Mr. Strassburg, indicated there are no insurmountable problems in providing efficient service under the present system. They said they have been able to coordinate their activities through various committees. One of

these, which, AT&T noted, is developing long-range technical standards and operating procedures, as well as investigating immediate problems, includes representatives of the three television networks.

However, RCA said, the commission should reserve the right to eliminate the rotational system and permit the carriers to compete for television business "should the public interest so require in the future." ITT also said it might favor dropping the system when "the demand for the subject services has substantially increased."

Revenue and expense figures submitted by the international carriers for the television service they have provided since mid-1965 indicate that the business has yet to become a paying proposition.

However, some said they regard the future with optimism. RCA expects the profit picture to improve when the additional facilities to be made available by the planned Intelsat III program reduce the present problem of satellite pre-emption. And ITT expects greater demands for television transmission in the future; it said "the elasticity of demand" for such services will be tested by expected reductions in the over-all charges.

## The call for color standards

### Wide range of ways to improve color quality are discussed at SMPTE technical conference

The 15-year-old National Television System Committee color standards—adopted in 1953 by the FCC—are still pretty good and don't have to be changed. But some refinements could improve what viewers see on their color receivers.

These and other indications of the technical status of the NTSC standards were discussed last week by a panel of television engineers at the Washington technical conference of the Society of Motion Picture and Television Engineers.

The most significant step in upgrading color TV pictures, it was agreed, would be the establishment of standards for several vital elements in the chain of electronic steps that take place from the time a scene is televised by a color TV camera through the transmission process to the display of that scene on a color receiver.

The panel, moderated by Malcolm Burleson, Metromedia Inc., consisted of Norman Grover, Canadian Broadcasting Corp.; John Serafin, ABC; Henry A. Ahnemann, AT&T; C. Robert Gross, WCAU-TV Philadelphia; Norman

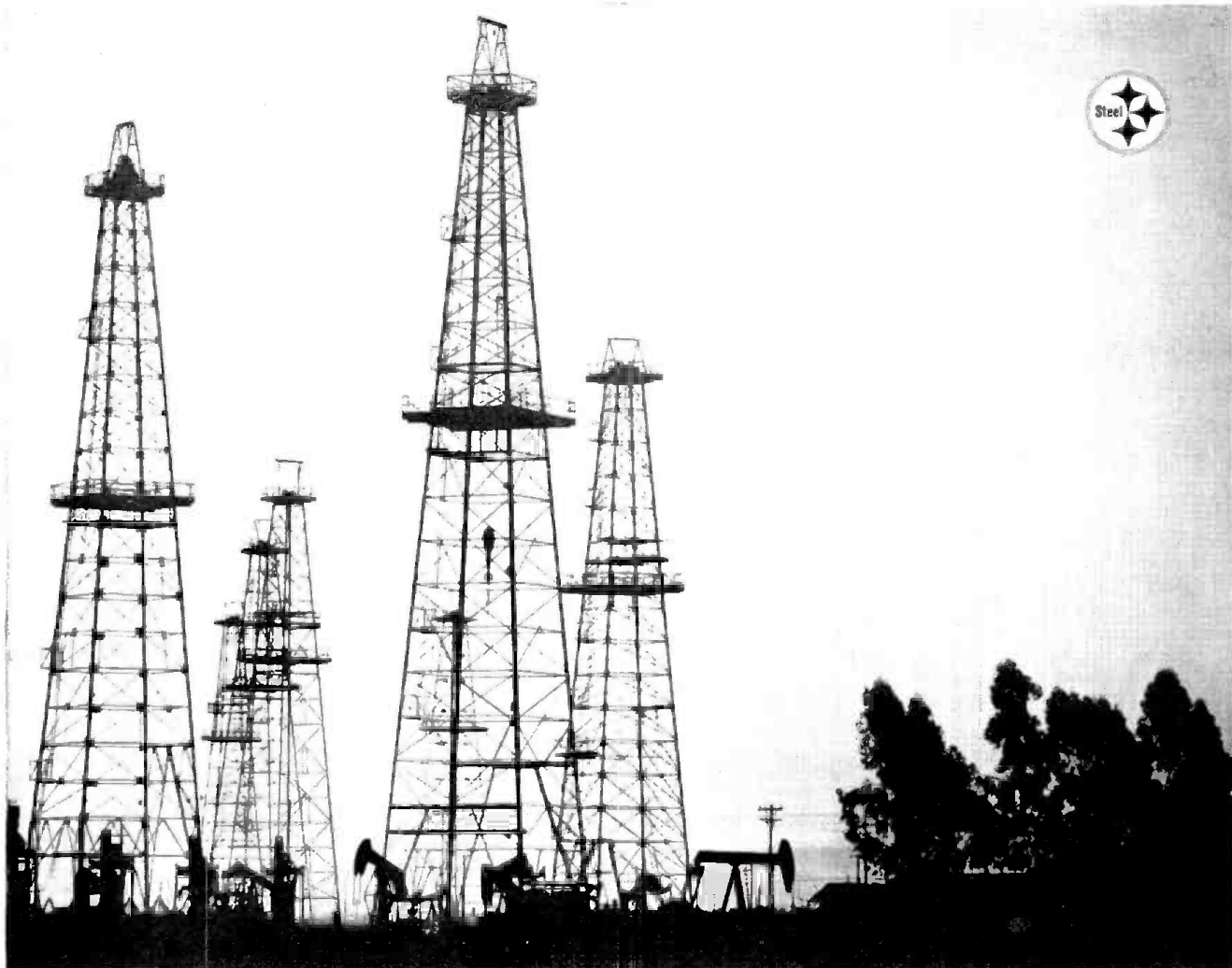
Parker, Motorola, and Frank Fleming, Visual Electronics Inc.

The call for standardization was made by Mr. Grover who urged the establishment of accepted criteria for color monitors, for studio and remote cameras, and for receivers. He also asked for a standard test film for use by telecasters for all programs. All of this Mr. Grover said should be adopted by broadcasters and receiver manufacturers as soon as possible.

Mr. Serafin said the networks have agreed among themselves on some standards for transmission. He also said there is work going on to adopt standards.

Mr. Gross declared that stations can produce and transmit excellent color TV, although he agreed it costs money in equipment and in hiring a high order of maintenance personnel. Some problems do occur, he said, when stations receive network programs, or dubbed tapes. He urged the adoption of a industry-accepted vertical integral test color bar, and, most importantly, better test equipment.

Mr. Fleming suggested that receiver



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manufacturers establish recommendations for antennas and lead-ins for color TV set installation to minimize the differential in color telecasts from several stations in the same area.

The problem with variations in color, Mr. Parker maintained, was people. Viewers, he observed, turn the chroma controls on a color set beyond their limits, resulting in "brilliant" color, but also a saturated picture that makes too obvious the little aberrations in the picture.

A major problem in the manufacture of color TV receivers, he observed, is the complicated requirements of aligning a three-gun tube. This may be done perfectly at the factory, he observed, but after a set is shipped to a distributor and then to a dealer and then to the home of a buyer this alignment undoubtedly is off.

The production of a color TV receiver, Mr. Parker commented, is a result of compromises—better color, but less brightness, for example.

Mr. Parker's remarks, and questions from the floor, touched on the possibility of federal regulation for TV-set makers, the practice by some manufacturers of omitting a d.c. restorer, and the urgent need for qualified technical personnel at stations.

C. B. Wood, British Broadcasting Corp., told the audience that in Great Britain a "reference" receiver has been developed to which all stations are adjusted. If improvements are made in receiver design, he said, this standard receiver can be revised.

Mr. Wood also delivered a paper on techniques used to insure that color films have characteristics specially suited for TV broadcasting.

Among other papers presented at the SMPTE meeting were a discussion of film review rooms so designed that TV operators are able to determine how color films will appear under telecine conditions, by S. F. Quinn, CBC; test devices used to standardize color film reproduction on TV, by F. David Corley, Islington, Ont.; and a mobile film-video system using combination 16mm film-television cameras and associated equipment permitting an editor to sit at a console and determine from TV monitors which scenes to film: this by Robert J. Nissen, Rosner Television Systems Inc., New York.

Also presented to the group were two papers on modernization. One on the CBS conversion of New York broadcast center to color, by Richard S. O'Brien and K. Blair Benson of that network; the other on the modernization of WCAU-TV Philadelphia, by C. Robert Gross of that station.

Among other highlights at the SMPTE conference:

- Sylvania Electric Products Inc. in-

troduced a new series of tungsten-halogen lamps for TV and motion picture studios. The long-life lamps, said to maintain stable color temperatures over the life of the tube, added to Sylvania's previous tungsten-halogen lamps, are in the 500 to 1,000 w and the 1,000 to 2,000 w ranges. Earlier this year Sylvania introduced 2,000 and 5,000 w tungsten-halogen lamps.

- Dr. Sam M. Lambert, executive secretary of the National Education Association, stated that last month the number of TV receivers exceeded for the first time the number of film projectors in the nation's schools, and that there are now 2,500 "TV teachers" in the U. S. who reach 12-million children with their tele-lessons.

- Marvin B. Jacobs, retired ABC optical engineer, was among the 15 who were awarded the degree of fellow of SMPTE.

- Maurice B. Mitchell, chancellor of the University of Denver and former CBS and National Association of Broadcasters executive, was the luncheon speaker on Nov. 11. He stressed the significance of the educational revolution as it applies to audio-visual and retrieval systems. Mr. Mitchell was a vice president of Muzak Corp., president of Encyclopaedia Britannica Films and later of the parent Britannica corporation.

## KPEN-FM request denied; FCC amends log rules

The FCC has adopted a clarifying amendment to its rules governing logging requirements for remote broadcast pickup stations. The amendment becomes effective Tuesday (Nov. 19).

At the same time, the commission denied a rulemaking petition filed by KPEN-FM San Francisco, asking elimination of the logging requirements. In response to the station's contention that present logging rules are dated and impractical, the commission replied that it cannot monitor all stations at all times, and that stations must keep logs so that when interference complaints arise, there will be a record.

Although the logging requirements for remote broadcast pickup stations are "modest," the commission said, the rule's language may have led to misunderstanding and unduly complicated record keeping, and it will be modified.

## NAEB delegates offered CBS Labs expertise

A "consulting clinic" to offer information and advice on educational broadcasting equipment and technology, will be part of the CBS Laboratories professional products department's exhibit at

# How to win a beauty contest with measurements like 150-19-125.

It happened October 24.

America's 16th annual Landscape Awards were being presented in Washington, D.C.

Out of 130 entries in categories from parks to public buildings to industry, there were 17 winners. Three of them service stations. And two of these were Humble stations.

The Charles Holland Enco Station in Palm Springs, California, and the Leonard Jones Enco Station in East Irvine, California.

The American Association of Nurserymen, which holds the contests, says it's unusual for one oil company to win two awards. But our 150 by 19 by 125-foot winners have something unusual going for them. Humble's own beautification program.

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the National Association of Educational Broadcasters convention in Washington this week.

The clinic will be manned by three CBS Labs executives: Renville H. McMann, vice president and director of engineering, who is credited with developing the CBS Labs image enhancer and the Minicam Mark VI portable wireless color TV camera, among other inventions; Theodore R. Conant, coordinator of instructional systems, and Emil Torick, manager of electronic systems research.

New developments to be featured at the CBS Labs exhibit were said to include a color TV system used in medicine and capable of transmitting color pictures from inside the human body at light levels lower than that of a pocket-size flashlight, and an audio-visual system combining sight and sound on a five-inch program cartridge that can be projected onto a built-in viewing screen.

### Ampex, Sony settle patent litigation

Ampex Corp., Redwood City, Calif., last week announced that its patent litigation with Sony Corp., Tokyo, dating back to February 1967, has been settled. Ampex reported that the two firms have entered licensing agreements granting each other the use of certain patents in connection with the manufacture, use and sale of specified video recorders.

Ampex was plaintiff in a legal action against Sony Corp. of Japan and its American subsidiary. This action alleged infringement by certain products of the Japanese organization of Ampex-owned U. S. patents.

Terms of the licensing agreements were not revealed.

### Ovonic, switch with wall-TV potential

The long-sought goal of a thin, wall-hanging sheet of glass for TV viewing may be a reality in five years or more, according to indications in the announcement of a new type of electronic switch.

The new solid-state device, called

### Technical briefs:

**16-track** ■ 3M Co., St. Paul, announces availability of 16-track professional recorder-reproducer, using two-inch tape, as part of its model 401 series. The unit includes a 16-track remote overdub control, permitting synchronization from remote locations. Price: \$25,600.

**Unit developed** ■ Autogram 212, a new radio broadcast automation unit, has been developed by Day Manufacturing Co., Sherman, Tex. Designed for small or medium sized markets, the five-channel audio auxiliary channel unit is available with various configurations of cartridge equipment and reel-to-reel tape decks. Standard system is priced at \$11,533, and \$12,305 for stereo.

Ovonic, after its inventor, Stanford R. Ovshinsky, 45-year-old self-taught inventor, was announced by Energy Conversion Devices Inc., Troy, Mich. Mr. Ovshinsky is president of the company.

The devices are being made as glassy beads and as a film, each of which contains thousands of switches per square inch, the company said.

Although the wall-hanging TV set was given as one of the possibilities, a spokesman for the company said the use of Ovonic for home consumer products has a low priority. Principal uses of the device will be in computers and instruments for space and military applications, he said. Other uses, Lionel Robbins, vice president-marketing of Energy Conversion, said, are five years or more in the future.

The switches are said to be capable of operating with direct or alternating current, and are able to start and stop within 150 trillionth of a second. They are also said to have memory capabilities.

### Philips adds Avion lab

The acquisition of the infrared laboratory of Avion Electronics Inc. by Philips Broadcast Equipment Corp. is being announced today (Nov. 18) by John S. Auld, vice president and general manager of Philips Broadcast. Both Philips Broadcast, a subsidiary of North American Philips Co. and Avion, a subsidiary of General Signal Corp. are located in Paramus, N. J.

## International

### British pay-TV loss set at \$2.4 million

Pay-TV Ltd., which served 10,000 subscribers in the London and Sheffield areas, says it has lost \$2.4 million

between the time it went into operation in January 1966 and its demise earlier this month.

The British experiment in pay-as-you-view TV ended after last-minute discussions between the General Post Office and the operating company failed



to provide any basis for agreement (BROADCASTING Nov. 4).

Last August the company was told that its license would be extended to 1976 but that a limit of 150,000 subscribers would be imposed. The company claimed, however, that on this basis it would only break even, and requested an increase to 250,000 subscribers.

Two weeks ago, Postmaster-General John Stonehouse declared in Parliament that the experiment was to be abandoned, "after a review of the position, and bearing in mind the wider economic and social considerations." At what was generally considered to be this unexpectedly abrupt announcement, Lord Brabourne, chairman of Pay-TV, protested strongly, and the PMG relented to the extent of agreeing to new talks. But the postal authorities remained inflexible on the subscriber figures and the company decided to end its service.

Despite the outcome, Lord Brabourne still feels that pay TV as a supplementary TV service in Britain is an inevitable development. "We shall continue our efforts to achieve its adoption in this country at the earliest possible moment," he said.

## UN asked to investigate space broadcast aspects

A recommendation that the United Nations investigate the possibility of direct broadcasting to home receivers from satellites is awaiting General Assembly action.

The suggestion is included in a report to the General Assembly filed last month by the UN Committee on Outer Space, a report that has not yet been printed or released.

The report recommends that the General Assembly appoint a working group to investigate the technical feasibility of direct broadcasts from space. No mention is made as to whether this should be radio or TV, or both. If it is shown to be technically possible, the committee said, a further group should be named to look into the social, cultural and legal problems that may arise.

Meanwhile, a suggestion that the National Aeronautics and Space Administration experiment with direct television broadcasts to home receivers is one of several dozen made to NASA by the scientific community as part of the space agency's second series of applied technology satellite (ATS) launches, due in the 1972-73 period. NASA has recently let design and cost study contracts to General Electric and Fairchild-Hiller for what will be the ATSF and ATSG satellites.

NASA has made no decision yet on what experiments will be performed by the new ATS spacecraft.

## Met opera destined for NHK in Japan

A joint crew of American and Japanese technicians have video-taped Rossini's "The Barber of Seville" at the Metropolitan Opera in New York. The tape will be broadcast over Nippon Hoso Kyokai, the Japanese Broadcasting Corp., which claims the most extensive educational broadcast program in the world.

The taping occurred during the Metropolitan's first performance of the opera on Thursday night (Nov. 7) and during the final dress rehearsal Monday

(Nov. 4). Cameras were placed in four positions Monday and four different positions on Thursday. The final tape will be assembled from those eight takes.

A live audience was in attendance at both sessions, but minimum inconvenience was created by the taping crews.

Metropolitan sources have termed this "a pilot project" and reportedly are looking to commercial television for future revenue. According to one Met spokesman: "Not only will the tapes be available for telecast, but one day it may be possible to buy them for home consumption as easily as one can obtain records and audio tapes today."



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## Promotion

### 21 to be honored for promotions

**BPA invades Miami Beach for convention; will make awards with TVB, RAB**

Eight workshop sessions, each with extended question-and-answer periods; an awards luncheon, and three major addresses will be on the agenda as the Broadcasters Promotion Association moves into Miami Beach for its annual convention today through Wednesday (Nov. 18-20).

Some 350 are expected to attend the convention with its theme, "The Many Worlds of Promotion," in recognition of the many hats a BPA member must wear.

The opening-day sessions will include a keynote address by John Fisher, president of his own public relations-promotion firm in Toronto, presentation of 21 station awards and three workshop meetings. The luncheon speaker will be Art Fielden, vice president of Bishopric-Green-Fielden, Miami, on "How to corner a market in today's roundhouse economy."

The Tuesday agenda includes three workshops, the BPA business meeting and election of officers, a trade press-sponsored cocktail party and a banquet. Tuesday luncheon speaker will be Ivan Tors, TV producer and naturalist, who lists such shows in his fold as *Gentle Ben*, *Daktari*, *Flipper* and *Cowboy in Africa*.

On Wednesday two workshops are scheduled before the noon adjournment.

The workshop topics and speakers are: "public relations is everybody's business"—John Hardin, of John Hardin & Associates, Charlotte, N. C.; TV on-air promotion—Don Plumridge, creative director, Post-Newsweek Stations, Washington; Robert Nashick, promotion manager, WTOP-TV Washington, and Cal Mahlock, program and promotion manager, WKJG-TV Fort Wayne, Ind.; radio on-air promotion—Don Bruce, executive producer, Airplay International division of Pepper and Tanner Inc., Memphis.

On Tuesday the sessions will cover: advertising, other than on-air—Jacques DunLany, vice president and creative director, John Donnelly & Sons, Boston; exploitation on TV—Murray Weissman, exploitation, promotion and publicity executive, MCA and Universal Studios, Hollywood; exploitation on radio—William Sanders, program director, WWDC Washington.

The two Wednesday morning sessions will cover: sales promotion-mer-

chandising—Joel Harnett, vice president and director of marketing, *Look Magazine*, New York; publicity—Phil Dean of Phil Dean Associates, New York.

The audience promotion awards are presented by BPA. The sales promotion awards are from BPA in conjunction with the Television Bureau of Advertising and Radio Advertising Bureau.

Audience promotion winners: WBZ-TV Boston; WBTB-TV Charlotte, N. C.; WLS-TV Chicago; WMAQ-TV Indianapolis; WFGA-TV Jacksonville, Fla.; WWL-TV New Orleans; KNEW Oakland, Calif.; WCAU-TV Philadelphia; KOGO-TV San Diego; KGO San Francisco; CBL Toronto; KTUL-TV Tulsa, Okla., and KARD-FM Wichita, Kan.

The TV sales promotion winners: WXYZ-TV Detroit; KNTV-TV San Jose, Calif.; KOTV-TV Tulsa, Okla., and WTOL-TV Toledo, Ohio.

The radio sales promotion winners: WLS Chicago, WCCO Minneapolis and WFIL Philadelphia.

The formal convention activities were to be preceded on Saturday and Sunday by some reps-stations meetings, network dinners for affiliates and attendance at two football games.

### Landmark NBC office becomes Pioneers' home

What used to be NBC's West Coast version of Radio City last week became the new headquarters of the Pacific Pioneer Broadcasters. The radio landmark, on the northeast corner of Sunset and Vine in Hollywood, is now occupied by Home Savings & Loans Association, the largest such institution in the country. Space in the building was donated to the Pacific Pioneers for its lounge and meeting room, for storage of memorabilia and for a recording room.

On hand to officiate at the opening day ceremony (Nov. 12) were such broadcasting veterans as Edgar Bergen, Ken Murray, Gene Autry and Harry Von Zell. (Mr. Von Zell is commercial spokesman for Home Savings.) The switching on of an electrical, and authentic, "on the air" sign symbolized the opening.

### Drumbeats:

**On the streets** ■ Mobile job recruiting unit designed by WGN Chicago to help

hard-core unemployed find work by going to them in their own neighborhoods is meeting with success. After first 10 days the "WGN Jobmobile" processed 299 applicants leading to 238 job referrals. Local firms participate in operating unit.

**Apple polishing** ■ KOLN-TV Lincoln, Neb., gave apples to over 7,000 teachers at the Nebraska State Teacher's

Convention Oct. 23-25. Another promotional gift was an educational bulletin listing the upcoming TV specials.

**Promoting a program** ■ KHJ-TV Los Angeles is publishing a monthly house organ for its *Tempo* program. The news letter, "TV 9-Tempo," is distributed to agencies and advertisers. It contains pictures, news items and features about the daily 12-4 p.m. live show.

## FocusOnFinance

### Cascade posts \$14,000 loss over six months

Cascade Broadcasting Co., Washington state group owner of television and radio stations, had total sales for the six months of the calendar year of almost \$1 million but a net loss of over \$14,000.

The figures were shown last week in the application filed with the FCC for commission approval of that company's sale (minus its radio stations) to Filmways Inc. for stock valued at about \$3 million (BROADCASTING, Sept. 30). Filmways is buying KIMA-TV (ch. 29) Yakima and KEPR-TV (ch. 19) Pasco, both Washington, and KLEW-TV (ch. 3) Lewiston, Idaho. Sellers, Thomas C. Bostic, John H. Reber, William F. Grogan and others, are retaining KIMA-AM-FM Yakima and KEPR-AM-FM Pasco.

Filmways is issuing 32,500 shares of series B preferred stock in exchange for all the stock of Cascade. The preferred stock will be convertible after three years into 108,333 shares of Filmways common stock.

The FCC application showed Cascade with total assets of \$1,159,141, total current liabilities of \$234,106, and total deferred liabilities of \$425,942 as of Aug. 31.

Cascade's total sales income for the six months ended June 30 was \$993,886 with a net loss after taxes, bad debts and miscellaneous adjustments of \$14,291. Net sales for the period totaled \$927,712 and net profit before federal income taxes was listed as \$45,673.

Messrs. Bostic, Reber and Grogan will remain in executive positions with Filmways' new broadcast division under an agreement which has a term of approximately four years and calls for annual salaries of \$25,000. After the transaction is approved, Mr. Bostic will own 1.7% of Filmways stock. He is chairman of CBS-TV Affiliates Advisory Board.

Filmways, headed by Martin Ranshoff, is primarily engaged in motion picture and TV program production. It

has *The Beverly Hillbillies*, *Petticoat Junction* and *Green Acres* on CBS-TV. Among motion pictures in production are *Catch-22* and *Tai-Pan*.

### Four Star going into the black

Four Star International Inc., formerly Four Star Television, has executed "a dramatic financial turnabout," president and board chairman David B. Charnay told shareholders attending the company's annual meeting last week in North Hollywood, Calif. "We have reduced our operating loss considerably," Mr. Charnay stated.

As previously reported an operating loss of \$1.5 million in fiscal 1967 was reduced to a loss before extraordinary items of \$171,115 for the 53 weeks ended June 29, 1968 (BROADCASTING, Nov. 4). Actually, Four Star has gone more than \$108,000 into the black for the current fiscal period thanks to an extraordinary item of \$279,550.

As the principal business of the brief stockholders meeting, three new members were elected to Four Star's board of directors. They were company finance vice president and treasurer Leonard A. Johnson; F. Phillip Turner, president and general manager of Cope-land newspaper group, Los Angeles; and Richard S. Harris, a partner in the Beverly Hills law firm of Wyman, Bautzer, Finell and Rothman. Resigning from the board were Robert A. Gageby, Washington representative of Wells Industries Corp.; and Tyler Abell, partner in the Washington law firm of Ginsberg and Feldman.

### Supreme Court backs WHYY-TV in tax fight

An educational TV station incorporated in Pennsylvania whose TV tower and transmitter are in New Jersey finally won its fight to escape having to pay taxes in the Garden State.

The U. S. Supreme Court held last week that WHYY-TV Wilmington, Del., does not have to pay taxes in New Jer-

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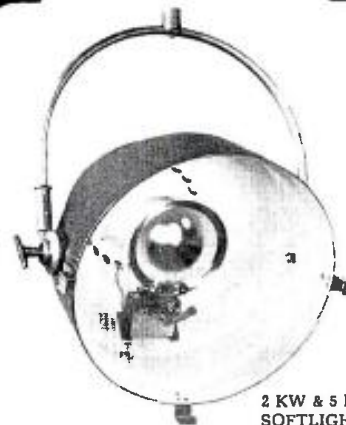
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sey, even though that state's tax board and courts, including the New Jersey Supreme Court, said it did.

At issue was a New Jersey law that grants tax exemption only to non-profit organizations incorporated or organized under the laws of that state. WHYY Inc. is incorporated in Pennsylvania, but claimed it came under the New Jersey exemption by virtue of its registration with the secretary of state of New Jersey. WHYY-TV's tower and transmitter are at Glassboro, N. J.

Associate Justice Hugo L. Black was the only dissenter; he voted to uphold the New Jersey Supreme Court, without amplifying his reasons.

## Record companies bought by LIN for \$5 million

LIN Broadcasting Corp., diversified company with radio and TV station ownership, has announced it is acquiring Starday Records, King Records and affiliates for \$5 million in cash and

notes.

Starday, which recently acquired King, is a major rhythm and blues label. James Brown is one of King's stars. Glen Campbell, Roger Miller and Johnny Cash are among Starday's recording artists.

## Kaufman and Broad Inc. has record revenues

Kaufman and Broad Inc., Los Angeles, home builder and group CATV owner, reported record increases in sales and net income for the nine months ended Aug. 31.

Nation Wide Cablevision Inc., a wholly owned subsidiary, has agreed to purchase Seattle-based Total Telecable Inc. and its subsidiaries, which operate CATV systems in Washington and Oregon.

Upon completion of the acquisition, Nation Wide will have 32 franchises in Los Angeles, San Francisco and Seattle and a total of 26,500 subscribers. Rev-

enues are expected to reach \$2 million annually and the total value of the company's interests will exceed \$20 million.

The expansion will permit the company to be operated as an independent subsidiary of Kaufman and Broad in the future.

	1968	1967
Earned per share*	\$1.21	\$0.98
Sales	47,384,095	32,097,728
Income before taxes	3,341,826	2,344,481
Net income	1,805,826	1,355,581
Average shares outstanding	1,493,465	1,381,363

\*Assuming full conversion of 5 1/2% convertible subordinated debentures. per share earnings were \$1.07 in the 1968 nine months compared with 92 cents in the same period of 1967.

## Publishers to acquire two radio stations

A Washington holding company that owns a handful of large printing plants in the capital city area, has established a broadcasting subsidiary and is negotiating to buy two radio sta-

## The Broadcasting stock index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Nov. 14	Closing Nov. 7	Closing Oct. 31	1968		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	68 3/8	66 1/2	65 1/4	74 3/4	43 3/4	4,709	\$307,300
CBS	CBS	N	51 1/2	54	54 1/2	60 3/4	43 1/4	23,665	1,283,800
Capital Cities	CCB	N	73 1/4	74	75	78	42 3/4	2,811	210,800
Corinthian	CRB	N	36 1/2	36 3/4	37 3/8	40 3/4	22 3/8	3,384	126,500
Cox	COX	N	56 1/2	55 3/4	55	64 3/8	43 1/4	2,879	159,800
Gross Telecasting	GTI	O	33	33	34	37	28	400	13,600
Metromedia	MET	N	51 1/2	49 3/8	52 3/8	55 1/4	34 1/2	4,862	254,600
Reeves Broadcasting	RBT	A	39 1/2	35 1/2	35	43 1/2	9 3/8	1,825	63,900
Scripps-Howard	SH	O	32 1/2	31 1/2	31 1/2	34	24	2,389	74,700
Sonderling	SDB	A	36 3/8	37	37	47 1/2	23 1/2	930	34,400
Taft	TFB	N	39 3/8	40	42 1/2	45 1/2	30 1/2	3,363	141,700
							<b>Total</b>	<b>51,217</b>	<b>\$2,671,100</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	46 3/8	44 1/2	42 1/2	65	37	14,075	\$612,300
Bartell Media	BMC	A	15 1/2	14 3/8	15 1/2	21	9	2,106	32,100
Boston Herald-Traveler	BHT	O	68	68	64	71	48	569	36,400
Chris-Craft	CCN	N	38 3/4	37 3/8	36 3/8	45	26 1/2	1,153	42,200
Cowles Communications	CWL	N	15 1/2	14 3/8	15 1/2	17 3/8	12 1/2	3,625	57,100
Fuqua	FQA	N	40 1/2	37 3/8	37 1/2	45	32 3/8	3,600	135,000
Gannett	GCI	O	41 1/2	39 3/4	40	44	23	4,736	189,400
General Tire	GY	N	34 3/8	32 3/8	32 3/8	34 1/2	23 1/2	17,061	560,900
Gray Communications	O	O	11 1/2	11 1/2	11 1/2	15	9	475	5,600
LIN	LB	O	27 1/2	28	28 1/2	31	16	1,550	43,800
Meredith	MDP	N	46	47 1/2	45 1/2	48 1/2	23 1/2	2,732	124,300
The Outlet Co.	OTU	N	30 3/8	28 1/2	30 1/2	34	20 1/2	1,184	35,800
Pacific & Southern	PAS	O	20 3/4	20	16 1/2	20	6	1,614	26,200
Plough	PLO	N	69 3/4	68	69	78 1/2	56 3/4	6,761	466,500
Rollins	ROL	N	79 1/2	78	77	79 3/4	43	3,959	304,800
Rust Craft	RUS	A	32 1/2	30 3/8	46 3/4	31 3/8	29 3/4	779	36,400
Storer	SBK	N	53 1/2	50 1/2	51 1/2	62 3/8	36	4,188	214,600
Time Inc.	TL	N	104	103 3/4	108 3/4	109 1/2	86 1/2	7,018	760,600
Wometco	WOM	N	31 1/2	30 1/2	30 3/8	34	17 3/8	3,815	117,800
							<b>Total</b>	<b>81,000</b>	<b>\$3,761,000</b>
<b>CATV</b>									
Ameco	ACO	A	15 3/8	14 1/2	15	18 3/8	7 1/2	1,200	\$18,000
Cox Cable	O	O	20 1/4	20 1/4	20 1/4	25	16	2,500	51,900
Cypress Communications	O	O	18	18	18	23	12	808	14,500
Entron	ENT	O	10	10	10 1/2	10	4	607	6,200
H & B American	HBA	A	24 1/2	22 3/8	22 3/8	24 1/2	9 3/8	2,956	67,600
Teleprompter	TP	A	66 1/2	67 3/4	63	78	23 3/4	994	62,600
Vikoa	VIK	A	33 1/4	31 3/8	28 3/8	37 1/4	12 3/8	1,364	39,400
							<b>Total</b>	<b>10,429</b>	<b>\$260,200</b>
<b>Programming</b>									
Columbia Pictures	CPS	N	42 3/8	44 1/2	44 1/2	45 1/4	23 1/2	4,701	\$209,200
Commonwealth United	CUC	A	19 1/2	18	18 3/8	22 3/8	6 3/4	6,087	114,900
Disney	DIS	N	79 1/2	76 1/4	76	82	41 1/2	4,233	321,500

tions.

Publishers Co. Inc. disclosed this move in its statement to stockholders for the nine months ended Sept. 30.

Charles W. Lockyer, president and chief executive officer, told stockholders that Publishers Broadcasting Corp. has been formed "and we have entered into the final stages of negotiations to acquire 2 profitable broadcasting stations." The stations were not identified, but Mr. Lockyer told BROADCASTING that the price will be in the neighborhood of \$750,000.

Publishers Broadcasting, Mr. Lockyer said, has been capitalized at \$10 million, and intends to go for a full portfolio of seven radio stations, as well as TV and CATV, but "operating systems only," he said.

Mr. Lockyer also told this magazine that Publishers Broadcasting will be established as a "satellite" public company, with part of its stock offered for public sale. It will, however, be under the ownership control of the parent company, he added.

Besides area printing companies, Publishers Co. also has an interest in a computer service firm. For the nine months ended Sept 30, Publishers Co. had net sales of \$22,702,998 and net income after taxes of \$630,451 (56 cents a share). It has 1,053,064 shares outstanding. In the same period in 1967, the company had net sales of \$16,661,270 and after taxes net income of \$337,104 (29 cents a share).

### Company reports:

**Teleprompter Corp.** New York, last week reported record earnings and revenues for the nine months ending Sept. 30.

For nine months ended Sept. 30:

	1968	1967*
Earned per share	\$0.89	\$0.77
Revenues	5,299,317	4,958,437
Net earnings	888,259	678,787

\*Restated to conform to 1967 audit report.

**Tele-tape Productions Inc.,** Chicago, which has been expanding holdings as well as facilities, reported lower earnings on increased total sales for the

fiscal year's first quarter ended Sept. 30:

	1968	1967
Earned per share	\$0.06	\$0.09
Sales	3,203,006	1,055,749
Net income	109,166	134,521

All figures adjusted for two-for-one stock split August 1968.

**Ampex Corp.,** Redwood City, Calif., last week issued a report of record sales and earnings for both the second quarter and first half of the year. Sales for the second quarter of the fiscal year rose 25% and net income after taxes climbed 17%; in the first half sales showed a 19% gain and net income a 14% increase.

William E. Roberts, president and chief executive officer, reported incoming product orders for the first half up 26%.

For the six months ending Oct. 26:

	1968	1967
Earned per share	\$0.62	\$0.53
Sales	132,876,000	112,081,000
Net income after taxes	5,986,000	5,074,000
Average shares outstanding	9,642,593	9,574,055

**Trans-Lux Corp.,** theater chain owner and TV film distributor, reported earn-

	Stock symbol	Ex-change	Closing Nov. 14	Closing Nov. 7	Closing Oct. 31	High 1968	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming (cont.)</b>									
Filmways	FWY	A	36 $\frac{1}{2}$	34 $\frac{1}{2}$	38	39	16 $\frac{1}{2}$	961	36,500
Four Star	O		7 $\frac{1}{4}$	7	7 $\frac{1}{2}$	10	5	666	5,100
Gulf & Western	GW	N	53 $\frac{3}{4}$	49 $\frac{3}{4}$	51	66 $\frac{1}{2}$	38 $\frac{1}{2}$	11,680	595,700
MCA	MCA	N	48 $\frac{1}{2}$	47 $\frac{1}{2}$	48 $\frac{1}{2}$	53 $\frac{1}{2}$	43	7,764	374,600
MGM	MGM	N	46 $\frac{1}{2}$	42 $\frac{1}{2}$	47	55	35 $\frac{1}{2}$	5,759	270,700
Screen Gems	SGE	A	41 $\frac{1}{2}$	42 $\frac{1}{2}$	42	43 $\frac{1}{2}$	22 $\frac{1}{2}$	4,048	170,000
Transamerica	TA	N	79 $\frac{3}{4}$	76 $\frac{1}{2}$	77 $\frac{3}{4}$	79 $\frac{1}{2}$	43 $\frac{1}{2}$	28,859	2,240,200
Trans-Lux	TLX	A	59 $\frac{1}{2}$	56 $\frac{1}{2}$	60 $\frac{1}{2}$	83 $\frac{1}{2}$	21 $\frac{1}{2}$	753	45,700
20th Century-Fox	TF	N	36 $\frac{1}{2}$	34 $\frac{3}{8}$	33	40 $\frac{3}{8}$	24 $\frac{1}{2}$	7,035	232,200
Walter Reade	WRO	O	15 $\frac{1}{2}$	15 $\frac{1}{2}$	16 $\frac{1}{2}$	17	7	1,662	27,800
Warner-Seven Arts	WBS	A	47 $\frac{1}{2}$	43 $\frac{1}{2}$	45 $\frac{1}{2}$	48 $\frac{3}{8}$	26 $\frac{1}{2}$	3,810	174,300
Wrather Corp.	O		16	14	13 $\frac{1}{2}$	15	4	1,710	23,500
							<b>Total</b>	<b>89,725</b>	<b>\$4,841,900</b>
<b>Service</b>									
John Blair	JB	O	26 $\frac{1}{2}$	42 $\frac{1}{2}$	43	44	20	1,800	\$46,400
Comsat	CO	N	54 $\frac{1}{2}$	52 $\frac{1}{2}$	53	64 $\frac{1}{2}$	41 $\frac{1}{2}$	10,000	530,000
Doyle Dane Bernbach	DDB	O	30	29 $\frac{1}{2}$	30 $\frac{3}{4}$	41	31	2,104	64,700
Foote, Cone & Belding	FCB	N	14 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{3}{8}$	20 $\frac{1}{2}$	13	2,157	32,100
General Artists	O		12 $\frac{1}{2}$	14	13 $\frac{1}{2}$	26	10	610	8,200
Grey Advertising	GRA	O	16	15 $\frac{1}{2}$	14 $\frac{1}{2}$	20	12	1,201	17,100
MPO Videotronics	MPO	A	15 $\frac{3}{4}$	15	15 $\frac{3}{8}$	17 $\frac{3}{4}$	10 $\frac{1}{2}$	517	7,900
Movielab	MOV	A	11 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{3}{4}$	17 $\frac{1}{2}$	12	1,404	18,10
Nielsen	N	O	33 $\frac{1}{2}$	33 $\frac{1}{2}$	34 $\frac{1}{2}$	40	27	5,130	177,000
Ogilvy & Mather	OM	O	22 $\frac{1}{2}$	21	20 $\frac{1}{2}$	21	14	1,090	22,600
Papert, Koenig, Lois	PKL	A	6 $\frac{1}{4}$	6 $\frac{3}{8}$	6 $\frac{1}{2}$	9 $\frac{1}{2}$	4 $\frac{1}{2}$	791	5,200
							<b>Total</b>	<b>26,084</b>	<b>\$929,300</b>
<b>Manufacturing</b>									
Admiral	ADL	N	21 $\frac{1}{2}$	20 $\frac{3}{8}$	19 $\frac{3}{8}$	25 $\frac{1}{2}$	16 $\frac{1}{2}$	5,110	\$101,600
Ampex	APX	N	36 $\frac{1}{2}$	34 $\frac{1}{2}$	35 $\frac{3}{8}$	38	26 $\frac{1}{2}$	9,629	340,600
General Electric	GE	N	95 $\frac{1}{2}$	95 $\frac{3}{8}$	95	100	80 $\frac{1}{2}$	91,068	8,651,500
Magnavox	MAG	N	61 $\frac{1}{2}$	59 $\frac{1}{2}$	57 $\frac{1}{2}$	61 $\frac{3}{8}$	36 $\frac{1}{2}$	15,442	891,800
3M	MMM	N	108 $\frac{1}{2}$	108 $\frac{1}{2}$	108 $\frac{1}{2}$	119 $\frac{1}{2}$	81	53,793	5,829,800
Motorola	MOT	N	142	137 $\frac{1}{2}$	134 $\frac{3}{4}$	153 $\frac{1}{2}$	97	6,122	824,900
National Video	NVD	A	16 $\frac{1}{2}$	15 $\frac{1}{2}$	13 $\frac{1}{2}$	25	12	2,782	36,900
RCA	RCA	N	47 $\frac{1}{2}$	47 $\frac{1}{2}$	47	55	44 $\frac{1}{2}$	62,606	2,942,500
Reeves Industries	RSC	A	71 $\frac{1}{2}$	6 $\frac{3}{8}$	7 $\frac{3}{8}$	9 $\frac{1}{2}$	4 $\frac{3}{4}$	3,240	23,900
Westinghouse	WX	N	74 $\frac{3}{8}$	74	75	78 $\frac{3}{8}$	59 $\frac{3}{8}$	38,064	2,854,800
Zenith Radio	Z	N	61 $\frac{1}{2}$	59 $\frac{1}{2}$	57 $\frac{1}{2}$	65 $\frac{1}{2}$	50 $\frac{3}{8}$	18,860	1,086,800
							<b>Total</b>	<b>306,716</b>	<b>\$23,585,100</b>
							<b>Grand total</b>	<b>565,171</b>	<b>\$36,048,600</b>
<b>Standard &amp; Poor Industrial Average</b>			114.44	112.87	112.86	114.70	95.05		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Oct. 31

# DIVORCE COURT

lands with  
**IMPACT**  
in market  
after market

In Kansas City

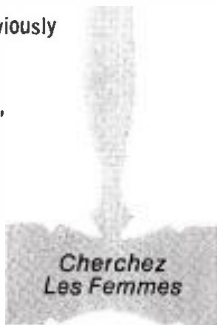
## DIVORCE COURT sent

homes up 20%  
adults up 21%  
women up 19%

over the program previously  
in the time slot  
on WDAF-TV,  
Monday through Friday,  
4-4:30 p.m.

ARB: OCT. 1967 VS. OCT. 1966

"Divorce Court"  
consistently delivers  
more homes,  
more women.



30 Rockefeller Plaza  
New York, N.Y.

See page 37

IN THE BUSINESS OF BROADCAST  
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Through the pages of BROADCASTING,  
your own advertising reaches more  
than twice the paid circulation among  
vital agency-&advertiser readers than any  
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And at a cost-per-contact less than  
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greatest potential at the biggest economy.  
BROADCASTING delivers it.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NEED A SPOTMASTER OR  
SPARTA TAPE CARTRIDGE?  
CONTACT CCA (WE STOCK  
THEM)



CCA ELECTRONICS CORP.  
GLoucester CITY, N. J.  
909-456-1716

ings for the nine months ended Sept.  
30:

	1968	1967
Earned per share*	\$0.93	\$0.63
Net income after taxes	753,313	478,826
Gross revenues	6,808,250	5,016,984

\*Earnings per share are based on the weighted average number of shares outstanding during the respective periods, with the 1967 periods adjusted for the 5% stock dividend of December 1967.

**Cowles Communications Inc.**, New York, publisher and group broadcaster, reported record operating results of its broadcast division, record gross revenues and improved net income for the nine months ended Sept. 30:

	1968	1967
Earned per share (loss)	(\$0.23)	(\$0.60)
Revenues	120,452,000	110,212,000
Income before federal income taxes and extraordinary item (loss)	(1,820,000)	(3,939,000)
Net income (loss)	(830,000)	(2,090,000)
Average shares outstanding	3,619,650	3,456,445

Note: Extraordinary item is net gain of \$193,000 from sale in June 1968 of the stock of Caviltron Corp.

### Financial notes:

■ **CBS Inc.** has declared a cash dividend of 35 cents per share on common stock payable Dec. 13 to shareholders of record Nov. 27, and a stock dividend of 2% payable Dec. 23 to shareholders of

record Nov. 27. CBS also declared a cash dividend of 25 cents per share on preferred stock payable Dec. 31 to shareholders of record Nov. 27.

■ **Storer Broadcasting Co.**, Miami Beach, has declared a regular quarterly dividend of 25 cents per share payable Dec. 9 to stockholders of record Nov. 22.

■ **ABC Inc.** has declared a regular quarterly dividend of 40 cents per share payable Dec. 14, to holders of record Nov. 12.

■ **Technicolor Inc.**, Hollywood, intends to distribute to its stockholders on Dec. 9, all of the stock of Creative Merchandising Inc., and Technicolor's 50% of the stock of the Schick Investment Co. The distribution covers Technicolor's non-photographic assets. Technicolor shareholders will receive one share of Creative Merchandising and one share of Schick Investment for each five shares of Technicolor owned of record Nov. 22. Technicolor estimated the book value of Creative Merchandising stock at about \$5 per share and the book value of Schick Investment stock at about \$12 per share. As previously announced, Technicolor has entered into an agreement of merger with Memorex Corp., Santa Clara, Calif.

## Fates&Fortunes

### Broadcast advertising



Mr. Lyman

New York, elected VP's. **Charles G. Trundle**, FC&B, San Francisco, account supervisor, also elected VP.

**Laurel Cutler** and **Daniel Stern**, creative directors, McCann-Erickson Inc., New York, elected senior VP's. **Edward M. Gallagher**, account management officer, also elected senior VP.

**Douglas McWeeny**, business development manager, Wilding Productions Inc., Hollywood, joins new commercial production office, Cascade Pictures of California, Chicago, as general manager.

**Ted Richardson**, general manager. KCRA

**Robert F. Lyman**, treasurer and assistant secretary, Benton & Bowles, New York, named senior VP.

**Lorraine Presnick** and **Dr. Lionel C. Barrow**, associate directors of research, Foote, Cone & Belding,

Sacramento, Calif., named national sales manager, KFRE Fresno, Calif.

**Patrick Mulherin**, owner and manager, WFNL N. Augusta, S. C., joins permittee WATU-TV Augusta, Ga., as sales manager.

**Morton A. Grossman**, controller, Waring & LaRosa Inc., New York, named VP. **Harvey Fishbein**, head of traffic and production departments, also named VP.

**Nat Strom**, with Lennen & Newell Inc., New York, named VP and television program supervisor.

**Richard N. Hughes**, director of advertising and community affairs, WXYZ-TV Detroit, joins WPIX(TV) New York as director of advertising and sales development.

**Jack Ambrozic**, account executive, WMCA New York, appointed national sales manager.

**John R. Lego**, Midwest sales manager, Radio Advertising Representatives, Chicago, joins KDKA Pittsburgh as sales manager.

**Michael Austin**, with Doyle Dane Bernbach, New York, joins Rumrill-Hoyt Inc. there as broadcast business and

traffic manager.

**Gwen Glenn**, operations manager, WGRT Chicago, joins WDCA-TV Washington as director of sales and station promotion.

**Peter Drialo**, account executive. WIBG Philadelphia, joins WRCP-AM-FM there as general sales manager.

**William R. Nutt**, head of own sales promotion-merchandising firm in California, joins WHNB-TV New Britain-Hartford, Conn., as merchandising manager.

### Media

**A. B. Hartman**, national radio sales manager, Westinghouse Broadcasting Co., New York, joins KDKA Pittsburgh as general manager. He succeeds Allen Heacock, who died Nov. 4 (BROADCASTING, Nov. 11).

**Donald Quayle**, executive director, Eastern Educational Network, Cambridge, Mass., takes leave of absence to serve as full-time consultant to Corp. for Public Broadcasting, New York.

**Eric S. Bremner**, general manager, KREM-AM-FM-TV Spokane, Wash., joins KING-TV Seattle as station manager. Both are King stations. He succeeds Tom Dargan, who resigns. **Eugene Wilkin**, VP-general manager, WHYN-AM-FM-TV Springfield, Mass., succeeds Mr. Bremner.

**Homer Griffith**, formerly with KCFM(FM) St. Louis and KSHE(FM) Crestwood, Mo., joins WIL-FM St. Louis as manager.

**Ernest R. Schanzenbach**, research director, WTOP-AM-FM-TV Washington, joins WINS New York in same capacity.

**Jay A. Whalen**, director of national sales, Rollins Broadcasting Co., Atlanta, joins WVCG/WYOR(FM) Coral Gables, Fla., as general manager.

### Programing

**Jeff Davids**, previously with Romper Room Inc., Baltimore, and old Ziv Television Programs Inc., New York, named president of new television production firm, Video International Productions Inc., 442 Statler Office building, Boston 02116. (617) 482-1119.



**John Baker**, producer of news, WTTG(TV) Washington, joins WTOP-TV there as program director.

**Albert Fernandez Jr.**, assistant to director of international sales, Screen Gems Inc., New York, joins

Mr. Baker

CBS Latino Americana Inc., Miami, as sales manager.

**Ernest Glucksman**, producer of syndicated *Here Come the Stars* series, signed by Four Star International, North Hollywood, Calif., to produce TV programs, motion pictures, and develop new projects in both fields.

**Harvey L. Victor**, head of own production company, joins Avco Embassy Pictures Corp., New York, as manager of firm's new West Coast division, Los Angeles.

### News



Mr. Dewey capacity.

**Michael Dewey**, news editor, WCRB Baltimore, joins WRVA Richmond, Va., as news director.

**Ronald E. Ives**, newsman, WHBF-AM-FM-TV Rock Island, Ill., joins KING-AM-FM-TV Seattle in same

**William J. Feest**, executive producer of programing, WJW-TV Cleveland, named executive producer of news. He is succeeded by **James Reynolds**.

**James Zaillian**, chief editorial writer for KNX Los Angeles, appointed news director.

**Lee Hathaway**, sports director, WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins WMAL-TV Washington as sports reporter and broadcaster.

**Sonya Hamlin**, artist-performer-lecturer, Marblehead, Mass., joins WBZ-TV Boston as cultural critic-reporter.

**J. Calvin Thomas**, announcer-newsman, Washington, joins KPRC Houston as newscaster.

**Bob Quincy**, sports columnist, *The Charlotte News*, joins WAYS Charlotte, N. C., as sports director.

**Bruce King**, air personality and sports

reporter, KABC-TV Los Angeles, joins KOMO-TV Seattle as general assignment reporter.

**Ernest Aschenbach**, with WMAL-TV Washington, appointed photographer-reporter.

### Promotion

**George T. Rodman**, director of advertising and promotion, WABC-TV New York, moves to ABC Television Stations, that city, as director of advertising and press information.

**Don Plumridge**, advertising-promotion manager, WISH-TV Indianapolis, joins Post-Newsweek Stations, Washington, as director of creative services.

**Frank X. Tuoti**, director of sales development, Kaiser Broadcasting Corp., Oakland, Calif., joins Kaiser's KBHK-TV San Francisco as promotion manager.

**Fran Peskind**, Chicago newspaper staffer, joins WKYC Cleveland as advertising-promotion director.

**Ed Dowling**, senior editor, *Television Age*, New York, named assistant director of information services for Public Broadcast Laboratory there.

### Equipment & engineering



Mr. Morrissey city, as senior VP.

**David J. Morrissey**, director of engineering, Ford instrument division of Sperry Rand Corp., Long Island City, N. Y., joins Radio Engineering Laboratories, division of Dynamics Corp. of America, that

**Robert W. Kuhl**, western regional manager, Visual Electronics Corp., Sunnyvale, Calif., appointed national broadcast sales manager. Mr. Kuhl will

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## SUBSCRIBER SERVICE

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- 3 years \$25

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January Publication

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- Bill me

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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.

be based in New York.

**Robert J. Schlicht**, customer service manager, Cohu Electronics Inc., San Diego, appointed general sales manager.

**Jack Fudim**, with Goodyear Aerospace Co., Phoenix, joins new West Coast regional facility of Calvert Electronics International Inc., Campbell, Calif., as manager. Calvert is maker of tubes and semi-conductors.

**David W. Murphy**, manager of accounting, Audio Devices Inc., New York, subsidiary of Capitol Industries, elected VP and controller.

**Robert L. Cutts**, electronic engineer, FCC office of chief engineer, Washington, appointed assistant to chief engineer for plans and spectrum development.

**Raymond E. Spence Jr.**, chief of voice communications system branch, Federal Aviation Agency, joins FCC, Washington, as deputy chief engineer.

**Edward G. Dietrich**, national sales manager—professional audio products, Ampex Corp., Redwood City, Calif., appointed national sales manager for educational and industrial products division.

### Allied fields

**John G. Hoagland**, formerly VP in charge of TV at Ogilvy & Mather, New

York, and VP in charge of TV programs for BBDO, New York, joins Paul Stafford Associates, New York executive research firm, as VP specializing in advertising and broadcasting fields.

**Max D. Paglin**, FCC executive director, named chairman of communications law committee of Federal Bar Association for 1968-69 year. Deputy co-chairman are **Hilbert Slosberg**, FCC associate general counsel, and **Erwin G. Krasnow**, with Washington office of Kirkland, Ellis, Hodson, Chaffetz and Masters. Secretary is **Stuart F. Feldstein**, FCC office of general counsel. All were renamed to posts.

### International

**Peter Heneker**, press and PR officer, Independent Television Authority, London, appointed senior program officer. He is succeeded by **Donald Cullimore**, political correspondent for Independent Television News there.

**Leslie Barnes**, international controller and associate director, W. S. Crawford Ltd., London, appointed director of new agency, Crawfords/Carson/Roberts/Inc., that city.

**David Harrison**, deputy sales controller, Tyne Tees Television, Newcastle upon Tyne, England, appointed sales controller.

### Deaths

**Robert Donald Thompson**, 65, retired last year as manager, facilities administration, West Coast, NBC, died Nov. 9 in Flagstaff, Ariz. He is survived by his wife, Catherine, and son.

**Edward C. Boykin**, 76, historian-journalist-radio commentator, died Nov. 9 in Charlottesville, Va. Mr. Boykin originated *American Quiz* radio program in New York, and later, conducted *National Radio Forum* for WMAL Washington during 1940's. He is survived by his wife, Virginia, and son.

**Don Baker**, 60, announcer-producer-director and operations supervisor for KNX Los Angeles for last 25 years, died Nov. 12 in Hollywood, of stroke. Mr. Baker was formerly with WJR Detroit and CBS Radio in New York. He is survived by his wife, Geraldine.

**Wendell Corey**, 54, stage, motion picture and TV star, died Nov. 8 in Woodland Hills, Calif., of liver ailment. Mr. Corey was versatile actor who began movie career in 1947 after appearing in several Broadway roles. He later starred in TV series *Harbor Command*, *Peck's Bad Girl*, and *The 11th Hour*, and made numerous guest appearances on other shows. He is survived by his wife, Alice, three daughters and son.

## ForTheRecord

As compiled by BROADCASTING, Nov. 6 through Nov. 13 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. \*—educational.

### New TV stations

#### Final action

■ Tulare, Calif.—Pappas Electronics Inc. FCC granted UHF ch. 26 (542-548 mc); ERP 2.21 kw vis., 350 w aur. Ant. height above average terrain 2,571 ft.; ant. height above ground 105 ft. P. O. address: Box 444, 1499 Bardsley Road, Tulare 93274. Estimated construction cost \$19,000; first-year operating cost \$137,225.40; revenue \$180,000. Geographic coordinates 36° 17' 12" north lat.; 118° 50' 20" west long. Type trans. RCA

TTU-1B. Type ant. Jampro JZZ-4-DIB. Legal counsel Fletcher, Heald, Rowell, Kenahan & Hildreth, Washington, consulting engineer Cecil Lynch, Modesto, Calif. Principals: Mike J. Pappas, president, Pete Pappas, vice president (each 45%) and Harry J. Pappas, secretary-treasurer (10%). Principals own KGEN and KBOS(FM), both Tulare. Action Nov. 6.

#### Application

■ \*Atlanta—Georgia State Board of Education. Seeks UHF ch. 57 (728-734 mc); ERP 1.490 kw vis., 149 kw aur. Ant. height above average terrain 1,087.3 ft.; ant. height above ground 1,170 ft. P.O. address: c/o Harvey J. Aderhold, State Office Building, Atlanta 30334. Estimated construction cost \$550,600; first-year operating cost \$55,000; revenue none. Geographic coordinates 33° 48' 27" north lat.; 84° 20' 26" west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-42J. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington; consulting engineer John W. Hillegas, Avondale Estates, Ga. Principals: Georgia State Board of Education, James S. Peters, chairman. Applicant is affiliated with \*WXGA-TV Waycross, \*WVAN-TV Savannah, \*WJSP-TV Columbus, \*WCES-TV Wrens, \*WCLP-TV Chatsworth, \*WABW-TV Pelham, \*WACS-TV Dawson, and \*WDCO-TV Cochran, all Georgia. Ann. Nov. 4.

#### Start authorized

■ WRDU(TV) Durham, N. C.—Authorized program operation on ch. 12 (204-210 mc). ERP 295 kw vis., 30.2 kw aur. Action Nov. 4.

#### Other action

■ Review board in Yakima, Wash., TV proceeding, Docs. 16924-26, denied petition to enlarge issues filed Aug. 9 by Cascade Broadcasting Co. Action Nov. 8.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



## Rulemaking petitions

- KCET(TV) Los Angeles—Requests institution of rulemaking proceeding to provide for encoded transmissions by noncommercial educational TV stations. Ann. Nov. 12.
- Maryland Educational-Cultural Broadcasting Commission, Annapolis, Md.—Requests amendment of table of assignments to add ch. 22\* to Annapolis; add ch. 38\* to Seaford, Del. and delete ch. 22\* from Seaford, Del. Ann. Nov. 12.

## Existing TV stations

### Final actions

- KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1969. Action Nov. 1.
- KDNL-TV St. Louis—Broadcast Bureau granted mod. of CP to change ERP to 1060 kw vis., 212 kw a.u.; change trans. location to Kenrick Seminary grounds, Marlborough; change ant. structure; ant. height 1,100 ft. Action Nov. 1.

### Other action

- FCC informed group opposing low-rent housing project in Waterloo, Iowa, that KWVL-TV, that city, did not violate fairness doctrine in presenting editorials in support of project. Ann. Nov. 13.

### Call letter application

- WRDU(TV), Triangle Telecasters Inc., Durham, N. C. Requests WRDU-TV.

### Designated for hearing

- FCC set for hearing application by KJOG-TV San Diego, for extension of time to complete construction. Action Nov. 6.

## New AM stations

### Start authorized

- WDMP Dodgeville, Wis.—Authorized program operation on 810 kc. 250 w-D. Action Oct. 31.

### Initial decision

- Hearing Examiner Millard F. French in initial decision proposed grant of application by Little Dixie Radio Inc. to operate new AM on 1510 kc, 1 kw-D, 500 w-CH at Sallisaw, Okla. Ann. Nov. 7.

### Other action

- Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-13, denied motion to enlarge issues filed Oct. 2 by Boynton Beach Community Services Inc. Action Nov. 8.

### Actions on motions

- Chief Hearing Examiner James D. Cunningham in Parma and Warren, both Ohio (Sundial Broadcasting Co. and Howard L. Burris), AM proceeding, designated Hearing Examiner Thomas H. Donahue as presiding officer; scheduled prehearing conference for Dec. 20 and hearing for Feb. 3, 1969 (Docs. 18368-9). Action Nov. 5.
- Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, and Naples, both Fla. (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, by separate actions granted petitions by Radio Voice of Naples for leave to amend application to shorten certain proposed ground radials and add others, and supplement representations as to broadcast and other business interests of principals; granted petition by Radio Naples Inc. to intervene and made it party to proceeding (Docs. 18310-3). Actions Nov. 4 and 5.
- Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co. and Herb Newcomb), AM proceeding, on unopposed oral request of counsel for James Mace, scheduled further prehearing conference for Nov. 8 (Docs. 18225-6). Action Nov. 6.

### Call letter application

- Calhoun County Broadcasting Co., Calhoun City, Miss. Requests WJRL.

### Call letter action

- Great Southern Broadcasting Co., Donelson, Tenn. Granted WAMB.

### Designated for hearing

- FCC waived cut-off rule and accepted as of

May 27, 1966 application by James River Broadcasting Corp., Norfolk, Va. At same time it designated for consolidated hearing James River application for new AM with those of Virginia Broadcasters, Williamsburg, and Suffolk Broadcasters, Suffolk, both Virginia (Docs. 17605-06). Action Nov. 6.

## Existing AM stations

### Applications

- KMAX Arcadia, Calif.—Seeks CP to change location from Sierra Madre, Calif., to Arcadia; change trans. location 100 ft. north of Santa Anita Canyon Road, Angeles National Forest, Los Angeles; change studio location 37 West Huntington Drive, Arcadia; make change in ant. system; change TPO 1.90 kw; and HAAT minus 240.6 ft. Ann. Nov. 7.
- WDAL Meridan, Miss.—Seeks CP to change from 1330 kc, 1 kw-D to 1330 kc, 5 kw-D. Ann. Nov. 12.
- KVEL Vernal, Utah—Seeks CP to change from 1250 kc, 5 kw-D to 920 kc, 5 kw-D; requests remote control from main studio and make changes in ground system. Ann. Nov. 13.
- KCGO Cheyenne, Wyo.—Seeks mod. of CP to change from 1530 kc, 1 kw, 10 kw-LS, DA-2, U to 1530 kc, 1 kw, 10 kw (5 kw-CH) DA-N-CH, U; change trans. location to 1.9 miles west of US 85-87 on US 87, Cheyenne, with remote control from main studio. Ann. Nov. 6.

### Final actions

- KDAY Santa Monica, Calif.—Broadcast Bureau granted CP to install former main trans. at main trans. location, for auxiliary purposes only. Action Nov. 1.
- KCOG Centerville, Iowa—Broadcast Bureau granted CP to change location of auxiliary trans. to main trans. location. Action Nov. 1.
- KYMN Northfield, Minn.—Broadcast Bureau granted license covering CP for new AM; specify studio location same as trans. Action Nov. 5.
- WDSK Cleveland, Miss.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Nov. 6.
- WACR Columbus, Miss.—FCC denied opposition to proposed use by J. W. Furr of call sign WMBC for AM at Columbus. Action Nov. 6.
- WHVW Hyde Park, N. Y.—Broadcast Bureau granted application for remote control. Action Nov. 5.
- KRMG Tulsa, Okla.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action Nov. 5.
- WORK York, Pa.—Broadcast Bureau granted application for remote control. Action Nov. 5.
- WBNB Charlotte Amalie, St. Thomas, V. I.—Broadcast Bureau granted CP to change trans. location to Careen Hill, Charlotte Amalie. Action Nov. 6.
- WLEE Richmond, Va.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Nov. 5.
- KSGT Jackson, Wyo.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Nov. 5.

## Other action

- KHAI Honolulu—FCC granted request for further suspension of AM proceeding; suspended proceeding until Dec. 16 (Docs. 16676-7). Action Nov. 8.

## Action on motion

- Chief Hearing Examiner James D. Cunningham in South Charleston and Fayetteville, both West Virginia (William D. Stone [WRDS] and Claude R. Hill Jr.), AM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for Dec. 17 and hearing for Jan. 23, 1969 (Docs. 18366-7). Action Nov. 5.

## Fine

- FCC notified KGPC Grafton, N. D., of apparent liability for forfeiture of \$5,000 for violations including failure to have equipment performance measurements and maintenance logs available. Action Nov. 6.

## Call letter applications

- WHEW, Beach Broadcasting Corp., Riviera Beach, Fla. Requests WXVI.
- WYSI, Koch Broadcasting Corp., Ypsilanti, Mich. Requests WSDS.

## Call letter actions

- WBRY, Lowell W. Paxson, Waterbury, Conn. Granted WTBY.
- WHIY, Orlando Radio & Television Broadcasting Corp., Orlando, Fla. Granted WORJ.
- KPTL, Carson City Broadcasting Corp., Carson City, Nev. Granted KRWL.
- KWEN Broadcasting Co., Port Arthur, Tex. Granted KCAW.
- KENY, Whatcom Management Co., Bellingham, Wash. Granted KBFW.

## Presunrise service authority

- Broadcast Bureau granted following AM's PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: WAUK Waukesha, Wis., 500 w. Action Sept. 4. KLUC Las Vegas, 500 w and WHIC Hardinsburg, Ky., 7.5 w. Actions Oct. 1. WAGL Lancaster, S. C., 500 w. Action Oct. 3. WLQH Chiefland, Fla., 30 w. Action Oct. 4. KRBB Sallisaw, Okla., 230 w. Action Oct. 23. WYNX Smyrna, Ga., 13 w. Action Oct. 31. KHAD DeSoto, Mo., 138 w.; WDMP Dodgeville, Wis., 250 w; and WKRG Mobile, Ala., 500 w. Actions Nov. 4. KWRC (revised) Woodburn, Ore., 250 w. Action Nov. 7.
- Broadcast Bureau granted following AM's PSA between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: WWYO Pineville, W. Va., 500 w. Action Sept. 27. WBBS Jacksonville, N. C., 500 w. Action Sept. 30. KKOK Lompoc, Calif., 500 w; KNED McAlester, Okla., 500 w; WRDS South Charleston, W. Va., 500 w; and WTYN Tryon, N. C., 8.5 w. Actions Oct. 1. KAST Astoria, Ore., 500 w. Action Oct. 4. KBFW Bellingham, Wash., 250 w. Action Oct. 8. WJMX Florence, S. C., 500 w. Action Oct. 14. KPOD Crescent City, Calif., 500 w. Action Oct. 15. KRVC Ashland, Ore., 500 w; WBUG (modified) Ridge-land, S. C., 250 w; and WKDX Hamlet, N. C., 500 w. Actions Oct. 22. WMEG Eau Gallie, Fla., 500 w. Action Oct. 24. KTJS



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(revised) Hobart, Okla., 250 w. and WSEL Pontotoc, Miss., 250 w. Actions Oct. 30. KBEA Missoula, Kan., 500 w.; KERB (revised) Kermit, Tex., 200 w.; KMCM McMinnville, Ore., 500 w.; KOGT Orange, Tex., 500 w.; WDEF Chattanooga, 500 w.; WNAM Neenah, Wis., 500 w.; and WREO Ashtabula, Ohio, 500 w. Actions Nov. 4. KNPT Newport, Ore., 500 w. Action Nov. 5. KAGO Klamath Falls, Ore., 500 w.; K TTL Tillamook, Ore., 500 w.; and WGH Newport News, Va., 500 w. Actions Nov. 6. WFST Caribou, Me., 220 w.; WKBN Youngstown, Ohio, 500 w.; and WRKT Cocoa Beach, Fla., 500 w. Actions Nov. 7.

■ FCC pursuant to court mandate in *ABS et al v. FCC*, received Oct. 30, and commission rules, granted following AM's PSA for operation between 6 a.m. and sunrise times specified in basic instrument of authorization with daytime ant. system and with power as shown: KKNV Aikin, Minn.; KWOC Popular Bluff, Mo.; WCNB Bloomsburg, Pa.; WITN Washington, N. C.; WIZR Johnstown, N. Y.; WJBY Gadsden, Ala.; WKCT Bowling Green, Ky.; WLLL Lynchburg, Va.; WREB Holyoke, Mass.; WSEV Sevierville, Tenn.; and WTHD Milford, Del., all 500 w. Actions Nov. 4.

## New FM stations

### Applications

■ Webster City, Iowa—PBW Broadcasting Corp. Seeks 95.9 mc. ch 240A, 3 kw. Ant. height above average terrain 222 ft. P. O. address: c/o Hugh A. Preston, Box 919, Iowa Falls, Iowa 50126. Estimated construction cost \$39,190.69; first-year operating cost \$48,150; revenue \$60,000. Principals: Hugh A. Preston, president (50%), Dwight Brown, vice president and John P. Whitesell, secretary-treasurer (each 25%). Messrs. Preston, Brown and Whitesell have respective interests in KIFG-AM-FM Iowa Falls. Mr. Brown owns dairy and Mr. Whitesell owns law firm. Ann. Nov. 12.

■ Linton, Ind.—Linton Broadcasting Co. Seeks 93.5 mc. ch 228A, 3 kw. Ant. height above average terrain 240 ft. P. O. address: c/o Harrison D. Boardman, Box 231, Linton, Ind. 47441. Estimated construction cost \$12,609.50; first-year operating cost \$6,000; revenue \$12,000. Principals: Harrison D. and

## Summary of broadcasting

Compiled by BROADCASTING, Nov. 13, 1968

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,214 <sup>1</sup>	21	4,235 <sup>1</sup>	64	4,299 <sup>1</sup>
Commercial FM	1,858	59	1,917	193	2,110
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	11	517 <sup>2</sup>
Commercial TV-UHF	118 <sup>2</sup>	47	164 <sup>2</sup>	160	325 <sup>2</sup>
Educational FM	347	12	359	30	389
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	66	28	94	17	111

## Station boxscore

Compiled by FCC, Nov. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,213 <sup>1</sup>	1,856	614 <sup>2</sup>	344	136
CP's on air (new stations)	22	61	57	15	33
Total on air	4,235 <sup>1</sup>	1,917	670 <sup>2</sup>	359	169
CP's not on air (new stations)	64	204	171	30	19
Total authorized stations	4,299 <sup>1</sup>	2,121	842 <sup>2</sup>	389	188
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.  
<sup>2</sup> Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

Geraldine Boardman (jointly 100%). Principals own WBTO Linton. Ann. Nov. 12.

■ Las Vegas—Quality Broadcasting Corp. Seeks 93.1 mc. ch 226, 41.5 kw. Ant. height above average terrain 1,190 ft. P. O. address: c/o Erin M. Clary, 4412 Cinderella Lane, Las Vegas 89102. Estimated construction cost \$43,839; first-year operating cost \$30,000; revenue \$40,000. Principals: James John Marshall, president (37%), Erin M. Clary, secretary-treasurer (36%), William H. Bailey and Joseph P. Delaney, vice presidents (each 13.5%). Mr. Marshall is clerk with law firm. Mr. Clary is reservation agent for airline. Mr. Bailey owns real estate company, is majority owner of night club and is public affairs director for KSHO-TV Las Vegas. Mr. Delaney is self-employed performer, writer, producer, director and personnel manager in broadcast, publication and entertainment fields. Ann. Nov. 7.

■ Youngstown, Ohio—Youngstown State University. Seeks 88.5 mc. ch 203, 22.4 kw. Ant. height above average terrain 109 ft. P. O. address: c/o Dr. John J. Coffelt, 410 Wick Avenue, Youngstown 44503. Estimated construction cost \$57,000; first-year operating cost \$60,000; revenue none. Principals: Youngstown State University board of trustees, Dr. John J. Coffelt, vice president for administrative affairs. Ann. Nov. 7.

■ Harrisonburg, Va.—Radio Blue Ridge Inc. Seeks 104.3 mc. ch 282, 15 kw. Ant. height above average terrain 359 ft. P. O. address: Box 1107, Harrisonburg 22801. Estimated construction cost \$57,164; first-year operating cost \$17,500; revenue \$20,000. Principals: Donald W. Miller, president (33%), James C. Neff, secretary, Edward C. Moore, treasurer, Glenn W. Miller, vice president (each 19%) and Willie M. Miller, assistant secretary (10%). Donald W. and Willie M. Miller have no other business interests indicated. Mr. Neff owns 25% of trailer sales company and of mobile home estates firm and has real estate interests. Mr. Moore is sole owner of dairy trucking business, owns 30% and 28.57% of two cab companies and has real estate interests. Glenn W. Miller also has real estate interests and owns 33 1/3% of poultry trucking business. Principals own WKCY Harrisonburg. Ann. Nov. 6.

### Starts authorized

■ KVSF (FM) Rapid City, S. D.—Authorized program operation on 97.9 mc. ch. 250. ERP 100 kw. Action Nov. 5.

■ WDMP-FM Dodgeville, Wis.—Authorized program operation on 107.1 mc. ch. 296, ERP 3 kw. Action Nov. 1.

### Other action

■ Review board in Aurora, Ind., FM proceeding, Docs. 18264-65, granted motion for extension of time filed Nov. 4 by Dearborn County Broadcasters, extended to Nov. 7, time to file reply to Broadcast Bureau's supplementary comments on petition to enlarge issues. Action Nov. 6.

### Action on motion

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and GREPCO Inc.), FM proceeding, at con-

ference on Nov. 6 it was agreed by all parties that memorandum opinion and order following conference issued Sept. 27, released Oct. 1, prescribing procedural steps to be taken be vacated; scheduled further prehearing conference for Dec. 9, continued Jan. 6, 1969 hearing to date to be determined later (Docs. 18264-5). Action Nov. 6.

### Rulemaking petitions

■ Chief, Broadcast Bureau granted request by Humphreys County Broadcasting Co., Waverly, Tenn., and extended to Dec. 3 time to file comments and to Dec. 13 to file replies in FM rulemaking involving reassignment of ch. 285A from Centerville to Waverly, Tenn. (Doc. 18345). Action Nov. 7.

■ E. H. and B. L. Hall and R. E. Harbus, Mineral Wells, Tex.—Request amendment of rules to assign ch. 221A to Mineral Wells. Ann. Nov. 12.

### Call letter applications

■ Allen D. Lee, Jerome, Idaho. Requests KFMA (FM).

■ Lincoln Christian College, Lincoln, Ill. Requests \*WLCC (FM).

■ Foston Broadcast Co., Foston, Minn. Requests KEHG-FM.

■ WRIS Inc., Salem, Va. Requests WJLM (FM).

### Call letter actions

■ Saline Broadcasting Co., Benton, Ark. Granted KOOM (FM).

■ Clark Broadcasting Co., Saginaw, Mich. Granted WWWS (FM).

■ Grayson County Junior College, Denson, Tex. Granted \*KGCC (FM).

### Designated for hearing

■ FCC set for hearing application of WHBL, Inc. for new FM at Sheboygan, Wis., on 97.7 mc. ch. 249, ERP 3 kw, ant. height 241 ft. Action Nov. 6.

## Existing FM stations

### Final actions

■ KREP (FM) Santa Clara, Calif.—Broadcast Bureau granted application for remote control. Action Nov. 4.

■ KSCO-FM Santa Cruz, Calif.—Broadcast Bureau granted application for remote control. Action Nov. 4.

■ WMJM Cordele, Ga.—Broadcast Bureau granted mod. of CP to change type trans. and type ant. Action Nov. 5.

■ KBBK-FM Boise, Idaho—Broadcast Bureau granted license covering CP for new FM; specify type trans. Action Nov. 5.

■ KEYN-FM Wichita, Kan.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Nov. 1.

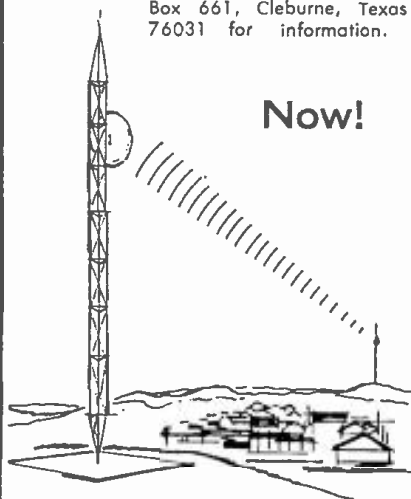
■ WKOF (FM) Hopkinsville, Ky.—Broadcast

(Continued on page 91)

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# CLASSIFIED ADVERTISING

Payable in advance. Check or 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 for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations to. Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity Advertising require display space. Agency commission only on display space.

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## RADIO—Help Wanted

### Management

\*Sales manager by successful Florida station in growing market. Excellent opportunity for man with proven record. Box L-3, BROADCASTING.

\*Manager for mid-Atlantic small market who is experienced in sales. Opportunity for an experienced salesman to move up. Box L-83, BROADCASTING.

Manager heavily oriented in sales to take charge of AM-FM operations. Salary open, must be experienced and know medium market selling. Box L-147, BROADCASTING.

\*Branch studio manager—long established—successful—excellent salary. Call or write V. Warren or R. Clark, WHLT, Huntington, Indiana 219-356-1641.

\*Wanted sales manager for WILY, Centralia, Illinois. Top pay for top man at top station. Call collect S. A. Hassan, 618-532-1885 or write S. A. Hassan, General Manager, WILY.

\*Branch studio manager, city of 5,000. Must handle sales and local news. Midwestern small town or rural background preferred. Send resume, tape, photo, Mr. Talley, WSMI, Litchfield, Illinois.

\*Capable, loyal manager for established 1000 watt community radio station. Must be familiar with all phases of AM radio. Preferably someone with experience within the Commonwealth of Virginia. Send resume and references to Box 672, Culpeper, Virginia 22701. After 18 years, present manager retiring.

\*Why buy a station—if you are a top-notch salesman and station manager, seeking complete responsibilities. I'll share the profits of this big 12,000-000 metro area of New Jersey. Call 201-827-9162, evenings.

### Sales

Midwest most desired market for living and selling offers remarkable opportunity for young creative salesman with chance for management. Our salesmen are among the highest paid in the country. Box K-195, BROADCASTING.

\*South Florida Cost—medium size market. 5 kw fulltime facility. The experienced sales person we are looking for is now employed at a northern radio station. Each year he dreams of making his present income and potentially more in Florida where he and his family can enjoy outdoor living year around. This is your golden opportunity. Compensation mutually set after we are in contact. Write Box K-271, BROADCASTING today with resume. Replies confidential.

\*Major Philadelphia FM station has career opportunity for aggressive, experienced salesman. Salary plus commission. Replies confidential. Box L-96, BROADCASTING.

\*You're sales manager material—top man in local-regional sales but no room at the top. We'll give you sales manager dollars in 6 months. Convince us with track record and photo to rich resort regional radio 100 miles New York. Box L-138, BROADCASTING.

Dynamic rapidly expanding group operator as openings for 2 shirtsleeved salesmen in top-Pulse rated sunny Florida CGW. Rapid advancement into management due to acquisitions. Call Mr. Karp, pre-paid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

\*Wanted: Small market salesman desiring to move into a larger market and capable of becoming local sales manager. More fringes than most stations, including annual bonus. Harold Douglas, KMMO, Marshall, Missouri, 65340.

Salesman-announcer for work in "Land of Pleasant Living" with small market station. Short air-shift, pleasant working conditions and fringe benefits. Excellent starting pay. Send resume to WDMV, P.O. Box 825, Salisbury, Maryland.

\*Salesman with play-by-play experience. Unusual permanent opportunity for experienced salesman wishing to combine profitable sales with Big Ten and high school football and basketball play-by-play. All details and requirements first letter. \*WEAW, Evanston, Illinois. 60202

## Sales—(cont'd)

Branch studio manager—long established—successful—excellent salary. Call or write V. Warren, or R. Clark, WHLT, Huntington, Indiana. 219-356-1641.

Madison, Wisc.—#1 AM music/news—#1 FM good music stations have career opportunity for young salesman on way up—strong on creativity. 6 station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. Consideration for Ill./Mich stations very possible. WISM, Madison, Wisc.—a Mid-West Family Station.

Top guarantee, commission, enough active accounts to make over 10,000 first year are waiting for you. Add to this, hospitalization, complete fringe benefits and growth into management and ownership within six station group. Send resume to WITL, Lansing, Michigan.

Need sales manager for number one station in growing medium market, preferred account list, guarantee plus commission, Bonus, fringes. Send full resume to R. M. McKay, Jr., Box 113, Columbia, Tenn.

Salesmen needed. Salary plus commission. Permanent. Full/part time. 219-563-4111.

WPAZ, Pottstown, Penna. needs experienced time salesman. Must know all phases of broadcasting. Ass't sales manager title. A Great Scott Station.

## IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guidelines concerning Male-Female Help Wanted Ads effective December 1, 1968:

### Section 1604.4 of EEOC Regulations

IT IS A VIOLATION OF TITLE VII FOR HELP-WANTED ADVERTISEMENTS TO INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX UNLESS SEX IS A BONA FIDE OCCUPATIONAL QUALIFICATION FOR THE PARTICULAR JOB INVOLVED. THE PLACEMENT OF AN ADVERTISEMENT IN COLUMNS CLASSIFIED BY PUBLISHERS ON THE BASIS OF SEX, SUCH AS COLUMNS HEADED "MALE" OR "FEMALE," WILL BE CONSIDERED AN EXPRESSION OF PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX.

## 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.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box K-219, BROADCASTING.

Florida—\$150.00 per week to start. Bright young personality—today's music, experienced in contemporary music format. Send tape and resume to Box K-272, BROADCASTING.

Immediate opening for up-tempo MOR morning man. 1000 w. 24 hour midwest regional station. #1 in market. Chance for advancement. Many fringe benefits. Write Box K-281, BROADCASTING.

Mature announcer for MOR afternoon shift with Western Pennsylvania single-station market. Send tape, resume, photo and salary requirements first letter. Box K-285, BROADCASTING.

## Announcers—(cont'd)

MOR station, authoritative voice. Ability to handle music, talk, news. Good opportunity for right man. Send tape, picture, resume. Tapes returned. W. Penna. network affiliate. Good starting salary. Reply Box L-8, BROADCASTING.

Staff announcer for one of midwest's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Box L-58, BROADCASTING.

Immediate opening for staff announcer MOR operation. Good location and working conditions. Send tape, resume and picture to Box L-68, BROADCASTING.

Announcer—standard Spanish dialect, college graduate, who can write some production work and editing for package programming service located in southeast. Interested only in quality Spanish voice without regional accent. Salary commensurate with qualifications. Send complete resume and tape in confidence to Box L-80, BROADCASTING.

Small Nebraska station has opportunity for announcer-salesman. Good opportunity for growth. Pleasing personality and good voice required, and the desire for improvement. Immediate opening. Write Box L-81, BROADCASTING.

Morning man wanted for New England small market. Pleasant area . . . all types sports. Send tape to Box L-106, BROADCASTING.

Experienced, quality announcer—good voice—needed by eastern Massachusetts M.O.R. Sports or news background helpful. Send tape and resume first letter. Box L-111, BROADCASTING.

It's happened again. When Philadelphia, Boston, Washington and others need pros, they steal from us. Fact is, they just don't know any better. Top 40 professionals send your tape now. Box L-114, BROADCASTING.

Top 10 market contemporary giant adding a first phone pro for production/news/weekends. Develop into permanent air personality within 6 months. Box L-123, BROADCASTING.

Ohio MOR medium market station needs board announcer who also will do high school football and basketball play-by-play. Send resume and tape, which will be returned, to Box L-136, BROADCASTING.

Gulf Coast modern CGW needs announcer. Excellent fringe benefits and potential. #1 station. Send tape, resume and picture to Box L-176, BROADCASTING.

Contemporary prime time dj. Group owned. Connecticut full timer. Type, production. Third endorsed, strong personality. Send tape, resume, photo. Box L-190, BROADCASTING.

Mature personality with first phone and good music sense for M-O-R. Rush tape and references to Jack Long, KOLO Radio, Reno, Nevada or call 702-786-0920.

Announcer wanted for permanent position: Experienced announcer-continuity writer at a top notch southeastern Ohio MOR station. Contact Jim Saul, Radio Station WATH, Athens, Ohio.

Immediate opening for afternoon drive man experienced only—no floaters. Rush tape, photo and resume to Jack Gale, WAYS, Charlotte, North Carolina.

Michigan—accepting applications for experienced announcer. MOR ABC affiliate. New studios and equipment. Benefits. Contact General Manager or Program Director, WBCM, Bay City, Michigan.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Production, news or sales an asset. Mr. Kraychee. WBKV, West Bend.

WCRO, Johnstown, Pa. has immediate opening for experienced announcer. Permanent. Modified Top 40. Phone General Manager, 814-536-5133.

## Announcers—(cont'd)

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "Land of Pleasant Living". Good starting pay with fringe benefits. Daytime station. Send tape and resume to WDMV, P.O. Box 825, Salisbury, Maryland.

Announcer for small rural market. Good voice but experience not necessary. Tape and resume required. Brooks Russell, WESR, Box 1330, Tasley, Va. Male or female.

Beginning first phone announcer with mature voice. We'll train for important air shift. Send photo, resume, to WETT, Box M, Ocean City, Maryland 21842.

Our morning man is heading for "Detroit City" and we need a hardworking replacement. Professional—mature—modern country format—able to follow directions—if this sounds like you let's talk. Don Miller, WKCY, Harrisonburg, Va. 703-434-1777.

Combo man for top rated CBS affiliate, University Town. No maintenance, 1st phone, salary open. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.

At once: Mature announcer . . . 3rd. MOR-FM, 4 season resort city. WLDR-FM, Traverse City, Michigan.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Marvin Chauvin, Program Director, WOOD-TV, 120 College, S.E., Grand Rapids, Michigan 49502.

Announcer-Salesman wanted for fast growing Florida coastal market with 42% Negro population. Must have proven sales record, be good soul D.J. Can lead to management, big opportunity to advance with public chain. Send tape and resume to Hudson Millar, WOVV, Fort Pierce, Florida, an Airmidia station. Phone 305-464-1400.

Man Friday announcer with 1st phone and production experience. Some announcing plus commercial production. Opening immediately. Send tape, photo, references, and salary expected. WPCF, P.O. Box 1430, Panama City, Florida 32401.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100.00 a week to start. Call 215-CH 8-4900 or send tape and resume to John Beaty, Station Manager, WQAL, 1230 East Mermaid Lane, Phila., Penna. 19118. All tapes will be returned.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr. WRTA, Altoona, Pa.

Announcer—Full time day position with this up-to-date MOR station. Family man with experience preferred. Good salary, good fringe benefits, and completely modern facilities. Send tape and resume to C. R. Griggs, WVLN, Olney, Ill. 62450.

Talented MOR/contemporary jockey. First phone necessary. Midwest. No nuts please. Call Mike Engler mornings—414-748-5111.

Immediate opening for mature announcer looking for permanent position with progressive adult station (first phone desired but not mandatory) 5,000 watt top rated Pennsylvania, independent. Some production. Excellent fringe benefits. 215-384-2100.

## Technical

Radio engineer with excellent technical qualifications for Texas resort city. Box K-220, 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 resumes and salary requirements to Box L-71, BROADCASTING.

Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and salary expected. Box L-91, BROADCASTING.

Immediate permanent position for capable broadcast engineer. Salary commensurate with ability, fringe benefits. Modern well equipped 50 KW-AM, 59 KW-FM station in beautiful Orlando, Florida. Must have thorough knowledge of directional and equipment maintenance. Full details first letter. Write: Chief Engineer, Box L-178, BROADCASTING.

## Technical—(cont'd)

Needed soon! Chief engineer-announcer. Two 2 hours announcing shifts and one 2 hour maintenance shift. Non-directional. Good equipment. Town of 65 hundred. Salary open. Rush tape and resume or contact Dennis Voy, Owner, KMAQ, Maquoketa, Iowa.

First Class for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

First phone combo interested in learning maintenance. Work under chief in modern AM-FM plant. Some air work, all fringe benefits Top pay. Call Tom Karavakis, WDUX, Waupaca, Wisconsin.

Immediate opening for radio engineer at WEOK-AM-FM, Poughkeepsie, New York. Write or phone Fred Brill, Chief Engineer—914-471-1500

Opening for chief engineer, WJAZ, Albany, Ga.

First class engineer for chief at established AM. Want man who can take complete charge of equipment. Must be able to install new FM including control room. If you know and like the technical side of radio, this is the job you're looking for. Contact Edward Marzosa, Station WJWL, Georgetown, Del. 19947.

## NEWS

Newsman wanted. Fulltime, network station. Brand new facilities. 150,000 market in New York state. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.

Downstate Illinois AM-FM seeks news director. Experience in play-by-play sports helpful, but not necessary. Salary open. Reply Box L-113, BROADCASTING.

Major northeast full-time 5 KW needs pro newsmen due to expansion. Contemporary station. Resume, tape. Box L-115, BROADCASTING.

Two news positions open: news director and experienced newsman to gather, write, air news at radio stations of Kansas, Nebraska, Iowa group. MOR format, excellent news facilities and working conditions. Your chance to move up. Send new tape and resume immediately. All replies answered. Box L-170, BROADCASTING.

Experienced Radio Broadcast newsman needed for expanding northern California operation. Complete details and tape first letter to Bill Duke, KCRA, 310 10th Street, Sacramento, California, 95814.

Midwest 5 kw network stations needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 660, Scottsbluff, Nebr. 69361.

Immediate opening for newsman to gather, write and read news. Send resume and tape to Manager, KSYL, Alexandria, La.

Sports play-by-play; news; top station; great market; summer playground of southwestern Michigan; send tape-resume; salary open. Jim Blake, WHFB, Box 628, Benton Harbor, Mich.

News director job. Immediate opening. Midwest metropolitan market. Salary open. Some experience necessary. Call 367-5431, WKID, Champaign-Urbana, Illinois.

Top station in Wilmington, Delaware, requires experienced newsman. Immediate opening. Call the News Director at 654-8300 at 302.

## Programing, Production, Others

Wanted: fulltime instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience . . . more interested in teaching abilities than academic laurets. Salary open. Box L-41, BROADCASTING.

Production manager—radio package programing company. Responsible for all taped program production, library, training in production techniques, etc. Work directly under president of company. Must have fluency Spanish, minimum 3-5 years production experience. Willing to travel Latin America occasionally. Salary commensurate with qualifications. Send complete resume and audition tape in confidence to Box L-79, BROADCASTING.

Immediate opening for program director at MOR station in Pennsylvania. Heavy on local news, sports and promotion. If you qualify and are ready to move up, send complete resume to Box L-158, BROADCASTING.

Operations manager needed for MOR station in midwest market of 35,000. Station part of group. Excellent facilities, working conditions and advancement opportunities. Send tape and resume of experience. Box L-171, BROADCASTING.

## Prog., Prod., Others—(cont'd)

Need program director for money making top 40—many good benefits with growing corporation—in beautiful area. Send air check (picture for TV) and resume to Box L-189, BROADCASTING.

Wanted copy and production specialist. Some play by play needed. Contact Bill Lipman, WLIP, Kenosha, Wisconsin.

Man Friday announcer with 1st phone and production experience. Some announcing plus commercial production. Opening immediately. Send tape, photo, references, and salary expected. WPCF, P.O. Box 1430, Panama City, Florida 32401.

Good music suburban station needs quality announcer. Minimum 2 years production, programing a must. Rapid advancement to pd. Send resume and tape to WPVL, Painesville, Ohio.

Wanted: Full time instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience . . . more interested in teaching abilities than academic laurets. Write Communications Institute of America, Radio and TV Broadcasting College, Colorado Springs, Colorado. Salary open.

## Situations Wanted Management

General manager—20 years broadcast experience—top industry references. Wants to buy station in small to medium market, or part of station and operate as partner to absentee owner. Box L-78, BROADCASTING.

Radio general manager. Good. Box L-101, BROADCASTING

Manager: Early thirties, experienced manager, family, veteran, small market, prefer Missouri, Oklahoma, Arkansas. 314-335-8388.

Successful, creative, imaginative, 36 year old operations manager, ad agency executive, director of programing, production, promotion and sales, now wants to put all this experience together to manage your suburban or metro market station. Earl Baldwin, 5641 N. 8th Drive, Phoenix, Arizona 85013. Tel. 602-274-7463.

## Sales

25% commission salesman seeks midwest, west station. Ten years advertising selling experience. Can invest. Box L-174, BROADCASTING.

Mature broadcast school graduate, 3rd endorsed, hard worker, vet, dependable, seeking first position, desires opportunity to learn sales. Box L-192, BROADCASTING.

## Announcers

What do you look for in T-40? A pro: no. 1 show, 56-M, 6 to 10 p.m. Experienced: 3½ years. 1½ with present station—air work, production, promos. Stability: Married, completed service. Searching for several months for the right major or higher T-40-M. Want the right station: I move the music with personality. Ron Savage 413-739-6889. Box K-251, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box L-51, BROADCASTING.

Young announcer seeks position in east coast area. Four years in radio, have 3rd endorsed. Box L-76, BROADCASTING.

Announcer—southern New England or New York State—MOR—3rd. Broadcast school grad—seeking weekend work that will eventually lead to fulltime. Personal interview desired. Call after 6 P.M.—914-192-1979 or write Box L-82, BROADCASTING.

Help me, please! First phone beginner wants to become rock jock. No maintenance. No experience, but military completed. \$120 start required. I have no tape to send. 412-521-6510. Box L-137, BROADCASTING.

Announcer-experienced, third phone, dependable. MOR or top 40, creative, versatile, married, and ready for permanent change. Box L-139, BROADCASTING.

Disc jockey, newscaster, salesman, third-endorsed, tight board, experienced, dependable, versatile, creative, and Negro. Box L-140, BROADCASTING.

DJ-announcer, experience, reliable, 3rd phone, will relocate. Box L-141, BROADCASTING.

Young, versatile, experienced announcer seeks move to major market. College graduate. Strong on sports but can do all types of announcing well. Single. Will re-locate. Box L-142, BROADCASTING.

Attention: Small, medium college markets. Good play-by-play man, any sport, with experience, seeks to do sports, news and settle down . . . first phone. Location not important, prefer east. Tape available. Box L-143, BROADCASTING.

## Announcers—(cont'd)

Broadcast/information officer presently stationed in Vietnam. Completes military obligation in early January. Seeks MOR or news position with management possibilities. Age: 25, married, college grad, third endorsed, experienced. Box L-145, BROADCASTING.

Experienced soul personality. DJ, copywriter, account executive. control board operator with 1st phone—ready to travel. Box L-150, BROADCASTING.

College Graduate, mature, married, draft status 5-A. 13 years in another profession. Recent broadcast school graduate, 3rd phone. All I need is a job. West coast preferred. Tape & resume upon request. Box L-157, BROADCASTING.

Bright—happy sound—combo—1st phone—no maintenance. Good air sell—good references—northwest location. Box L-159, BROADCASTING.

"Boss jock". . . Top 40 . . . DJ/program director, 3rd class, experienced, personality, drive, tight; will wait for right offer. Box L-161, BROADCASTING.

Exper. dj. news. tight board. third endorsed. Relocate. Box L-163, BROADCASTING.

University graduate, 21, draft exempt, desires work as announcer/newsman. Experienced and will relocate. Resume tape. Write Box L-165, BROADCASTING.

Available immediately—recent broadcast graduate. 3rd endorsed, mature woman, varied background, write for tape. Box L-167, BROADCASTING.

Experienced female disc jockey, third endorsed, good voice and attitude. Prefer Ohio. Looking for full-time employment. Box L-169, BROADCASTING.

Boss jock—first phone, top experience. Tight, happy, exciting. Family, veteran, 35. Minimum \$175. Box L-172, BROADCASTING.

Young Negro disc jockey—announcer—newscaster seeking first job. Third endorsed. Broadcasting school grad. Married. Willing to learn and relocate. Box L-182, BROADCASTING.

Ready to move up 13 years midwest. AM, FM, TV, announcing, programming. Can handle most formats. Family man, 37, 3rd endorsed. Box L-186, BROADCASTING.

Beginner—some experience. Broadcast school graduate good voice, intelligent. Prefer northeast. Box L-193, BROADCASTING.

Columbia grad is now available to work anywhere in the U.S., 1-Y. Call Joe Steiner, collect after 5 PST 415-285-2437.

East personality MOR or rock worked large markets, available immediately. Call 609-466-1867.

Experienced, third, B.A., good voice, magnetic commercial and dj style, no corn, tight board, intelligent programer, medium or major market, no or little news. Sonny, KMFB, 666, Mendocino, Calif. 95460

Professional ballplayer 11 years. Best play by play possible. Vast knowledge all sports. 5 years experience No. 1 in area 2 yrs. A pro's pro. Call 415-573-3323

Young hip soul jock, real swinger. broadcasting graduate, will travel, 215-272-2741, 715 South 54th Street, Phila., Pa. 19143.

Virginia area announcer, 2 years experience, 22, available immediately Bob Olson, 4713 N. 16th Street, Arlington, Virginia.

News-dj-MOR. Beginner seeks first job. Broadcast graduate. 3rd endorsed. CA 5-6420 after 9 p.m. No tape. Mr. Taylor, 2135 South Michigan, Chicago.

First phone, jock, 2 yrs. experience, two yrs. college. Prefer top 40 or up tempo MOR, Dennis Kriegbaum, 4363 Trailsend, Kettering, Ohio, 513-239-3506 phone.

Pro broadcaster, highly experienced, imaginative conv. production. Have first phone. 815-676-4334.

Talk show host, top rated, clever, mildly controversial seeking greater opportunity in larger market "Markham"—602-274-7463.

## Technical

Outstanding engineering talent is scarce. Yet your chief engineer or group director is just as valuable as your sales manager or national rep. The best engineering will never produce sales, but mediocrity can cost even your license! My resume is in Box L-154, BROADCASTING.

15 years in electronics, 9 years as Chief, AM-FM. Experienced DA and all phases of construction. Looking for challenge as technical director for group or chief at higher power AM/FM operation. Will relocate. Dewey Trostel, 1249 S. 154th St., Seattle, Wash. Ch 2-4404.

## NEWS

Creative small market news director seeks move up. Married, college grad, draft free. 5 years experience. Box L-64, BROADCASTING.

Award winning TV radio newsmen with four years experience, including a Vietnam assignment, desires position in the Baltimore-Washington-Philadelphia area. Box L-118, BROADCASTING.

Intelligent, aggressive, hard worker. 2 years AM/major market FM. 3 years press correspondent. Seeking news or programing/production with management potential. 3rd phone. Want opportunity equal to ability. \$150. Box L-135, BROADCASTING.

Broadcast/information officer presently stationed in Vietnam. Completes military obligation in early January. Seeks MOR or news position with management possibilities. Age: 25, married, college grad, third endorsed, experienced. Box L-146, BROADCASTING.

Newsman, mature, substantial background radio/TV. Capable of handling editorials, documentaries, etc. Presently head of department. Salary \$10-12,000. Box L-148, BROADCASTING.

Major metro newsmen currently in #5 market, experienced in CBS OGO all-news format. Box L-152, BROADCASTING.

Experienced, young energetic newsmen seeks reporting position on West Coast. Past two years with major market broadcast news operation. Excellent voice and writing, editing ability. College grad. Knows score. Box L-160, BROADCASTING.

Draft exempt, college graduate majored in broadcasting. Full time position in news. Experience college stations. Third endorsed. East coast only. Box L-177, BROADCASTING

Newsrap, listener-oriented, contemporary talk, some music is my tag. Ready to move. 3rd end., age 30. Chad Henry, KPFA, 2207 Shattuck, Berkeley, Calif.

## Programing, Production, Others

Young, aggressive talent seeks production directorship with medium or major market operation. Married, 22, stable. Tape available. Box L-144, BROADCASTING

Positive thinking commercial/feature production, 1st phone. Box L-179, BROADCASTING.

## TV Help Wanted—Management

Business manager—northeast VHF. Excellent opportunity for a person who can assume total responsibility for all business procedures and related accounting functions. Experience in broadcasting is preferred, but is not absolutely necessary. Send complete resume to Box L-153, BROADCASTING.

## Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone who knows television and has a desire to help the advertiser. Our best producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Sell in an area that is booming. Only hustler who will try hard need apply. Send complete resume plus picture. Two years of college required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Excellent pay and incentive plan with substantial broadcasting company. Send complete resume, including recent photograph, in confidence, to Box L-35, BROADCASTING.

Independent UHF sales manager. Medium market will pay handsomely for man with proven track record. We developed the audience, now we need a man to develop the sales. A big challenge but big pay. Box L-181, BROADCASTING.

## Announcer

Staff announcer for full color midwest VHF station. Must be experienced in commercial and booth work. Write Box L-155, BROADCASTING. Tape desired.

## Technical

TV technicians first class phone, for northeast market stations with top salaries and exceptional benefits. Box L-69, BROADCASTING.

Pittsburgh TV station (commercial VHF) is looking for a technician with well established background in operation and maintenance of RCA color video tape recording equipment. Box L-105, BROADCASTING.

## Technical—(cont'd)

Midwest UHF needs chief engineer preferably with color studio experience. Confidential. Resume to Box L-151, BROADCASTING. Good salary and fringe benefits.

Need first phone engineer for TV studio maintenance, including RCA TR-3 & TR-5's. Send particulars first letter to Eugene C. Rader, Director of Engineering, KBIM-TV, Roswell, New Mexico 88201.

First phones we need you! Forget cold, snow, rain and slush—enjoy clean dry air, warm sunshine of Arizona. Immediate permanent openings for studio switcher or transmitter engineer at established maximum power VHF. Beginners and tech school graduates considered. Capable experienced old timers welcomed—no age limit. Excellent fringe benefits. Write KIVA, Box 1671, Yuma, Ariz. 85364 or call General Manager collect 602-732-4711.

TV technician. Must have 1st phone, know color. VTR and all phases of studio maintenance. UHF transmitter experience desirable. May work into assistant chief. Contact Chief Engineer, KMTC, P.O. Box 3417 G.S., Springfield, Missouri 65804.

Television transmitter technician requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, Calif. 95110. (408) 286-1111.

Young capable engineer needed for position of studio supervisor full color VHF station. Salary commensurate to ability with numerous fringe benefits. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Wanted now: UHF transmitter supervisor for new 30 kw educational station; Huntington, West Virginia. Send resume to Chief Engineer, WMUL-TV, 1737 Third Avenue, Huntington, West Virginia 25701.

Senior engineering position need engineer with diversified experience for responsible position, with full color two station ETV operation opportunity for advancement to supervisory position. Top salary benefits. Apply Chief Engineer, WMVS-WMVV, 1015 North Sixth Street, Milwaukee, Wisconsin 53203.

Chief engineer: Extensive transmitter and VTR experience who is willing to work hard in a small operation. Write to Joseph A. Sheridan, President & General Manager, WSWO-TV, P.O. Box 1366, Springfield, Ohio

## NEWS

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsmen capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

Reporter for TV-radio news department in major southeastern city. One year of experience desirable. Send resume and audio tape to Box K-275, BROADCASTING

TV news—eastern market . . . We need an attractive woman reporter with experience in stand-up film work and on camera reporting. She must know what she is doing and be able to dig up, produce and report stories without constant supervision. Salary commensurate with productivity. Immediate opening. Send film and/or videotape with first reply. Box L-12, BROADCASTING.

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box L-65, BROADCASTING.

Phoenix network affiliate looking for news man to work in documentary area. Strong in writing and research. Not looking for an air man. Must be well versed in film production. Well equipped news department with high standards. Send resume of experience in documentary field with sample of work if possible. Box L-95, BROADCASTING.

Immediate opening for working, on-air news anchor man. Send VTR air check and resume to Channel 6 NEWS, WCIX-TV, 1111 Brickell Avenue, Miami, Florida 33131.

One reporter-photographer. WCKT-News, Miami, Florida. Journalism background. Minimum one year experience. Equal opportunity employer. Write or phone Gene Strul, News Director, PL 1-6692.

## News—(cont'd)

Wanted: News host. Good background in writing, filming and preparation. Good future for right man. Write WJRT-TV, 2302 Lapeer Road, Flint, Michigan 48503.

Baltimore VHF looking for experienced news cameraman. Call Bill Dean, 301-664-7600 ext. 263.

## Programing, Production, Others

Phoenix network affiliate looking for experienced TV commercial writer that can write for local retail accounts and help supervise production from original concept to finished commercial. Must be well-versed in film and tape. Complete film facilities including processing and printing. Please send sample copy with resume and salary requirements. Box L-94, BROADCASTING.

Experienced producer for public TV station in northeast. Directing experience desirable. Send complete resume and state salary requirements. Box L-188, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Management

Experienced local-regional-national-general sales manager. VHF-UHF. Excellent references. Box K-141, BROADCASTING.

#### Announcers

On camera announcer-newscaster. 38. personable. extensive radio and TV, background including programing, production, management, FCC 1st, seek good opportunity and compensation. Box L-162, BROADCASTING.

Authoritative newscaster, sportscaster, stable personable. prefer New York area. Box L-194, BROADCASTING.

#### Technical

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Director of engineering for group TV desires change. Presently in complete charge of engineering. Broad experience in construction, maintenance. Excellent references. Looking for position as director of engineering or TV chief in medium market. Western states preferred. Box L-74, BROADCASTING.

Experienced TV engineer, first phone, UHF & VHF studio operation, film projection, operated color cameras, UHF transmitters, remote. Box L-185, BROADCASTING.

## NEWS

News director. Top rated newscaster, award winning newfilm photographer with successful administrative track record. Credits include White House, Capitol Hill, Cape Kennedy, NATO. Extensive experience in setting up new operations. Best references. VTR available. RTNDA, SDX, Box L-99, BROADCASTING.

Female newscaster, theater critic, interviewer, 27, experienced, educated, VTR available. Box L-149, BROADCASTING.

## Programing, Production, Others

Creative ETV producer-director, seeking brighter opportunity; married; 32; degree. Resume available. Box L-92, BROADCASTING.

Promotion: Major market award-winner wishes to relocate. Innovative, aggressive. Knows what's happening now! Broad experience supervising top-budget department. Box L-100, BROADCASTING.

Radio pro seeks TV. Bkgd. incl. college deg., pr. dir., news, sports, tel. talk, copy, etc. Move to any part of U.S. (Box L-130, BROADCASTING.)

Artist—light color experience seeks growth potential opportunity. Box L-175, BROADCASTING.

Experienced radio producer with first phone, desires to direct and produce television. Well trained. Box L-180, BROADCASTING.

Director—producer with five years experience at full time top 40 market VHF in news and commercial capacity. College and graduate work in all phases of television, draft-exempt, single. Available immediately after notice to employer. Prefer east or south. Box L-183, BROADCASTING.

## 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.

Wanted—mobile unit. Monochrome, 3 or 4 cameras. Write or call. Furr Anderson, Channel 6, 43 W. 61st New York, N. Y. 10023. 212-586-2426.

Time announcer machine. Cartridge, drum or similar with tape. Send details condition and price to S. C. Gibson, KPRO, P.O. Box 1440, Riverside, California 92501.

Nems Clark 108-E phase monitor for two tower array, immediately, cash. Box L-168, BROADCASTING.

### FOR SALE—Equipment

Coaxial-cable—Helix, Stvoflex, 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.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

Best deals—Sportmasters, Scully, Crown, QRK, Russco and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Gates FM5B transmitter, excellent condition, operating recently and like new M05534 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8" rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. A.C. 512-GR 8-8521.

UHF transmitter, custom built, Eimac Klystrons, exciter, SBF. Save up to \$100,000. Box L-15, BROADCASTING.

RCA 5-F 5KW transmitter in good condition including many spare parts. Write KJJB, Jamestown, N. D. 58401.

UHF 12 1/2 kw RCA transmitter (used). Price does not include filiplexer which is individually required for each specific channel. Transmitter not being used but available for immediate inspection. \$30,000.00 as is. Box L-132, BROADCASTING.

Eastman 250 projector in excellent condition. Save \$4,000 over new. Still frame, new intermittent, new style take up. 203-834-1712.

5KW FM composite using Gates FM 5B cubicle. Type 6360 tubes. Compact size. Bargain \$1600.00 FOB Connecticut. Box 14, Towaco, New Jersey.

Videotape bargain—560 reels 3M 379 tape. Lengths vary from twenty to thirty minutes. All on 1 hour reels with shipping cases 260 reels maximum 10 passes \$42.50/each. 260 reels maximum 35 passes \$39.50/each. Guaranteed all 520 reels splice free. Write, wire or phone ED RIES AND ASSOCIATES, 414 No. Alfred Street, Los Angeles 90048, (213) 651-5080.

## MISCELLANEOUS

Deejays! 6000 classified gag lines. \$5.00 Comedy catalog free. Ed Orrin, Boyer Rd. Mariposa, Calif. 95338.

Educators! One to One is an organization of experienced production specialists who can help you use television, radio, and film to solve your curriculum problems. 20121 Shrewsbury, Detroit, Michigan 48221—313-342-3557.

Anyone knowing the where abouts of James Earl McDonald, FCC, first phone license P1-10-13848, notify Sullivan, Box 954, Denver, Colorado 80202.

## INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. 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.

## INSTRUCTIONS

### (cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared, First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Why pay more? First phone license in four weeks. . . . tuition \$295.00 Results guaranteed, rooms \$8.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tenn. Phone 297-8C84.

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, 1060D Duncan, Manhattan Beach, Calif. 90266.

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 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)

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, Combom, and Announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Jan. 6, Feb. 17, Oct. Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street. Sarasota, Florida 33577 Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd. Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401 Call (703) 373-1441.

First phone quickly through tape recorded lessons at home plus one week personal instruction in Boston, Washington, D.C., Minneapolis, Los Angeles. Our 17th year teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266 (213-379-4461) Eastern office, P.O. Box 292, Westfield, Mass. 01085 (413-568-3689).

Announcing/management/first phone . . . earn while you learn. Tennessee Institute of Broadcasting, 2106-A Eight Ave. South, Nashville, Tennessee 297-8084.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty states. Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Va., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

**RADIO—Help Wanted****Management****GENERAL MANAGER**

Our idea of a manager is a great street salesman who gains the respect of his staff by being number one biller himself. He is completely sales oriented. He does his "managing" early a.m., late p.m. We are prepared to pay this guy whatever it takes to get him and to include him in the profit sharing. If you are near enough to the Northeast to visit us, write immediately.

Box 545

East Longmeadow, Massachusetts.

**General Manager Wanted**

who is in position to invest \$10,000 for 10% interest in FM station with excellent potential located in expanding Northern Illinois market of nearly 300,000 county population. Must be sales oriented. Salary, Bonus and additional equity for right man.

Phone 312-641-1988

**Announcers****QUIET!**

... Talkmasters, Communicators, Talk Show Hosts or whatever you call yourself... STOP TALKING and LISTEN... to a very interesting proposal. Boston station has immediate need for four talents—new show—great opportunity! Rush tape and info to

Box L-196, Broadcasting.

**50 KW GIANT**

needs mature, bright sounding, topical personality. Topical humor, not Orben line reader. Top pay. Large southern market. Send tape and resume to:

Box L-195, Broadcasting.

**Announcers—(cont'd)****Announcer-Technician**

Immediate opening at KBEF, Modesto, California. First ticket. Excellent salary and benefits. Require personal interview, at applicants expense, prior to hire. Send resume and air check or apply in person to:

Personnel Department  
McClatchy Broadcasting  
21st & Q  
Sacramento, California 95813

**TOP RATED MAN ONLY**

After almost 20 years our morning man is retiring. Can you replace him? Major market giant needs mature, stable, great man. Pop adult music: most solid company. Money no problem for the right man. Air check, resume and references to

Box L-191, Broadcasting.

**Sales**


**BROADCAST  
EQUIPMENT  
SALES  
AM & FM**



Immediate openings for sales and marketing personnel with background and familiarity with the FM and AM broadcast industry. Major criterion will be experience in sales or engineering with a sales aptitude. Must be able to work and travel in the field with little supervision selling AEL's line of type accepted AM/FM Broadcast Transmitters.

To discuss the opportunities available with one of the leaders in solid state FM exciter and stereo generator design plus a full line of transmitters to 50 KW and to arrange an interview, send resume to or call Mr. L. K. Peetoom.

**AMERICAN ELECTRONIC LABORATORIES, INC.**

RICHARDSON ROAD, COLMAR, PA.

Correspondence: Post Office Box 552, Lansdale, Pennsylvania 19446

Phone: 215-822-2929 TWX: 510-661-4976

All qualified applicants considered regardless of race, color, religion, sex, age or national origin.

**Chicago**

Leading Chicago Radio Station has immediate opening for aggressive, young Salesman. Prefer married man under 30 years old with degree now working in the Midwest. Base salary of \$18,000 plus bonus. Send resume to

Box L-45, Broadcasting.

**Situation Wanted****Programing, Production, Others****"Footsteps To Democracy"**

This highly accepted series now available to all radio stations.

Vignettes of biographical sketches of black people in mainstream of world history—presented in an interesting and exciting manner.

Blue chip advertisers call it one of the best educational and informative programs available.

You can get "involved" in your community with this exciting 52-week series.

Send for demo tape—

Mike Goodman  
1650 Broadway  
N. Y., N. Y.

Bob Bell  
T G B Productions  
3350 S. Kedzie Ave.  
Chicago, Illinois

**TELEVISION—Help Wanted****Sales****Salesman**

Top rated VHF in large Midwest market needs experienced salesman with minimum of 2 years experience in smaller market. Salary \$15,000.00 with opportunity to earn \$25,000.00. Send resume to

Box L-46, Broadcasting.

**MAJOR OUTLET**

of a growing broadcasting group wants a Television Sales Representative to call on local accounts and agencies in the Northeast area.

Excellent future for an energetic worker with time sales experience. Salary, commissions, expenses, many other fringe benefits. First year potential earnings \$10,000 to \$12,000.

All replies held in strictest confidence. Send resume to:

Box L-129, Broadcasting.

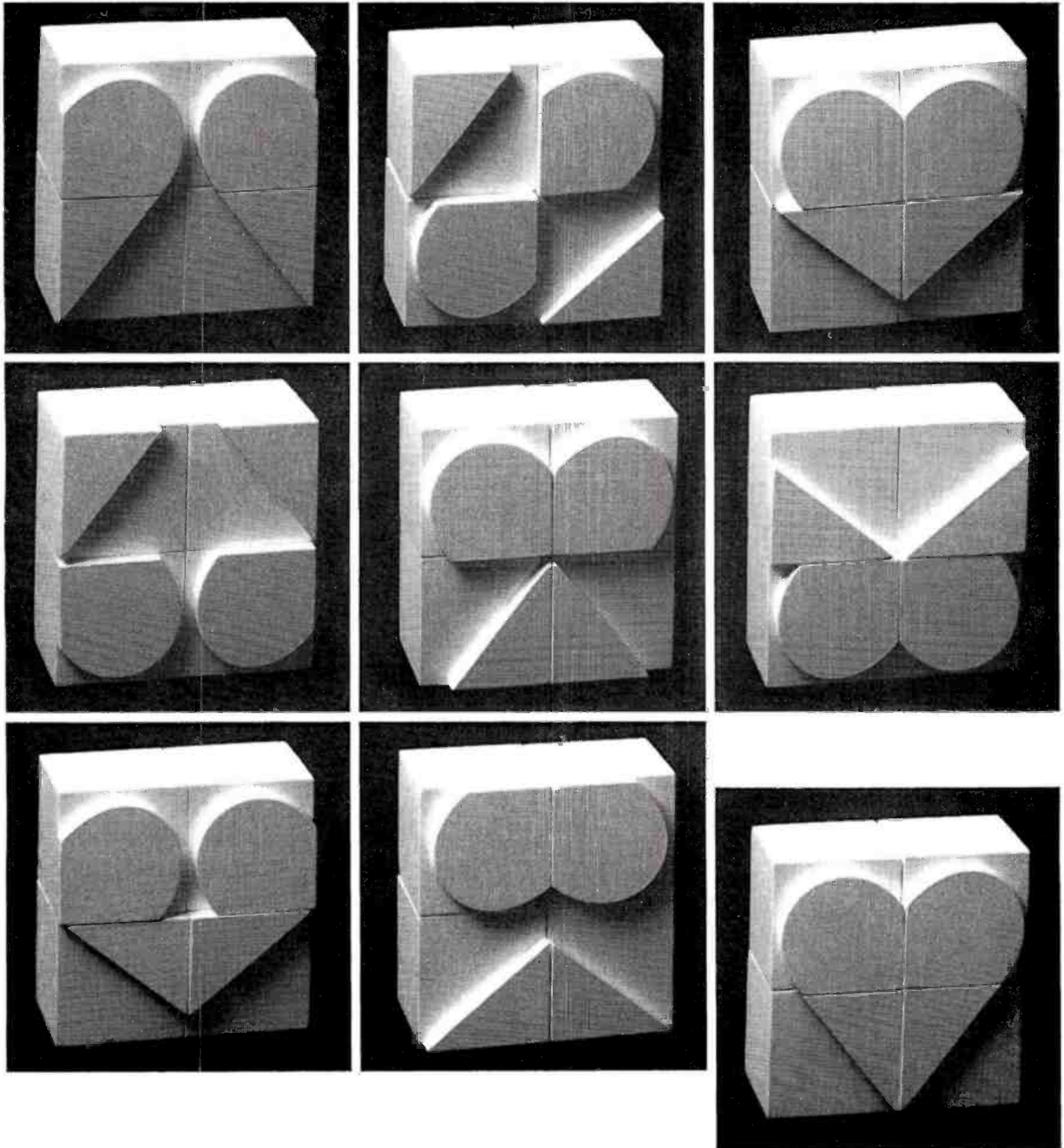


Only

Only she told me that she loved me.  
She only told me that she loved me.  
She told only me that she loved me.

She told me only that she loved me.  
She told me that only she loved me.  
She told me that she only loved me.

She told me that she loved only me.  
She told me that she loved me only.



She told me that she loved me.

**International Assignment  
for  
Producer/Director**

Leading television station in SYDNEY, AUSTRALIA looking for top notch television Producer/Director.

Candidates must have 10 years experience in all aspects of television production. CREATIVITY is prime criteria for applying also the ability to economize.

Term of contract, minimum one year. Salary commensurate with experience and ability.

Box L-184, Broadcasting.

An equal opportunity employer.

**WOULD YOU BELIEVE**

A first class, color capable fully equipped, major Northeast market public television station needs an Executive Producer to make things happen.

We're moving and we need a mover who knows the arts and can translate them into good television. Salary open and competitive. Send resumes to

**Box L-166, Broadcasting.**

**Television Consultants**

**Attention: Owners-Managers**

Problems? Programing • Sales • Rates  
Traffic • Representation  
All phases of station operation  
Make your problems our competition. Contact:  
Don K. Stuart  
301 E. 75th St., NYC 10021  
(212) 888-3076

**MISCELLANEOUS**

**Army-Navy Game Available  
FOR COMPLETE LOCAL SALE  
LINES PAID  
EMPIRE SPORTS PRODUCTIONS  
KEESEVILLE, N. Y.  
518 834-9805**

**SIRHAN TRIAL COVERAGE**

Custom tailored for your station via daily phone reports. For low fees applicable to your station contact:

Mark Scott-News Director  
West Coast Audio News  
6725 Sunset Boulevard  
Los Angeles, California 90028  
213-468-9065

**SCA Channel For Lease**

67 kc. sub-channel; Mt. Wilson FM transmitter with 100 mile range to 8 million persons in So. Calif.

**Box L-173, Broadcasting.**

**FOR SALE—Equipment**

**FOR SALE**

**CATV Closed Circuit Equipment**

2 RCA PK 880 Vidicon Cameras  
1 AMPEX 660B VTR  
2 Remote Control Consoles "Complete"  
Audio Package—Mikes, Cables, and all accessories  
For information phone: 404-892-3456 or write:  
William Pitney, 1801 West Peachtree Street, N. E., Atlanta, Georgia 30309.

**VIDEO/AUDIO TEST GEAR**

—Fotovideo Stairstep Gen., FV U233 Linearity Gen., H.P. 614 Sig. Gen., H.P. 330C Dist. Analy., Two Stoddart NM 52A FS Meters, Telonic HD 1 A Sweep, Telonic SV 13 Sweep, RCA W41 B UHF Sweep, Wayfrim Meas. #452 Audio Set, Benco F3P3 FS Meter, Rustrack Recorders Model A to 200 uA Model 88 to 100 uA and Model 98 Amps., Esterline-Angus 5 Inch Recorder #8510, also many VHF-UHF head end items, Ampex 1001 Quad VTR's Westinghouse UHF-5KW Xmitters, Klystrons Etc.

Box L-187, Broadcasting.

**WANTED TO BUY**

**Stations**

**Wanted**

Broadcast properties or CATV systems in the northeast quadrant. All replies strictly confidential.

Woods Communication Corp., 330 South Avenue, Rochester, New York 14620.

**WE'RE LOOKING FOR  
RADIO-TV STATIONS IN  
SIXTEEN MARKETS**

Dealing through brokers is fine, but we think it is quite often less strain to deal directly with principals. It saves fees as well.

If your radio or TV station is in the following markets:

- |             |               |
|-------------|---------------|
| Memphis     | El Paso       |
| Houston     | Oklahoma City |
| Dallas      | Miami         |
| Tulsa       | Omaha         |
| Toledo      | Kansas City   |
| San Antonio | Tampa         |
| Columbus    | Los Angeles   |
| San Diego   | Wichita       |

Please let us hear from you. Our conversations will be absolutely confidential—we've been in broadcasting 27 years ourselves.

If we like your situation, we'll negotiate at your pace. We'll be happy to furnish our banking references.

Harbenito Broadcasting Co.  
Post Office Drawer 711  
Harlingen, Texas 78550

**FOR SALE—Stations**

M.W.	small	daytime	\$ 75M	cash	West	small	daytime	\$107M	25M
Ky.	small	daytime	80M	nego	Ariz.	small	fulltime	85M	SOLD
East	medium	fulltime	600M	nego	Ky.	medium	FM	70M	terms
M.W.	metro	FM	65M	nego	N.Y.	metro	daytime	128M	SOLD
South	major	daytime	165M	29%	M.W.	major	daytime	168M	nego

**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

**TELEVISION**

**Help Wanted**

**NEWS**

**Reporters, Editors-Producers  
Newsfilm-Cameramen**

These are the people we need immediately for our expanding news operations. All must be creative, hard-working journalists. Excellent salary and benefits.

Box L-164, Broadcasting.

**TELEVISION**

**Situations Wanted**

**Management**

**WE  
RECRUIT  
EXECUTIVES**

**AND OTHER IMPORTANT  
TV/RADIO PERSONNEL**

Call 312-337-5318  
For Search Charges



**Nationwide  
Broadcast  
Consultants**

645 NORTH MICHIGAN AVENUE  
CHICAGO 60611

**FOR SALE—Stations****(cont'd)****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**

**BUSINESS OPPORTUNITY****NEWSPAPERS**

Large suburban multi-weekly in Mid-wst. Growth unlimited. Daily Potential. Owner retiring. Nets 25% before taxes. \$2.5-Million cash.

New York Suburban multi-weekly. Good cash flow. Top market. Terms. \$400,000. State finances and write fully to:

**J. N. WELLS & COMPANY**  
(Weekly Newspaper Division)  
543 West Roosevelt Rd.,  
Wheaton, Illinois

**HELP STOP  
LONELINESS,  
DISEASE,  
SORROW,  
DESPAIR,  
TROUBLE,  
DELINQUENCY.**

✓ **Your fair share gift  
works many wonders**

**THE UNITED**

27.5 million families benefit from child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces through 31,300 United Way agencies.

*(Continued from page 82)*

Bureau granted mod. of CP to change trans. location to 500 ft. southeast of present site; change ant. height to 140 ft.; remote control permitted from 1107 South Virginia Street. Hopkinsville: condition. Action Nov. 6.

■ \*KRWG(FM) University Park, N. M.—Broadcast Bureau granted CP to install new ant. and change ERP to 2.45 kw, ant. height minus 200 ft. Action Nov. 5.

■ WHLI-FM Hempstead, N. Y.—Broadcast Bureau granted CP to install new trans. and circular polarized ant.; condition. Action Nov. 5.

■ WVIP-FM Mount Kisco, N. Y.—Broadcast Bureau granted license covering changes. Action Nov. 5.

■ WBBF-FM Rochester, N. Y.—Broadcast Bureau granted CP to install new trans., new ant.; make changes in ant. system, ant. height 500 ft.; increase ERP to 50 kw; remote control permitted. Action Nov. 6.

■ KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change ERP to 28.5 kw. Action Nov. 1.

■ WBYM(FM) Bayamon, P. R.—Broadcast Bureau waived provisions of rules to permit location of main studio beyond corporate limits of Bayamon, at 74 Mayaguez St., San Juan; authority to become effective upon notification programing has commenced from new studio; Bayamon station identification to be continued; remote control permitted. Action Nov. 5.

■ \*WHMD(FM) Suring Wis.—Broadcast Bureau granted CP to install trans. and change ERP to 37 kw. Action Nov. 5.

**Action on motion**

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc., WPOW Inc.), FM proceeding, by three separate actions granted motion by Functional Broadcasting Inc. for production of documents from WPOW Inc. as modified. Mod. held that while it was unnecessary for WPOW to prepare data for Functional, it was incumbent upon them to produce material from which data required could be obtained if such material is available; granted motion by Functional Broadcasting Inc. seeking production of documents in possession of Regal Broadcasting Corp.; granted motion by WPOW Inc. seeking production of documents in possession of Functional Broadcasting Inc. (Docs. 18210-2). Actions Nov. 5.

**Rulemaking action**

■ KPEN-FM San Francisco—FCC denied petition for rulemaking for elimination of logging requirements for remote broadcast pickup station. Action Nov. 6.

**Call letter applications**

■ WATL-FM. Rounsaville of Tampa Inc., Tampa, Fla. Requests WDAE-FM.

■ WTTM-FM. Scott Broadcasting Co. of New Jersey, Trenton, N. J. Requests WCHR-(FM).

**Call letter actions**

■ KXRQ(FM). KXRQ Inc., Sacramento, Calif. Granted KZAP(FM).

■ WHY-FM. Orlando Radio & Television Broadcasting Corp., Orlando, Fla. Granted WORJ-FM.

■ KRWL(FM). Carson City Broadcasting Corp., Carson City, Nev. Granted KRWL-FM.

■ WHAT-FM. WHAT-FM Inc., Philadelphia. Granted WWDB(FM).

■ WFQM(FM). Quality Broadcasting Corp., San Juan, P. R. Granted WKYN-FM.

■ WLWM(FM). WSM Inc., Nashville. Granted WSM-FM.

■ KDOK-FM. KDOK Broadcasting Co., Tyler, Tex. Granted KNUE(FM).

**Renewal of licenses,  
all stations**

■ KSXX Salt Lake City—Broadcast Bureau granted renewal of license. Action Nov. 4.

**CATV****Applications**

■ Rabun CATV—Requests distant signals

from WAIM-TV Anderson, S. C.; WGTU-TV Athens, Ga.; and WSB-TV, WAGA-TV, WQXI-TV and WJRJ-TV, all Atlanta to Clayton and Mountain City, both Georgia (Greenville-Spartanburg, S. C.-Asheville, N. C.-ARB 42). Ann. Nov. 8.

■ St. Louis Cablevision Co.—Requests distant signals from WGN-TV, WFLD-TV and WCIU-TV, all Chicago, to Clayton, Mo. (St. Louis-ARB 14). Ann. Nov. 8.

■ Westmoreland Cable Co.—Requests distant signals from WPIX-TV, WOR-TV and WNEW-TV, all New York to Arnold city, Brackenridge borough, East Deer township, Harrison township, Lower Burrell city, New Kensington city, Tarentum borough, Springdale borough, and Cheswick borough, all Pennsylvania (Pittsburgh-ARB 10). (Corrected item) Ann. Nov. 8.

**Final action**

■ FCC dismissed petitions by Imperial Beach, National City, Chula Vista and El Cajon, all California, for reconsideration of commission decision dealing with carriage of Los Angeles TV signals by San Diego area CATV systems. Commission denied petitions by Southwestern Cable Co., San Diego, and Vista Cablevision Inc., Vista, Calif. Action Nov. 6.

**Other actions**

■ Review board in Buffalo, N. Y., CATV proceeding. Doc. 16921. denied request for continuance of oral argument filed Nov. 4 by Broadcast Bureau. Action Nov. 8.

■ Review board in Philadelphia, CATV proceeding, Docs. 18140-66, 18227-28. denied motion to change issues and shift burden of proof filed Aug. 9 by Lower Bucks Cablevision Inc. Action Nov. 6.

**Action on motion**

■ Hearing Examiner David I. Kraushaar in Augusta Ga. TV market (Aiken Cablevision Inc. and Home CATV Co.). CATV proceeding. Fuqua Industries Inc. and Rust Craft Broadcasting Co., parties to proceeding filed joint motion requesting time be extended to Nov. 12 to answer motions by Aiken Cablevision Inc. calling upon them to produce documents, stated all parties other than Home CATV Co. were contacted and assented to extension and indicated informal discussions with Aiken toward resolution of Aiken's motion to produce are under way and extension is needed to reach agreement. Examiner in order said parties should make every effort to reach agreement to eliminate any differences concerning pre-trial disclosure of information to simplify hearing process; determined to extend time for replying to Aiken motions pending receipt of report from any concerned parties as to progress of negotiations. (Doc. 17057, 17629). Action Nov. 1.

**Ownership changes****Applications**

■ WHOD-AM-FM Jackson, Ala.—Seeks assignment of license from Jackson Broadcasting Co. to Vogel Ellington Corp. for \$100,000. Seller: Rowdy McGee, president. Buyers: William R. Vogel, president (67.98%), John D. Swartzbaugh, secretary (15.99%) et al. Mr. Vogel owns 66% of WGNs Murfreesboro, Tenn. Mr. Swartzbaugh is president of hospital equipment manufacturing company, Messrs. Vogel and Swartzbaugh have 71.40% and 28.56% interest, respectively, in application to purchase WAMA Selma, Ala. Ann. Nov. 6.

■ KXO-TV El Centro, Calif.—Seeks assignment of CP from KXO Inc. to Mozelle Y. Hanan, administratrix of estate of Marco Hanan, deceased, for \$11,901. Sellers: William J. Ewing (50%), Gordon Belson (25%), J. Edgar Snively (20%) and Edward Muzylowski (5%). Buyer: Mrs. Hanan has 55.48% interest in KXO El Centro. Sale of this interest to Messrs. Ewing, Belson, Snively and Muzylowski is pending. Ann. Nov. 12.

■ WSME Sanford, Me.—Seeks assignment of license from Sound Enterprises Inc. to Richelou Broadcasters for \$80,000. Seller: William R. Sweeney, president. Buyers: Richard C. and Lucille A. Dreyfuss (each 50%). Mr. Dreyfuss is former director of television program development for Capital Cities Broadcasting Corp. Ann. Nov. 12.

■ WQMA Marks, Miss.—Seeks transfer of control of Qultman Broadcasting Co., permittee, from W. H. Polk (51% before, none after) and estate of Leonard E. Grimes (49% before, none after) to Denzil Barnes (none before, 100% after). Principal: Mr. Barnes is stock broker. Consideration \$3,000. Ann. Nov. 4.

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Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

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We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

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One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

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■ KRTV(TV) Great Falls, Mont.—Seeks assignment of license from Snyder & Associates to Garryowen-Cascade T. V. Inc. for \$1,070,000 plus assumption of liabilities and annual payment of \$20,000 for ten years for consulting services. Sellers: Dan Snyder, president (51%), estate of Paul Crain (38%) et al. Buyers: Joseph S. Sample, president-treasurer (99.94%) et al. Buyers own KOOK-AM-TV Billings and KXLF-AM-TV Butte, both Montana. Ann. Nov. 6.

■ WMVB-AM-FM Millville, N. J.—Seeks transfer of control of Union Lake Broadcasters Inc. from Fred M. Wood, Dorothy H. Carlson, Muriel Buglio and Harry J. Daly (as a group 100% before, none after) to William F. Schnaudt, president (none before, 24.97% after), Fairleigh S. Dickinson Jr. (none before, 70% after) et al. Principals: Mr. Schnaudt is broadcast consultant to WNJU-TV Linden, and has minority interest in WJRZ Hackensack, both New Jersey. Mr. Dickinson is president of stock broker firm, chairman of board of bank, state senator from Bergen county, N. J., and owns 28% of WNJU-TV. Consideration: \$280,000. Ann. Nov. 12.

■ WCGR Canandaigua, N. Y.—Seeks transfer of control of Canandaigua Broadcasting Co. from Westley G. and Marion L. Kimble (jointly 100% before, none after) to Marion L. Kimble, individually and administratrix of estate of Westley G. Kimble, deceased (50% before, 100% after). No consideration involved. Ann. Nov. 12.

■ KOOS Coos Bay, Ore.—Seeks transfer of control of KOOS Inc. from Sheldon F. Sackett (94.7% before, none after) to John W. and David S. Sackett, co-executors of estate of Sheldon F. Sackett, deceased (jointly none before, 94.7% after). No consideration involved. Ann. Nov. 8.

### Actions

■ KTUX(FM) Livermore, Calif.—Broadcast Bureau granted assignment of license and CP from Vernon C. Hatfield, sole owner, to Peer Broadcasting Corp. for \$30,000. Principals: Ralph Peer II, president, Monique I. Peer, secretary-treasurer, John J. Peterson and Arthur L. Fishbein (jointly 100%). Ralph Peer II owns 50% of two music publishing companies and is co-trustee with Monique I. Peer and Mr. Fishbein of a third music publishing company and subsidiaries. Nov. 1.

■ KXTV(TV) Sacramento, Calif.: WANE-TV Fort Wayne, Ind.: WISH-TV Indianapolis: KOTV(TV) Tulsa, Okla.: and KHOU-TV Houston—FCC granted transfers of control of Corinthian Broadcasting Corp. from John Hay Whitney (de jure, voting 60.08% of stock before) to John Hay Whitney (de facto, voting 43.55% of stock after) et al., to increase publicly held stock (24.41% before, 46.58% after). No consideration involved. Action Nov. 7.

■ WPOK Pontiac, Ill. — Broadcast Bureau granted assignment of license from James B. Goetz (33.3%) to Merton J. Gonstead and Dorothy L. Meythaler, executrix of estate of Merlin I. Meythaler, deceased, (each 33.3% before, 50% after) for exchange of stock. No consideration involved. Action Nov. 1.

■ KAGE Winona, Minn.—Broadcast Bureau granted assignment of license from Dorothy L. Meythaler, executrix of estate of Merlin I. Meythaler, deceased, and Merton J. Gonstead (each 33.3%) to KAGE Inc. for exchange of stock. No consideration involved. Principals: James B. Goetz, President and Jerry Papenfuss, secretary-treasurer (each 50%). Mr. Goetz is lieutenant governor of Minnesota. Mr. Papenfuss is 33.3% owner of PR firm as is Mr. Goetz. Action Nov. 1.

■ WAPO Chattanooga — Broadcast Bureau granted assignment of license from Martin Theatres of Georgia Inc. to Turner Advertising Co. for \$305,500. Sellers: C. L. Patrick, executive vice president, et al. Martin Theatres is licensee of WTVM(TV) Columbus, Ga. and WTVC(TV) Chattanooga. Buyers: Louis H. Peterson and family (13%) et al. Action Nov. 1.

■ KVIL-AM-FM Highland Park, Tex.—FCC granted assignment of license from University Advertising Co. to Carla Broadcasting Inc. for \$700,000. Principals of University Advertising Co.: Troy Post, chairman (59.9%) et al. Principals of Carla Broadcasting Inc.: James B. Francis, president (51%) and Robert D. Hanna, vice president (49%). Mr. Francis is attorney and has extensive holdings in real estate, oil and gas properties. Mr. Hanna owns program syndication and promotion firm. Action Nov. 7.

### Cable-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Nov. 13. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Mountain Brook, Ala.—WSGN, WAPI-AM-FM-TV (group broadcaster Newhouse Broadcasting), both Birmingham, Alabama Telvue and Alabama TV Cable Inc. have each applied for a franchise.

■ Wetumpka, Ala.—Empire Cablevision Co., Jacksonville, and Joe J. Nussbaumer, Panama City, both Florida, have each applied for a franchise.

■ Contra Costa, Calif.—Vumore Cablevision of California Inc., Televents of California Inc. and Tele-Vue Systems Inc., Seattle (multiple CATV owner), have each applied for a franchise.

■ San Clemente, Calif.—Times Mirror Co. has purchased San Clemente CATV Co., a subsidiary of Co-Axial Systems Engineering Co., Palms Verdes Peninsula, Calif. (multiple CATV owner).

■ Sonoma, Calif.—Redwood TV Cable Co., Calistoga, Calif., a subsidiary of Storer Cable TV Inc. (multiple CATV owner), has been granted a nonexclusive franchise.

■ Coeur d'Alene, Idaho—Davis Broadcasting Co., Beverly Hills, Calif., has applied for a franchise.

■ Sabetha, Kan.—Sabetha-Seneca Cable TV Inc., Seneca, Kan., has applied for a franchise.

■ Plantation, Fla.—Burnup & Sims, Ellis Tower Co. and Teleprompter Corp., New York (multiple CATV owner), have each applied for a franchise.

■ Greenfield, Mass.—Telesystems Inc., Glenside, Pa. (multiple CATV owner), has purchased Pioneer Valley Cablevision Inc., Greenfield (multiple CATV owner), Pioneer Valley also holds franchises in Shelburne, Turners Falls, Montague, Ware and Palmer.

■ Three Rivers, Mich.—Lamb Communications Inc., Toledo, Ohio (multiple CATV owner), has been granted a franchise.

■ Malden, Mo.—Sullivan Productions Inc., New York (multiple CATV owner), has purchased Cotton Hill Cablevision Inc., Malden.

■ Paulsboro, N. J.—Bulletin CATV Co. has applied for a franchise. City would receive minimum of \$2,500 first year.

■ Sherrill, N. Y.—KWR Systems Inc., New Hartford, N. Y., has applied for a franchise for a 9-channel system. Installation and monthly fees would be \$19.95 and \$4.95, respectively. City would receive 3% of gross annual revenues.

■ West Winfield, N. Y.—Central New York CATV, Utica, N. Y., has applied for a franchise. Installation and monthly fees would be \$10.20 and \$5, respectively.

■ Fredericktown, Ohio—Ohio Video Services Inc., Tiffin, Ohio, has been granted a 10-year franchise for a 12-channel system. Ohio Video also holds a franchise for Norwich, N. Y.

■ Mount Vernon, Ohio—Continental CATV Inc., Hoboken, N. J. (multiple CATV owner), and Ohio Video Services Inc., Tiffin, Ohio, have each applied for a franchise. Mount Vernon Cablevision Inc., a subsidiary of WMVO-AM-FM Mount Vernon, has renewed its application. Installation fees would be \$9.90 for Mount Vernon Cablevision, \$14.95 for Continental, and \$10 for Ohio Video. Monthly fees would be \$4.95 for Mount Vernon Cablevision, \$4.70 for Continental, and \$4.75 for Ohio Video.

■ Koppel, Pa.—Armstrong Utilities Inc., Kittingham, Pa. (multiple CATV owner), has been granted a franchise. Installation will be free and monthly fees will be \$4.75. City will receive \$100 a year and 5% of gross annual revenues.

■ Wytheville, Va.—Wythe CATV Co., Wytheville, Va., has applied for a franchise.

■ Seattle—Reeves Broadcasting Corp., New York (multiple CATV owner), has begun construction of a 20-channel system to serve the greater Seattle area.

An energetic man, Charles Brakefield is at his desk at WREC Memphis every morning at 7:30. His friend and colleague, Eugene Katz of The Katz Agency in New York, describes him as "an extremely handsome, quite well-tailored fellow, with the nicest Southern attributes" and "a pretty good man-about-town in New York too" in terms of "knowing the night spots." But his soft Southern drawl and his habit of rising with the chickens give away the country origins of this busy communications executive.

Mr. Brakefield is a vice president of Cowles Communications Inc., president of Cowles Broadcasting Service Inc., the operating company of WREC-AM-FM-TV, and president of Cowles Florida Broadcasting Inc., operating company of WESH-TV Orlando-Daytona Beach. As if that were not enough, this year Mr. Brakefield took on the duties of board chairman of the Television Bureau of Advertising.

Norman (Pete) Cash, president of TVB, says he has known Mr. Brakefield well for 10 years: "no-panic-but-ton-Brakefield. I like to call him." Mr. Cash goes on to describe him as "certainly one of the most conscientious broadcasters I know," and he characterizes him as "sensitive." As an illustration of the Brakefield sense of responsibility, Mr. Cash likes to tell of the time last spring that Mr. Brakefield investigated erroneous reports of riots in Memphis and worked to quell the false information. Prior to the march led through Memphis by Martin Luther King, one of the news wire services reported that riots were breaking out in the Tennessee city. A WREC reporter on the street called the riot report exaggerated; what occurred, said the reporter, was no more than a 10-second scuffle. To clear the good name of Memphis and insure responsible news coverage Mr. Brakefield personally looked into the incident, according to Mr. Cash. He subsequently uncovered that the wire service reporter was a member of a partisan group and in strong sympathy with the march. Says Mr. Cash: "He's the kind of guy who stays with a matter."

Charles Brown Brakefield was born May 6, 1920, in Medina, Tenn., a small town 80 miles east of Memphis. "You wouldn't believe how small it is," says Mr. Brakefield. His father was a manufacturer of barrel staves, and he operated a roving sawmill. They would settle wherever there was timber, and, when the timber was cut, they would move on.

Mr. Brakefield was educated in Memphis public schools and attended Memphis State University. From 1942 to 1945 he served as a pilot in the U. S. Air Force, with overseas duty in the China-Burma-India theater. He re-

## Impression of a Southern broadcaster

ceived the Air Medal with cluster and the Distinguished Flying Cross.

Immediately after World War II, Mr. Brakefield entered the insurance business. He worked for the Connecticut Mutual Life Insurance Co. until 1951 when he joined WREC as a radio salesman.

In 1955, he became general sales manager of WREC radio and television, a position he held until 1959, when the

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### Week's Profile

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*Charles Brown Brakefield—VP, Cowles Communications Inc., president of Cowles Broadcasting Service Inc., operating company of WREC-AM-FM-TV Memphis, and president of Cowles Florida Broadcasting Inc., operating company of WESH-TV in Orlando-Daytona Beach; b. Medina, Tenn., May 6, 1920; attended Memphis State University, 1939-1942; served U. S. Air Force, 1942-1945, receiving Air Medal with cluster and the Distinguished Flying Cross; employed by Connecticut Mutual Life Insurance Co., 1945-1951; joined WREC radio as salesman, 1951; to general sales manager, WREC radio and television, 1955; executive VP and general manager, WREC radio and television, 1959; VP of Cowles Communications, 1964; president of Cowles Broadcasting Service, 1966; president of Cowles Florida Broadcasting, 1968; Tennessee Association of Broadcasters; 1968 Television Bureau of Advertising board chairman; m—Arabia Wooten; children: Michael, 22, Betsy, 15; hobbies—golf, hunting.*

stations were sold to Cowles. He was at that time elected executive vice president and general manager of WREC radio and TV.

Since then he has been appointed a vice president of the parent company, Cowles Communications, and assumed responsibility for WESH-TV Orlando-Daytona Beach as well as the WREC stations.

The Brakefields live some 12 miles south of Memphis. Mr. Brakefield is married to the former Arabia Wooten, and they have two children: a married son, Michael, 22, and a daughter, Betsy, 15.

Arabia Brakefield is the daughter of Hoyt Wooten, who founded WREC. After their marriage it became apparent, according to friends of the Brakefields, that Charles Brakefield would be "increasingly useful to his father-in-law," and when the stations were sold to Cowles, the company was impressed enough to want Mr. Brakefield to manage the operation.

In the tradition-bound South it should not be surprising to find even something as contemporary as the communications business yoked to a family history.

The Wooten family's involvement in the industry dates back to Mrs. Brakefield's grandfather who operated a telephone company in Clearwater, Miss. According to family friends, all the Wooten boys were inaugurated into the communications business in the Clearwater area.

"Outside of hunting and an occasional round of golf, I like to work," says Mr. Brakefield. He is unduly modest about that occasional round of golf. According to friends who have played with him, his golf game is a legend. He had a seven handicap "at one point in his life," according to Pete Cash.

He says he is an avid television viewer as well, putting some time in before the tube every night. He is especially keen on the National Football League and on golf.

Looking back on his year as TVB chairman of the board, he says he is pleased with that organization's accomplishments in 1968. He is also, needless to say, pleased with the bounce back in spot. "I don't for a second attribute that to the TV effort, but I do think TVB played an important part," he says.

The major project this year has been "calling on advertising agencies at the proper level to expose these people to the attributes of spot." According to the bureau's estimate, TVB made over 400 such presentations in 1968. Mr. Brakefield calls it "an absolutely outstanding job."

It was a good spot year, not only at TVB, but at Cowles, he says, and for 1969 he sees "every prospect for a better year."

## Lesson from abroad

There was something on television the other night for anyone who may be inclined to minimize the dangers that television, if not all broadcasting, faces in the querulous and often hostile mood displayed this year by many politicians.

It was a brief statement, almost a throw-away, in an interview with Jean Jacques Servan-Schreiber, editor of the French news magazine, *L' Express*, on CBS-TV's *60 Minutes* last Tuesday night (Nov. 12). Discussing French President Charles De Gaulle, Mr. Servan-Schreiber left no room for doubt that an important factor in General De Gaulle's political success is his control of television. He quoted another eminent Frenchman as having asked, on a visit to the U.S. some years ago: "How can you govern a nation without the monopoly of television?" And he made clear that General De Gaulle, too, believes that "you cannot govern a nation if you let television do anything it wants."

What this proves most clearly, perhaps, is that politicians everywhere share a common interest in controlling—whether by persuasion, intimidation or fiat—the major media of mass communications. It also illuminates, if illumination is needed, both the motives and the objectives of many of those on Capitol Hill who not only want the FCC to take a harder regulatory line but also are prepared to conduct their own investigations to advance the cause.

Democratic leaders certainly would have liked to control broadcast coverage of their nominating convention in Chicago last summer. They tried hard, but without much luck. Now they are in a punitive mood and, in addition, want to guard against another nationwide display of any such fiasco in the future. That means control, by legislative threats if not by legislation, by keeping pressure on the FCC as well as on broadcasters.

The question of broadcasting's constitutional right to freedom of the press has been submitted to the Supreme Court (BROADCASTING, Nov. 11). A favorable decision there would give broadcasters a formidable shield.

But even a Supreme Court shield, though formidable, would not necessarily be impregnable. It would not prevent harassment of broadcasting by its congressional critics. It would not keep the hard-liners from goading the FCC to take ever harder lines. All of broadcasting's critics in the Congress are not Democrats, but the Democrats in particular are still smarting from Chicago, and it should not be forgotten that while the Democrats have lost the White House they are still in charge on the Hill.

## Nothing is for nothing

The breakthrough for noncommercial television comes next month. Frank Pace Jr., chairman of the Corp. for Public Broadcasting, has proudly announced that a "substantial" rate concession for interconnection of 150 ETV stations by AT&T will permit inauguration of two-hour prime-time, live service on Sunday nights as a "tentative step toward public television's goal of either free interconnection or substantially reduced rates for whatever amount of time public television may require."

The reduced rates—a "fraction" of the commercial—came through the good offices of Congress in passing the Public Broadcasting Act last year, of the FCC, which sought to implement the congressional intent by urging AT&T to cooperate.

Congress, of course, makes the laws. In communications,

the FCC enforces them. There are rigid provisions covering public-utility common carriers, of which AT&T is by far the biggest. All utility-carriers, in return for their monopoly or quasi-monopoly positions, are subject to rate controls and limitations of profits.

No one wants to throw roadblocks in the path of subsidized broadcasting. Congress has ordained it as in the public's best interest. The service should be airborne without undue delay. It must have the opportunity to prove itself on the trial run underwritten by CPB (taxpayers), the Ford Foundation and other sources.

The long-range success of the project could depend upon the early showing. A full-blown subsidized television service will entail annual costs running into several hundred million, and the method of financing this gigantic enterprise is yet to be evolved.

But before contemplating the larger task, the interconnection rate concession should be resolved. Commercial network interconnection rates have been in almost constant dispute. The networks and stations claim they're exorbitant; AT&T says they're too low and do not bring in the allowable average return of 7.5% for the benefit of its more than three million stockholders.

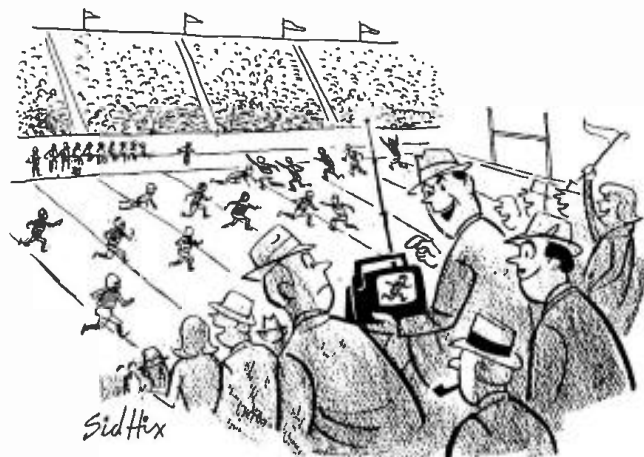
In the common-carrier field, nothing is for nothing. If concessions are made to CPB, will tariffs to other users (like networks and stations) be increased to assure the 7.5% return? Will the power companies, by the same reasoning, give ETV stations energy at reduced rates?

It seems significant that AT&T has made no public statements about the PBL rate concessions. It isn't in a good position to talk back to Congress and the FCC.

## How sweet it is

Critics of advertising are about to lose their favorite case history. Whenever they have wanted to argue that advertising was a needless expense, they have called attention to the Hershey chocolate empire, which has never spent a dime in the mass media in the U.S.

Now Hershey has announced it is looking for an agency. That can mean only one thing: Competitors that have used modern advertising methods have increased their shares of the market that Hershey used to dominate. If those competitors had found advertising to be a needless expense, Hershey would not need now to modernize its practices.



Drawn for BROADCASTING by Sid Hix  
"I don't want to miss the instant replays!"

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proposition that  
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“...a fantastic comedy show; fits any format”

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**WIXY/Cleveland** “FUNNY-BIRDS is a great comedy series; first-rate humor for Cleveland’s first-rated station” Norm Wain, General Manager.

**GKFH/Toronto** “FUNNY-BIRDS gave us a fresh new program feature and gained us two new advertisers” Barry Nesbitt, Station Manager.

**KNUZ/Houston** “FUNNY-BIRDS is both topical and creative; a perfect program tool for today’s sophisticated radio audience” Buddy McGregor, Program Director.

**KLZ/Denver** “FUNNYBIRDS is perfect for our station and a great commercial showcase for our sponsor” Lew Hunter, Local Sales Manager.

**KXOK/St. Louis** “FUNNY-BIRDS really fits our format; a great combination of comedy and music” Bud Connell, Operations Manager.

**KDEF/Albuquerque** “FUNNYBIRDS topical humor is fantastic programming, and we sold it out immediately” John Lanigan, Program Director.

**WIOD/Miami** “FUNNYBIRDS flipped our listeners... it’s all great, but the topical material is classic” Elliott Nevins, Program Manager.

**KMPC/Hollywood** “FUNNYBIRDS is a big winner on our Dick Whittinghill morning show” Russ Barnett, Program Director.

“...and whatta cast!”



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HAZEL SHERMET



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TINA HOLLAND



HAL PEARY



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