



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHDH decision has widespread, costly implications. p19

Hollingbery, H-R Television merger becomes official. p22

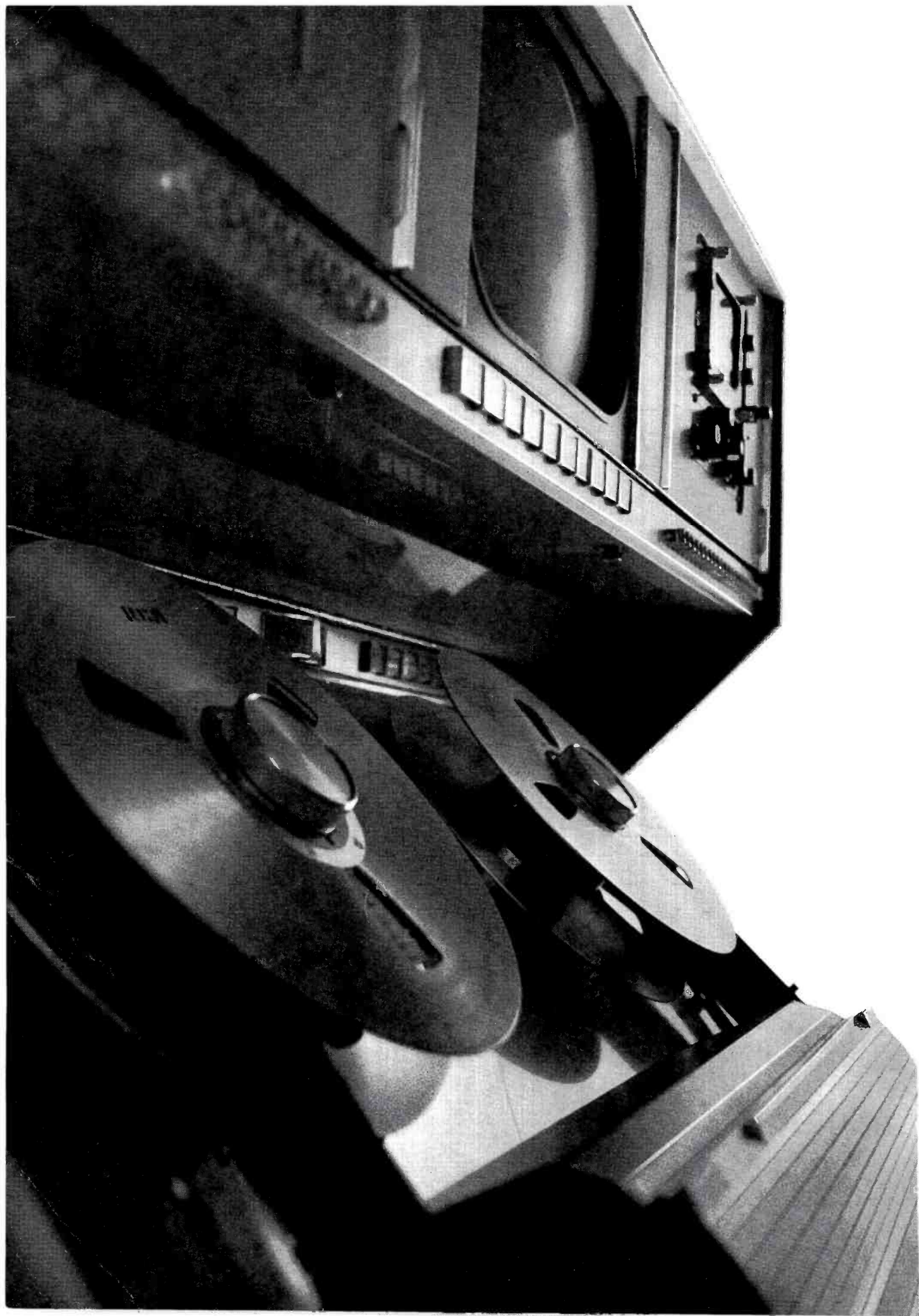
Violence staff reveals its attitudes toward TV. p32

Special report: When in trouble call a radio doctor. p46

"Playboy After Dark" has the most exciting figures in New York

In its premiere performance on WOR-TV, New York, "Playboy After Dark" registered a solid 8.2 rating and 24% share, tripling its lead-in rating and increasing the previous month's time period average rating by 242%—far and away, the most substantial gain of any station in the time period. "Playboy After Dark" is hosted by Hugh Hefner. Produced by Playboy Productions. Distributed by Screen Gems.

JAN. 18, 1969 11:30 P.M.-12:30 A.M.	AA SHARE		PRIOR MONTH		% CHANGE
			AA	SHARE	
WOR-TV	8.2	24%	2.4	6%	+ 242%
*STATION A	8.9	26	12.8	33	— 30%
STATION B	5.3	15	13.5	34	— 61%
STATION C	3.3	10	3.8	10	— 13%
STATION D	6.5	19	3.4	9	+ 91%
STATION E	2.5	7	1.0	2	+ 150%



The NEW RCA 70B is the first VTR to safeguard quality automatically!

In many ways, the 70B can make the VTR operator feel he has more command of tape quality than ever before. Because he can get the highest color fidelity ever achieved—with the most reliable automatic instrumentation ever devised for a VTR.

Automatically, the 70B eliminates costly replays. Sensing circuits just won't let you play tape on the wrong FM standard. Instead, the proper playback standard is selected for any tape—highband, lowband monochrome or lowband color—automatically.

Automatically, the 70B pinpoints problems through its visual-audible central alarm system and alerts the operator immediately.

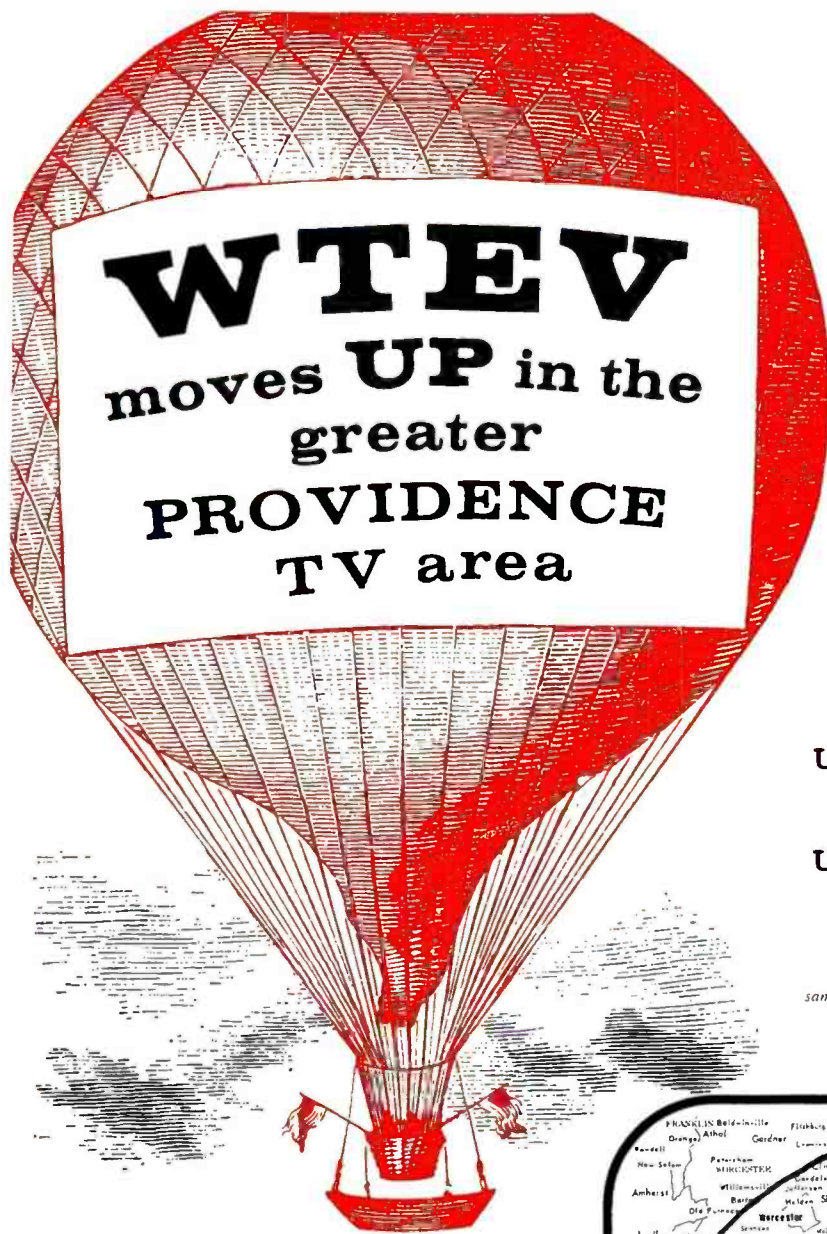
Automatically, the 70B can save your operator time by eliminating the need for manual cueing. Now he can pre-cue several tapes so they are ready to roll automatically—eliminating tension during the critical station break period.

Automatically, the 70B can eliminate saturation and hue errors. Use the RCA exclusive Chroma Amplitude and Velocity Error Corrector (CAVEC), and the 70B will not only correct chroma errors between bands—but between each line of a band as well!

Automatically, you get better color. The 70B has broadcasting's highest specs—K factor of 1% with 2T and 20-T pulse; differential phase and gain 3° and 3%; moire down 43 db and S/N of 46 db.

The RCA 70B is the dream VTR come to life. For all the reasons why, call your RCA Broadcast Representative. Or write:
RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

RCA



More TV reach
More TV penetration.
 The combination of the new WTEV 1,049-foot tower and programming specifically planned to increase listenership among all age groups is sharply increasing the station's ratings and audience share of the greater Providence market.

Continuing significant gains in average total homes reached*:

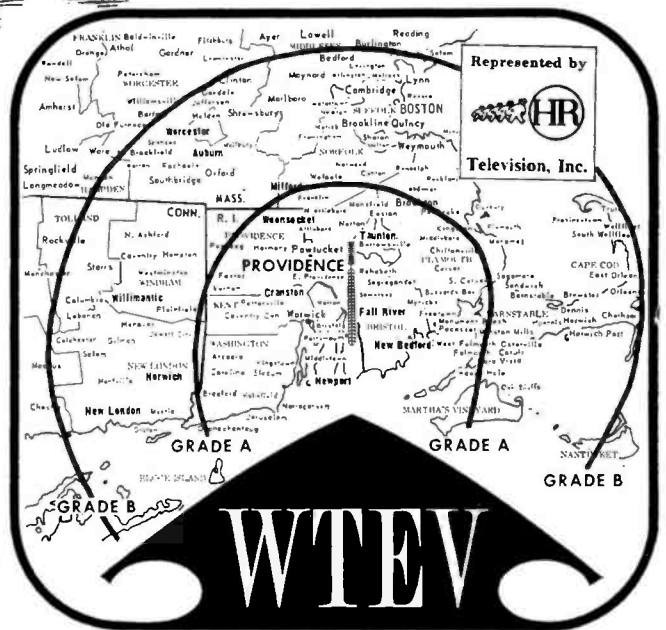
UP 41% Sunday through Saturday
 7:30 to 9:00 p.m.

UP 27% Sunday through Saturday
 7:30 to 11:00 p.m.

*Based on Oct. 1968 ARB estimates as compared with Oct. 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

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

Channel
6
 abc



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

Turn around?

FCC-watchers are beginning to wonder whether commission's startling 3-to-1 decision in WHDH-TV Boston case can withstand counterattack. Interest focuses on possibility Commissioner James J. Wadsworth, one of three-member majority that voted to award WHDH-TV's channel 5 to rival applicant, might be persuaded to vote for reconsideration, which WHDH is sure to seek. If he does and case is re-argued, as WHDH will also request, new Commissioner H. Rex Lee could wind up with key vote. Mr. Lee was not on FCC when last oral argument was held, was thus prevented from voting.

None of Commissioner Wadsworth's previous statements or votes indicated particular concern over concentration-of-control-of-media issue that was major factor in FCC decision to strip WHDH-TV of its license. It's thought that Mr. Wadsworth, whatever his view on WHDH case itself, may have had second thoughts about precedent it would establish, endangering multi-media ownerships in any community where they exist.

Old times

FCC Chairman Rosel H. Hyde's puzzling abstention in landmark WHDH-TV case can be ascribed to what chairman felt could have been construed as conflict. Mr. Hyde, in public statement, observed his vote was "not essential to resolution" of issue. But there may have been more to it than that.

While no comment, formal or informal, was forthcoming, public records of FCC show that Benito Gaguine, counsel of Boston Broadcasting Inc., winner of channel 5 in Boston, was legal assistant to Mr. Hyde from 1949 to 1952. Mr. Gaguine joined law firm headed by late James Lawrence Fly in 1953. Nathan H. David, executive vice president and 6.31% stockholder of BBI, was assistant general counsel of FCC during Fly chairmanship in early 1940's.

Bowing out

With confirmation of Frank Shakespeare Jr. as director of United States Information Agency, Dr. Frank Stanton, president of CBS Inc., is expected to submit his resignation to President Nixon as chairman of U. S. Advisory Commission on Information, which sits over USIA. Dr. Stanton, who has been Mr. Shakespeare's "boss" at CBS, obviously feels he should not continue

that relationship in Washington, even if his post is without pay—prestige rather than full-time working job.

Skittish in spots

Some NBC Radio affiliates are complaining privately—but often strenuously—about network's decision to accept schedule of 30-second commercials for Preparation H, hemorrhoidal treatment (BROADCASTING, Jan 23). But NBC Radio officials say that although they have heard from several stations, only "handful"—four, by one estimate—have said they would not clear. They say they fully expect "vast majority" of network's 225 affiliates to carry commercials (paired with Anacin messages) when 21-week schedule in *Emphasis* and *Monitor* programing starts Feb. 10.

One affiliate who said he would carry Prep H messages also said he was reserving right to drop them if Prep H cancelled its spot schedule on his station. Another asked, but didn't get, permission to carry only Anacin half of Anacin-Prep H pair. Meanwhile there was speculation that at least some other radio networks look upon Prep H-NBC venture as test run and that they'll be prepared to follow suit if it succeeds.

Price tags

Attempt to place finite values on various uses of radio spectrum (which presumably would make it easier to decide what services got how much space) has been revived by federal government. It's learned that James D. O'Connell, director of telecommunications management, has signed contract with National Academy of Engineering to come up with formula containing economic and social factors. Director of academy's committee on telecommunications is Dr. J. M. Richardson; chairman is Dr. William L. Everitt, dean of engineering, University of Illinois.

Underrated?

Peters, Griffin, Woodward is making serious effort to convince agencies that there is a major flaw in American Research Bureau's ADI (area of dominant influence) computations that often throws ADI market rankings out of whack—and makes spot-TV selling that much tougher for stations involved. Under ADI, ARB credits each county exclusively to market whose stations it watches most—except for "home counties," which are judged by different

standards more likely to credit them to their own stations. Dr. John Thayer, PGW research director, contends there are 17 markets where viewing patterns do not justify this sort of home-county treatment and that, without it, their TV-homes figures would go up appreciably, in many if not most cases enough to affect market rankings, sometimes spectacularly. In all, he says, over half-million homes are assigned to markets that do not have the highest share of county viewing.

Dr. Thayer has prepared presentation to drive point home to agencies. He says Omaha, for instance, ranks 60th in ADI but deserves credit for home county of another market that would make it 49th—within magical top 50 that some clients buy by. Similarly, he says, Beaumont-Port Arthur, Tex., would go from 106th to 81st, well within, instead of just outside, cut-off for those buying top 100. Others that in varying degrees are hurting from ADI home-county treatment, according to Dr. Thayer, are Albuquerque; Baltimore; Columbus, Ohio; Denver; Duluth-Superior, Wis.; Kansas City, Mo.; Los Angeles; Memphis; Minneapolis-St. Paul; New Orleans; Oklahoma City; Philadelphia; Phoenix; Pittsburgh, and Spokane, Wash. (Dr. Thayer has similar complaint about Nielsen's DMA—designated market area—but Nielsen does not publish DMA rankings.)

Tape's the thing

Video-tape production is coming on stronger than ever on West Coast. Reasons are success of specials, growth of syndicated variety-talk strips and cost consciousness of TV networks. Trend is obvious in shows networks have committed to for mid-season replacement and for 1969-70 season. ABC-TV is prime example with all its second-season shows—*Turn-On*, *What's it All About World*, *This is Tom Jones*, *Generation Gap* and *Let's Make a Deal*—all taped productions.

Trend also is apparent in new money being spent on video-tape facilities. NBC-TV, with more specials expected next season than even were telecast in this record-breaking special year, is committing \$4 million to construction program at its Burbank color plant (see story, page 44). Similarly, Hollywood Video Center, independent video-tape facility, is spending \$110,000 to expand and renovate, and Golden West Broadcasters KTLA-TV Los Angeles, is tripling its facilities for color video-tape production.

Demographically
speaking, who listens
to WOR am
Radio?



**3,614,000
different
adults, 25 and
older, in one week
— almost one million
(990,000) more than
the second leading station!***



**...And people 25 and older are
responsible for 93% of all
coffee sold in the New York
Metropolitan area.****

WORam...America's number one adult radio station.



*Source: ARB, October 1968 6 AM-12 Mid. Monday-Sunday (total area)
**Brand Rating Index—New York

Study says diversification proposals of FCC, Justice Department threaten underpinnings of entire broadcast industry, could swamp small broadcasters. Report gets added import after WHDH-TV decision. See . . .

\$3 billion down the drain? . . . 19

Long-expected merger of Hollingbery Co., H-R Television is announced, along with new three-division alignment to handle 68 TV stations represented by combined firms. New entity will retain name of H-R Television. See . . .

Blessed be the tie that binds . . . 22

National Commission on Causes and Prevention of Violence says in preliminary report that many Americans may learn some of their attitudes and values concerning violence from years of exposure to television. See . . .

Violence commission zeroes in on TV . . . 32

WTAF-TV Marion, Ind., files \$3-million suit against CBS, ABC, Corinthian Broadcasting Corp., and Avco Broadcasting Corp., charging that networks and group owners have conspired to deny network affiliation to station. See . . .

WTAF-TV seeks court aid in affiliation . . . 34

NCTA president Robert Beisswenger tells FCC that its "license to operate at the expense of the American public should be revoked," for failure to deal with basic problems, especially station allocations. See . . .

Revocation of FCC's license? . . . 40

Growing number of radio stations are undergoing analysis by specialists who diagnose weaknesses, prescribe remedies. New breed of "doctors" brings training, experience, and objectivity to the job. See . . .

Have radio doctor's kit, will travel . . . 46

American Bar Association hears chairman of its Legal Advisory Committee on Fair Trial and Free Press proclaim that acrimony between bar and news media has given way to new spirit of voluntary cooperation. See . . .

New era for fair trial-free press . . . 55

President Richard M. Nixon is considering more frequent meetings with media, and possibility of opening sessions to questions from the public, after success of his first news conference as President. See . . .

President Nixon scores high TV marks . . . 57

Broadcast of allegedly anti-Semitic material by WBAI(FM) New York brings demand by Representative Emmanuel Celler (D-N. Y.) that FCC use its powers "to redress" the station's "abuse of the public trust." See . . .

WBAI(FM) broadcasts draw public ire . . . 58

Frank J. Shakespeare Jr., President's nominee to head U. S. Information Agency, gets intense grilling at his Senate confirmation hearing, with Senator William Fulbright (D-Ark.) in role of chief antagonist. See . . .

What's in a word, Mr. Shakespeare? . . . 66

Departments

AT DEADLINE	9	OPEN MIKE	14
BROADCAST ADVERTISING	22	PROGRAMING	55
CHANGING HANDS	42	SPECIAL REPORT	46
CLOSED CIRCUIT	5	TELESTATUS	64
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIALS	84	WEEK'S PROFILE	83
EQUIPMENT & ENGINEERING	62		
FATES & FORTUNES	67		
FOCUS ON FINANCE	60		
FOR THE RECORD	70		
INTERNATIONAL	66		
LEAD STORY	19		
THE MEDIA	32		
MONDAY MEMO	16		



Broadcasting

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**Take a six
year old
research
project...and
double it.**

1969

RadioPulse **TQRR**

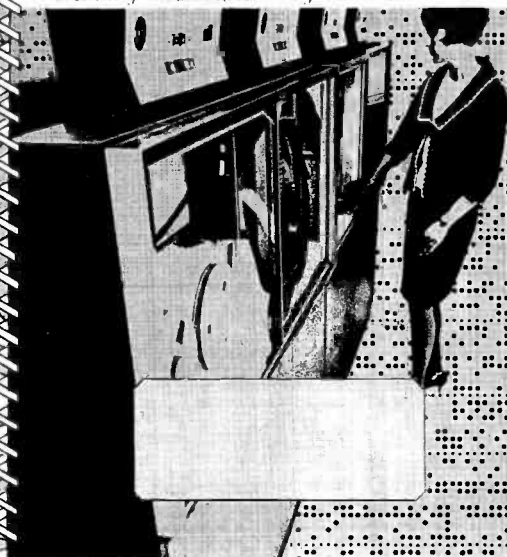
1969

RadioPulse **TQRR** LOCAL QUALITATIVE RADIO

...by Station...by Time Period.

A Service of The Pulse, Inc. 730 Fifth Avenue, New York, N.Y. 10019 • Chicago • Los Angeles • Atlanta

Chicago • Los Angeles • Atlanta



**Now...
two reports
a year
instead
of one!**

This year, for the first time: Two LQR's, for each of 35 top markets. (Until now, only one a year.)

This year, for the first time: Twenty product and demographic characteristics (10 in each of two reports instead of 10 in one.)

Persons reached; occupation of adult men; employment status of adult women; airplane trips by adult males; education of men and women; total household annual income; family size; age of housewives; auto ownership; beer and ale consumption; dentifrice users; regular coffee; instant coffee; carbonated soft drinks—regular beverage; carbonated soft drinks — low calorie; cigarette smoking; headache remedy usage; gasoline usage.

TQRR

**is our syndicated
Local, Qualitative
Radio Report, now
in its seventh year.**

And of course, all LQR information will be given by station, by time period. And for modest per-question fees, you'll be able to get cross-tabs of any two or more factors.

Write, wire or phone:

The Pulse, Inc.

In New York: George Sternberg, 730 Fifth Avenue, 10019, 212-Judson 6-3316;

In Atlanta: Clark Slayman, 1447 Peachtree Street, N.E., 30309, 404-892-2743;

In Chicago: Paul Gillett, 435 N. Michigan Avenue, 60611, 312-644-7141;

In Los Angeles: Ken Gross, 6404 Wilshire Boulevard, 90048, 213-563-7733.

Warns of interference

FCC's proposal to allocate 21 UHF television channels to land mobile service threatens public's television reception from UHF stations because they fail to minimize interference, Association of Maximum Service Telecasters will tell FCC today (Feb. 3) in (400 page) comment to be filed in rulemaking proceedings.

FCC records overstate number of licensed transmitters in land mobile service by 18%, AMST says, and furthermore only 66% of authorized or licensed transmitters actually exist.

AMST comments were filed in two proceedings. In one commission has proposed sharing use of lowest seven UHF channels (14-20) with police, fire and other users of land mobile bands. In combined notice of rulemaking and inquiry, it also proposed setting aside 115 megacycles between 806 and 960 mc for land mobile use. TV channels 70-83 are in that band.

Citing study by Kelly Scientific Corp., Washington, AMST claims that congestion in certain cities is due not to frequency shortages but to "policies and practices" in utilization of land mobile channels that result in gross underutilization of spectrum.

Kelly Scientific recommendations call for, among other things, increased time and geographic sharing of available frequencies and greater emphasis on regional, state and local sharing of frequencies by public safety agencies. In one example, Kelly Scientific calls for short-term police readjustments to provide up to 200 additional single frequency channels in 150 mc band by moving present "low priority" commercial and industrial users to higher bands.

Also, Kelly Scientific recommends encouragement of telecommunications service companies that would lease service to commercial and industrial firms.

Meanwhile, in early filing, American Newspaper Publishers Association made counter argument. It said commission proposals constituted only "first step." It also said proposed restrictions are too severe.

ANPA said newspapers' demands for radio service are great now and will vastly increase as result of development of miniaturized communications equipment and use of computers in newspaper operations.

Czech strike looms

Threat of general strike by newsmen and broadcasting commentators over weekend loomed in Czechoslovakia.

Czech leadership has decided to remove 120 reform-minded journalists and broadcasters in effort to gain complete control over news, according to reports from Prague.

Action against liberal journalists was disclosed in speech by Premier Oldrich Cernik.

Mrs. Kamila Mouckova, TV announcer, and symbol of national resistance, was reported to have been asked to take month's leave.

Mrs. Mouckova became hero during August invasion by Russia because of her clandestine radio broadcasts.

But not Havana

National Airlines has launched 16-market, 59-station radio campaign citing specific attractions of specific destinations.

One-minute commercials include new musical theme, narration by radio-TV actress Teri Keane, and TV slogan, "is this any way to run an airline? You bet it is." They will be revised every two weeks to highlight different tourist attractions.

Campaign is running in Baltimore, Boston, Houston, Los Angeles, New Orleans, New York, Philadelphia, San Francisco, Washington, Miami, Tampa and Eau Gallie, Fla., and starts today (Feb. 3) in Orlando, Jacksonville, Fort Lauderdale and Cypress Gardens, all Florida.

National spends over \$8 million in advertising, with \$1 million in radio.

WGA calls meeting

Writers Guild of America, West has called emergency meeting of members for Thursday (Feb. 6) to discuss status of TV hyphenates (writer-producer) and relationship with Producers Guild of America.

In an angry letter to members, Writers Guild denounces 10-year contract signed last fall by PGA with Association of Motion Picture and Television Producers (BROADCASTING, Oct. 28, 1968). Why did PGA and AMPTP make this "sweetheart" deal, which so clearly betrays the hyphenate? letter asks. AMPTP's motive is clear. it goes on to charge. "They are attempting to undermine WGA in its 1970 negotiations."

Vows cigarette fight

Senator Frank E. Moss (D-Utah) has branded 1964 Cigarette Labeling Act as "tragic step backward."

Mr. Moss said he planned to fight

against act's extension even if it would require filibuster. Current legislation expires June 30.

He contends expiration of law would free Federal Trade Commission and other regulatory agencies to impose tough restrictions on cigarette advertising.

"In my judgement, forces of health in this country stand to gain more by stopping legislation designed to bind the hands of regulatory agencies than by vainly pressing for new regulatory authority," Senator Moss said.

He pointed out that "few people realize that the same act prohibited any agency of government, local and state as well as federal, from requiring warnings in cigarette advertising."

Senator was sponsor of 1964 act.

Meanwhile FTC Commissioner James Nicholson, speaking before Consumer Assembly in Washington Friday (Jan. 31), stressed the FTC will take close look at cigarette labeling when current law expires. Law limits FTC to require only present warning that cigarettes may be dangerous.

Picket WBAI

About 150 pickets appeared in front of WBAI(FM) New York studios Thursday night (Jan. 30) to protest station's broadcast of allegedly anti-semitic poem (see page 58).

Marchers, members of Jewish Defense League, were met by about 25 counter-pickets supporting station. Scuffles erupted and eight pickets were found inside studio building. JDL members reportedly will continue to pressure station.

WBAI maintains it has offered equal time to Jewish groups from start and has sent invitations to open-end program scheduled for Wednesday (Feb. 5) from 9:30 p.m. until participants finish.

CATV public offering

New CATV company going public is Cable Information Systems Inc., New York group that bought Gregg Cablevision Inc., cable TV group of 12 systems serving 11,325 customers, from LIN Broadcasting last year for over \$2.5 million, and last month bought Winchester, Ky., system with 2,460 customers for \$964,000.

In filing with Securities and Exchange Commission, CIS proposes to offer 125,000 common shares at maximum of \$7 per share, and \$1 million convertible, subordinated debentures due 1989 through Baerwald and De-



Mr. Reiner



Mr. Cole



Mr. Ostrow



Mr. Zorthian



Mr. Beaudin

Manny Reiner, president, Four Star Entertainment Corp., New York, resigns as part of reorganization of wholly owned subsidiary and distributing arm of Four Star International Inc., Hollywood. **Anthony Thomopoulos**, VP, special events, will assume Mr. Reiner's responsibilities with new title of executive VP. He succeeds **Ken Joseph**, who joins Independent Television Corp., New York, as VP, syndicated sales. **Richard Colbert** named Four Star International VP and general manager; **Madeleine de Ryke** elected VP, foreign sales; **Alan J. Kraft** remains as administrative VP of parent company with headquarters in New York. Mr. Reiner's resignation is effective Feb. 14. He has been with Four Star since 1963.

Robert Cole, account executive, CBS Television National Sales, New York, elected VP, CBS Radio Division, CBS Owned FM Stations. Mr. Cole's post with CBS Radio is newly created. His responsibility includes administration of CBS Owned FM's, CBS FM Radio Spot Sales and CBS's *The Young Sound*, syndicated FM program service. He joined CBS in 1953.

Joseph Ostrow, VP in charge of media planning for Young & Rubicam, New York, advanced to senior VP. He joined Y&R in 1955 as tabulator and was promoted to media buyer in 1958; senior buyer in 1959; media supervisor in 1961 and associate director of media in early 1964.

Barry Zorthian, senior member of corporate management, Time Inc., since last September, made executive VP of subsidiary Time-Life Broadcast Inc. Mr. Zorthian will be deputy to Weston C. Pullen Jr., VP of Time Inc. and president of Time-Life Broadcast. Mr. Zorthian will also act as liaison with editorial staffs of Time Inc. publications looking toward development of TV, radio and audio-visual programming services. Mr. Zorthian is 20-year veteran of government information service and recently concluded four-and-a-half-year tour of duty in Saigon.

Ralph W. Beaudin resigns as group VP of ABC Radio to enter station ownership (see page 38).

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

Boer.

CIS originally was organized by Northern Corp., land development firm, which holds 500,000 of 850,000 outstanding shares. Peter M. Nisselson, CIS president, owns 175,000, and Seymour Mogal, CIS vice president-treasurer, 25,000. After sale to public management group will own 87.25%.

Registration statement shows that Gregg Cablevision has aggregate operating deficit as of April 30, 1968 of \$473,449. For calendar 1967, Gregg Cablevision had revenues of \$547,036.

CIS balance sheet as of Oct. 31, 1968 shows total assets of \$4.7 million, with \$288,424 current assets. Current liabilities were almost \$550,000; long-term debt, over \$3.9 million, and accumulated deficit, \$265,406.

Considering libel suit

WVON Chicago said Friday (Jan. 31) it was considering lawsuit against weekly Negro newspaper, *South Suburban News*, whose Feb. 1 issue contained story asking state attorney general to investigate possible fraud in Negro-

programed station's Christmas record promotion to provide food baskets for needy.

WVON categorically denied allegations, said it lost money in promotion, didn't make any. It explained all funds always go directly to trust fund account for scholarships and other charitable purposes; said all records are open.

Joins Post-Newsweek

Broadcast-newsman Martin Agronsky has joined Post-Newsweek Stations (WTOP-AM-FM-TV Washington, WJXT-TV Jacksonville, Fla.) for special assignments with headquarters in Washington. Mr. Agronsky most recently left CBS; he previously was with ABC and NBC.

Basketball on CATV

Program origination was scheduled to begin on Manhattan Cable Television System in New York Friday night (Jan. 31). New York's board of estimate has granted permission to three local CATV companies to show "local public service

programs of a social, artistic and cultural nature." (BROADCASTING, Dec. 23, 1968).

Manhattan planned to open with Columbia-Brown basketball game, followed by taped public hearing on city budget. Concerts from Carnegie Hall are scheduled to begin March 10.

Revenues up, net down

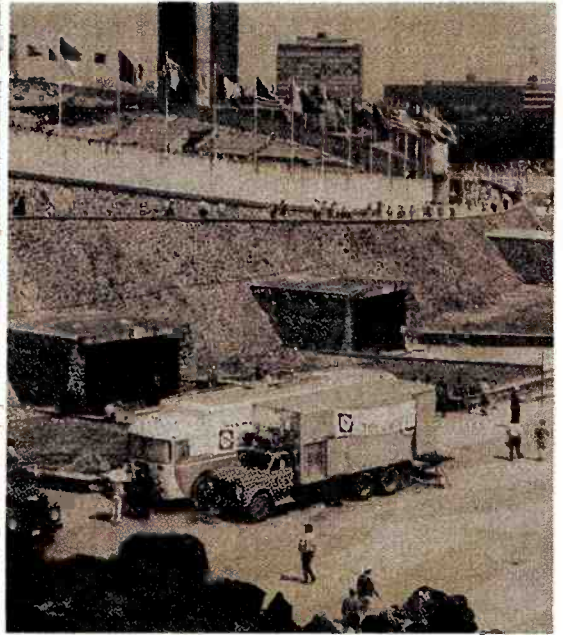
Cox Broadcasting Corp. reported Friday (Jan. 31) that earnings dipped by 10% in 1968 from 1967, attributable primarily to federal surtax. For year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$2.35	\$2.62
Operating revenues	56,515,052	49,576,170
Net income	6,778,779	7,518,527

At same time Cox Cable Communications Inc., in its first annual financial statement as publicly-held company, reported higher revenues but lower earnings in 1968. For year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.30	\$0.36
Operating revenues	4,938,925	4,365,508
Net income	628,880	728,108

Our Team at the Olympics



Your Man in Dallas-Ft. Worth



On the scene in Mexico, WFAA-TV helped provide marathon coverage of the Olympic games for ABC. From its million dollar videocruiser, the WFAA-TV remote team relayed live and taped color telecasts to the network and the rest of the world . . . all, by the way, piped thru WFAA-TV's facilities in Dallas-Fort Worth. When one of the networks is scheduled for a big one, they remember WFAA-TV — always a winner.

On the scene, Ward Huey, General Sales Manager of WFAA-TV, can help you over the hurdles in this competitive Texas market. Call him for choice avails . . . in record time.

WFAA-TV DALLAS-FORT WORTH

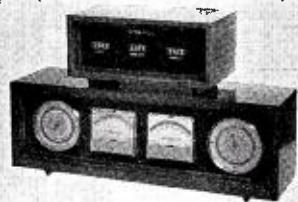
ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

WEATHER INSTRUMENTS



**FOR
TV
CATV
RADIO**

(Colorful dials for color TV)



**Manufacturers of Precision
Meteorological Instruments
In Use Around the World**

TEXAS ELECTRONICS, INC.

P. O. Box 7151
5529 Redfield Street Dallas, Texas

Advertisement

"The bigger they come, the harder they fall"

This old adage could well serve as the only known actuarial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn't mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are considered fair game for anyone with a grievance. How do you protect yourself? With an Employers Special Excess Insurance Policy. Simply decide on the amount you could afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. C, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

**NEED A CBS
VOLUMAX?**

CONTACT CCA (WE STOCK THEM)

CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N.J.
609-686-1716

Datebook

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

■Indicates first or revised listing.

February

Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3—New deadline for comments on FCC's proposed rulemaking that would reallocate channels 14 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

Feb. 3-4—Oral argument before FCC on proposed revisions in commission's CATV rules.

Feb. 4—Annual meeting of *Walt Disney Productions*. Disney studios, Burbank, Calif.

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*. Speaker: Frank Pace, Corp. for Public Broadcasting. Waldorf-Astoria hotel, New York.

Feb. 5—Legislative session of *Texas CATV Association*. Sheraton Crest hotel, Austin, Tex.

Feb. 5-7—Annual winter convention of *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

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. 8—First annual convention, *Georgia Cable Television Association*. Demsey hotel, Macon.

Feb. 10—New deadline for comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.

■Feb. 10—Annual stockholders meeting, A. C. Nielsen Co., Chicago.

Feb. 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Tom Sutton. International operations, J. Walter Thompson. Biltmore hotel, New York.

■Feb. 11—*Television Advertising Representatives* annual Creative Management Conference luncheon. Plaza hotel, New York.

Feb. 11-14—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Biltmore hotel, Atlanta.

Feb. 12-14—Sixth annual convention, *National Association of Television Program Executives*. Workshop sessions emphasizing network-local station relationship: "man of the year" award, and awards presentation for program excellence. Century Plaza hotel, Los Angeles.

Feb. 14—Tenth annual "Close-up" dinner and show, *The National Academy of Television Arts and Sciences*. Hugh Downs to be honored. Hotel Commodore, New York.

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

Feb. 17—Deadline for comments on FCC's

proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 17—Deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and booster services.

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

Feb. 17-21—Inside advertising/marketing week sponsored by *Advertising Club of New York*. College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.

Feb. 24—Benefit dinner for Broadcasters Foundation Inc., *Broadcast Pioneers*. WGAL Lancaster, Pa. receives ninth annual Golden Mike Award. Hotel Pierre, New York.

■Feb. 25—Meeting of *Inland Daily Press Association*. Speaker: Grover Cobb, chairman, National Association of Broadcasters. Drake hotel, Chicago.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Speakers include FCC Commissioner H. Rex Lee; Dr. Harold Wigren, educational television consultant, and Alfred Cowles, news secretary to Senator Charles E. Goodell (R-N.Y.). Olympic hotel, Seattle.

Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

■Feb. 28—Special stockholders meeting, *Metromedia*, to vote upon proposed merger of Metromedia and Transamerica Corp. Metromedia Television's Telecenter, New York.

■Feb. 28—New deadline for reply comments on FCC's Proposal to limit station acquisitions to one full-time outlet per market. Previous deadline was Jan. 28.

March

March 3—Deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator services.

■March 3—Deadline for comments in FCC's inquiry and proposed rulemaking concerning CATV rules and policies.

■March 3—New deadline for comments on FCC's Proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.

■March 7—Special stockholders meeting, *Wometco Enterprises Inc.* Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

March 10—New deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 9.

March 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

March 11—Spring meeting of *New York*

A meter so sensitive
there's no such thing as silence

NOW YOU CAN HEAR A PIN DROP!

Our wide-range program monitor measures the drop of a pin as precisely as the beat of a drum.

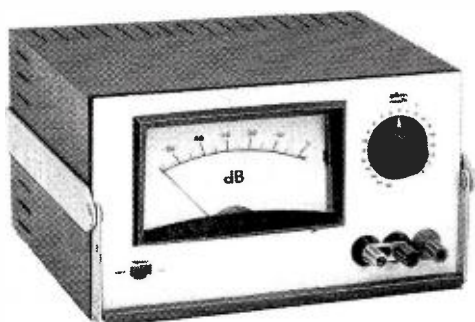
Here's an instrument so sensitive it measures levels accurately across a 60 decibel range. And does it without range switching.

Mighty versatile, too. Uses? Many. *For broadcasting:* Checks signal-to-noise ratio. Monitors live programs or off-air signal. Continually monitors noise and cross-talk levels on stereo and SCA channels. *For remote network and studio transmitter links:* Measures hum, crosstalk and noise levels during program pauses. *For recording:* Monitors full program dynamic range and noise levels during tape, disc or optical recording. *For acoustical engineering:* Measures ambient noise and reverberation levels — checks out crossover and equalizer networks. And it also has an auxiliary output for chart recorders.

You'd expect this remarkable instrument to cost a fortune. But it doesn't. Portable model shown priced at only \$305. (\$345 with rack mounting enclosure).

Give it a trial run yourself. No obligation. Install it and put it to work. You'll find it the best analytical instrument in the business. We guarantee it. Unconditionally!

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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State Association of Broadcasters. Thruway motor inn, Albany.

March 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Hobart Lewis, president and executive editor, *Reader's Digest*. Biltmore hotel, New York.

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 13-18—Meeting of *National Federation of Advertising Agencies*. Boca Raton hotel, Boca Raton, Fla.

March 16-19—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego.

March 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—Convention of *Catholic Broadcasters Association of America*. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.

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

March 21—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 21-23—National convention, *Intercollegiate Broadcasting System*. Washington Hilton, Washington.

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

ington Hilton, Washington.

March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Washington.

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

March 24-27—Annual convention and exhibition of *Institute of Electrical Electronics Engineers*. New York Hilton and Coliseum.

March 24—Eighth annual programing seminar, *Mark Century Sales Corp.* Speakers: Harold Krelstein, president, Plough Broadcasting Corp., and FCC Commissioner Kenneth A. Cox. Shoreham hotel, Washington.

March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Washington.

March 28—Deadline for comments of FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 30-April 3—Annual meeting of *Tollit Goods Association*. Boca Raton hotel, Boca Raton, Fla.

April

■ April 3—Deadline for filing reply comments in FCC's third further notice of proposed rulemaking for carriage of subscription-television signals by CATV systems. Previous deadline was Feb. 14.

April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

OpenMike

Big buys not always best

EDITOR: Congratulations to the ugly duckling—radio—on the first of many billion-dollar years.

With all our pride in the year 1968 and what it has meant for broadcasters, there is a need to reflect and a need for broadcasters to pause to look within their own industry. In pausing it will be found that fewer than 40% of broadcasting's owners shared in more than 60% of broadcasting's profits.

The public need—extensive local coverage of news, an excellent community image and open public-affairs presentations through creative programing—are not restricted to the top-100 markets. Why then should the bulk of the profits be restricted to those same markets? National and regional advertising dollars are, in most cases, so restricted. Considering the small- and medium-market broadcaster's budget, he is, in many instances, doing a far superior job of serving his community with promotion and programing than is his major-market broadcasting brother.

Broadcasters who, after all, have invested heavily in their property need a solution to this and other problems now confronting them. Money is available to be spent in small and medium markets, but this money is not being spent. An educational campaign is very much needed and it is not now being provided. Show a timebuyer that the big-

gest market buy is not always the smartest market buy and revenues will zoom well past the billion dollars of 1968. It will be more evenly spent throughout the industry too.—Don Karnes, *director of programing, StructoSonic Inc., a division of Voisin, Marshall and Ross Advertising Inc., New York.*

Sitting duck already dead

EDITOR: I wish to bring to your attention some misleading information in your article, "Other sitting ducks in Justice gallery," (BROADCASTING, Jan. 6).

WICA-TV Ashtabula, Ohio, notified the FCC on Dec. 30, 1967, that broadcasting operations were terminated at 11:15 p.m., Dec. 29, 1967.

Our television license was returned with the letter. On Jan. 19, 1968, we received a letter from the commission notifying us that the license had been canceled and the call letters deleted.—Richard D. Rowley, *assitant to the publisher, Rowley Publications, Ashtabula, Ohio.*

(BROADCASTING quoted from an FCC document that was submitted to the Senate Antitrust and Monopoly Subcommittee last March and that listed 14 communities in which, according to FCC records, the only television stations and the only newspapers were under common control. Among the markets identified in the FCC document was Ashtabula, Ohio, where WICA-TV was said to be owned by the family of D. C. Rowley who also has a majority interest in the *Ashtabula Star-Beacon*. Though the document was submitted by the FCC in March 1968, it was based on information compiled in November 1967, before the Rowley interests turned back their WICA-TV license.)

Firemen featherbedding would slow railroad progress to a horse and buggy pace



and cost you the public \$200 million a year

No doubt you thought the problem of featherbedding firemen on freight and yard diesels was settled. You had much company. The railroads thought so, too. And for good reason.

A Presidential Railroad Commission condemned firemen featherbedding. Congress provided for a Board to deal with it. That Board ruled against it. The Courts agreed.

None thought a fireman on freight and yard diesels was necessary. There's no coal for him to shovel, no

fires for him to stoke. And with both the engineer and brakeman in the cab of a road locomotive, there are no lookout duties for a third man to perform... no useful purpose to serve.

So railroads got a green light to eliminate featherbedding firemen jobs. But the men affected received other railroad jobs with no loss in earnings or got generous severance allowances.

Now the leaders of the Firemen's union want to go back to featherbedding... back to horse and buggy days.

They're demanding that we restore the unnecessary jobs—even though that means hiring people with no previous railroad experience—regardless of the cost to you the public and the damaging effects on railroad progress.

And railroads must continue to make progress...faster...to keep ahead of your growing transportation needs.

**American
Railroads**
WASHINGTON, D. C.

There must be a stop to featherbedding

Beware of parasite advertising

One way of evaluating your advertising today is to determine whether it is adding to your reserves of strength in the marketplace or subtracting from them.

Advertising that subtracts from these reserves is parasite advertising. It feeds off of a company's good will and the values recognized in its products. It adds nothing to the brand image carefully built over the years by sound advertising concepts.

Parasite advertising is most evident in television commercials whose sole object seems to be to call attention to the advertising rather than the product.

As an example, I am reminded of a much talked about commercial for an airline that featured a grandmotherly type old lady who was light fingered. She lifted the tableware among other things and concluded by trying to steal the plane. A half dozen acquaintances commented to me about its cleverness. Not a single one remembered the name of the airline (how lucky) or what was the point of the commercial (neither do I).

A more classic example is the short-lived campaign of recent vintage done for a West Coast airline. You all remember the publicity about it. It played on the latent fears most people have about flying in a so-called humorous way. The merchandising was in the same vein. Passengers were given security blankets and other choice reminders of rather unpleasant possibilities. The unpleasant results of the campaign are now advertising history. Contrast this campaign with the warm, human and sensitive "friendly skies of United."

With parasite advertising, the means become the end. The means of presenting the selling message (if there is any message) completely overshadow the message itself. And, often the means of presentation are incompatible with the product they are showcasing. How often do you see products presented in irrelevant, incongruous or ridiculous situations in the name of off-beat advertising?

Nobody denies that this type of advertising gets talked about. So does the playboy son of the successful father.

Why then does this advertising sometimes seem to work? Most often it gives the illusion of success when it is done for a product that has amazing reserves

of good will behind it, a high level of understanding of its benefits, and an outstanding acceptance in the market. In short, the product has momentum and even a year or so of bad advertising can't slow it down.

Campbell and Kraft could probably survive an attack of parasite advertising. But they will have no part of it. Each piece of advertising adds to that great big asset that doesn't show up in their financial statement: the good, wholesome image their products have with the American homemaker.

Parasite advertising is not only a drain on the present assets of the product but it does nothing for the future. Rarely does it include a concept on which a product can build and flourish. You can have a Chinaman eating Italian spaghetti sauce and get a lot of attention, but is that a concept that will build a long-term customer franchise for a canned spaghetti sauce?

Perhaps it was inevitable that parasite advertising would emerge with the advent of television. The temptation to exploit all the theatrical properties of the medium at the expense of the selling message has been really too great at times for all of us.

How then do you avoid parasite advertising? By the intelligent way in which you evaluate advertising solutions before the money is spent. The creative man's freedom to "fly" does not give him the liberty to be careless with his client's money. It takes creative ingenuity to come up with a great idea, but, even more important, it takes seasoned creative judgment to know one. The proliferation of products in the market-

place and the increasing competition of advertising for "share of mind" demand a high degree of discrimination as to what your advertising should say and how you should say it if you are to communicate effectively.

Here are some of the questions to ask in evaluating creative solutions to advertising, both the basic concept and the way it is executed for the media:

The concept: Is it attuned to the marketing objectives? Unique and in good taste? Is it compatible with the product category and the desired image?

Is it extendable to all media and is it adding to the values accrued from past advertising or subtracting from them? Is it contemporary, meaningful? Is it a proposition on which you can build?

The execution: Is it forwarding the concept or detracting from it? Is the message coming through loud and clear, is it interruptive and involving and is it in good taste? Is it in keeping with the concept? Also, is it producible and workable within the budget?

In the long run, the antidote for parasite advertising is the realization of the role of creativity in advertising. It is simply to present a friendly, persuasive selling message in a motivating way to a mass market. Cleverness and showmanship can take their bows in a supporting role.

Good advertising is an investment, not an expense. Parasite advertising is deficit advertising. And, with the high cost of doing business today and the fierceness of competition, few corporations can risk advertising with this kind of "bug" in it.



Robert J. Wanamaker joined the Frank agency in 1962 as a vice president and copy director and was promoted to creative director in 1964. In September 1967 he was named a senior vice president and member of the executive committee. Prior to joining the Frank agency, he had 10 years experience in the creative departments of Edward H. Weiss & Co., and Fulton, Morrissey Co., both Chicago. Mr. Wanamaker attended Northwestern University and lives with his wife in River Forest, Ill.

Take Five

We just did.

Each of the five NBC Owned Television Stations attracts the largest adult nighttime audience in its market. And each is first by a wide margin.

ADVANTAGE OVER #2 STATION IN TOTAL ADULT VIEWERS

	ARB	NSI
WNBC-TV, New York	36%	37%
WRC-TV, Washington	33%	42%
WKYC-TV, Cleveland	22%	24%
WMAQ-TV, Chicago	20%	10%
KNBC, Los Angeles	35%	31%

*ARB & NSI Nov. 1968 Prime Time Sun-Sat 7:30-11 PM
(6:30-10:00 PM in Chicago). Audience estimates provided by
the rating services subject to qualifications available on request.*

Take all five together and the combined advantage over the second station is 31%, according to ARB. NSI has it as 29%.

In either case, it demonstrates one thing about the way we take five.

It's a break for our advertisers.



**Audience Leadership: Another reason
advertisers depend on The NBC
Owned Television Stations.**



The sky was the limit

Last summer, the Fetzer radio station in Cadillac, Michigan, went all out for handicapped children. The radio station brought people out — and dollars in — by the thousands with a benefit air show for handicapped children. Attendance topped the resident population of the city. It was the largest and most successful event in the history of the community . . . and by far the most successful effort ever made on behalf of the area's handicapped children.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

\$3 billion in stations down the drain?

**That's value put on properties threatened
by new government moves; broadcasters fight back**

FCC and Justice Department proposals aimed at promoting greater diversity of control of mass media could jeopardize broadcast holdings that, in the top-50 markets alone, are valued at more than \$3 billion.

Moreover, the shockwaves of the losses would be felt by thousands of big and small stockholders alike, threaten the financial underpinnings of the broadcast industry and possibly swamp many small broadcast groups.

These conclusions of an economic analysis of the possible impact of the government proposals, which was prepared for 30 clients of two Washington communications law firms, took on added significance in view of the commission's unprecedented decision in the WHDH-TV Boston case two weeks ago.

In that proceeding, the commission by a 3-to-1 vote, denied license renewal to WHDH-TV and awarded the contested VHF channel to a competing applicant, Boston Broadcasting Inc. (BROADCASTING, Jan. 27). A principal factor in the decision was the commission's determination to promote diversification of control of media. WHDH-TV is owned by the Boston Herald-Traveler Corp., which owns newspapers in Boston as well as WHDH-AM-FM.

The new economic study, the work of M. H. Seiden & Associates, was filed with the commission last week, along with the comments of the firms that commissioned it, Pierson, Ball & Dowd and Dow, Lohnes & Albertson. Martin H. Seiden, who once served as a consultant to the commission on CATV, has conducted several research projects in the broadcasting field.

The study points to an irony in the government's proposals. It asserts that in the changed situation they would create only large, diversified corporations—conglomerates—could afford the risk of entering the broadcasting business. And it is conglomerates that some on the commission, advocating greater diversity of control of media, feel should not own broadcasting stations.

The commission's proposed rule

would bar the owner of a full-time station from acquiring another full-time outlet in any service in the same market. It would not require divestiture of existing properties. But the Justice Department has urged the commission to go further and consider "extending, in some form, the policy of the proposed amendments to license-renewal proceedings and to newspaper-broadcasting combinations."

The Seiden report, as do the firms that commissioned it, sees these proposals as designed to restructure the ownership of the industry through denial of license renewals—"whether within or without a comparative hearing context," in the view of the Pierson firm—for the sake of greater diversity

of ownership.

Both law firms said the commission's proposal would have catastrophic effects on broadcast service and be tragically unfair to broadcast companies that sustained heavy losses in pioneering FM and TV broadcasting, frequently at the commission's urging.

The Pierson firm, which made one of the bitterest attacks yet on the commission's proposal, said, "it is hard to imagine a more capricious, irresponsible, arbitrary and callous act on the part of government." It also described the department's suggestions as diabolical.

It said that if the commission believes industrywide restructuring is in the public interest, it should as a minimum require divestiture—that is, the sale of properties—as it did when it adopted its duopoly rule. The firm also said there are other ways of attacking the problem of increasing diversification of ownership, including the incentive plans it advanced early in the rulemaking proceeding. The firm had suggested a system under which broadcasters electing to limit their ownership of multiple outlets in each market would be rewarded in terms of the total number of stations they could own (BROADCASTING, June 10, 1968).

What the public is confronted with in the government proposals, the firm suggested, is "a Yippie movement against broadcasting."

It said that hundreds of thousands of small investors stand to lose savings invested in mutual and pension funds with holdings in broadcast companies that, the firm says, would lose their properties under the commission's proposal, then added:

If nothing else touches the conscience of the commission, "the plight of innocent investors, thrice removed from the action, ought to be compelling unless the goal is to destroy merely for the sake of destroying—after the fashion of the Yippies."

The Pierson firm sees the conclusion that the commission proposal means

Herald-Traveler stock skids

The price of Boston Herald-Traveler Corp. stock plummeted 19 points in the week following the FCC's decision to deny the license renewal application of its WHDH-TV Boston, and award the facility to Boston Broadcasting Inc. (BROADCASTING, Jan. 27).

The over-the-counter stock was 68 bid on Jan. 17 and Jan. 20, but it dropped four points to 64 bid on Jan. 21. It was still at 64 on Jan. 22, the date of the WHDH-TV decision, and remained at that level until Friday, Jan. 24. By last Thursday (Jan. 30) the stock had fallen to 45 bid—off 23 points since Jan. 17.

The company has 569,000 shares outstanding; the total number of shares authorized is one million.

Greater Boston Distributors holds 14.9% of Herald-Traveler stock, Henry Garfinkle, who controls Greater Boston, 1.37% and John Blair Co., station representative, 9%. George E. Ackerson, chairman of Herald-Traveler, owns 1.86%, and Harold E. Clancy, president, owns 1%. William B. McGrath, veteran WHDH-TV official, also owns 1%.

forfeitures of existing licenses as being reinforced by Commissioner Nicholas Johnson's concurring opinion in the benchmark WHDH-TV Boston case. "Cases are [here] overruled where licensees with substantial media concentrations were able to retain their license under a renewal comparative challenge," Commissioner Johnson wrote.

A number of communications lawyers in Washington are expressing concern similar to that voiced by the Pierson and Dow, Lohnes firms. Vincent Wasilewski, president of the National Association of Broadcasters, said "there is a great awareness among many lawyers that this is a serious matter."

NAB, which had let almost four months of a commission-granted delay in the deadline for filing reply comments pass without contracting for a research program, is now marshalling its forces to oppose it. The association is proceeding with at least portions of two studies for which it has negotiated.

One, by the Motivation Research Group, a division of the Behavioral Science Center of Sterling Institute of Boston, will deal with the effect of media corporations on the control of media and with the effect of the aspirations of professional managers on media influence. It will also examine such questions as the importance to the public of diversity of news and information sources and the relationship between diversity and validity in news and information programs.

The other study, by the American Institute for Political Communication, of Washington, will be based on a voter survey already made in a two-county area of Wisconsin. It will evaluate the effects of the various mass media and other influences on public opinion during an election campaign.

Both studies will be truncated, since the commission last month granted NAB only a one-month further delay in the filing deadline, to Feb. 28. The association had requested three months. However, NAB officials hope that the commission will accept a supplementary filing of the complete MRG study at a later date.

The material may also be useful if the association eventually takes its fight to Congress—a decision that officials say has not yet been reached.

Not all communications attorneys see the WHDH-TV case as constituting a new element of danger for the multimedia owners. One attorney felt the WHDH-TV case was "unique". He said that although the matter was not mentioned in the decision as having any significance, he believes the ex parte charges with which a principal of WHDH-TV was tarred in the early days of the proceeding may have been a major factor in the commission's 3-to-1 decision. The same attorney felt that,

What vulnerable radio stations in 50 big markets are worth

Market	No. Stations Affected by Proposal**	Fair Market Values**	
		By Gross Revenue	By Cash Flow
1. New York	9	\$ 53,697,078	\$ 60,824,010
2. Los Angeles	8	34,270,024	39,820,087
3. Chicago	5	30,024,378	33,272,010
4. Philadelphia	11	23,190,240	19,856,588
5. Boston	6	20,001,794	20,014,650
6. Detroit	7	24,348,600	27,612,173
7. San Francisco	10	11,025,518	na
8. Cleveland	8	17,036,956	13,155,045
9. Pittsburgh	9	12,309,508	12,797,760
10. Washington	11	23,785,982	21,861,225
11. Baltimore	6	9,941,716	11,594,048
12. Providence, R.I.	4	4,357,222	4,350,023
13. St. Louis	5	9,153,464	5,926,755
14. Hartford-New Haven, Conn.	5	6,443,220	8,171,378
15. Dallas-Fort Worth	11	15,108,258	13,422,488
16. Cincinnati	5	6,367,962	5,280,660
17. Minneapolis-St. Paul	4	12,254,868	19,796,190
18. Indianapolis	5	7,360,286	8,711,048
19. Atlanta*	5*	6,649,538*	12,284,580*
20. Miami	5	4,774,668	2,823,630
21. Seattle-Tacoma	11	7,939,750	904,905
22. Buffalo, N.Y.	6	7,923,412	5,042,183
23. Kansas City, Mo.	6	7,827,726	4,191,773
24. Milwaukee	5	8,807,430	8,069,910
25. Houston	6	9,567,882	13,356,645
26. Dayton, Ohio	3	5,328,060	7,456,590
27. Sacramento-Stockton, Calif.	4	3,308,252	939,173
28. Columbus, Ohio	6	9,779,594	10,738,410
29. Harrisburg-Lebanon-Lancaster, Pa.	1	6,546,166	6,159,218
30. Charlotte, N.C.	3	3,031,912	755,775
31. Syracuse, N.Y.	2	na	na
32. Tampa-St. Petersburg, Fla.	6	3,621,350	2,573,543
33. Steubenville, Ohio-Wheeling, W. Va.	4	2,811,236	3,529,748
34. Portland, Ore.	6	3,274,802	2,452,710
35. Memphis*	5*	5,072,846*	5,546,633*
36. Grand Rapids-Kalamazoo, Mich.	4	3,656,710	2,351,648
37. Toledo, Ohio	3	3,843,760	4,278,540
38. Johnstown-Altoona, Pa.	4	1,557,982	1,113,578
39. Birmingham, Ala.	5	3,716,264	3,624,660
40. Albany-Schenectady-Troy, N.Y.	3	3,438,576	1,523,603
41. Denver	8	8,218,596	4,673,730
42. Greenville, S.C.-Asheville, N.C.			
Spartanburg, S.C.	7	2,988,986	1,879,043
43. New Orleans	4	3,579,246	2,775,668
44. Nashville	3	4,670,220	3,440,250
45. Saginaw-Bay City-Flint, Mich.	7	4,713,696	1,896,105
46. Charleston-Huntington, W. Va.	8	4,127,544	2,284,823
47. Greensboro-Winston-Salem, N.C.	3	na	na
48. Lansing, Mich.	4	2,245,886	2,367,788
49. Manchester, N.H.	2	na	na
50. Louisville, Ky.	4	5,905,224	1,444,898
Totals	292	\$469,208,596	\$446,945,898

* Does not include: WQXI-AM-FM Atlanta; WDIA-AM-FM Memphis.

** Data for Syracuse, Greensboro, and Manchester markets were not available on a market basis.

Table above lists estimates of market value of all radio stations co-located in major markets with commonly owned other stations or newspapers. Such stations (or their associated properties within each market) would be targets of forfeiture if government rulemakings were adopted and WHDH-TV case sur-

vived appeal. Table on facing page lists estimates of market values of all TV stations in top-50 markets. (Data necessary to calculations could not be isolated in TV markets for stations vulnerable to diversification threat.)

Totals for radio are actual total values of all vulnerable stations in major

if the commission membership changes, WHDH-TV need not stand as precedent. "It all depends on who's on the commission," he said.

Another attorney felt that the commission's decision turned principally on WHDH-TV's connection with newspapers, not other broadcast media. On that basis, he said, the case is "distinguishable" from the rulemaking advanced by the commission.

However, Dow, Lohnes, in its filing, said that, whatever the intent of the commission in promising grandfather rights to existing licensees, the proposed rules will establish that "a determina-

tion has been reached that it is contrary to the public interest for any licensee, prospective or existing, to own more than a single broadcast station in any one market." The firm forecast "a significant number" of competing applications at license-renewal time by applicants having no broadcast interests but who will have "highly impressive traditional qualifications."

In discussing the impact the government's proposals would have, the firms cite the Seiden study's conclusion that the fate of broadcasting properties worth more than \$3 billion in the top 50 markets alone is at stake. "To assume that

What TV stations in top-50 markets are worth

1968 Rank	Market	No. TV stations, 1966		Rule-of-Thumb Methods		
		Reporting to FCC	Affected	Based on Gross Revenue	Based on Cash Flow	Based on Detailed Analysis
1.	New York	7	6	\$ 496,900,000	\$ 451,045,000	\$ 550,000,000
2.	Los Angeles	9	5	370,440,000	338,822,000	350,000,000
3.	Chicago	6	4	288,644,000	253,714,000	300,000,000
4.	Philadelphia	6	3	173,932,000	178,721,000	180,000,000
5.	Boston	4	4	142,056,000	193,765,000	165,000,000
6.	Detroit	4	3	119,896,000	138,224,000	150,000,000
7.	San Francisco	4	3	166,008,000	222,749,000	200,000,000
8.	Cleveland	3	3	114,096,000	146,367,000	150,000,000
9.	Washington	6	4	93,496,000	69,571,000	85,000,000
10.	Pittsburgh	3	2	96,148,000	113,831,000	90,000,000
11.	Baltimore	3	3	63,012,000	68,361,000	70,000,000
12.	St. Louis	4	3	75,344,000	68,240,000	70,000,000
13.	Hartford-New Haven, Conn.	4	3	58,656,000	76,742,000	63,000,000
14.	Providence, R.I.	3	2	35,492,000	24,748,000	40,000,000
15.	Dallas-Fort Worth	4	3	83,192,000	98,936,000	90,000,000
16.	Cincinnati	3	3	56,364,000	68,108,000	60,000,000
17.	Minneapolis-St. Paul	4	2	72,540,000	63,842,000	65,000,000
18.	Indianapolis	4	2	66,872,000	73,735,000	75,000,000
19.	Atlanta	3	1	56,632,000	67,423,000	60,000,000
20.	Miami	3	0	62,160,000	75,188,000	70,000,000
21.	Buffalo, N.Y.	3	3	63,304,000	77,647,000	75,000,000
22.	Seattle-Tacoma	5	4	59,504,000	55,793,000	45,000,000
23.	Kansas City, Mo.	3	2	52,676,000	63,688,000	60,000,000
24.	Milwaukee	4	2	55,224,000	56,919,000	55,000,000
25.	Sacramento, Calif.	3	2	43,100,000	29,704,000	33,000,000
26.	Houston	3	1	60,452,000	73,777,000	65,000,000
27.	Dayton, Ohio	3	1	35,776,000	45,825,000	40,000,000
28.	Columbus, Ohio	3	2	48,980,000	55,481,000	50,000,000
29.	Johnstown-Altoona, Pa.	3	2	16,128,000	17,389,000	16,000,000
30.	Harrisburg-Lancaster-Lebanon, Pa.	5	4	24,276,000	21,680,000	20,000,000
31.	Tampa-St. Petersburg, Fla.	4	3	36,748,000	32,250,000	35,000,000
32.	Memphis	3	3	31,864,000	38,861,000	40,000,000
33.	Charlotte, N.C.	3	2	33,140,000	34,387,000	35,000,000
34.	Syracuse, N.Y.	3	2	31,276,000	29,361,000	30,000,000
35.	Toledo, Ohio	3	1	na	na	29,000,000
36.	Portland, Ore.	4	2	42,820,000	34,920,000	40,000,000
37.	Wheeling, W. Va.-Steubenville, Ohio.	2	2	na	na	16,000,000
38.	Grand Rapids, Mich.	3	2	35,540,000	41,118,000	40,000,000
39.	Denver	4	3	43,032,000	25,215,000	35,000,000
40.	Birmingham, Ala.	3	3	33,384,000	50,099,000	45,000,000
41.	Nashville	3	3	28,804,000	24,036,000	39,000,000
42.	Albany-Schenectady-Troy, N.Y.	3	2	33,664,000	32,766,000	35,000,000
43.	New Orleans	3	2	43,032,000	34,752,000	35,000,000
44.	Greenville-Spartanburg, S.C.	3	3	20,256,000	20,643,000	27,000,000
45.	Greensboro-Winston-Salem, N.C.	3	2	22,044,000	18,968,000	23,000,000
46.	Flint-Saginaw, Mich.	3	2	24,048,000	17,686,000	20,000,000
47.	Louisville, Ky.	3	2	32,968,000	34,822,000	33,000,000
48.	Charleston-Huntington, W. Va.	4	2	25,488,000	29,096,000	30,000,000
49.	Lansing, Mich.	2	2	na	na	20,000,000
50.	San Diego	3	2	na	na	27,000,000
Total		184	127	\$3,669,328,000	\$3,789,285,000	\$3,976,000,000

markets. Totals for TV include all stations. In calculating total value of vulnerable TV's, Seiden report made straight-line adjustment of 70%, since 127, or 70%, of the 184 stations in those markets are co-located with other ownerships. Hence figure of \$3,976,000,000 for total TV, at bottom of far-right column on this page, was reduced to \$2.8 billion to compile sum-

maries reported in accompanying story.

Rule-of-thumb criteria for evaluating radio stations were to multiply gross revenues for vulnerable stations by 2 and cash flow by 7.5. (Cash flow includes profits before taxes plus depreciation.) Rule-of-thumb formulas for TV were gross revenues multiplied by 4 and cash flow by 10.

For TV a third criterion was used—

detailed analysis including considerations of market's net weekly circulation, population, rate of population growth, effective consumer buying power, television revenue, network affiliates' hourly rates and, when available, prices at which stations had been sold. For radio no detailed analyses were made. All calculations are attributed to Blackburn & Co., station brokers.

an industry faced with this massive loss would continue to render the same service to the public as it would absent the threat is to indulge in pure fantasy," the Pierson firm said.

The Seiden study noted that in the top-50 markets, 127 of the 184 television stations are involved in "co-located ownership with another communications medium." Of the 715 AM and FM stations in those markets, 526 would be affected by the Justice Department's proposal. (In only a handful of cases is a newspaper the only co-located communications medium.)

Using appraisals provided by Black-

burn & Co., station brokers, Seiden & Associates estimated the minimum total market value of the television stations involved at between \$2.6 billion and \$2.8 billion, depending on the method of appraisal used—rule of thumb, based on gross revenue or cash flow, or detailed analysis. The fair market value of the radio stations (277 AM and 249 FM) ranged between \$363 million and \$477 million.

"Thus," the study said, "if the license forfeiture principle is applied, the new licensees would be able to purchase the plant and facilities of existing radio and television station owners at a frac-

tion of their present value estimated here to exceed \$3 billion."

Mr. Seiden, in a covering letter to the two law firms, said he limited his study to the top-50 markets for two reasons: Justice, in making its suggestion had referred to the situations in those markets; and, extending the analysis below the top-50 markets "would have served only to increase the indicated magnitude of the impact of the proposed license forfeiture policy."

The study sees the impact of the proposed policy as affecting more than those companies involved in co-located ownership. "Once licensee forfeiture is

employed to achieve a public policy objective," it said, "it will, in all likelihood, be anticipated as a tool of future policy." The result, the study added, will be the depression of the value of communications equities in general.

The study also noted that the impact will be felt throughout the investing community. Some 25 publicly held corporations would be affected by the department's proposals, and 9% of their stock—valued at \$1.6 billion—is owned by mutual and pension funds.

The study also concluded that a policy of "license forfeiture" would have its greatest impact on companies that either specialize in broadcasting or whose stations represent a significant part of their total assets. These companies, which account for 72% of the colocated ownership in the top-50 markets, "would probably be eliminated from the industry," the study said.

It noted that they would lack necessary capital and credit to continue. But both capital and credit, it added, would be available to conglomerates because of their nonbroadcast interests and in spite of "the high degree of risk" that would be involved in their broadcast operations.

"Thus, whatever effect it might have on the objective of increased diversification of intra-market ownership of communications media," the study

WHDH-AM-TV get awards

WHDH Inc. may be puzzled by the FCC's definition of "average performance." The commission, in stripping WHDH-TV of its license Jan. 22 (see page 19), discounted the channel-5 outlet's past record in the renewal application. The record, the FCC said, "is meaningful in the comparative context only if it exceeds the bounds of average performance." But 48 hours later, WHDH Inc. had reason to feel its record was a bit more than "average." The occasion was the presentation of the Tom Phillips Awards, a competition sponsored annually by the UPI Broadcasters Association of Massachusetts. WHDH-TV captured three awards for news coverage and its AM affiliate, WHDH, walked off with two more.

said, "the adoption of the approach urged by the Department of Justice will, in the long run, concentrate the industry's initiative in the hands of the largest firms."

The Pierson firm said that while it is "not inclined to indulge conspiratorial theories," it sees in this outcome "a perfect combination for the utter decimation of the commercial broadcast industry." This combination would involve, the firm said, destroying the sources of capital and credit for spe-

cialized broadcast companies and, then, the exclusion from broadcast ownership of "diversified companies whose financial resources might survive such destruction."

Two other comments were filed in the proceeding last week, by Gordon P. Brown, president of WSAY Rochester, N.Y., and the Lunde Corp., licensee of KLFM(FM) Ames, Iowa. Both opposed the proposed rules.

Mr. Brown, referring to his problems in competing with the broadcast and newspaper holdings of the Gannett Co. in Rochester, said the commission should seek to equalize competition among media by devising a system of ownership that would permit existing radio and television companies that are "weak" to increase their holdings.

Lunde suggested that the commission adopt the Pierson firm's "incentive" plan as an alternative to its proposal. But it also said that the FCC should not permit licensees with existing multiple holdings to keep them if it prevents those seeking to expand from acquiring new properties. This would be discriminatory and illegal, Lunde said.

If the commission is going to bar new media combinations, it added, it must bar all media combinations, including nonbroadcast media, and "all present media combinations must be broken up."

BroadcastAdvertising

Blessed be the tie that binds

Hollingbery, H-R Television join forces, create three divisions to handle 68 TV's

The long-expected merger of the Hollingbery Co. into H-R Television ("Closed Circuit," Dec. 9, 1968, et seq.) was formally announced last week, along with a new three-division alignment to handle the 68 TV stations represented by the combined organization.

The merger was effective Saturday (Feb. 1). Officials said that Hollingbery, which had offices in six cities, would officially close them as of that date and begin operations today (Monday) as part of the new organization, which will retain the name H-R Television and use H-R's existing offices in 12 markets.

A series of executive changes also accompanied the move, which formed one of TV's biggest sales-rep organizations in terms of the number of stations represented. H-R Representatives, the radio division of the over-all H-R or-

ganization, is not affected by the merger. Hollingbery represented only TV stations.

Dwight S. Reed, chairman of the board of H-R Television, and Edward P. Shurick, president and treasurer, continue in those posts, while Harry H. Wise, president of Hollingbery, moves in as executive vice president of H-R Television. Mr. Reed will remain based in Chicago; Mr. Shurick and Mr. Wise in New York.

Alfred P. Ritter, director of New York sales for H-R, moves up to vice president and national sales director. Phil Corper, director of New York sales for Hollingbery, becomes vice president and general sales manager of H-R, New York, and Roy Edwards, manager of Hollingbery's Chicago office, moves over as vice president and sales manager of H-R, Chicago.

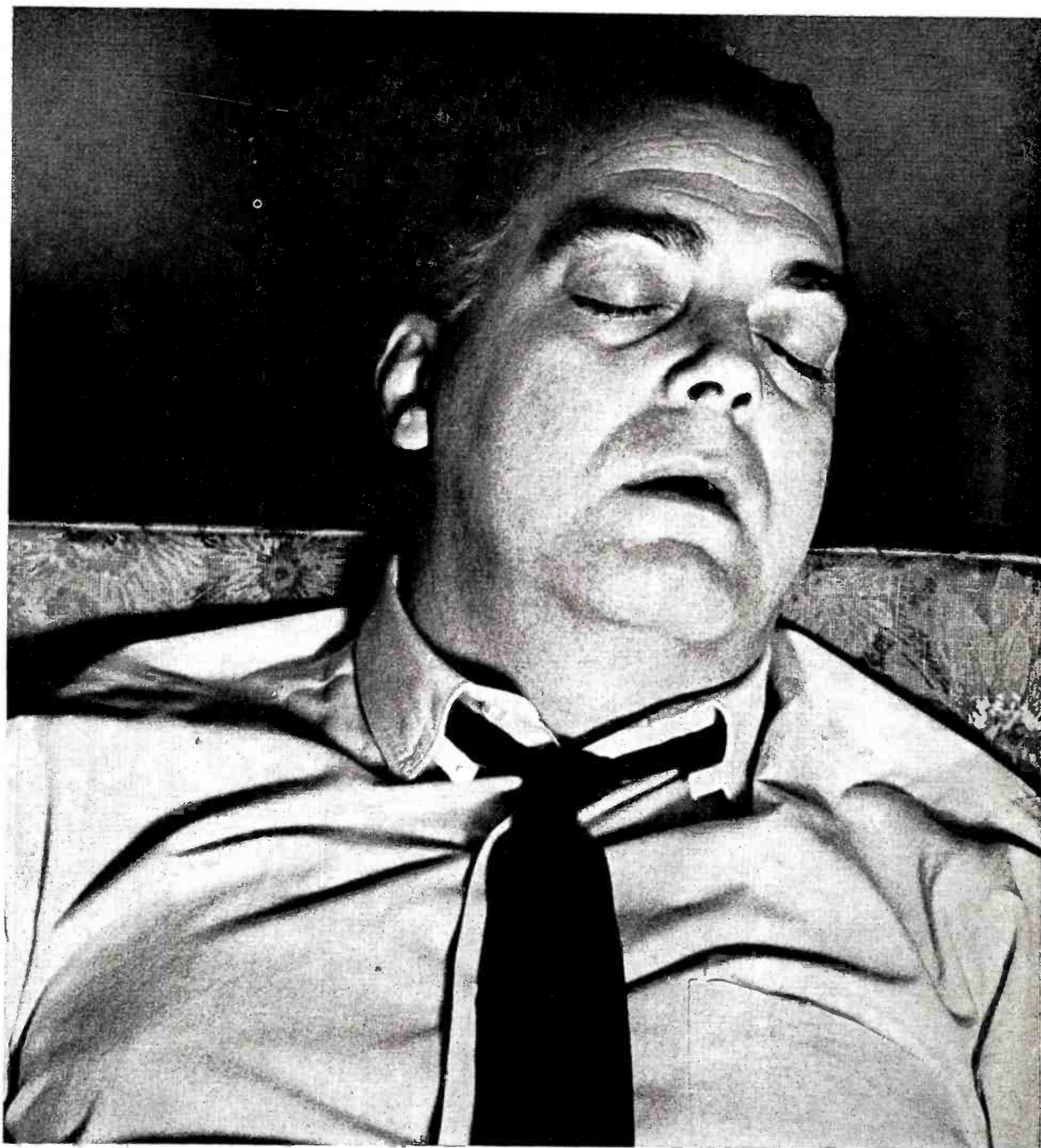
Mel Grossman, H-R director of sales

promotion and development, was promoted to vice president in charge of station relations in the new organization. He will continue to be responsible for sales promotion and development as well as client and industry relations. Bob Zauner, who moved to H-R in December from ABC Television Spot Sales, becomes director of sales promotion, reporting to Mr. Grossman.

John H. White, H-R senior vice president, station relations; Gene Malone, H-R vice president, regional office sales, and Grant Smith, H-R vice president and Chicago sales manager, reportedly have resigned.

The 68 stations to be represented by the new H-R consist of 35 that had been represented by H-R and 33 by Hollingbery, officials said. They said the two companies' lists had dovetailed in virtually all respects, with only one or two minor conflicts.

To handle the combined lists, H-R is creating three sales divisions. One will be called "national," consisting of stations—presumably those in the biggest markets—in all parts of the country. Another will be called "north/east," composed of other stations in



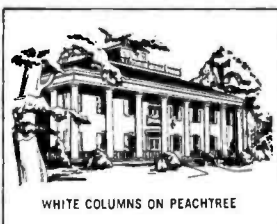
**Tonight's big movie is "Navajo Revenge",
starring Rex Maddley, Vera Varoon and many more of your...**

If that doesn't put them out nothing will.

But it's what you've come to expect from local stations running their own films.

So we'd like to surprise you with our own local movie package. Which is an investment in a million dollar inventory.

It's WSB-TV's Monday Night Movie, sans Maddley and Varoon, but including Stewart, Niven, Hudson, Lollobrigida, Fonda, Grant, Day,



Kerr, Steiger, O'Brien, Randall, Culp, Caron, Young, Baxter and—well, you get the picture.

Quality films that can capture the Atlanta Monday night prime time audience for you, from January 13 to March 31.

More reasons why the South's first station is still first.

WSB-Television, Atlanta, NBC



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh





Mr. Reed



Mr. Shurick



Mr. Wise

those two areas, and the other "South/West," for other stations in those areas.

In New York, Don Howe and Cal Cass, who have been division managers for H-R under its old divisional alignment, will be managers of the national and North/East divisions respectively, and Bob Spielmann, who was New York sales manager for Hollingbery, will be manager of the south/west division. Mr. Howe will also be a vice president.

In Chicago, three key salesmen have been picked to manage the divisions, under Vice-President Edwards. The new managers there are Hank Balla, national; Don Peterson, North/East, and Chuck Ferguson, South/West.

President Shurick, who was said to have engineered the merger in negotiations extending over the past three months, called the new divisional set-up "a unique departure from traditional divisionalization" in that "it combines the best of two concepts: balanced lists in terms of market and station size and potential, as well as geographic marketing continuity."

He said that "the approach permits 'like' stations and markets to be grouped together and sold more effectively because of similarity. It also allows salesmen to provide advertisers and agencies with marketing continuity as well, when it is required."

From the Hollingbery side, Mr. Wise said, "the marriage is just about as ideal as any merger could be. With one or two minor exceptions, the Hollingbery and H-R represented-station lists mix perfectly coast-to-coast, with no significant conflicts. The resulting blend results in broader, more balanced coverage of the entire country, a plus to advertisers and agencies, under a single corporate umbrella."

The new three-division alignment replaces one in which H-R had eastern and western divisions and a separate division for the five stations owned by the Corinthian Broadcasting Corp. It was in connection with the news that Corinthian had decided to move its stations to other rep firms that word of the H-R negotiations with Holling-

bery first gained currency in December.

Officials said personnel in Hollingbery offices in New York, Chicago, Atlanta, Dallas, Los Angeles and San Francisco would join H-R offices in those cities. They said personnel appointments for all offices were being relayed to H-R and Hollingbery stations, and would be made public shortly. H-R also has and will maintain, they said, offices in Boston; Des Moines, Iowa; Detroit; Minneapolis; Philadelphia, and St. Louis.

In addition to the three divisions, H-R is creating a special sales team that will sell across all divisions in behalf of all H-R stations, concentrating on "major advertising agencies requiring special development attention," officials said.

This team will be headed by John McCorkle, who has been western division manager for H-R. It will work closely with the spot-sales development department, which is headed by Tom Campbell and which was created a year ago to sell spot and special programming at the advertiser level and above the timebuyer level at agencies.

H-R's research services will continue to be directed by Marty Goldberg, vice president in charge of research and electronic data processing. H-R's computer work will be handled by Cybernetic Applications Inc., a "softwares" or computer-programing organization that H-R said has been performing this service under contract for the past year.

The CAI work for H-R, officials reported, includes development of plans for an industry-wide centralized time-buying data-processing pool similar to those being developed by the American Research Bureau (BROADCASTING, Dec. 9, 1968) and the A. C. Nielsen Co. (BROADCASTING, Dec. 30, 1968).

H-R Chairman Reed, noting that the Hollingbery deal follows by two years the merger of Advertising Time Sales into H-R, said that "while it appreciably increases our posture in terms of total stations represented, it also increases the size of the total organization in terms of facilities, manpower, services

and working capital. The marriage is the result of need today for representation that is sophisticated, service-oriented and of proper size to provide services and total coverage of the overall marketing and advertising spectrum at all levels. If that means 'big' then that is what we are. Our prime goal is not to be biggest. We're shooting for 'best'."

Anticigarette bill gets wide backing

Co-sponsors amounting to nearly 10% of the House membership have been added to legislation submitted earlier this year by Congressman John E. Moss (D-Calif.) that would require a stronger "death warning" on cigarette packages and in all cigarette advertising, including broadcast. In a resubmission of the bill last week, Mr. Moss announced that 42 co-sponsors had also attached their names to the legislation.

One co-author of the bill is Representative John D. Dingell (D-Mich), who is also a member of the Commerce Committee.

The resubmitted legislation is identical to H.R. 1236, which Representative Moss introduced on Jan. 3, and which he had previously introduced in the 90th Congress.

The bill if enacted would change the warning on cigarette packages from, "Caution: cigarette smoking may be hazardous to your health," to "Warning: cigarette smoking is dangerous to health and may cause death from cancer and other diseases."

Also the bill would require that tar and-nicotine content per cigarette be listed.

Finally, the legislation gives to the secretary of health, education and welfare the authority to regulate cigarette length if a causal relationship with health hazards is established.

Personal products make another NAB appearance

The dispute over the partial relaxation of the National Association of Broadcasters' personal-products television code provisions will hold a prominent place on the agenda during the next meeting of the NAB executive committee, to be held Feb. 11 in New York.

Robert Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV code review board, is to appear at the executive committee meeting, on invitation, and is expected to air dissension within the review board over the NAB television board's failure to include hemorrhoidal remedies when it approved commercials for feminine-deodorant sprays during its San Juan meetings

CRITICAL CHEERS FOR NBC SPECIALS

IN JANUARY...



Prudential's On Stage: "Male Of The Species" "A moment of rare maturity and matchless quality." -Rex Polier, Philadelphia Bulletin

"A smashing triumph on all counts. The acting was...uniformly superb."

-Tom Mackin, Newark Evening News



First Tuesday "Top quality...The first edition of NBC's 'First Tuesday' was excellent."

-Dwight Newton, San Francisco Examiner

"Consistently interesting...the filmed report on Castro's Cuba was fascinating."

-Cecil Smith, Los Angeles Times



Super Bowl "Credit NBC with smooth, sharp coverage of the Super Bowl. Credit play-spotter Al DeRogatis, in particular, for smart observation..." -Bob Williams, New York Post

"Working in tandem with Al DeRogatis, Curt Gowdy gave it a strong call all the way..."

-Donald Freeman, The San Diego Union



Chrysler Presents The Bob Hope Christmas Special "Wonderful!"

-Frank Judge, Detroit News

"Warm, moving, sentimental and funny as ever."

-Cynthia Lowry, AP

AND IN FE

IF IT'S REALLY "SPECIAL" IT'S ON NBC

TUESDAY/FEBRUARY 4



First Tuesday (9:00-11:00) Segments on chemical-biological warfare experiments; student democracy at Antioch College; whirling dervishes. Sander Vanocur is the anchorman.

WEDNESDAY/FEBRUARY 5



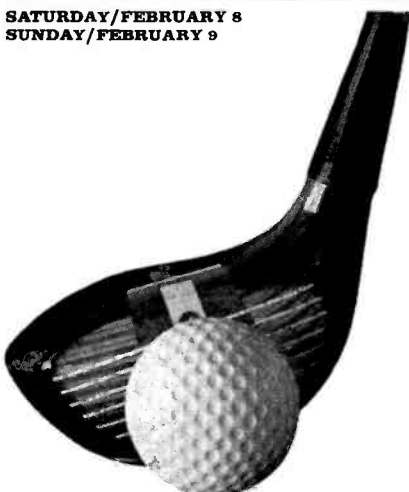
Teacher, Teacher (7:30-9:00) An original "Hallmark Hall of Fame" drama about attempts to educate a retarded boy. David McCallum, Ossie Davis, George Grizzard star.

FRIDAY/FEBRUARY 7



This Is Sholom Aleichem (10:00-11:00) Jack Gilford stars in this "Burlington Experiment in Television." On "NBC Experiment in TV" Feb. 16 and 23 (4:30-5:30): original drama.

SATURDAY/FEBRUARY 8
SUNDAY/FEBRUARY 9



Bob Hope Desert Classic (6:00-7:00 Sat.; 4:30-6:00 Sun.) Final holes both days of this pro-amateur tourney, with Bob himself, Don Adams, Arnold Palmer, Billy Casper, others.

SUNDAY/FEBRUARY 9



The Fred Astaire Show (10:00-11:00) Encore for last season's Emmy-winning extravaganza. Joining Fred: Barrie Chase; Simon and Garfunkel; Sergio Mendes and Brasil '66.

WEDNESDAY/FEBRUARY 12



Singer Presents The Beat Of The Brass (9:00-10:00) Herb Alpert and the Tijuana Brass—on Ellis Island, on a riverboat, at a zoo. New showing for a delightful special.

ALL IN COLOR ON NBC/TE

BRUARY...

SUNDAY/FEBRUARY 16



Children's Letters To God (8:30-9:00) A live-action and animation special inspired by the best-selling book. Gene Kelly hosts this evocation of childhood, presented by Timex.

SUNDAY/FEBRUARY 16



The Highlights Of The Ice Capades Of 1969 (9:00-10:00) Sit rink-side for the 29th edition of a great show. Joining the skaters are Jack Jones, Nancy Sinatra, Louis Nye.

MONDAY/FEBRUARY 17



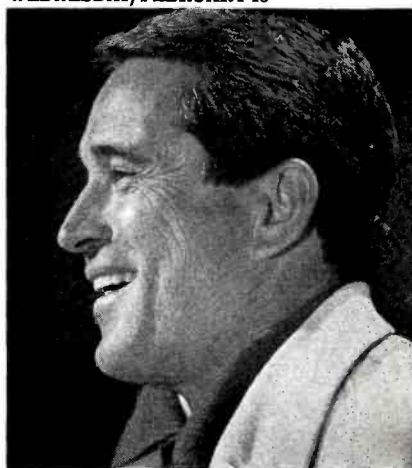
Chrysler Presents The Bob Hope Special (9:00-10:00) For Bob's seventh show of the season, guests are Martha Raye, Diana Ross and the Supremes, and lovely Cyd Charisse.

MONDAY/FEBRUARY 17



Jack Benny's Birthday Special (10:00-11:00) Party with Jack are Lucille Ball, Dan Blocker, Dennis Day and special guest Lawrence Welk. Ann-Margret has a cameo spot.

WEDNESDAY/FEBRUARY 19



Academy Of Professional Sports Awards (10:00-11:00) Perry Como hosts a *live* special honoring the top athletes (as selected by their fellow players) of major American sports.



THE FULL COLOR NETWORK

last month (BROADCASTING, Jan. 20, 27).

But Donald McGannon, Westinghouse Broadcasting president, who spearheaded the attack against loosening the code even for feminine deodorants, will have a turn at bat during meetings the day before the executive committee meets formally with Mr. Ferguson. Mr. McGannon is to attend a preliminary meeting on the morning of Feb. 10 at which code and research matters are expected to be aired. An afternoon preliminary meeting that day will focus on plans of the Television Information Office for a broader-based informational campaign that was approved at the San Juan winter board meetings.

Meanwhile, the NAB code authority was preparing to reinstitute the practice of identifying stations that have withdrawn or been expelled from the code as well as listing those that have joined as code subscribers. The code authority stopped publicizing withdrawals last year after the NAB radio board wanted the practice halted on the grounds it constituted "negative regulation." A turnabout was authorized during heated discussions on code problems during the winter board meetings.

The listings, which will appear (as they previously did) in the monthly *Code News*, are expected to be resumed in the February issue, due out at the end of that month. The January issue is already on the press, without a listing of withdrawals.

Agency and clients are fighting the same war

The growing need for the advertising agency to work more closely with clients in managing the total "communications resource" in today's complex marketplace was described for the Dallas Advertising League last week by M. David Keil, senior vice president of Young & Rubicam.

Speaking before the Texas group Tuesday, Mr. Keil, general manager of Y&R's Chicago office, explained that communications and its increasing number of tools and media "is every bit as much of a corporate resource as are buildings, machinery and equipment." He said the challenge of effective communications is staggering in the contemporary world of rising corporate mergers and the large number of groups questioning the basic purposes of business, including advertising.

Modern technology and sociology are combining to bring about an increasingly necessary "inter-penetration of marketing and communications," Mr. Keil said.

"New forms of media communications and communications devices such

as in-home TV recording, worldwide satellite TV, in-home facsimile printing and in-home telephone purchasing and financial services," he said, "will be operating in the same social mix as will computerized marketing models." The result will be profound effects on all phases of marketing and involving both agencies and clients, he noted.

A closer and more interdependent feeling between agency and client will be necessary, he said, adding that to describe it as "complete agency involvement is too pat."

He explained his concept of the new scope of agency-client allegiance and confidence: "If I were fighting a war, I would much rather have patriots on my side than mercenaries. And that is what I would try to create in my agency—a bunch of patriots."

Spot-TV use earns Kinney TVB award

Kinney Shoe Corp. has been putting more and more money into spot-television advertising, and now it has an award for its efforts and achievements.

The nationwide shoe chain was honored by the Television Bureau of Advertising with a plaque "in appreciation of your valuable contributions to the art of total communications."

George Huntington, TVB executive vice president, made the presentation to Cameron I. Anderson, Kinney sales vice president, during a meeting of Kinney divisional and field managers in New York, Jan. 17. Mr. Huntington noted that in recent years the company has "consistently sought and achieved excellence in its advertising and marketing approaches," including "the expert use of the several and varied media available to you."

The extent of Kinney's use of spot TV is indicated in figures compiled by LNA/Rorabaugh. From \$572,000 in 1965, its spot spending went to \$623,000 in 1966, and then almost doubled

to \$1,191,000 in 1967. Figures for full-year 1968 have not been compiled, but spot-TV expenditures in the first nine months exceeded the total for all of 1967, reaching \$1,271,000.

TVB spokesmen said the bureau gives no more than two or three such awards a year to outstanding users of television. Kinney's was the first to a shoe retailer.

Business briefly:

Connecticut General Life Insurance Co., Hartford, through Cunningham & Walsh, New York, will sponsor CBS-TV's *Spoon River*, April 21 (10-11 p.m. EST). The special will star Jason Robards.

Best Foods Division Corn Products Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, will begin a heavy spot-TV campaign on Feb. 17 in the New York area to introduce its new line of H-O instant flavored oatmeal.

Electric Co.'s Advertising Program through N. W. Ayer, both New York, will sponsor an NBC-TV special, *The Ship that Wouldn't Die—The USS Franklin*, Sunday, April 6 (10-11 p.m., EST). **Plymouth Division of Chrysler Corp.**, through Young & Rubicam, both Detroit, will sponsor *Portrait of Petula*, a special starring Petula Clark, April 7 (8-9 p.m. EST). **Coca-Cola Co.**, Atlanta, through McCann-Erickson, New York, will also sponsor an NBC-TV special: *Rod McKuen: the Loner*, April 5 (8:30-9 p.m. EST). Other NBC-TV buys include **United Air Lines**, through Leo Burnett, both Chicago, in the *Frank McGee Sunday Report* and 10 night-time series; **Sunsweet Growers**, through Geyer, Oswald, both San Jose, Calif., in seven prime-time programs; **Menley & James Laboratories**, Philadelphia, through Wells, Rich, Greene, New York, in seven night-time programs, and **P. Lorillard Co.**, through Foote, Cone & Belding, both New York, in six night-time series.

Buick Division of General Motors Corp., Flint, Mich., through McCann-Erickson, New York, has purchased sponsorship in NBC Radio's *News on the Hour*. Other buys include **Plough Inc.** through Lake-Spiro-Shurman, both Memphis, in *News on the Hour* and *Monitor*, and **Chrysler Corp.**, Detroit, through Young & Rubicam, New York, in eight *Monitor* reports on the Bob Hope Desert Classic golf tournament Feb. 8 and 9.

Plymouth and Dodge divisions of Chrysler Corp., Detroit, through Young & Rubicam and BBDO, respectively, have bought time on three ABC Radio networks. The Plymouth campaign will run through March 9 in news and sports programs on ABC's Information, Entertainment and Contemporary net-



Mr. Huntington (left) and Mr. Anderson

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Jan. 19, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 19	Total dollars week ended Jan. 19	1969 total minutes	1969 total dollars
	Week ended Jan. 19	Cume Jan. 1-Jan. 19	Week ended Jan. 19	Cume Jan. 1-Jan. 19	Week ended Jan. 19	Cume Jan. 1-Jan. 19				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 142.8	\$ 292.3	\$ 351.9	\$ 906.1	87	\$ 494.7	198	\$ 1,198.4
Monday-Friday 10 a.m.-6 p.m.	1,476.5	3,561.4	2,756.7	7,831.6	2,354.3	7,362.6	886	6,587.5	2,123	18,755.6
Saturday-Sunday Sign-on-6 p.m.	1,005.1	2,257.0	1,815.0	4,858.9	800.0	3,887.7	274	3,620.1	723	11,003.6
Monday-Saturday 6 p.m.-7:30 p.m.	168.2	685.8	771.0	2,066.2	734.6	2,429.2	77	1,673.8	217	5,181.2
Sunday 6 p.m.-7:30 p.m.	72.0	366.0	623.2	854.9	235.6	826.7	23	930.8	62	2,047.6
Monday-Sunday 7:30-11 p.m.	5,635.8	14,450.3	6,708.4	18,972.1	6,929.7	19,049.6	415	19,274.1	1,144	52,472.0
Monday-Sunday 11 p.m.-Sign-off	237.5	798.2	40.8	122.4	415.6	1,131.9	66	693.9	174	2,052.5
Total	\$8,595.1	\$22,118.7	\$12,857.9	\$34,998.4	\$11,821.9	\$35,593.8	1,828	\$33,274.9	4,641	\$92,710.9

works. Dodge will use news programs on the Information and Entertainment networks during January. **Kendall Refining Co.**, Bradford, Pa., through Creamer Colarossi, New York, has also bought into news and sports shows on the Information, Entertainment and Contemporary networks. **Florists' Trans-world Delivery**, Detroit, through Post-Keyes-Gardner, Chicago, has bought news and sports programs on the Contemporary and Information networks, and Campana Corp., Batavia, Ill., through Erwin Wasey, New York, will be on Entertainment network.

Monsanto Textiles Division, through Doyle Dane Bernbach, both New York, will sponsor a one-hour variety show on CBS-TV with Dick Van Dyke and Mary Tyler Moore. *Dick Van Dyke and the Other Woman* will be televised Sunday, April 13 (8-9 p.m. EST).

Chicken Delight has begun a new radio campaign in San Francisco and Sacramento, Calif. Four stations are being used in Sacramento and 10 Bay area stations are getting the schedule. Gross, Pera & Rockey is the agency.

Dodge Division of Chrysler Corp., Detroit, through BBDO, there, has purchased sponsorship in NBC Radio's *News on the Hour*, *Chet Huntley's Perspectives on the News* and *Monitor*.

H. Johnson on network TV

The Howard Johnson Co., Braintree, Mass., through Grey Advertising, New York, has made its first network television purchase—participations in an NBC-TV special, *The Wizard of Oz*, to be broadcast Sunday, March 9 (7-9 p.m.). Others sponsoring the 1939 film starring Judy Garland will be Procter & Gamble Co., Cincinnati, Kellogg

Co., Battle Creek, Mich., Vick Chemical Co., New York, Keebler Co., Elmhurst, Ill., and Union Oil Co., of California, Los Angeles, all through Leo Burnett Co., Chicago, and Campbell Soup Co., Camden, N. J., through BBDO New York.

Also in advertising:

Names agency ■ Tele-Color Productions Inc., Alexandria, Va., has appointed Torrieri/Myers Advertising, Baltimore, to handle advertising and public relations. Tele-Color produces commercials and programs.

Midas touch ■ Midas Inc., Chicago, through Simons-Michelson Co., Detroit, has produced TV and radio spots featuring Fred Astaire and Anne Heywood. Marking the first commercial done by Mr. Astaire and the first U.S. commercial appearance by Miss Heywood, the spots will be used in conjunction with a new feature film, "Midas Run". Media cost for the campaign will exceed \$2 million. The spots, on location in Europe, will start in February and run for four months in each of Midas's markets.

Talent agency ■ Lloyd Oppenheim, formerly head of radio and music services, and Arnold Christie, formerly radio and music producer, both BBDO, New York, have formed a talent agency, Oppenheim-Christie Associates Ltd. to represent announcers, arrangers, and performers for radio and TV commercials and industrial films. Office is at 565 Fifth Avenue, New York 10017. Phone (212) 661-4330.

New home ■ St. Vincent/Chew/Milone Advertising Inc. has established headquarters at 1156 Avenue of the Americas, New York. Phone (212) 661-0945.

Office move ■ S. Jay Reiner Co., promotion and merchandising company, has expanded its staff and has moved to new headquarters at Lake Success, N.Y. The new space is about double what it was at Reiner's former headquarters in Mineola, N. Y. The staff now has grown to 25.

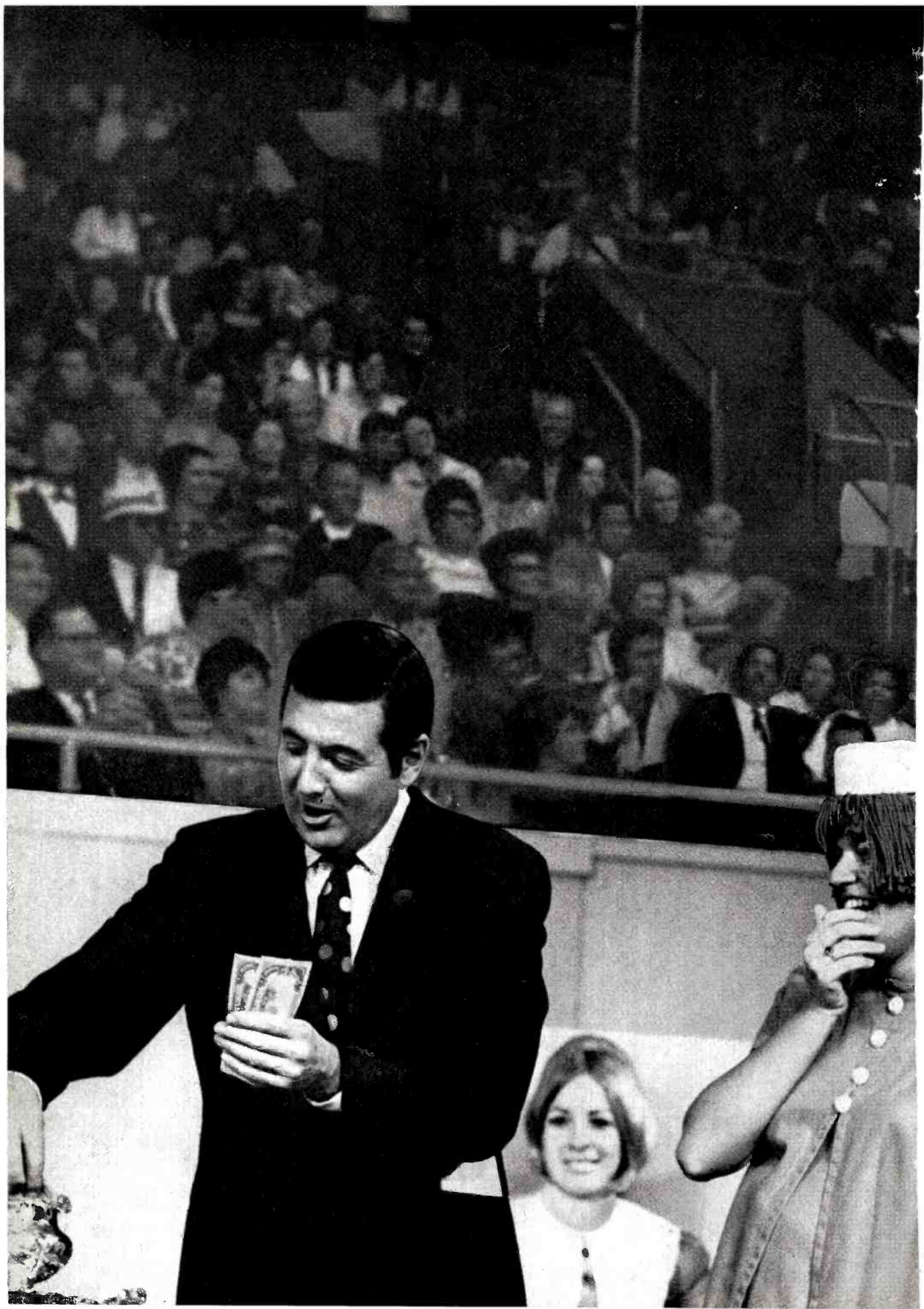
Forker moves up in RRR personnel changes

New staffing and an expansion in physical facilities of RKO Radio Representatives, RKO General's subsidiary rep organization, were announced last week.

Victor E. Forker, eastern sales manager, becomes general sales manager in New York; R. John Stella, formerly vice president and manager of Adam Young-VTM's Chicago office, has been appointed Midwest manager, Chicago, and Irving N. Ivers, formerly with KXJB-TV Fargo, N.D., and associated with the KX network in North Dakota, becomes manager of the rep's San Francisco office.

Wally Westphal, formerly with RKO's WOR-FM New York in sales, and Al Mackay, who was with the San Francisco office, were appointed to the New York sales staff and two executives were added to the research department. Art Zarin, formerly with NBC-TV, becomes manager of research, and Peter Weisbard, formerly with Post-Newsweek stations, becomes research administrator.

RKO Radio Representatives' Los Angeles office has moved to 5670 Wilshire Boulevard (213-462-2133) with Jack E. Taylor, manager, and an Atlanta branch has now become fully staffed with Robert Lewis as manager.



What happens when a big show moves to ABC?

It gets bigger!



Let's Make a Deal on ABC premiered with 5,420,000 AA homes, up 7% over former network's performance.

Let's Make a Deal on ABC is recruiting over 3 million new homes to ABC's 1:30 pm time period.

Let's Make a Deal on ABC has boosted ABC's average 2:00 pm to 4:30 pm performance to over 5 million homes, up 15% over previous report.

ABC TELEVISION NETWORK 

Violence unit zeroes in on TV

President's commission reveals it's studying incidence and nature of violence in entertainment

The National Commission on the Causes and Prevention of Violence has drawn the curtain back a little on its staff's attitude toward television and the mass media and two feelings are immediately apparent: Television is dominant among the mass media; and the mass media are operated for profit and place a high value on entertainment, making them vulnerable to economic pressures and "show-business" ethics.

A progress report on the violence commission's work was submitted to President Johnson on Jan. 9, but was made public only last week. A final report is required before June 10, when the commission's warrant expires.

Television and violence have been the subject of two multiple-day hearings, the last one held last December when the presidents of the three TV networks testified (BROADCASTING, Dec. 23, 1968).

The violence commission's preliminary report emphasizes the significant role of TV in the media field. The document points out that TV is used more extensively by the average, middle-class American, and even more so by the American teen-ager, than newspapers, magazines or the movies.

A task force on mass media is one of the seven established by the commission to look into various facets of violence. Robert K. Baker, a former Department of Justice lawyer, and Dr. Sandra J. Ball, San Diego State College, are co-directors of the media group.

The national commission was established by President Johnson last June following the killing of Senator Robert F. Kennedy. Dr. Milton Eisenhower, president-emeritus of Johns Hopkins University is chairman; Lloyd N. Cutler, a Washington attorney whose firm represents a number of broadcasters, is executive director.

In reporting on its progress, the commission stressed that it offers no final judgments or conclusions. The commission said that it was focusing on the illegitimate use of violence ("the threat or use of force that results, or is intended to result, in the injury or forcible restraint or intimidation of persons, or the destruction or forcible seizure of property").

The commission said it finds good

and bad things about the mass media. "Additional complications arise," the commission said, "from the widespread impact of mass communications media. The powerful impact of the media may aggravate the problems of controlling violence; on the other hand, the media may be one of our most useful social agents for explaining all elements of our society to one another and achieving a consensus as to the need for social change that may help reduce levels of violence."

The mass-media task force is attempting to gauge the effect of media content and practices on the level of group and individual violence. To this end it is examining the history and structure of media; determining the effect of media portrayals of violence on media audiences and assessing the role of media in social change.

Iterating that there is no attempt to draw conclusions, the mass-media task-force section notes that the media "in this century, like other major businesses, are dependent on profits and vulnerable to pressures which may affect revenues." It also comments that media are "heavily influenced by their entertainment function and the show-business ethic which that function encourages."

The task-force staff does, however, acknowledge news functions of the mass media. "Although heavily laden with entertainment," it says, the mass

media continue to perform "traditional" functions of imparting information and ideas as well as providing "a unique check not only on government operations, but also the operations of powerful institutions in the private sector."

The preliminary report indicates that most of the concern over violence—which in the 1930's was directed at movies, and in the 1940's and 1950's against comic books—is today directed at television.

Although the report observes that it's obvious most people won't kill after seeing a single violent TV program, it may be possible, it says, that many learn some of their attitudes and values about violence from years of TV.

Two research projects, aimed at developing information in this area, should contribute the hard facts for drawing conclusions, the mass-media group reports. One is an analysis of a week's entertainment program content on the three TV networks in prime time between 1967 and 1968 to determine the extent of violence; the manner in which the violence is portrayed (who initiated what act of violence toward whom and in what context and with what result); norms of violence in adult and child media programming; how law enforcement officers are portrayed; a comparison among the networks of the extent and nature of the violence portrayed, and a comparison of the extent and nature of the violence portrayed

No definite plans yet for electoral studies

Ford Foundation authorities said last week, after an all-day meeting sponsored jointly with the Carnegie Corp. of New York, that no decisions had been reached on whether to undertake a study of campaign financing or other elements of the national electoral process (BROADCASTING, Jan. 27).

They said decisions might be reached in two or three weeks. "We'll do some thinking and review the minutes and see what we want to do or can do," one Ford source said. He also reported that representatives of the Rockefeller Foun-

dation participated in the meeting, held Monday (Jan. 27) at Ford Foundation headquarters in New York.

There were indications that some foundations might decide to proceed separately rather than together in examining electoral problems.

The agenda for Monday's session, as announced in advance, included "such aspects of the electoral process as campaign financing, the nominating process and voter registration and the role of the electoral college."

In most recent studies, proposals regarding "campaign financing" have uniformly included some sort of plan for providing more free TV time for candidates.

between 1967 and 1968.

The content analysis is being done by the Annenberg School of Communications, University of Pennsylvania.

The second research project is a study of the American public's view of violence, and also contains pointed questions regarding views on TV violence (BROADCASTING, Jan. 13). This was done last October by the Louis Harris and Associates opinion-research firm and is being collated by the commission staff. Both studies, as well as other research and commentary, are expected to be submitted to the full commission late this month.

An important element in its consideration, the mass-media group says, is the effect of media content and conduct on how violence is used to resolve social issues. And also, it speculates, can media promote the nonviolent resolution of social issues without a potential for violence?

In discussing the issue of race relations and other social problems, the task force wonders whether the medium is an instrument affecting the news events it purports to cover.

"... If a high value seems to be placed by the media on conflict and drama," the task force comments, "perhaps to attract the large audiences necessary to economic well-being, this may be a positive incentive for groups to engage in violence [which] itself thus may become a medium of communication, a means of access to the market place of ideas."

Related to this, the report goes on, is the issue of news accuracy if newsworthiness requires conflict and drama. Another aspect of this consideration, the task force notes, is the method of coverage. Does a TV camera enhance the use of violence as a means of gaining access to the media?

The task force seems to look to public television as an antidote for commercial TV through noncommercial TV's use of more balanced presentations, and in giving the public more "music, arts, good books and other non-violent, constructive aspects of American life."

"In other words, if commercial programming lowers the public taste and attitudes, as some claim, can public TV raise them?" the task force asks.

Helping the task-force staff in its studies of mass media are 22 consultants preparing projects bearing such titles as "Conscience Formation and the Mass Media" and "Effects of Media Portrayal of Violence on Interpersonal Relations."

Among the consultants are Leo Bogart, Bureau of Advertising, American Newspaper Publishers Association; Harry Klaven, University of Chicago law professor; and the following from communications-journalism schools:

Topmiller hijacked to Havana

C. H. Topmiller, president of WCKY Cincinnati and WLBW(tv) Miami, has joined that ever-expanding circle of involuntary visitors to Cuba. Mr. Topmiller left Atlanta on an Eastern Air Lines flight bound for Miami last Tuesday (Jan. 28) but wound up instead in Havana that evening with 96 other hijacked passengers. Mr. Topmiller reported that once in Havana he was swamped with Castro propaganda (in English, edited for hijacked Americans), then shuttled to Veradero Beach on the opposite Cuban coast for an overnight stay. Wednesday he was flown to Miami by Eastern.

Peter Clarke, University of Washington; I. William Cole, Northwestern University; Bradley Greenberg, Michigan State University; Jack Haskins, Syracuse University; Jack Lyle, University of California at Los Angeles; Theodore Peterson and Jay Jensen, University of Illinois; William Rivers, Stanford University. Others are psychiatrists, psychologists and sociologists.

CATV-stay rule retention urged

Broadcast groups contend it's necessary to prevent 'inconsistent' service

Three broadcast associations last week urged the FCC to reject a request by the National Cable Television Association for temporary relief from the automatic-stay provisions of the commission's CATV rules.

In separate petitions, the Association of Maximum Service Telecasters, the All-Channel Television Society and the National Association of Broadcasters told the commission that the automatic stay is necessary to protect stations that could be affected by the commencement of CATV service in their areas, and to prevent unchecked proliferation of cable systems that would be in violation of the commission's proposed CATV rules if they are adopted.

The stay is invoked under existing rules when a TV station asks the FCC for special relief after a CATV system has given notice of its intention to commence service. (Most CATV service can begin without prior commission approval so long as the cable operator has given sufficient notice, unless there is a petition for relief.) Once invoked, the stay remains in effect until the com-

mission resolves the dispute.

NCTA argued that the automatic stay is inconsistent with the commission's proposed rules and interim procedures. The cable association said that the stay is unfair to parties in CATV proceedings, particularly those whose proposed operations are entirely consistent with the proposed rules. Since the proposed rules are based upon a fixed standard of compliance, NCTA said, a cable operator whose proposed operation clearly meets the standard should not be subject to further litigation. NCTA also argued that the automatic stay frustrates the commission's attempt to relieve its CATV backlog and encourages the filing of "frivolous" petitions for relief (BROADCASTING, Jan. 6).

The three broadcast groups contend that the stay accords with the purpose of the commission's interim procedures—to prevent commencement of CATV service that would be inconsistent with the proposed rules. According to NAB, the commission cannot be expected to act on its own motion to prevent activation of all CATV's that are inconsistent with the proposed rules. Instead, NAB said, "the commission looks to stations which are adversely affected to raise objections to the commencement of inconsistent CATV service." This action can only be taken if the stay remains in force, NAB added.

AMST and ACTS said that some kinds of CATV service can commence without prior commission approval under existing rules, but are inconsistent with the proposed rules. "The commission clearly desires that such inconsistent operations not commence in the interim period," AMST said, but "the only way their commencement can be prevented is by a timely petition for relief . . . and invocation of the automatic stay. . . ."

NCTA had also requested that its petition be given expedited consideration. All three organizations countered that such action would be inappropriate until after the commission has considered pending petitions for reconsideration of its interim procedures.

ABC group in Nassau

Walter A. Schwartz, president of ABC Radio, will give a report on the first full year of operation of the company's four-network concept during the annual ABC-owned radio stations managers meeting in Nassau, the Bahamas, starting today (Feb. 3) and ending this Friday. Harold L. Neal Jr., president of the ABC-owned radio stations division, will conduct the sessions, which will be attended by managers of WABC New York, WLS Chicago, KABC Los Angeles, KGO San Francisco, WXYZ Detroit, KQV Pittsburgh and KXYZ Houston.

WTAF(TV) seeks court aid in affiliation

Marion, Ind., UHF claims Corinthian, Avco, CBS, ABC are discriminating against it

A lone UHF operator in Marion, Ind., has taken on in court two TV networks and two group owners in an effort to secure the network affiliation which he says has been denied him (BROADCASTING, Jan. 27).

The court suit, which seeks \$3 million in damages, alleges that WTAF Marion, has been unable to obtain affiliation because of the "discriminatory, monopolistic and illegal restraint" exercised by CBS and its affiliates WISH-TV Indianapolis, and WANE-TV Fort Wayne, both owned by group-owner Corinthian Broadcasting Corp., and by ABC and its affiliate WLWI(TV) Indianapolis, owned by group-owner Avco Broadcasting Corp. The suit was filed in the U. S. District Court for the Southern District of Indiana by Anthony R. Martin-Trigona, 81% owner of WTAF(TV). He purchased control of the channel-31 outlet last year.

In addition Mr. Martin-Trigona has wired the FCC detailing his court allegations and claiming that unless WTAF receives network per-program affiliation from either ABC or CBS within 30 days, the station may have to go dark. Mr. Martin-Trigona is further said to have prepared a petition to deny the pending sale of WRTH(AM) Wood River, Ill. (St. Louis), to Avco, alleging monopolistic conspiracies between the group owner and ABC against WTAF.

His pleas come at a time when the commission is grappling with the issue of conglomerate broadcast ownership and diversification of control of mass media (see page 19).

The court suit maintains that WTAF provides the "exclusive" grade A primary service to Marion, and, in supporting material, implies that the other stations, at best, provide a grade-B signal over the community. According to Mr. Martin-Trigona, ABC says its affiliate "saturates" the market, and CBS says its affiliates are providing "satisfactory service."

"The network defendants have conspired with Corinthian and Avco . . . to preclude [WTAF] from obtaining an affiliation with either network, the suit claims, and adds, "in reliance on the FCC's articulated policy to encourage the development of television services, and UHF operations particularly, [WTAF] has expended much time, effort and money in an attempt to survive without a network affiliation which would involve no financial detriment to Columbia [sic] and Avco, but in fact would permit them to provide better service in the area served by [WTAF]. . . ."

In the telegram he sent to the commission, Mr. Martin-Trigona claims further that "we not only have to fight monopoly practices by the networks, but ruinous competition from cable television as well. WTAF may become the first station to leave the air because of increased competition from CATV."

Marion is served by Marion Cable TV, which is principally owned by Time-Life Broadcast, the licensee of WFBM-TV Indianapolis, an affiliate of NBC. The station and NBC were not made part of the court suit "at this time," according to Mr. Martin-Trigona, "because of tactical reasons." He claims the CATV serves about 50% of the TV households in his market, and has been a chief competitor for major syndicated programs. Because the CATV imports Chicago and Indianapolis stations that carry those programs WTAF has bid for, Mr. Martin-Trigona contends he has encountered little advertiser interest in sponsoring those programs on WTAF.

Ohio AM's told to pay or lose licenses

WCHO, WCHI and WKOV charged with violations dating from 1960

An FCC hearing examiner last week recommended license renewal for three Ohio AM's—at a price. Examiner Thomas H. Donahue said in an initial decision that repeated technical violations and noncompliance with the terms of license by WCHO Washington Court House, WCHI Chillicothe, and WKOV Wellston led him to recommend renewal only if each station paid a \$10,000 fine.

The stations were considered together because of links in their ownership, management, and alleged violations. Wilbur N. Nungesser is president and general manager of WCHO and WKOV, and president and chief engineer of WKOV. WCHO and WCHI are licensed to Court House Broadcasting Co., and WKOV to The Family Broadcasting Co. Together, the examiner said, the stations have compiled since 1960 a record of 38 notices of violation and four revocation warnings, all of which involve a total of 163 charges. Additionally, WCHO was charged with falsification of its logs. The stations did not deny the technical violations, but

took issue with the falsification charge.

Mr. Donahue characterized the stations' record as "negligent, careless, inept and disregarding," and said that it reflects "an operational policy that puts profit first and rules compliance second in respondents' scale of operational priorities."

However, the examiner concluded that "all things considered, respondents should have another chance." He noted that the hearing issues specified violations going back to 1958 and 1960, although the stations were punished for violations as late as June 1963. The examiner frowned on this "repetitive punishment," and said he did not believe that the violations which occurred prior to June 20, 1963, should be considered, except for notation of the fact of punishment.

Mr. Donahue also said that the stations' record of replying to notices of violation and cooperating during the hearing "operates in slight mitigation of their otherwise faulty record."

On the issue of alleged falsification of logs by WCHO, the examiner said that, "considering the identity of ownership and control of the respondents, an adverse conclusion on this issue might well tilt the scales in favor of nonrenewal of the license here in jeopardy." However, he concluded that the presence of certain factual uncertainties and the absence of certain crucial witnesses warranted a conclusion that the evidence was inconclusive and could not support an adverse ruling.

Finding that between Jan. 30, 1967, and Jan. 30, 1968, the commission's rules were violated 14 times at WCHO, 20 times at WCHI and 17 times at WKOV, and that the terms of license were once violated at both WCHO and WKOV, Examiner Donahue combined this conclusion with the fact of punishment for violations prior to 1963 and the acknowledgment of violations between that time and January 1967 to conclude with "no hesitation" that the stations should be fined.

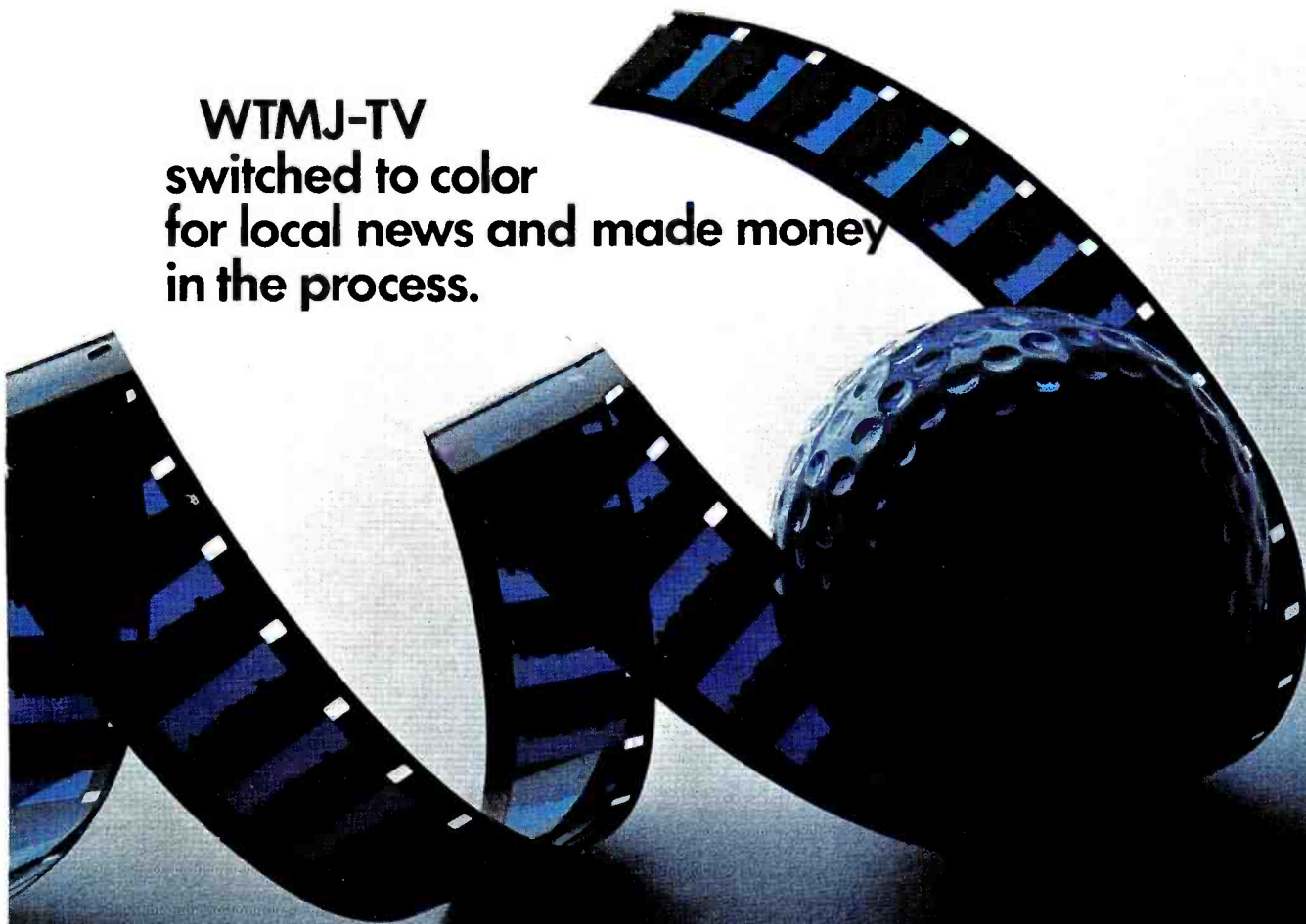
A maximum fine, the examiner said, would meet the objective of impressing upon the stations "the intolerable nature" of their conduct. "Should the past conduct continue," he said, he would recommend "prompt license revocation."

The examiner's initial decision becomes final in 50 days unless there is an appeal by one of the parties or unless the commission reviews the action.

FM subject of NAB booklet

An eight-page booklet entitled, *Methods for Measuring FM Set Penetrations*, has been prepared by the National Association of Broadcasters for FM member stations to help them determine the FM-radio penetration in their markets. The booklet is based on a NAB study

WTMJ-TV switched to color for local news and made money in the process.



"I guess you could call us one of the color pioneers in the nation," says Tom Kammer, Chief Cameraman for Milwaukee's WTMJ-TV. "In 1954-55 we had live studio color. In 1965 we began shooting color film and sent it to Chicago for processing. Then, in 1966 we got our color processor. The Kodak ME-4 Process made color a way of life for us and our audience.

"During the past year we've had the chance to show our management that we could help lower the cost of what is basically a news service investment by using our color equipment for commercial work. We are making it pay by producing, shooting, and processing color commercials for our advertisers, and doing processing for independent local producers and institutions. We

are also getting money back by using Kodak silver-recovery equipment.

"Our whole association with Kodak has been terrific. They helped us set up the ME-4 Process, and they're always handy when questions come up. And the packaged chemicals! It's like having another man when you are try-

ing to load the machine, run a mixer, and change chemicals all at the same time."

Local color is more than the coming thing. It's here with the Kodak ME-4 Process and Kodak Ektachrome films. Processors are available in a wide range of sizes and prices. Call a Kodak Regional Chief Engineer for more detailed information. In Chicago, call Dick Potter. New York—Ray Wulf. Hollywood—John Waner. Get with it.

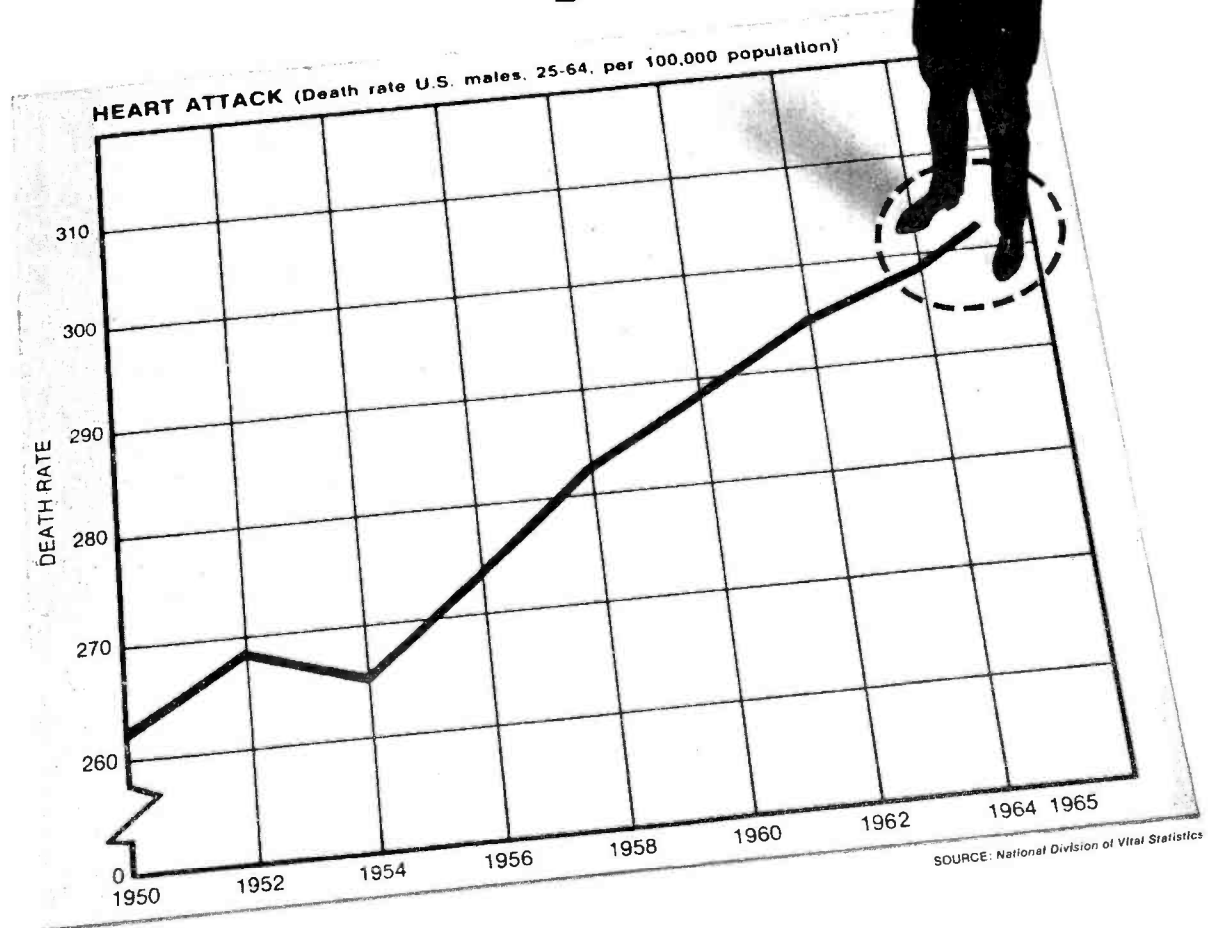


EASTMAN KODAK COMPANY

ATLANTA: 404/GL 7-5211
CHICAGO: 312/654-0200
DALLAS: 214/FL 1-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/MU 7-7080
SAN FRANCISCO: 415/776-6055

Kodak

Are you on this spot?



You *are* if you are a male American between 25 and 65 years old. You are the Number 1 target of the Nation's Number 1 killer, Heart Attack. In fact your likelihood of death from heart attack is greater now than in the past 15 years.

We have made great gains against other cardiovascular diseases: Death rate from *stroke* among American men in your age group is down 19 percent since 1950; death rate from *hypertension and hypertensive heart disease* is down 50 percent.

But the heart-attack death rate for *you*, the great mass of male breadwinners, is up — up by 15 percent, as the line on this chart shows.

You can act now in two ways to protect your heart:

First, reduce your risk of heart attack. Maintain normal weight. Eat foods low in saturated fats and cholesterol. Avoid cigarettes. Exercise regularly. Visit your doctor for periodic blood-pressure and other tests.

Second, help broaden and strengthen your Heart Association's attack on heart attack by supporting more research, education and community service for greater advances in prevention, treatment and rehabilitation. Give generously to fight the No. one threat to your life.

GIVE... so more
will live



HEART FUND

which analyzed four different methods of measurement. It concludes that the telephonic sample method provides a reliable estimate of FM penetration.

Court upholds FCC in Flower City case

Correct hearing procedures cited in eight-year dispute over ch. 13 Rochester, N.Y.

The U. S. Court of Appeals for the District of Columbia circuit last week affirmed the FCC's grant of channel 13 in Rochester, N. Y., to Flower City Television Corp. over eight other applicants, in a case acknowledged to be "enormously complicated and tedious" by the majority judges.

In a 2-1 vote, the court rejected the contention of the eight unsuccessful applicants that the commission had misused its own comparative process and had acted arbitrarily in awarding the grant to Flower City. Judges E. B. Prettyman and Warren E. Burger constituted the majority.

Judge Harold Leventhal dissented, "with some diffidence . . . in view of all the time that has elapsed and paper that has been lodged." He would have remanded the case to the commission. Judge Leventhal said, on grounds that the commission failed to set forth its reasons for preferring Flower over other applicants.

The case is steeped in antiquity and complex maneuverings at the commission level. It began in 1961, and the nine applicants have operated the channel on an interim basis since 1962, as WOKR-TV. In 1964, an FCC examiner recommended grant of the facility to Rochester Area Educational Television Association Inc. and Rochester Telecasters to operate the facility on a shared-time basis.

The commission, however, set aside the ruling and designated the case for further hearing. The educational group subsequently asked for dismissal of its application. The commission then decided to choose the permittee on the basis of the existing record and its then recent policy statement (1965) on comparative hearings.

Flower failed to receive first preference in the six standard comparative criteria, but the commission eventually awarded it the grant by elimination over two other primary applicants.

Flower was preferred over Federal Broadcasting System Inc. because the latter firm had existing broadcast interests, whereas Flower was a "new voice." Flower was chosen over Community Broadcasting Inc. primarily because of its superiority in integration

of ownership and management.

The decision was adopted in a 4-2 vote, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. Mr. Johnson attacked the whole comparative process as a basis for selection, and said he found it "impossible to make meaningful distinctions between applicants with such insignificant and noncomparable differences." (BROADCASTING, Aug. 7, 1967).

The eight losers claimed variously in their appeal to the Washington court that the commission failed to resolve all the issues raised by them, violated its own policy statement, failed to con-

sider certain of Flower's shortcomings as a potential licensee, acted arbitrarily, ignored uncontradicted evidence, and did not apply the comparative criteria to all applicants.

The court majority dealt primarily with two questions in affirming the FCC grant: The status of the examiner's initial decision after the Rochester educational group withdrew its application, and the procedural requirements of an involved comparative proceeding. On the first point, the appellants argued that when the educational group withdrew, the remaining applicants should have had a new hearing



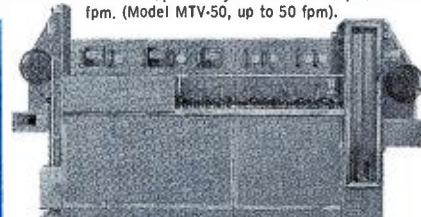
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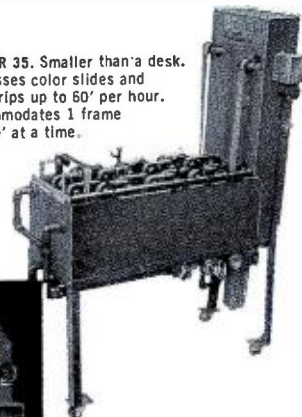
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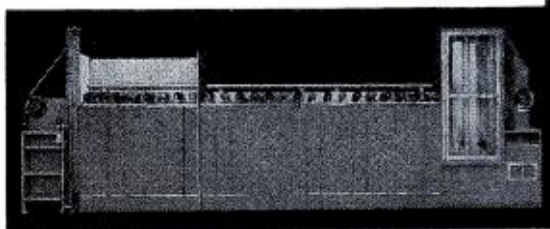
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"addressed to the factual situation as it actually exists," because the entire initial decision had become meaningless after the educational group removed itself from the picture.

Judge Prettyman, writing for the majority, called this argument "obviously untenable." Whatever the conclusion, he said, "the facts remain facts, and if they were correctly found the findings remain unchanged." Additionally, Judge Prettyman noted, the commission had held a reargument of the case.

On the question of comparative procedure, Judge Prettyman held that the eight unsuccessful applicants were mistaken in their contention that the commission should have reached a conclusion by making explicit comparison between each pair of applicants on each of the six criteria. According to the judge, the need for "findings in respect to each applicant as to every point of comparison suggested by a party, and then a composite consideration."

In his dissent, Judge Leventhal said the commission should have been more explicit in the comparisons it did make.

Principals of Flower City include Harper Sibley Jr., president (10%), John Wehle, board chairman (10%), and Gordon Auchincloss, vice president (8.3%), among a total 29 stockholders, all in the Rochester area.

The eight unsuccessful applicants were Federal Broadcasting System Inc. (WSAY Rochester and WNIA Cheekato-waga, both New York); Star Television Inc. (Maurice R. Forman, president, is a former principal of WBBF-AM-FM Rochester); Community Broadcasting Inc. (F. Robert Greene, vice president, is former part owner of WHAM and WHFM(FM) both Rochester, and Michael Hanna, director, is manager of WCHU-AM-FM Ithaca, N. Y., and formerly with CBS affiliates board).

Also Citizens Television Corp.; Heritage Radio and Television Co.; Genesee Valley Television Co.; Main Broadcast Co., and Rochester Telecasters Inc.

Religious broadcasters' potential cited

Hyde, Wasilewski remind NRB convention delegates that they have power to bind a divided world

FCC Chairman Rosel H. Hyde told the nation's religious broadcasters last week that, at a time of social unrest, they have the potential—through the use of broadcasting—"to become ministers to the total community."

The chairman, speaking last week at the 26th annual convention of National Religious Broadcasters in Washington, noted that rapid technological change has been accompanied by social and economic upheaval and by "the divisive-ness within our ranks."

He said he is not as "pessimistic" as some who feel that man is losing control of his technology. "I strongly suspect that we still possess the imagination to turn these instruments to the service of mankind rather than his subjugation or destruction."

Religious broadcasters, he added, are "in a unique position to contribute to a sense of community, to sound the call for reason and to implore your audiences to turn to the traditions and ideals upon which our Western society was established."

The channels of communication offered by broadcasting, he told his audience, give to them the opportunity to deliver the "message of faith in broad dimensions ideally suited to the needs of our times." Their messages, he said, are not limited to the size of a crowd that can gather in one place "but, rather, reach the entire community."

National Association of Broadcasters President Vincent T. Wasilewski, speaking at an earlier session, called for the religious broadcasters to function as "a bridge between broadcasting and the religious and intellectual communities," two groups that have been the source of considerable criticism of broadcasting.

"You are in broadcasting itself; you understand the medium; you know why

we do some things as we do, and why we don't do others," he explained. "You can be valuable allies in helping to counter some of the criticism, in setting the record straight, in bringing a broader understanding of broadcasting to your constituencies."

Noting the church itself, in a time of transition to a new direction of social awareness, was subject to attacks and criticisms, he observed that broadcasting, too, faces tremendous problems, and that at the "same time we have reached new heights, we have concomitantly reached new heights in criticism."

The religious broadcasters, he concluded, could help themselves as part of the broadcasting profession by "explaining broadcasting where there is ignorance, in indicting broadcasting when needed but in defending broadcasting where there is just cause, and in praising broadcasting where it is deserved."

Beaudin to join station-owner ranks

ABC Radio divisions under his charge will now report directly to Simon Siegel

Ralph W. Beaudin, group vice president for ABC Radio, has resigned, effective Feb. 28, to form his own group of radio stations.

He said last Thursday (Jan. 30) that he had "made an offer for a station" the day before, but declined to identify it "because I don't know whether the offer will be accepted." He said it was "a small station."

Mr. Beaudin said he hoped in time to acquire "four or five carefully selected" stations and would be interested in owning the FCC maximum of seven "if they're in the right locations where I can handle them all."

But, he added, "I'm not interested in flying back and forth across the country all the time." Nor is he interested in acquiring TV stations, he said.

Mr. Beaudin is known to have been considering an entry into station ownership—"everybody's dream," he calls it—for some time. A major delaying factor was said to be his desire to see his concept of four different radio network operations, which was put into effect by ABC Radio on Jan. 1, 1968, well established.

In announcing the resignation, ABC

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Executive Vice President Simon B. Siegel praised Mr. Beaudin as "a valued and dedicated radio executive" who has "contributed greatly to the vitality and growth of our radio operations," but indicated that he would not be replaced as head of all ABC Radio activities.

Instead, the divisions that currently report to Mr. Beaudin—ABC-owned radio stations, under President Harold L. Neal Jr., and the ABC Radio network, under President Walter A. Schwartz—will report directly to Mr. Siegel, effective March 3.

Mr. Siegel, who is Mr. Beaudin's immediate superior in the ABC chain of command, stressed that the radio chief was leaving voluntarily.

"All of us in management are extremely sorry to see him leave our company," Mr. Siegel said. Among his contributions, Mr. Siegel said, is "our present—and successful—four-radio-network concept," and added: "He will be greatly missed. I am sure that everyone at ABC joins me in wishing him success in his new venture."

Mr. Beaudin was named group vice president for ABC Radio in November 1966 after serving as president of ABC-owned WLS Chicago since March 1960. Before that, he was vice president and general manager of ABC's KQV Pittsburgh.

McClellan stakes out CATV as Hill territory

Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, has written a letter to FCC Chairman Rosel H. Hyde that could potentially cause the commission's whole proposed CATV policy to come unglued. With most of its impact between the lines, and couched in the most diplomatic of language, the McClellan letter so much as accuses the FCC of poaching on the subcommittee's territory and threatens a public hearing on the commission's proposed CATV rules unless "a clarification is submitted to the subcommittee within a reasonable period of time."

Senator McClellan's examination of the FCC's notice of proposed rulemaking and notice of inquiry, which would allow cable systems to import distant broadcast television signals in certain circumstances provided that retrans-

mission rights were obtained from the originating stations, has persuaded him, the senator told Mr. Hyde, "that there is a serious question concerning the jurisdiction of the commission to impose what amounts to a requirement of copyright clearance, particularly in view of the judicial decisions in *Cable Vison Inc. v. KUTV Inc.*, and *United Artists v. Fortnightly Corp.*"

The senator reasserted the desirability of all parties involved to work together to resolve the intertwined copyright and regulatory issues at stake, which involve different committees in Congress as well as the FCC. "It is obvious," Senator McClellan continued,

"that in reaching a judgment concerning one of these issues, consideration must also be given to what action has been taken, or may be taken in the future, concerning the other aspect."

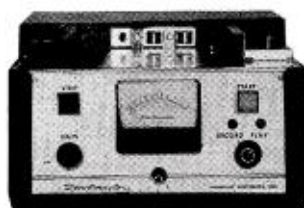
While the matter is being explored, the senator noted, he wishes to "fully reserve" his position concerning the authority of the commission to proceed with its proposed CATV regulation.

"In order for the subcommittee to proceed with the drafting of a copyright CATV provision . . . it will be necessary," Senator McClellan told Mr. Hyde, "for the subcommittee to receive a statement from the commission clarifying its anticipated future course of

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action with respect to the regulation of CATV systems if legislation is enacted providing for the payment of reasonable copyright fees by CATV systems, and including other necessary and appropriate provisions to eliminate those conditions of CATV operations that the commission regards as 'unfair competition.'"

If such clarification is not soon forthcoming, the senator said, "it would appear that the subcommittee would have no other alternative than to schedule a public hearing. . . ."

Revocation of FCC's 'license' is sought

NCTA's Beisswenger charges commission with dereliction

Robert Beisswenger, president of the Jerrold Corp., Philadelphia manufacturer of CATV equipment and operator of a chain of cable-TV systems, and chairman of the National Cable TV Association, told the FCC last week that the commission's "license to practice at the expense of the American public should be revoked."

In an "open letter" to the FCC, published in NCTA's weekly membership bulletin, Mr. Beisswenger said that the FCC had failed to recognize the "acute" deficiency of TV station allocations.

Unabashedly protesting the FCC's proposed new CATV rules, issued last December and the subject of oral arguments this week (see adjacent story), Mr. Beisswenger charged, among other things, that the commission has failed to recognize the desire on the part of the public for additional and different programs, to seek "realistic" alternatives to the present system of TV station allocations, to remain a "dispassionate" formulator and enforcer of public policy, and to accept the copyright decision of the U. S. Supreme Court.

Meanwhile, an association of group CATV operators and cable-TV manufacturers has been organized informally and it has appointed a committee to determine what it can do to help combat the FCC's proposed CATV rules.

The committee consists of Martin F. Malarkey, Washington consultant, as chairman; Marcus Bartlett, Cox Cablevision; Irving Kahn, Teleprompter; John Gault, Commonwealth United; Bruce Merrill, Ameco, and Theodore Baum, Vikoa.

Stressing that the group is not contemplating taking a position contrary to that NCTA, sources among those attending the organizational meeting indicated



Mr. Beisswenger

that their view is pointed more toward the effect of the proposed regulations on the future growth of CATV, particularly into the top-100 markets.

Also as part of its campaign to win friends among public officials, the NCTA last week sent out to its members a booklet on how government officials can use CATV. Entitled *Were You on Prime Time TV This Week?* the 12-page pamphlet describes CATV and its origination capabilities, and suggests that government officials contact the cable system in their home areas. NCTA plans also to send the booklet to representatives and senators in Washington, as well as to state and municipal officials.

NCTA loses bid for more time in oral argument

The FCC has denied a petition by the National Cable Television Association for more time to give its presentation in the oral argument scheduled for today and Tuesday (Feb. 3-4) in Washington on the pending CATV rule proposals and interim procedures. The commission cited its already heavy workload, saying there would probably be further oral argument on the proposed rules in the future.

NCTA has been included by the commission in a group of state and regional CATV associations as well as municipalities, all of which will share two hours of time in today's oral argument. The cable association had argued that this time would be too little for its own argument, let alone an entire group. It asked for an extra day.

The commission said it recognized when it allocated two days for argument that it represents "merely the opening round in this proceeding," and will be devoted primarily to a discussion of the interim procedures. Further oral presentation will probably follow after submission of written comments

in the proceeding, which are due on March 3 and April 3, the commission added.

Meanwhile, the commission received notice that NBC, the National Association of Theater Owners, and the Metropolitan Motion Picture Theaters Association have withdrawn from the oral argument. The theater owners' groups said they were not primarily concerned with the interim procedures, which will apparently dominate the proposed rules themselves. NBC offered no reason for its withdrawal.

NAB confirms speakers for March convention

With 7,000 to 8,000 broadcasters and allied industry personnel expected to attend the coming National Association of Broadcasters 47th annual convention, set for March 23-26 in Washington, the NAB continued last week to hammer together the details of the meetings and events that will be scheduled.

Nailed down last week was the traditional appearance of the FCC chairman as the Wednesday luncheon speaker. FCC Chairman Rosel H. Hyde accepted the NAB's invitation to speak on March 26. Meanwhile, the standing invitation for an appearance by the President of the U. S. awaits response.

Addressing the radio assembly on Tuesday, March 25, will be radio-TV personality Arthur Godfrey and Art Buchwald, columnist and humorist. Mr. Buchwald is in syndication with a five-minute radio show called *Buchwald On*. A third speaker at the radio assembly will be Henry Brief, executive director of the Record Industry Association of America. He will discuss changes in music programming by stations during the last five years.

Sunday, March 23, marks the convention's opening with the traditional "FM Day." The Radio Advertising Bureau will make a presentation on FM sales. FCC Commissioner Robert T. Bartley and Curtis B. Plummer, chief of the commission's field engineering bureau, will also have presentations. Frank Pace, chairman of the Corp. for Public Broadcasting, will address Tuesday's management luncheon.

Bill allows change in Comsat directors

A bill that would permit a sliding ratio of public and communications common-carrier directors for the Communications Satellite Corp., depending on the proportion of stock held by the public or the carriers, was sent to the Senate floor for a vote last week by the Senate Commerce Committee.

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New home ■ Fly, Shuebruk, Blume and Gaguine, Washington communications law firm, has moved to 1211 Connecticut Avenue, N. W., phone (202) 293-1282.

Business move ■ The business-accounting home office of Metromedia's television division is moving from New York to Hollywood. Metromedia Television already is based on the West Coast. The new business office facilities will be located at 5746 Sunset Boulevard, on property now housing Metromedia West and Metromedia-owned KTTV(TV) Los Angeles.

fixed the ratio of stock, and therefore directors, in equal amounts. Since then, the carriers have sold blocks of stock to public holders. The bill (S. 17), sought by Comsat, would institute a sliding scale of public and carrier directors to depend on amounts of stock held by both groups. Currently, the amount of carrier-held stock is about 38% of the total outstanding.

Testifying in behalf of the legislation were Rosel H. Hyde, FCC chairman; James D. O'Connell, director, telecommunications management, Office of Emergency Planning; and James Mc-

Cormack, chairman of the board, Comsat.

The Senate is expected to take quick action on the bill in order to meet a deadline imposed by a forthcoming director's election by Comsat stockholders.

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) has also already introduced a similar bill in the House of Representatives.

ABC takes look at Dayton UHF buy

Purchase of WKTR-TV would give ABC its first UHF outlet

ABC is considering the purchase of its first UHF station in a market where it lost its primary VHF affiliate last year.

It was reported last week that ABC had been offered WKTR-TV Kettering (Dayton), Ohio. However, ABC has made no commitment to purchase the station, which would be the network's sixth outlet.

Price for the channel 16 independent was said to range between \$1.5 million and \$2 million. ABC sources confirmed

the network's "interest" and indicated it was "looking into the situation," but said that negotiations had not reached a "formal" stage with no firm offer accepted or rejected by either the network or the station.

ABC moved its programming to WKEF-TV (ch. 22) Dayton last September when its former primary affiliate, WLWD-TV (ch. 2) switched to NBC. When WLWD announced the switch, ABC appealed to the FCC for help (BROADCASTING, April 22, 1968), but the commission vetoed the network's plea for affiliate protection (BROADCASTING, Sept. 9, 1968).

Dayton's other VHF is WHIO-TV, a CBS affiliate.

Principal owners of WKTR-TV are John A. Kemper, who owns 28%; Gordon A. Lowden (11.7%), and Kenneth C. Caywood (7.1%).

An ABC spokesman, who said the network has been looking at the Dayton market, acknowledged that special consideration was being given WKTR-TV.

Changing Hands

Announced:

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

■ WTAK Garden City, Mich.: Sold by Milton Maltz and Robert Wright to Walter and Charles Wolpin and Harvey A. Grace for \$525,000. Sellers own WTTT Tiffin, Ohio; WMIN-AM-FM St. Paul; WBRB Mt. Clemens, Mich., and WNYR-AM-FM Rochester, N.Y. Messrs. Wolpin each own 40% of wholesale beer distribution company and Mr. Gracy is account executive for WXYZ-TV Detroit. WTAK is a daytimer on 1090 kc with 250 w.

■ WBBX Portsmouth, N.H.: Sold by William A. Gildersleeve to Curt Gowdy for \$316,000. Mr. Gowdy, an NBC-TV network sportscaster, owns WCCM-AM-FM Lawrence, Mass., and KOWB Laramie, Wyo. He also owns 2.8% of Frontier Broadcasting's KFBC-AM-TV Cheyenne, Wyo.; KSTF-TV Scottsbluff, Neb., and KTvs(TV) Sterling, Colo., and owns 49% of Greater Lawrence Cable Television Inc., which has a franchise for Lawrence, Mass. WBBX is full time on 1380 kc with 1 kw.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 70):

■ WERD Atlanta: Sold by Jesse B. Blayton and others to Louiz O. Hertz and Mendel Romm Jr. for \$278,000. Mr. Hertz owns an advertising agency and

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has real estate and publishing interests. Mr. Romm, who also has real estate interests, owns a property management company and has interest in a mortgage loan and investment firm. WERD is a daytimer on 860 kc with 1 kw.

New TV stations

■ WTOG(TV) Tampa-St. Petersburg, Fla., owned by Hubbard Broadcasting Co., group owner, went on the air Jan. 27. The station operates on channel 44 with 741 kw visual and an antenna height of 1,430 feet above average terrain.

■ WPGH-TV Pittsburgh owned by U.S. Communications Corp., group owner, went on the air Feb. 1. It operates on channel 53 with 1,825 kw visual and an antenna height of 1,010 feet above average terrain.

Nick's continuing 'how to' course

Johnson uses 'Harper's' to tell how public can play role in license renewals

FCC Commissioner Nicholas Johnson is continuing his campaign to persuade the public it can do more than wring its hands when disappointed in or outraged by the service provided by broadcasters. Members of the public sophisticated in their awareness of how to proceed, he says, can influence the FCC's actions regarding those licensees.

The commissioner, who has expressed the same view in previous writings and speeches, is currently speaking from the national platform afforded by the Easy Chair section in *Harper's* magazine's February issue.

His principal message is this: Those seeking relief from legal institutions, must assert, first, the factual basis for the grievance and the specific parties involved; second, the legal principle that indicates relief is due; and third, the remedy sought.

Commissioner Johnson calls this "the law of effective reform." And he offered as an example of one who followed it and achieved his aim, while others seeking a similar goal were flailing about ineffectually, John Banzhaf III, the lawyer whose complaint led the

commission to apply the fairness doctrine to cigarette commercials. "The government can be made to be responsive to an individual citizen's desires," he said, and added: "Those who preach the necessity for revolution in this country might do better to study and practice the strategy of utilizing presently available techniques of reform."

He also said that members of the public can—and should—have a hand in deciding who will operate radio and television stations in their community. "This," he said, "is the citizen's ultimate control over broadcast programming." He noted that the United Church of Christ, in its opposition to the renewal of license for WLBT(TV) Jackson, Miss., established the citizen's right not only to participate in an FCC proceeding but to appeal to a court for reversal "if the FCC grants the renewal unjustifiably."

The commissioner recalled a recent suggestion of the American Civil Liberties Union that, instead of relying on existing organizations or the formation of ad hoc groups, the commission itself set up local committees of citizen volunteers to monitor local radio and television. He did not comment on the suggestion other than to say that monitoring is one of the most important aspects of effective broadcasting reform—and "an ideal group project for peo-

ple of all ages."

"Unfortunately," he said, "there are few presently recognized legal rights or remedies that will affect the quality of programs, protect us from the inundation of commercials or guarantee the opportunity to express our views or talents over the air waves." But, he said, there will be eventually—"when you, and others like you, finally harness your outrage and your imagination to 'the law of effective reform' and pull other newly recognized legal rights into our stable of remedies."

Strict antitrust enforcement pledged

McLaren promises more conglomerate interest on part of Justice

"My client will be the U.S. and I hope to lead a vigorous antitrust program," was the way that Robert W. McLaren, President Nixon's appointee as assistant attorney general for the antitrust division of the Justice Department, characterized his future plans during a Senate committee hearing last week.

Mr. McLaren appeared before the Judiciary Committee, which was holding

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Mr. McLaren

confirmation hearings on President Nixon's nominations for the antitrust post and six other Justice Department positions.

When asked if he would bring test cases—under existing law which had been held as inadequate for the purpose by his predecessors in the Johnson administration—to challenge conglomerates, Mr. McLaren replied it was “certainly high on the list” for consideration. That question had been posed by Senator Philip H. Hart (D-Mich.), who as chairman of the committee's Antitrust and Monopoly Subcommittee was a prime mover last year in urging tighter government controls on business concentrations.

Mr. McLaren said that businessmen in general “are in favor of a competitive economy and believe that the better competition works, the less government involvement there will be.”

Senator Hart also reminded Mr. McLaren of President Nixon's campaign pledge that government regulatory agencies would interfere less in the affairs of private business. But, Mr. McLaren said he did not find that statement inconsistent with a promise to strictly enforce the antitrust laws.

Mr. McLaren also said he “certainly will” give consideration to the problems of newspaper operations, and the role antitrust will play in the newspaper industry.

Senator Hiram Fong (R-Hawaii) raised the newspaper point. He and other senators—Senator Hart among them—are backing legislation that would give certain newspapers immunity to threatened antitrust prosecution for operating noneditorial departments jointly in order to keep a “failing” newspaper in operation.

Mr. McLaren said he planned to continue the policy of his predecessors,

intervening in federal regulatory cases to argue issues of competition raised in those cases. The Justice Department has been active in FCC proceedings regarding concentration of media ownership, especially regarding broadcasting-newspaper cross-ownership.

Mr. McLaren and the other Justice Department nominations were approved by the committee and on Friday (Jan. 31) Mr. McLaren was approved by the Senate.

Educational TV-radio grants in Staggers bill

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) has introduced a bill (H. R. 4214) to extend the grants program for construction of educational television or radio broadcasting facilities and to authorize a \$20-million fiscal 1970 appropriation for the Corp. for Public Broadcasting.

The draft legislation sought by the Department of Health, Education and Welfare, asks for a five-year extension of the construction provisions in the Public Broadcasting Act and for a blanket authorization of “such sums as may be necessary,” extending through July 1, 1976. An authorization of \$15 million is already in force for the next fiscal year, ending July 1, 1971.

A companion bill is expected to be introduced shortly in the Senate. Hearings in either body have not been scheduled. The open-ended provisions for facilities grants are not expected to survive a House hearing. The House traditionally only authorizes funds for three years ahead, and only for specific amounts.

Pilgrim's progress in rounding up executives

Executive line-up of Pilgrim Productions, a motion-picture company formed last summer by Matthew J. Culligan (BROADCASTING, Aug. 19, 1968), was announced last week.

Mr. Culligan is president; Arthur Leidesdorf, New York real-estate executive, is vice president and treasurer; Martin Coleman, chairman of Mosler Safe Co., is vice president, and Lee Steiner, New York and Hollywood attorney, is secretary and general counsel.

Mr. Culligan, whose acquisition of TV and motion-picture rights to Robin Moore's “Devil to Pay” and “The Country Team” was announced when Pilgrim Productions was formed, said the novels will be adapted for motion pictures by Earl Felton and Robert D. Weinbach and that they are currently collaborating with Mr. Moore on the script for “Devil to Pay.”

Mr. Culligan, former president of Mutual and of Curtis Publishing Co., is

also president of Culligan Communications Corp., which was incorporated several weeks ago and is actively seeking to acquire radio stations (BROADCASTING, Jan. 13). Mr. Leidesdorf is president of the Pershing Square Building Corp., Baker, Evans and Co. and 100 Park Avenue Inc., all in New York.

Pilgrim Productions' and CCC's headquarters are located at 150 E. 61st Street, New York (212) Murray Hill 8-3666.

Mr. Culligan last week also announced the appointment of Bernstein Brothers, DeMarco & Martin, broadcast consulting service, to direct the acquisition of stations for CCC and the operation of its broadcast division.

Incorporation of CCC and the company's plan to seek radio-station acquisitions were announced last month (BROADCASTING, Jan. 13). Mr. Culligan indicated last week the stations would form the broadcast division of CCC, which he envisions as engaging in “all forms of communications.”

CCC spokesmen said Bernstein Brothers, DeMarco & Martin operates from principal offices in New York and Hollywood.

New NBC construction in beautiful Burbank

NBC is in the midst of building a major new color studio at the network's West Coast headquarters in Burbank, Calif. The studio, the same size and class as used for the network's *Dean Martin Show* and *Rowan and Martin's Laugh-In* series, is scheduled for completion by April 1. It will cost an estimated \$2.3 million.

This is only part of an over-all \$4-million construction program NBC has underway in Burbank. The construction plans also include an expenditure of \$110,000 for a new warehouse, \$650,000 for modification of the present Studio 3 in Burbank, and \$125,000 for modification of two smaller studios, which will be converted into one large studio.

In addition, three floors of the present news building in Burbank will be extended an additional 4,200 square feet by September at a cost of \$450,000. This will allow for new dubbing and tape operations locations as well as for an expansion of the entire technical operations department in news.

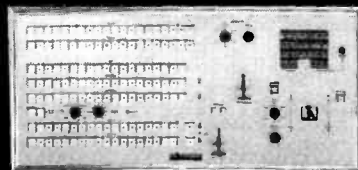
NBC also will spend \$900,000 on a new shop area for its owned KNBC(TV) Los Angeles station. A further \$425,000 will be allocated to extensions and modifications of present buildings and offices of KNBC.

The major part of the construction and expansion program is expected to be completed by July 1 according to the network.

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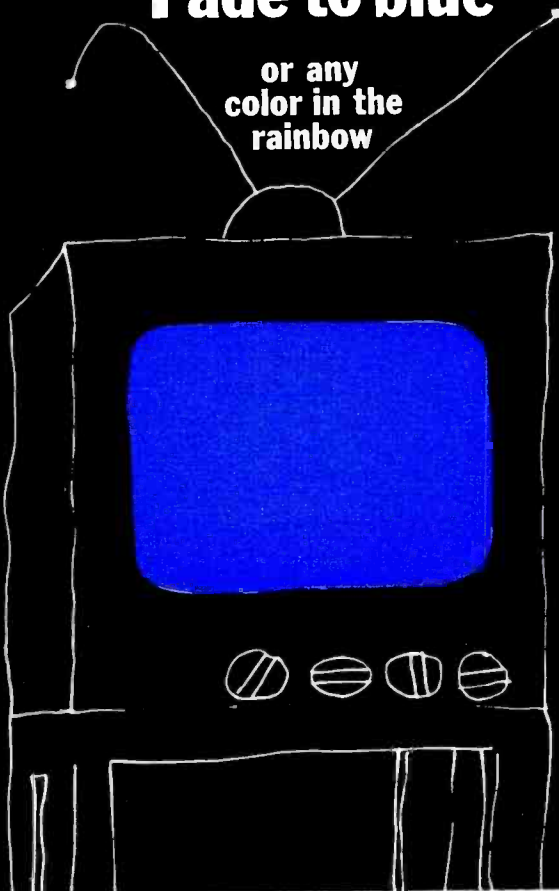
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More than 200 outlets call in outside specialists to diagnose and treat weaknesses; here's the doctor-patient thinking

A growing number of radio stations these days are willingly undergoing rigorous analysis by outsiders. They're submitting to intimate examination, from the opening of logs to the baring of innermost financial secrets. In doing so, they are often inviting devastating critiques of established practices and procedures, even sometimes of cherished accomplishments. They promise to honor and obey virtual strangers, are accepting and acting on advice that may mean the cancellation of a long-time favorite program, or, maybe worse, the firing of a long-time favorite employee. A growing number of radio stations are parties to these seeming indignities because they are convinced that in this fast, fickle, foot-loose age they have no other economically feasible choice.

Radio's increasingly blue-chip status is emphasized by BROADCASTING's annual estimates of radio time sales which show billings are now above the billion-dollar level. Estimates for 1968 radio billings came to \$1,085,002,000 (BROADCASTING, Jan. 27).

It used to be that a lot of individual people owned radio stations for a lot of different reasons. Some considered radio a hobby or perhaps a status symbol or maybe even a necessary evil that was better in their hands than out of them. For some, too, this was a form of show business and throughout the industry the emphasis seemed to be more on show than on business. The stamp of professionalism was a collector's item. Many radio people programmed by the seat of their pants. It could be that's why so many failed (as recently as 1966, more than 1,000 radio stations in the country were losing money).

Television changed the ball game for keeps. The radio network switch lost its magic. Many of the best of radio men shifted to the newer medium. Young broadcasting talent also passed radio by. Radio's skills bank has been working on short margin.

Yet the bright, innovative people who remained with radio (such men as the late Todd Storz and Gordon McLendon) evolved the modern pattern for radio prosperity. Programing formats and subformats proliferated. The

right format generated the sound that captured the fancies of the listening public. That sound can't be permitted to get sick, tired, hackneyed. For higher ratings invariably follow highly accepted sounds. There can be no quarreling with this relationship. The payoff, ultimately, is in more national and local advertising dollars.

So now radio owners can't afford to program what they personally like best or what their wives tell them will work. They're playing for big stakes. Multimillion-dollar corporations are pitted against multimillion-dollar group organizations. There can't be ifs or buts or sentiment about it.

It's a young people's world. Pinpoint what this new audience wants to hear. Zero in on the right format, produce the "in" sound. Then in a fast, flip, hip way, sock it to them.

There's only one direction to go if a station really means to compete. That's up, up and away to number-one position in the market. And the fight to be number one can't be predicated on status, or powered by image, or left to chance. You either win or lose with a quick throw of the dice. The sound of success, the call to ratings and audience composition and billowing billings has to be planned, programmed, promoted out of sight. It can't be left to the farmhands, the thinking goes. It's time to call in the pros in programing, the experts, the specialists—the radio consultants, or more colloquially, the radio doctors.

The evidence is that more than 200 stations across the country have put themselves in the hands of radio doctors during the last eight years. In most cases, the diagnosis and treatment received have covered everything involved in radio station operations, including management. But the emphasis nearly always, the real area of specialization, is in programing.

"I think a radio station is in business to get an audience, to serve that audience, and to sell the sponsor's products," remarks Chuck Blore of the Hollywood consulting firm of Programing db. "I think the programing is all-important and that the sales will follow. And if you don't have any programing,

it's awfully hard to sell a radio station."

Says radio consultant Ted Randal of Hollywood: "Our major function is to acquire the most audience for any radio station we deal with. I believe a consultant is one who is responsible for a radio station's ratings, for actually acquiring ratings, not just for giving some advice and not worrying about the station any more."

Who are these ratings-makers? The breed includes sales-promotion people, production managers, public-relations planters, even station general managers. Most of them, though, were once popular disk jockeys who moved up to become program directors eager to implement on a wider scale what practical experience taught them will work with audiences. All must be knowledgeable, constantly aware, have had great training. All must have competed enough times, done battle enough, hopefully at the top-market level, so that they know with confidence what will win and what won't. They have to believe that they can compete better than anyone else. But their most apparent common denominator is a talent for objectivity.

"I liken it to an efficiency expert," points out radio-doctor Paul Drew of Philadelphia. "You've got to be able to come into a market and stand back and observe and give someone an objective analysis of what their problems are and what the problems are at some of the competing stations. You try to advise them objectively on how they can best serve the public, and themselves, in boosting ratings and their position in the market."

It adds up to an independent fraternity of lone-wolf operators. "We like to be on our own," explains Ted Randal. "We don't like to have other people tell us what to do."

There are more radio doctors with their shingle out today than ever before. BROADCASTING spoke to eight who work at radio consultation full-time. There are a number of others, most, though, part-timers, or in-and-outers. A program director of some reputation loses his job, hires out as a consultant until a steady position opens. Another PD, makes a station move spectacularly,

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Who are the doctors? How did they start?

Following is a capsulized view of some of the radio doctors who look to cure sick radio stations:

Bill Drake-L.E. (Gene) Chenault—Operate out of Los Angeles and Fresno, Calif. . . . Have 10 AM clients including all RKO General stations. . . . Bill Drake started as disk jockey for WAKE Atlanta (now WIGO) and KYA San Francisco. . . . Met Gene Chenault in Fresno when working for him as program director. . . . Gene Chenault owns Kyno Fresno, Calif., and has purchase pending for WERE-FM Cleveland. . . . Rapport was established between two and in 1963 decided to develop consultancy in programing and management. . . . Gene Chenault is management ace, Bill Drake digs programing. . . . KGB San Diego and KHJ Los Angeles among early clients, circa 1965. . . . Started picking up RKO General stations from there. . . . Don't take just anyone as clients. . . . Turn most seekers down. . . . Must be right facility. . . . Timing also is important. . . . Of 10 AM clients, six are in top-10 markets. . . . Only consultant with significant major market penetration. . . . Has high hopes for "Hitparade '69," FM package. . . . It's in or about to be in some 15 markets. . . . Drake-Chenault? . . . Everybody talks about them, even *Time* magazine in recent full-page article. . . . They must be going good.

Ken Draper—Together with Chuck Blore and Milt Klein, of Chuck Blore Creative Services, Hollywood, last year organized Programming db. . . . Also based in Hollywood. . . . Milt Klein was once radio station manager. . . . Chuck Blore formerly programed Crowell-Collier stations into number-one positions in each market. . . . Ken Draper was general manager and program director of WCFL Chicago. . . . Moved station

from 14th to first place. . . . Chuck Blore, though concentrating on commercial production for years, had previously done surveys for two or three stations. . . . Programing db's first client was Atlantic States Industries' KMAK Fresno. . . . In June/July Pulse report last year, station was seventh. . . . After Ken Draper took hand KMAK moved to runner-up position . . . and showed up for first time in ARB, third in total rated positions for October 1968. . . . Other clients are WBUD Trenton, N.J.; KAKE Wichita, Kan.; WROV Roanoke, Va. . . . Ken Draper believes radio doctoring will be million-dollar business some day for his company.

Paul Drew—Bill Drake hired him as disk jockey when both were at WAKE Atlanta. . . . Then was program director for CKLW Windsor, Ont.-Detroit. . . . Went to Storer's WIBG, Philadelphia early last year. . . . This is first time Paul Drew is on own as radio doctor. . . . Has unusual setup. . . . Works just for Philadelphia station right now. . . . WIBG provides office space and secretary. . . . Just renewed his contract through March 1, 1970. . . . Trying to help station regain former top position in market. . . . Is giving WIBG highly identifiable, consistent, contemporary sound. . . . Suggested limited commercial policy (slightly under 13 minutes per hour). . . . Thanks to him, station no longer has news every hour. . . . News more strategically placed now and some newscasts are longer in length. . . . Helped hand-pick complete new news staff. . . . Made technical changes in sound on air. . . . Feels 1969 will be "very good year" for station. . . . Convinced "we really turned corner."

Graham-Ruttenberg—Started less than two years ago. . . . Jerry Graham, program director of WNEW New York; Bernard Ruttenberg, WNEW's public relations director. . . . Quit jobs to form company in New York. . . . Both are in

30's. . . . WHDH Boston, initial client. . . . Since have added WFMY Youngstown and WOIO Canton, both Ohio. . . . Made subtle changes at Boston station, more drastic ones at Ohio stations. . . . All client stations apparently running well. . . . At last count none lower than third in market, it's reported. . . . Partners take turns visiting stations.

Bill Hudson—Majored in radio-TV at Southern Illinois University. . . . Worked for small radio stations. . . . Went to WKDA Nashville in 1960 in sales promotion and production. . . . Subsequently formed public relations and ad agency firm, Bill Hudson & Associates, Nashville. . . . One account was Country Music Association, thus came into consulting by back door. . . . Worked with country music stations through this account. . . . Went into consulting for real in 1966 with KBOX Dallas as first client. . . . Continues to concentrate on country music. . . . His thing specifically is modern country. . . . Now has three clients. . . . Negotiating currently to handle chain of stations through station rep organization. . . . Does lot of traveling. . . . Crossed U.S. six or seven times in either direction from Nashville in year. . . . Thinks radio consultants help industry. . . . Says he: "If a man comes in and does an honest job and really knows what he's doing, the station benefits, the PD comes out a better man for it and the market tends to be less erratic."

Michael Joseph—Pioneer among radio doctors. . . . Started in January 1958. . . . Has since served more than 30 stations. . . . Now has 13 clients, including group operation. . . . Home base is Westport, Conn. . . . On road 90% of time. . . . Decided to become consultant after eight years of program production in such unlikely places as Coshockton, Ohio; Grand Rapids and Flint, both Michigan; Syracuse, N. Y.; New Orleans; Honolulu. . . . Figures stations

figures why be the house cow when milk is so dear, only to discover the free-lance consultant field not to his liking or temperament, finally gets diverted in another direction. A whole batch of people have attempted to become radio doctors, saying: "Gee, what a lucrative, easy field," until they discovered that it's tougher than hell, and failed.

One thing is for sure, as Ted Randal puts it: "In this business you're either quickly successful or you go out of business quickly." It should follow then that today's most active radio doctors have bulging case histories to cite of patients gaining, regaining or maintaining vigor in the marketplace as a result of consultation services.

As far back as the turn of the decade, programing pundit Chuck Blore, now principally a radio commercial producer but also newly-partnered with Milt Klein and Ken Draper in a consulting firm, helped give KFVB Los Angeles one of the largest listening audiences in the nation. In 1960, KFVB, then a Crowell-Collier station (now owned by Westinghouse), had a 22.0% share of audience, nearly twice that of its nearest rival in the always hotly competitive, fragmented Los Angeles market. At the same time, Mr. Blore's programing strategy vaulted KEWB Oakland, another Crowell-Collier station (now KNEW and owned by Metromedia), from sixth to second place in share of audience in an eight-month period.

Also about the same time (1960-61), Michael Joseph of Westport, Conn. scored a spectacular success at WABC New York, helping to move that ABC-owned station from 11th to first place while completely revamping its format. He had a similar success a couple of years later with WKNR Dearborn, Mich., helping to boost that Knorr-owned station also from 11th to first in audience ratings in the Detroit market.

Ken Draper, one of Chuck Blore's current partners, went to WCFL Chicago as program director in April 1965, and by the time he left as general manager last year the station had jumped from 14th position in the market to a claimed number-one ranking.

In 1966, Bill Hudson of Nashville



Mr. Drake and Mr. Chenault



Mr. Ruttenberg



Mr. Graham



Mr. Joseph



Mr. Randal



Mr. Hudson



Mr. Drew



Mr. Ward



Mr. Draper

under his stewardship had shown substantial gains in ratings so why not apply skill profitably to other stations? . . . Left Honolulu and came to New York with assistance of Lew Avery, then president of Avery-Knodel station rep. . . . For several years served as consultant to some of stations rep handled. . . . Hit it big converting WABC New York to contemporary music format. . . . Finds consulting demanding but rewarding. . . . Reportedly has had numerous offers to run stations but claims: "I simply can't afford to take them."

Ted Randal—First worked for KASH Eugene, Ore. in 1947. . . . Was DJ, sportscaster, newscaster, salesman—entire gamut of radio broadcasting. . . . Moved to stations in Midwest, Idaho, Oregon. . . . Was program director for KOPY (now KKHI) San Francisco in 1956, one of first rockers on West Coast. . . . Says that within 13 weeks had 50% of total Bay Area audience

with this station. . . . Also had own TV program in San Francisco. . . . Opened first consulting firm in 1959. . . . Within two years had helped program more than 30 radio stations. . . . First client was KSRO Santa Rosa, Calif. . . . next was KSTN Stockton, Calif. . . . While radio doctoring on side went to work for Crowell-Collier's KEWB (now Metro-media's KNEW) Oakland in 1959. . . . Was music director there for 18 months. . . . Programed KDWB Minneapolis in 1961. . . . Sold first consulting firm, TR Productions . . . was music coordinator for all Crowell-Collier stations. . . . In 1962 reorganized own company as Ted Randal Enterprises. . . . Based in Hollywood after initial try in San Francisco. . . . Since 1962 has worked with estimated 75-80 domestic and foreign stations. . . . Currently has 24 clients in foreign markets, 15 stations in Canada alone. . . . Domestic client list is now at 22. . . . "Our image," he says, "quite frankly, is larger in Aus-

tralia than it is in America." **Frank Ward**—Now 38, points to 22 years in broadcast industry. . . . Started in native Buffalo, N.Y., in 1946. . . . Worked at WKBW while attending school. . . . Became consultant only last year after stints as program director of WQXI Atlanta, WSAI Cincinnati and WFUN South Miami, Fla. . . . He also was general manager of WVON Cicero-Chicago and WWRL New York. . . . Last two are Negro-oriented stations. . . . Decided there was market for consultant in ethnic area. . . . Sonderling stations, his last regular employer, signed him to two-year contract for its ethnic outlets—WWRL New York, WO1 Washington, WDMA Memphis, KDMA Oakland. . . . Since has added two more Negro stations to his consultant service—WDAS Philadelphia and WCHB Inkster, Mich. . . . Another client, WAAB Worcester, Mass., is only nonethnic one on client roster. . . . Frank Ward works out of home in Greenwich, Conn.

gave KBOX Dallas a modern country sound and within 90 days could claim that the station was reaching more adults than any of its competitors. It took a little longer for Mr. Hudson at WIRE Indianapolis but the end result apparently was the same. The Midwest station, also employing a modern country music sound, reportedly last year billed 25% more than in any previous year in its history.

But the man who has really stirred the pea patch in the consulting field is 31-year-old Bill Drake. Since starting as a radio doctor in 1963 with a partner, station owner L. E. (Gene) Chenault, Mr. Drake has produced the most exciting, striking results in the long, volatile, cut-throat history of radio audi-

ence competition. After the Drake-Chenault team moved in, KHJ Los Angeles giant-stepped from 12th to first in six months; KGB San Diego shot from the bottom to the top of the pack in 63 days; KAKC Tulsa doubled its ratings within two months; WOR-FM New York, a money-loser with anemic ratings, showed up with 55,000 total persons, quarter-hour averages from 6 a.m. to midnight, Monday through Sunday, in the ARB New York radio ratings for Oct. 10 through 30 (tied for 10th in the market, the only FM in the bunch).

Such success commands substantial rewards. Radio consultants, with internal revenue agents and competitors seemingly lurking behind every corner, to a man decline to specify their fees.

But it's understood that they may demand and get from under \$10,000 to \$50,000 a year or more per client. A basic fee for a secondary market could be as low as \$7,500 a year. The rate for a major market would depend on the specific market, but \$50,000 a year would not be out of line.

To radio doctor Frank Ward of Greenwich, Conn., such money is well-spent. "The first decent national account that comes in will pay for a consultant's annual fee," he says. "The rest is gravy. In the top 20 markets, for example, the difference between number two and number four can mean about \$100,000 in national business."

Stations reportedly pay up to \$100,000 a year for the services of Drake-

Chenault. Says Gene Chenault: "Our pricing structure is based on the potential gross of the station. There's no set pattern to our contracts. It's more or less flexible."

One of the things Drake-Chenault will not be flexible about is short-term contracts. Few other consultants will work on this basis either. But some, apparently, will work on a per-diem basis for a short-term period and their fee in these instances range from \$200 to \$250 a day. Yet the opinion on this matter is unanimous: For best results a 52-week contract minimum is mandatory.

What does such lucre buy? Maybe the best over-all feeling of what it is to be a radio doctor came from Chuck Blore. In an informal talk to Southern California broadcasters, Mr. Blore recalled: "When I was programing all of the Crowell-Collier stations it was all that I gave a damn about. I know it helped get me divorced. The only thing I could care about at all was those radio stations. It was constant. One thing was just not separated from the other in my mind. I had to be in production and promotion. I would spend a day in the production booth with an engineer. I was always tuned in to radio. I developed a sort of mental duality. I could always hear the radio station when something was wrong with it. I could hear a goof. If everything was okay, why, then I still heard but was not bothered."

Radio doctors have individual techniques. Generally, though, they work to upgrade the total sound of client stations—format, music, on-air personalities, news and public service, promotions and commercial announcements. They listen; they evaluate; they suggest; they implement. All are prepared to offer total remedy.

To begin with, there's the monitoring of a client and its competitors. The variance is obvious from the start. Drake-Chenault de-emphasize the monitoring procedure. "When we go into market we already have certain knowledge about the facility in front. We monitor stations only for the finer points."

The usual procedure for other consultants is to visit a market and spend a few days in a motel dial-hopping, listening to the various sounds of radio. Ken Draper listens for two to two-and-a-half days before making his evaluations. He also listens to tapes of air checks.

Ted Randal has been known to stay in a market for two or three weeks at a time. Yet Mr. Randal contends that "it's quite easy to assess a market," believes he can do it fairly accurately within 48 hours. "That could be pretty much 48 hours of solid listening across

the dial," he says. "I did it in Toronto."

It's this claim of almost instant evaluation that probably opens the radio doctors up to their most severe criticism. "It takes even the most skilled and empathetic person a year, sometimes two years, even more, to learn the vagaries of an individual market," contends a major-market station manager who has competed against but will have nothing to do with radio consultants. "I can't in my wildest stretch of imagination see a guy coming into town, spending two weeks in a hotel, and then telling me what my market is like."

Counters Ted Randal: "I can pinpoint the weakness of competitor stations. The hell with what my client stations sounds like. We can change that. But I can assess the weaknesses or the strengths of my competitors and know what it takes to beat them."

Then warming to this subject, he adds: "Frankly, I can monitor almost any radio station for 15 minutes and tell you what's wrong with it."

Attests Gene Chenault: "Certain basic rules should apply to monitoring a station. It's just like a jeweler appraising a ring."

Paul Drew made several visits to the market before he would commit himself to accepting the job of trying to help WIBC Philadelphia, his first assignment as a radio consultant. He made some studies, checked around town, visited the local chamber of commerce, talked to the people in town who sell records, interviewed some of the school kids. He did a market study of sorts but not on the scale of a Frank Magid or a Hooper survey. In all he spent about five weeks in Philadelphia before deciding in what direction things should move.

Most of his information was given verbally to the general manager. In return the station supplied him with a good deal of written information on the background of the market and the station so that he could know what had happened historically.

Again the evaluation procedure is flexible. Sometimes radio consultants do and sometimes they don't prepare written critiques. "It depends on what's necessary to make the sale," explains one radio doctor. "It depends on how much convincing our prospective client needs that we can beat the people who are presently beating him."

Ken Draper of Programing db has gone into a market and listened to and evaluated as many as 12 AM stations. He tries not to meet people from the client station. He doesn't want to be influenced.

As much of 70% of his monitoring time is reserved for the client station. He listens for execution, on how the

D.J. and other talent perform. Then he usually prepares a written report, 10-pages long on at least one occasion. The critique (see page 53) provides his impressions of the market and the client station. No specific recommendations on how to improve the station are included.

"There are two parts to our consultant service," says Mr. Draper. "First we survey a market, analyze it, critique the client, recommend changes and future direction. In the second part of the service we detail implementation and execution of the changes."

Mike Joseph estimates that he spends anywhere from two to 16 weeks at a station, depending on the size of the market, and is available to the station by phone and correspondence for the remainder of the year for advice, monitoring and criticism of tapes, ideas and acquisition of programing aids.

Once Mr. Joseph has completed the monitoring of his client station and other outlets in the market and has talked with a cross-section of listeners and key business and community leaders, he prepares what he calls "an audience availability analysis." This covers the types of people in the market, their tastes and an estimate of audience flow. Mr. Joseph then formulates his proposals for improvement and redevelopment of his client's programing.

The radio consultant firm of Graham-Ruttenberg Inc., New York, usually spends from two to three weeks in a market at the outset, monitoring and interviewing. Subsequently, either of the two partners in the firm, Jerry Graham or Bernard Ruttenberg, visit for a day-and-a-half or two each week with client stations on follow-up calls. They, as do most other radio doctors, claim they are always available for telephone consultation with clients.

Totality of service is stressed by most of the consultants. When they go into a station, they apparently stick a hand in every pot.

Thus some two years ago when Bill Hudson & Associates, Nashville, switched KBOX Dallas to a modern country-music sound with the emphasis on modern, everything about the station, on- and off-the-air, was made to look "uptown" so as to better compete with the sharp top-40 stations in the market. Bill Hudson and company handled the station's billboards (out went the cowboy hats and boots), sat in on the production of new jingles and supervised the hiring of new personnel. The radio consultant firm even advised against accepting certain commercials (such as auto-transmission spots) that might tend to down-grade the over-all sound of the station.

As a radio consultant firm, Ted Randal Enterprises really offers three

principal services. It publishes a newsletter, *The Tip Sheet*, which reports on happenings in the record and radio industries. It provides a music service, which includes a weekly top-40 music play and weekly music pick lists. All records listed are supplied to stations free of charge. Indeed, Randal Enterprises does a chunk of programming for smaller-market stations by sending them records from the play list.

The play list and music are a part of most every radio doctor's bag of aids. The radio doctor in many instances not only augments the station's program director, he pre-empts the music director.

The major function of Ted Randal is in the programming area. Among other things, his firm provides a basic format for programming each entire day, a complete music format, news format, information to announcers and disk jockeys for following music and news formats, recommendations for disk jockeys, general news recommendations, planning guides covering a year's activities, daily material for time and station breaks and "do's" and "don't's" for announcers and disk jockeys. As do many others, Ted Randal gets into production and management consultation, providing production and contest ideas, promotional material and sample traffic logs to help a station adjust to a format.

Drake-Chenault, the hot hands in the pack, try not to give away any trade secret to inquirers. One thing obvious that the partners do is put heavy emphasis on the product, which in their case, to date, has meant contemporary music. Some observers, believing literally in a promotional jingle out of the Drake-Chenault shop—one that proclaims "much more music"—cite this as the key to the consultancy's winning technique.

"Our phrasing and our ID's can be copied," points out Bill Drake. "But 60% to 75% of the things we do are subliminal. Others imitate the obvious. They miss the point."

Generally, subtleties aside, the Drake-Chenault style is to keep the format fast-paced, uncluttered: minimize DJ talk; pepper brightly with brief but insistent ID's; guard against overcommercialization (the suggestion usually is for a maximum of 12 commercial interruptions per hour), and do the unconven-

tional with news (KHJ Los Angeles programs news 20 minutes after the hour). Drake-Chenault have their own, personally or staff-auditioned, play list. These come under the heading of "Hit Sounds or Golden Oldies." The flip side of the service Drake-Chenault performs for AM clients is "Hitparade '69," a complete programming service for FM stereo broadcasters operating on a fully automated basis.

Says Alvin Milder, attorney for Drake-Chenault and president of American Independent Radio Inc., Los Angeles, the separate entity set up late last year to handle the packaged FM programming service: "Let's face it, it's just not feasible to get into some markets with a personalized service. There are not enough competent people to send."

Instead, American Independent Radio analyzes stations via written questionnaires sent to each. The FM format is designed as much as possible to fit the individual station and its commitments. The package starts with a basic library consisting of 30 reels of tape, 90 minutes of play time on each. The music amounts to the top hits of the last decade—songs that have survived and made it commercially—supposedly the sounds people now in their late 20's or early 30's grew up with. Four new reels of tape are sent on alternate weeks, with

three reels sent on the other weeks, a distribution plan that continues on through the term of the contract, which must be for a minimum of a year.

Again, with this technique, a total service is offered. Drake-Chenault, through American Independent Radio, aid clients with promotional material, cut ID's for them, pre-announce or back-announce all selections.

The FM format, an outgrowth of work Drake-Chenault did for WOR-FM, was first put to use by KHJ-FM Los Angeles last October. By December, the station reportedly had jumped from a 1.7 Hooper rating Sunday through Saturday, 6 p.m. through 11 p.m. to a 5.4 rating, which meant a tie for fifth place in the market.

Most radio doctors acknowledge that a more spectacularly immediate success can be achieved by working with a contemporary-music format, especially by switching a station from another format in this direction. Yet, even the foremost exponents of modern-music programming maintain that rock 'n' roll and its offshoots provide no long-term panacea and must only be used if the specific station situation calls for it. Virtually, to a man, radio consultants say they can take a station in any direction, even to all-news or all-talk.

One West Coast radio executive



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scoffed at this attitude. He thinks it basic that the radio doctors specialize. "I don't want a gynecologist to do eye surgery on me," is the way he put it.

Still, such consultants as Mike Joseph discount criticism that they have scored rating hits merely by installing variations of contemporary-music formulas. Mr. Joseph points out that his clients include a Spanish-language station in San Juan, P.R., an all-news outlet in Denver, an all-talk facility in Minneapolis and two variety stations in the Midwest.

Frank Ward does specialize, almost exclusively in the ethnic area with Negro-oriented stations. Similarly, Bill Hudson's basic area of concentration has been with country music. He has worked to upgrade stations already using this format, but his greatest success has been in converting stations over to country music. Joe Allison of Los Angeles is another consultant specializing in the country field. He has helped WJZ Newark, N. J.; KGBS Los Angeles, and WWVA Wheeling, W. Va.

Another area of specialization for radio doctors is foreign markets. Ted Randal practically has this field to himself, although Al Milder reports that Drake-Chenault's FM service has aroused interest in Latin America, among other potential clients outside the U.S. Ted Randal, who has just signed with the Major Network in Australia, has been working with stations from that country since 1959. He also handles stations in New Zealand and Canada.

Although he has visited with clients overseas occasionally, Mr. Randal also does long-range consultancy by mail. In 1964, working totally by mail, he claims to have made station 6PR Perth the fastest rising radio station in its market.

Still, the eye-catching achievements in the radio-consulting field have nearly always involved top-40 formats, executed by a Drake-Chenault who have taken stations such as KHJ Los Angeles

or KFRC San Francisco or WRKO Boston and put on contemporary music as something fresh and new. Seemingly, the more difficult, sensitive task is to advise an already top-ranking station. And it would appear to make sense for a number-one station in a market to look for objective evaluation.

"I always believe I can take the number-one station in a market," says Ted Randal in what amounts to a consensus opinion among radio doctors. "No station can afford to be smug about their current position. Every station can be taken."

Adds Paul Drew: "I don't think a station can ever turn its back on competition. Certainly, even if a top-ranked station didn't do everything that would be recommended, some weaknesses would be pointed out that could be bolstered."

WHDH Boston is cited as an example of a station that had been successful in its market before a consultant was called in. According to Graham-Ruttenberg Inc., which handles the station, WHDH had been either second or third in Boston in terms of ratings, and now is either first or second, depending on the rating organization and the period surveyed.

"We made only subtle changes at WHDH, particularly in the music area," comments Jerry Graham.

Paul Drew, who currently is working with WIBG Philadelphia, has a particularly tender assignment. WIBG, the king in the market, was dethroned by WFIL. Both have contemporary-music formats. It's Mr. Drew's job to get WIBG back on the throne.

"When the station has been contemporary and decides to stick with the same format, you really have to approach it by making basically minor changes. And when you make hundreds of them, you're in the continuous process of upgrading the programing," he says.

The radio doctors are anything but hit-and-run artists. They can't afford to

be. Ken Draper, for instance, constantly keeps attuned to his clients. At the beginning, he visits personally on a weekly basis. Then he periodically surveys the market. He's also one of the few who can monitor any one of his stations while at home or in his office. Mr. Draper also relies heavily on day-to-day contact with client program directors.

Also through a custom-built telephone device, Bill Drake can monitor any of his client stations across the country from his West Coast home. He has some 20 telephones in his house, the better to keep in instant contact with stations.

Beyond monitoring at home, there's travel, and probably no other group of businessmen can top the radio doctors as road-runners. Mike Joseph estimates he is on the road about 90% of the time ("That's where the action is, not in New York or Westport"). Last month, Ted Randal reported that he had traveled about 125,000 miles since last June. And Bill Hudson notes that last year his travel bill for airlines was \$20,000.

Yet all the close keeping of tabs would do little good if client stations didn't cooperate, freely and fully.

"A top salesman who doesn't like the changes being made can undo in one day what a radio consultant accomplished in three months," observes Harry O'Connor, a one-time radio doctor, who now heads a thriving radio-programing production company in Hollywood. "I worked with one station," he recalls, "where I'd go in and redesign programs for three days and they spent the next 27 days tearing it apart."

But Bill Drake takes no such chances. "The real secret," he confides, "is don't get into a bad situation in the first place. Be aware of the situation and climate. Know these things in front."

Adds partner Gene Chenault: "You work directly with management so the station owner has to be a believer of the concept. He has to commit himself financially as well as philosophically."

Usually the radio doctor works with station management on a person-to-person basis. There are no giant organizations in the field. Mike Joseph, who has no staff, makes a typical comment: "My clients hire me and nobody else," he says.

At Programing db, the staff consists of Ken Draper; programing assistant Buck Herring; a secretary, and partner Chuck Blore. Mr. Blore, who has a formidable reputation as a programing innovator, is actively involved but spends much of his time producing radio commercials.

Drake-Chenault has a staff of five. Each staffer has various specialties such

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as engineering, and supposedly all are well-versed on over-all management problems. Sometimes the entire staff is taken into a market to evaluate and aid a client station.

Working closely with top management of a station, making recommendations that surely mean change and sometimes mean the dismissal of various personnel, radio doctors, more often than not, are terribly resented by station employees.

"It's impossible to work at this job in an isolation booth," remarks former consultant Harry O'Connor. "You cross all sorts of lives, emotions, egos. It's a traumatic experience for the station, and sometimes for the consultant. It's not like an efficiency expert in a machine shop. You're dealing with human beings. You change their lives. Some guy is going to get fired."

But instead of being resented by station management, the radio doctors generally have come to be thought of as miracle men. Bill Hudson explains: "Many times they call another station where we worked and they find that we've made a station number one in the market. Now the station manager gets excited and thinks this consultancy guy really must know what he's doing. And we do know what we're doing, but sometimes it's not all us. We have been dealing with good management and with a good station operation and they took the ball from us and ran with it."

Concludes Mr. Hudson: "It puts tremendous pressure on you. They really don't question anything we say, which is great, but we'd better be right. The thing is we don't make extravagant promises. I'm not trying to gamble with them."

In such slavish reliance on radio doctors, the station program director often winds up odd man out.

Again, Bill Hudson comments: "A consultant can come in and tell a station some things that need changing and it won't be questioned," he notes, "while the PD may have been telling them the same thing or hinting about it and tried to get it done, but they wouldn't listen to him."

The PD always is likely to play second banana to the radio doctor. Harry O'Connor tells why most succinctly: "You can't pay \$150 a week and expect to get \$1,500 a week talent unless it's a genius on his way up," he says.

Once involved with a radio doctor, must a station depend on such outside help indefinitely? The radio doctors as a group, naturally, hope clients will continue using them forever. Paul Drew is no exception, but he thinks that "if you have placed competent people into the positions of responsibility and leadership within the station and they have been trained well, there should be a

diminishing need for a consultant."

Yet there are some in the radio industry who are so disenchanted with consultant they see no need for them at all.

"We're very short-sighted and narrow-minded in the radio industry," says a station manager who has competed against doctored-stations. "I don't think that you can make any valid judgment on the worth of a radio station by listening to it for two hours, or 10 hours, or 20 hours, or whatever the magic formula is. I think the measurement of the worth of the radio station is in the community, in the regard in which it's held, the influence that it has, the care with which its licensee programs and plans its involvement in the community. You can't bring these things into the market in a suitcase."

So why then is the radio-doctor tribe increasing? "It has to do with the magician in all of us," says the disenchanted station manager. "I think half the radio stations in the U.S. are licensed to guys who are looking for a little magic, a little show business act that will put them over the top."

Another station manager, this one snowballed to success by a radio consulting firm, is even more bitter. "This thing goes back to the efficiency expert business," he says, the memory fresh of how he sat, a figurehead twiddling his thumbs while the station's care was put almost entirely in the control of a radio doctor. "Most station managers are just professional whores anyway. They're resigned to accepting anything that will make money for the station."

A less subjective viewpoint is that being the most popular radio station in a market increases the gross dollar volume that a station generates. Thus it also increases considerably the actual value of the station. So if a station isn't number-one, it's a good bet these competitive days that it's going to start looking around for someone who is capable of making number-one attainable.

(The foregoing special report was researched and written by Morris Gelman, senior editor, Hollywood, with additional research by Rocco Famighetti, senior editor, New York.)

Truth is a bitter pill to swallow

The critique, written or verbal, is basic to the radio consultant's service. A station may not like what's said, but it's valuable to discover what, presumably, an objective professional thinks (see above). Usually no detailed prescription for remedy is given. That's left for another phase of the service. Ken Draper of Programming db, Hollywood, always prepares a thorough, circum-

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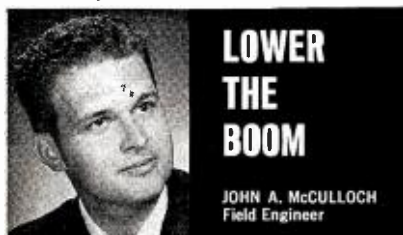
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One of a series of brief discussions
by Electro-Voice engineers



High pass filters have long been an important tool for sound engineers faced with noise problems in broadcasting, recording, and sound reinforcement. The elimination of low frequencies can reduce the effects of unwanted hum, noise, and other disturbances.

In field testing microphones in a variety of studio and stage environments, we have noted increasing application of filters to correct faults that may have no other practical solution.

For instance, it is well known that most directional microphones become increasingly omni-directional as frequency decreases. Addition of a filter, such as the Electro-Voice Model 513 100 Hz filter can reduce the consequences of this unwanted sound pickup. It is often desirable to filter only the microphone(s) where extended "reaching" for distant performers is anticipated. Other microphones can be left unfiltered if they are to be used close to the desired sound, thus minimizing the apparent reduction in overall response range.

Fear is sometimes expressed that addition of a high pass filter will create an effect of weak, thin sound. Experience usually proves otherwise. In many instances, cutting off the extreme low bass also cleans up muddy response. The subjective result is often an increase in clarity and strength of the bass instruments.

In other experiments, addition of a high pass filter in the microphone circuit eliminated sub-audible overloading of the microphone input circuit. The result was improved clarity over the entire range. The filter has also been helpful in reducing wind noise, and can prove as effective as a wind-screen in some instances.

In several critical sound reinforcement installations, insertion of the Model 513 Filter has provided an increase of from 3 to 6 dB more level before feedback. Although few rooms will sustain feedback at the low frequencies affected by the filter, very low frequency noise apparently acts as a "trigger" for oscillation at higher frequencies. By substantially lowering the amplification of this room noise, the system achieves notably improved stability. In addition the hollow sound usually heard just before a sound reinforcement system starts "ringing" is also sharply reduced. The improvement is greatest where input gain must be high to reach long distances for the desired sound.

Creative use of the high pass filter can often result in a net improvement in sound character. Improved definition of bass signals usually more than offsets the slight loss of range. While unfiltered sound is always a desirable goal, ambient conditions must be considered in determining the usefulness of an unfiltered system.

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spect critique for client stations. The following is an actual report submitted to a current client. Call letters and names of personalities involved have been deleted:

"From a programming point of view, Station A is the best radio station in the market. In terms of performance and reaching target audience, no one does better. Production is good, its 'sound' is consistent, its DJ's are better than adequate for this market, it has identity . . . and, as the ratings indicate, it has audience.

"Stations X and Y could better be described as 'good music' stations, instead of 'middle-of-the-road.' Both are bland and uninteresting. Both can be beaten.

"Client station is a 'variety' station, and that is the biggest, though certainly not the only, criticism. I think in today's sophisticated market place, this kind of programming tests listener loyalty beyond the breaking point. Radio is a habit. Singleness of sound and image are vital to the process of audience gathering.

"Small markets should not be underestimated. They are influenced much the same as large communities. The market audience watches the same TV programs and is bombarded by the same commercials . . . as every major market. Also, in the case of (market), it's located close to two major cities. I can't help believe that some of the sophistication of the fads and fashions of these two cities doesn't rub off. Too, this audience can easily hear and compare radio in (market) with both of the two big cities.

"The out-of-market listening for (market) is unusually high . . . nearly 44%. In most markets, where local radio is good and competitive, this figure more often runs around 15%. I think the high figure is indicative of listener reaction to variety radio and radio in general.

"Keeping the above in mind: Client station lacks identity. There is no single 'sound' for the listener to relate to, only programs. Client-station music is off-target; in general, talent is weak, news is uninteresting and uninspired, the station's major promotion is unexciting and poorly produced, and the talk show is often dull and slow and lacks the fire of real controversy. There are practically no jingles or production effects, and those that are used have no relation to pattern or format.

"Client-station music is off target because there are too many unfamiliar songs played and too many instrumentals. Instrumentals are 'tune-out' records. The object of most radio stations is to get audience to listen actively. People listen to vocals, not instrumentals. More 'hits' should be played; not

being a pop-music station is not a reason for ignoring hits. Too often some other arrangement or version is substituted for the original hit. Where possible, the hit ought to be played. Client-station music should be vocal, familiar, and where possible, hit music. With today's music taste, there are many pop hits applicable to client-station programming. By familiar, I mean the artists and title ought to be extremely well-known. This applies to all except hit records. For example, I think Adam Wade, Phyllis McGuire, Pete Jolly, Nick Noble, Howard Roberts are poor selections.

"Client-station personalities are no more than adequate. Most should be replaced. Certainly all need direction. (Name) works far too hard at trying to be funny, and he's not. (Name) has a similar problem and is talking to no one. (Name) simply isn't good enough. (Name) is not controversial. Both times I heard him, he ran half-hour blocks with no calls and lacked the ability to get response. These shows most often make it because the personality is controversial and antagonistic, not because of the material. Also, he must be either very knowledgeable or capable of creating an argument from any subject. I suggest you drop this show.

"Speaking of talk shows, the sports program is probably your best, most entertaining show. I suggest you make better use of these sports talents throughout other periods of the day. Sports comment could be taped for the morning show, for example.

"Client-station news is generally unimpressive. The writing is mediocre and full of trite phrases. (Terms like 'weatherman' and 'correspondent' are out-of-date.) The news is delivered without enthusiasm. There are no direct reports. You might consider a third newsmen to work only 'in the street.'

"Your production is seldom good. Even on nonrock stations, production is critical. Our business is sound.

Consistently, DJ's allow records to tail-out before beginning their chatter. Production on the money game is weak and unimaginative. The introductions for the rhythm-and-blues and talk shows are old fashioned and too long. There are technical problems with your carts or tapes. A number of times the cart was 'wavy' or 'wowed.' Perhaps it's a



maintenance problem. You need new, if not better, jingles.

"Service features were not apparent during the times monitored, and those that were, were unproduced. (As I said before, production is important, it's the difference between being interesting and

dull.) I heard no traffic or community-announcement features. If you normally run these, then consider this at least a criticism of your consistency.

"You do run promotions for various DJ's and programs. Even though they are routinely done, it's a good practice.

"You need a program director. Programming is the product. There is no way to run a good radio station without a good program director. It would be comparable to General Motors manufacturing and selling automobiles without design engineers."

Programming

New era seen for fair trial-free press

ABA panelist sees acrimony giving way to cooperation between bar, news media

A new spirit of voluntary cooperation between the legal profession and the news media to curb all possible prejudicial publicity in criminal trials was reported in Chicago last week at the annual mid-winter meeting of the American Bar Association.

The note of the new and friendlier mood came from U. S. District Judge Edward J. Devitt of St. Paul, Minn., chairman of the ABA Legal Advisory Committee on Fair Trial and Free Press which was set up last year following adoption of the controversial Reardon report to help implementation of the new policies at the local level (BROADCASTING, Feb. 26, 1968).

Certain other ABA participants last week, however, were a bit skeptical about the problems of fair trial and free press, and questioned if voluntary codes will be practical. They said the bar must do the job of assuring fair trial on its own since it alone is responsible.

The Reardon report, which was adopted over the strong protests of the news media and by certain segments of the legal profession itself, established tighter restrictions affecting news information in criminal proceedings, particularly in the pre-trial period. The basic provisions of the Reardon report also are incorporated in the ABA's proposed new "code of professional responsibility" with respect to the conduct of lawyers.

The proposed new code is a complete revision of the ABA code of ethics originally adopted in 1908. This new proposal, introduced last week in Chicago after several years of preparation, will come up for vote by the ABA at its August meeting.

Judge Devitt, speaking before the ABA's National Institute on Bar Public Relations last week, said at least 42 state bar associations so far have created media committees to work out voluntary codes within the framework of the Reardon report policies. A dozen

state voluntary codes already are in existence, he noted.

"A new climate and a new momentum have developed," Judge Devitt said, explaining that "the acrimony that once characterized the dialogue has given way to constructive approaches to the problem. So much has been happening in so many places I think it is fair to say that more progress toward resolution of this long-standing dilemma has occurred in the last year than in all of the prior years that we have been living with it."

Robert J. Emery of Oklahoma City, chairman of the Oklahoma Bar-Media Conference, who appeared on the same panel with Judge Devitt, related his state's progress in achieving a voluntary code with media's participation. He said cooperation requires the bar groups to admit their own faults first before expecting others to share new responsibilities.

Mr. Emery suggested that once the state voluntary code is approved the bar association should work toward having individual radio-TV stations and newspapers adopt it. He noted the distinct and often conflicting roles of the courts and the press, but emphasized both are seeking to serve the common goals of justice and the public interest. The press "sometimes is the only agency to correct miscarriage of justice," Mr. Emery said, adding, "we must cease the attitude of conflict and contest and work in an atmosphere of friendship and assistance."

U. S. District Judge Hubert L. Will of Chicago, however, told the panel he has "strong reservations" about "so-called voluntary standards." He pointed out that in all such codes the final responsibility for decision to publish or not publish rests entirely with the editor and his conscience. Based on newspaper history in the U. S. and elsewhere, he contended, "that exercise will be very erratic indeed."

Judge Will commented that the ABA

and local bar codes themselves may be more theoretical than practical, charging that flagrant violations of ethical practice by lawyers in the past seldom have been punished. "The bar will have to put its own house in order," Judge Will said, before it can expect assistance from the news media. "The problem of a fair trial is ours," he concluded.

Public stands to lose with fetters on news

NBC's Goodman says TV needs freedom to expand its journalistic role

The American public will be the biggest loser if present demands to further restrict television's journalistic function are allowed to come to pass. NBC President Julian Goodman asserted last week that TV's record to date "is a strong argument for more, not less, freedom than it now enjoys. It is a fact of history that censorship is never directed at the transmitter of information, but at the receiver," Mr. Goodman said.

Mr. Goodman addressed the 11th annual awards banquet of KMTV (TV) Omaha at which Nebraska Governor Norbert T. Tiemann honored Urban League officials for their constructive use of television via KMTV during 1968. NBC's Omaha affiliate, KMTV, covered the event live in color, pre-empting the network's World Premiere movie, "Dragnet '69." A color tape is being aired by the Nebraska Educational TV Network.

"If television is to continue to expand its journalistic role," Mr. Goodman said, "it needs the encouragement of freedom. Action or threats to restrict the medium will only diminish its ability to report and inform, and the public, not the broadcaster, will be poorer as a result."

Mr. Goodman noted that TV, like many other industries, has thrived in a climate of freedom, endeavoring to be responsive to changing public tastes and moods and expanding its journalistic



(L-r) Owen Saddler, executive vice president and general manager, KMTV (TV) Omaha; Jack V. Clayter, executive director, Omaha Urban League; Norbert T. Tiemann, governor of Ne-

braska; Julian Goodman, president, NBC; K. Patrick Okura, president, board of directors, Nebraska Urban League, and Edward May, president, May Broadcasting Co.

function in the process. TV's freedom has been limited "since ours is a regulated industry," but this circumstance "made us more sensitive to our responsibilities," he said.

"It also has caused us to guard our freedom carefully against any additional encroachments or restrictions, particularly as broadcasting has developed as an important medium of journalism," Mr. Goodman said. "Ironically," he observed, "it is television's tremendous capacity as a news and information medium—where it has had its greatest acclaim—that is now under threat of restriction and control. And it is also ironic that the attack, which comes in the name of the public interest, is also aimed at the public's right to a free flow of information."

The NBC president suggested the problem is a product of the times. Citing the great unrest and uncertainty, the questioning of basic institutions, Mr. Goodman noted, "dissent has been active, angry and often unpleasant. So has the reaction to it."

Along with these upheavals has come the public's need for more information, Mr. Goodman continued, and TV has reported it because it is the medium's function and obligation to do so. But because TV brings the public into such close contact with these events, he said, "the medium is too often associated with the disagreeable news it transmits and too often held accountable in some strange way for the events it reports."

TV is being singled out today because it is so highly visible among the media and because it is such an important source of news and information to most of the public, Mr. Goodman said. Attacks are mounting on Capitol Hill and elsewhere, he indicated, with calls for hearings and tighter restrictions, not only on news programs but on media ownership as well.

"Prominent in all of this is the opinion that television contributes to na-

tional discontent," he said, noting there is the suggestion that curbs on TV news are in order, "which can be translated to say that suppression of information is somehow desirable."

Citing television journalism's constant soul-searching for fairness and objectivity, Mr. Goodman said, "our only commitment has been to a free, vigorous journalism." He agreed television hasn't solved any of the nation's problems, "but we believe we have helped our fellow citizens understand them better so they may work toward solutions."

Mr. Goodman pointed out that despite the guarantees of the First Amendment, television has not been accorded the same rights of coverage or reporting as the print media. "We have no quarrel with the basic regulatory function of the government," Mr. Goodman said, "but the need for a prudent management of the available frequencies does not provide government with a basis for controlling the content of news programs."

KMTV logged 45 telephone calls inquiring or complaining about the preemption of the regular NBC movie, a comparatively low count when interruption of a major sporting event will bring 200 or 300 calls, station officials said.

Five annual news awards planned by APRTA

The AP Radio-Television Association has established an AP broadcast staff awards program consisting of five annual awards for spot news and summary contributions. John Day, WHDH-AM-TV Boston, has been named chairman of the awards committee.

The directors hope to present the first awards at the APRTA annual meeting in September. The contest period for this year will run from Jan. 1 to July 31, and thereafter from Aug.

1 to July 31.

The APRTA is urging individual station news directors or managers to submit nominations in five categories: best regional spot story, best national spot story, best regional summary writing, best national summary writing, and enterprise (to a bureau or New York staff employee for ideas or good performance in nonwriting areas).

Czechs throw out five CBS newsmen

CBS technicians and newsmen were shown the door last week by the Czechoslovakian government in a dispute over the free flow of information.

Expelled from Prague on the grounds they were making a film without government permission, five CBS employees have been banned from Czechoslovakia for three years. The expulsions brought to at least 20 the number of journalists asked to leave the nation since authorities tightened control Jan. 24.

Sam Zelman, CBS News producer, was picked up by two plain-clothes policemen, held for four hours and told to report to the Ministry of Interior. In his report over CBS Radio's *The World Tonight* he said, "my passport was returned to me, but not my government visa. Without it, I cannot leave Czechoslovakia." All visas were honored four days before when Mr. Zelman arrived to produce and report the funeral of Jan Palach for CBS-TV.

William McLaughlin, also of CBS, was ordered to leave Prague as he stepped from his plane Jan. 27. Three of the network's technicians, Les Appleton, London, Allan Debos, Paris, and Hartmut Kunz, West Germany, were also detained and finally expelled.

John Ledy, assistant secretary of state for European affairs, has informed Czech Ambassador Karel Duda that the U.S. is "concerned with every action restricting the flow of information."

Propaganda exchange?

Radio Moscow, which has offered to U.S. broadcasters taped programs on Russian cultural and political subjects, has found at least one American station that refuses to be outdone in generosity. E. R. Vadeboncoeur, president of WSYR Syracuse, N.Y., lost very little time in answering Radio Moscow's letter. His reply acknowledged that WSYR was interested in discussing use of the Russian shows, but on an exchange basis with WSYR providing programs of tapes on America life. And, as the Russians requested, there should be a post-broadcast report on audience reaction. So far Mr. Vadeboncoeur has received no reply.

President Nixon scores high TV marks

**Poised chief executive at first news conference
ponders opening sessions to public**

President Richard Nixon, savoring the success of his first news conference as President last Monday (Jan. 27), is considering frequent meetings with the media and, possibly, opening the sessions up to questions from the public.

Herb Klein, director of communications for the administration, said in an interview on NBC's *Today* show last week that the President might present his views to the public every week, 10 days or two weeks, depending on developments.

He said that, in view of the success of the first news conference, the format used then would be the principal one, at least in the beginning. "But I would not be surprised to see him answer questions from the public and other things as we go along," he said.

"I think he feels at ease in answering questions," Mr. Klein said of the President, "and I think that he feels that the American people ought to get as many answers as possible."

However, he said he did not know whether Mr. Nixon would employ a tactic he used in the campaign—that of permitting members of the public to ask unrehearsed questions on televised programs.

The President had reason to feel pleased about broadcast coverage of his news conference. It was viewed by what NBC's research department estimated was a TV audience of 17 million. And he had handled himself well, press and broadcast reporters generally agreed.

He was relaxed, and projected the image of a man in control of himself and in possession of an abundance of information that he built into a clear, concise answers. And if he refrained from revealing much that was new, reporters seemed willing to accept, at least for the present, his explanation that he had no wish to make policy in "off-the-cuff responses in press conferences."

CBS's Eric Sevareid called the performance "pretty impressive." *The Washington Post*, not known for its enthusiasm for the new President, headlined a favorable account of the conference—"President's Press Conference: Poised Performance."

Even the five-o'clock shadow—that practically legendary tonsorial problem that some think cost him the 1960 election—was gone, thanks to a deep Florida tan and what appeared to be a light dusting of makeup powder. Strategic

lighting, aimed lower and closer to the eyes than former President Johnson would tolerate, washed out the shadows that had given President Nixon a haggard look in some earlier televised news conferences.

In the early moments of the 30-minute encounter with reporters—and more than 400 of them crowded into the East Room of the White House—he betrayed some nervousness. His voice cracked. But the reporters-turned-

begin answering questions immediately.

One innovation was the absence of a podium. The President stood on a platform behind a single microphone stand with two mikes attached to it. This was done at the suggestion of Everett Aspinwall, director of television news for ABC's Washington bureau, which handled the coverage for the network pool. He recalled that in news conferences during the campaign Mr. Nixon had appeared comfortable



CBS News Photo

TV-reviewers were understanding. They pointed out that not only was this Mr. Nixon's first news conference as President, but also that he was operating in the knowledge that a slip of the tongue or a misstatement of fact could have serious repercussions for his foreign or domestic policy.

The news conference may have lacked the dash and charm that marked the conferences of President Kennedy, who was the first President to permit live broadcasts of his sessions with the press. But it appeared to register more favorably than did many of those given by former President Johnson.

On one point the distinction between the conferences of the new and former Presidents was obvious. Where Mr. Johnson would frequently monopolize a large portion of his news conferences with announcements, Mr. Nixon announced at the beginning of his meeting with reporters that there would be no opening statement and that he would

in fielding questions without any obstruction between himself and the reporters.

The lack of a podium appeared to add to the air of casualness. It also permitted the television coverage to impart an intimate theater-in-the-round atmosphere. Cameras situated on either side of the room—four Norelco color cameras were used in all—picked up a section of the reporters and the room's appointments, along with the President, in focusing on him.

Apart from the President's own qualities, the success of the news conference was due to the preparation that went into it. And on this point, Mr. Aspinwall expressed gratitude for the cooperation given by the White House news office. He said he hoped it would "continue and expand."

He knew of the news conference on Friday (Jan. 24). Actually, the broadcast newsmen were informed before the public announcement was made in a

White House briefing late that afternoon. This provided time to secure a mobile unit, survey the room and lay the lines.

In addition, he had time for "a long talk" on Saturday with Tim Elbourne, who was handling liaison for the White House, and Al Scott, a television consultant to the President. And the ABC crew had all day Sunday to set up.

This was a far cry from the frantic pressures a White House news conference meant for the broadcast newsmen during the Johnson era. "Twenty minutes before airtime," Mr. Aspinwall recalled, "we'd get the word, and the White House crew would still be ironing wrinkles from the blue drapes that were to serve as background."

Hope, King specials nudge NBC to Nielsen lead

Two specials helped NBC-TV achieve a 21.3 national Nielsen rating for the week of Jan. 13-19, edging out CBS-TV's 20.9 and ABC-TV's 14.9.

The specials, Bob Hope's Vietnam Christmas tour and Alan King's *Comedy is King II*, ranked first and seventh respectively. The other top rankings were filled by programs consistently popular all year.

Two replacement shows, *The Queen and I*, a comedy series, on CBS and *My Friend Tony*, a police-adventure series, on NBC, rated 17.3 and 16.2 respectively, ranking in the top-50 shows.

A time change (from Thursday, 8-9 p.m. to Wednesday, 10-11 p.m.) seems to have favored *Hawaii Five-0* on CBS. Ratings before the switch Dec. 25, 1968, averaged around 16, and since then have risen to around 20. The *Jonathan Winters Show*, which exchanged times with *Hawaii Five-0*, seems not to have been affected in ratings—it had a 15.3 rating in the last report.

Program notes:

Summer replacement ■ Liberace will be host of a weekly variety program from London as a summer replacement for *Red Skelton Hour* on CBS-TV (Tuesdays, 8:30-9:30 p.m. NYT). The series will be shown starting July 8.

Desert documentary ■ The Sahara Desert will be the subject of a one-hour NBC-TV documentary this spring. Lou Hazam is the producer.

New series ■ Recording artist Biff Rose will begin a five-minute thrice weekly show on the ABC Radio's Contemporary network tonight (Feb. 3) at 8:25 p.m. EST.

Bay-area production ■ Writer-producer Don Zavín has formed Zavín Produc-

Another point of view draws public ire

Complaints about anti-Semitic broadcasts on WBAI(FM) New York reach FCC's desk

A simmering controversy over a New York station's broadcast of allegedly anti-Semitic material took a new turn last week with a demand by Representative Emanuel Celler (D-N.Y.) that the FCC use its powers "to redress" the station's "abuse of the public trust."

The controversy, a manifestation of the racial bitterness that surfaced during the teachers' strikes in New York last fall, involves Pacifica Foundation's listener-supported WBAI(FM). The station has defended its broadcasts of such material and rejected demands that it cancel the program on which some of it was broadcast.

But Representative Celler, in a letter to FCC Chairman Rosel H. Hyde, expressed his disagreement with the statements of the station's directors "who have attempted to shield themselves with a mistaken interpretation of the First Amendment with regard to the anti-Semitic views expressed over WBAI."

He said that "the First Amendment is not absolute" and that WBAI, as "a federally licensed radio station," "must operate responsibly in the public interest." In view of the "inflammable social climate," he added, "station officials carried double responsibility in ignoring 'the clear and present danger' in permitting anti-Semitic views to be sent over the air."

The controversy erupted last month, when Leslie R. Campbell, a Negro teacher in a Brooklyn junior high school that figured prominently in the strikes, read a poem that was immediately denounced as anti-Semitic.

It begins: "Hey, Jew boy, with that yarmulka on your head. You pale-faced

Jew boy—I wish you were dead." The poem is said to have been written by a 15-year-old student and was "dedicated" to Albert Shanker, president of the United Federation of Teachers.

UFT and the Anti-Defamation League of B'nai Brith filed complaints with the commission. UFT said the station was being used "to spread anti-Semitic propaganda." But a station official said the poem was broadcast to "demonstrate what a lot of people don't want to take seriously—the strong and growing resentment of Jewish whites among ghetto blacks."

Before the commission had a chance to consider the complaints, the station two weeks ago broadcast a discussion program in which one of the participants said of Hitler in reaction to his program to exterminate the Jews: "He didn't make enough lampshades out of them." This stimulated a new batch of complaints to the commission last week. They came from individuals, some of whom urged revocation of the station's license.

Meanwhile, last Sunday (Jan. 26), the Jewish Defense League picketed the station and demanded the cancellation of the *Julius Lester Show*, on which the poem was read.

But Harold Taylor, chairman of the WBAI board of directors, in a letter to the league, said "the cure of bigotry" is not served by the suppression of views "we consider reprehensible."

Simultaneously, the board released a statement asserting that the station has a responsibility to present the opinions and facts representing the full spectrum of social reality. This sometimes presents serious difficulties, the statement

tions at 843 Montgomery Street, San Francisco to develop TV programs for local stations, station groups and possible network use. Zavín Productions has eight feature films and TV program properties, including a sports quiz show, *Playoff*. A half-hour color pilot of *Playoff* features KRON-TV San Francisco sportscaster Frank Dill, pro basketball star Rick Barry and Oakland Athletics player Reggie Jackson.

Sports mini-shows ■ *Golden Moments in Sports*, a series of 312 30-second radio spots, is being syndicated by Nightingale-Conant Corp., Chicago. The spots tell unusual off-beat stories about sports heroes and events. Narration is by Danny O'Neil, who was host of ABC-TV's *One in a Million*. A condensed format is said to allow stations maximum flexibility in inserting com-

mercials.

NBC series selected ■ National Educational Radio network is distributing Westinghouse Broadcasting Co.'s 10-part radio series, *The Pollution Explosion*, to noncommercial stations. The series was broadcast on the seven WBC stations during 1967-68.

Renewal time ■ NBC-TV has picked up options on two prime-time shows for another year: 20th Century-Fox Television's *Daniel Boone* and Universal TV's *The Name of the Game* will be renewed. It will be the sixth season for *Daniel Boone* and the second season for 90-minute *Name of the Game*.

Dubbing facility ■ The Music Makers Group Inc. has opened a facility at 3 East 57th Street, New York, for dubbing foreign language films into English.

added.

In the present controversy, it said, "the anti-Semitic views expressed" over the station's facilities were repugnant to everyone at WBAI. But eliminating such views, it added, would raise a question concerning freedom of speech and serve the ends of those "who would refine the rawness of truth in order to make it socially convenient."

Commission officials last week declined to speculate on how the agency would proceed in dealing with the complaints about WBAI. Normally, however, in cases where complaints indicating that violations of the commission's rules or policies are involved, the station involved is asked to comment in writing on the allegations.

The controversy swirling about WBAI isn't the first one in which a station has been accused of broadcasting anti-Semitic material. Three years ago the ADL urged the commission to deny renewal of license for KTYM Inglewood, Calif., because of such programing.

However, the commission renewed the license without a hearing, noting that it could not bar such programing without becoming a censor. Its only responsibility, it added, was to insure that all viewpoints are given equal opportunity for expression. The commission's decision was upheld by the U.S. Court of Appeals for the District of Columbia.

WBC imports Frost for new talk show

Syndicated series to be taped in N. Y.; seen as daytime successor to 'Griffin' series

Westinghouse Broadcasting Co. was expected last week to sign David Frost to star in a 90-minute entertainment-talk TV series, which in effect would replace *The Merv Griffin Show* as a major WBC syndicated series.

The new series would be produced in color by WBC's Group W Productions and would be distributed to stations throughout the U.S. and Canada by Group W Program Sales Inc., as have been Westinghouse's *The Mike Douglas Show* and *The Merv Griffin Show*. And similarly, the Frost series would be taped.

Mr. Frost would establish residence in New York in order to concentrate on the show, which will resemble the *Griffin* series in format.

Westinghouse had initiated a wide search for a *Griffin* replacement show when the performer was signed to a six-year contract by CBS last summer (BROADCASTING, Aug. 12, 1968). He will be host of a late-night program on CBS-TV starting next Aug. 18 (BROAD-



Mr. Frost

CASTING, Oct. 28, 1968).

The *Merv Griffin Show* is now in its fourth year of production under the Westinghouse banner. It is now telecast by 140 stations, while *The Mike Douglas Show*, now in its eighth year of Group W production, is on 182 stations.

A series starring David Frost would permit Westinghouse to provide stations with 250 new programs each year, in the pattern set in *Douglas* and *Griffin*. Though a 90-minute production, the Frost series also would be available in a one-hour form. Taping would begin in July.

Mr. Frost, 29, is a TV star and producer in his native England and has made guest appearances on a number of shows on U.S. television. Several seasons ago, he had a continuing role in *That Was The Week That Was*, a topical show in prime time on NBC-TV. More recently he has produced and starred in various Westinghouse specials, including the interview film, *The Next President*, which was shown last summer. He helped found London Weekend Television, of which he is a major stockholder.

W7 in role of reluctant bride

Commonwealth United, Kinney National, Data Processing want her hand

Warner Bros.-Seven Arts Ltd., Toronto, considered by many on Wall Street as a prime candidate for take-over, last week was being wooed by two conglomerates and a computer firm.

The new suitors appeared on the scene after National General Corp., Los Angeles, and Chris-Craft Industries Inc., New York, broke off their long-standing merger attempts. Meanwhile, the object of all this attention indicated that it is neither soliciting nor encourag-

ing merger offers.

Commonwealth United Corp., a Beverly Hills, Calif., oil-real estate-motion picture and television-vending machine conglomerate, was the first to come up with a new offer for W7. The Commonwealth offer, which could be worth as much as \$266 million, would involve an exchange of stock to the holders of the common stock and convertible debentures of W7. It was announced that the proposed offer would be covered by a registration statement to be filed with the Securities and Exchange Commission.

Kinney National Service Inc., New York, followed the Commonwealth proposal by offering to acquire W7 in a tax-free transaction valued by the prospective purchaser at \$400 million. This offer, submitted to W7's board of directors, involves an exchange of stock.

The third of W7's current suitors is Data Processing Financial & General Corp., New York, which late last week was reported to be holding discussions with the movie and TV production company. Data Processing, which acquires computer equipment and then leases it to clients, had sales of \$17.37 million for the fiscal year ended May 31, 1968.

Commonwealth already has an entertainment division which is engaged in movie production, and theater and TV distribution. The diversified company also is involved in the cable-television field.

Kinney National is a conglomerate service company in communications, entertainment, construction, maintenance and parking, among other fields. Through its leisure-time communications group it publishes *Superman* and *Batman* comic books, *Mad* magazine, and operates Television Programs International, which distributes TV programs to foreign markets.

In addition the group owns Licensing Corp. of America, which handles endorsements and merchandising tie-ins, as well as Panavision, maker of lenses and cameras for wide-screen theaters.

However, if the Kinney offer to W7 is accepted and the transaction is consummated, Kinney National announced that it will divest itself of Ashley Famous Agency Inc., New York, a subsidiary that is an international talent agency.

Last month, a merger agreement between W7 and National General was ended after more than six months of negotiations (BROADCASTING, Jan. 27).

At the same time, Chris-Craft, which made a tender offer for Piper Aircraft Corp., Lock Haven, Pa., said that this move ruled out any remaining interest it had in acquiring W7. Last June, Chris-Craft and W7 announced that they had held talks leading to a preliminary merger.

Interpublic sees profit for 1968

Healy says company is out of financial trouble; 1969 outlook is 'better'

The Interpublic Group of Co.'s is meeting all the terms of its refinancing agreement (BROADCASTING, Sept. 23, 1968) and expects to turn a net profit of \$3,722,000 for 1968, as compared to a net loss of \$3,889,000 in 1967, President Robert E. Healy reported last week.

"Our financial problems are behind us," Mr. Healy told a news briefing in New York Thursday (Jan. 30).

Securities and Exchange Commission registration for an offering of \$4 million in 7% convertible, subordinated debentures ended Jan. 24. Mr. Healy was to make a financial report late Friday (Jan. 31) to major creditors.

Principal among them is Chase Manhattan Bank, which last July loaned the advertising and marketing group \$10.2 million and guaranteed up to \$1.7 million in foreign bank loans in an over-all refinancing plan that included sale of the debentures to Interpublic employees.

Under terms of the bank credit, Interpublic was required to raise at least \$2 million by Feb. 15, 1969, and another \$2 million by Dec. 31, 1969, through sale of assets. However, any debenture revenue above the first \$1 million sold by Feb. 15 could be ap-

plied to this total.

In the debenture sale, the company also was required to sell at least \$1 million of the debentures by Feb. 15, 1969, and at least another \$1 million by Dec. 31, 1969.

At the news session, Mr. Healy said he would report to the bankers that \$2,986,500 in debentures have been sold to 327 Interpublic employees, including all of the company's directors.

In addition to the debenture sale, he said, Interpublic has raised an additional \$1,922,000 through the sale of other assets, the bulk of it from the \$1.8 million sale of a lease on its London offices of Pritchard Wood Associates. Pritchard Wood is to relocate in a new London building housing two other U.S. agency affiliates.

With all requirements for its Feb. 15

The Broadcasting stock Index

A weekly summary of market activity in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Jan. 30	Closing Jan. 24	Closing Jan. 16	1969-1968 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	72½	68½	70½	76½	43½	4,709	\$306,700
CBS	CBS	N	49½	53	53½	60½	43½	24,150	1,298,100
Capital Cities	CCB	N	78½	75½	76½	89½	42½	2,811	219,300
Corinthian	CRB	N	36½	35½	35½	40½	22½	3,384	122,700
Cox	COX	N	57½	57½	55½	64½	43½	2,879	169,900
Gross Telecasting		O	37½	37	36½	38	28	400	12,800
Metromedia	MET	N	51½	49	48½	57½	34½	4,862	251,000
Pacific & Southern		O	20½	20	19½	24	6	1,614	33,900
Reeves Broadcasting	RBT	A	30½	34½	33½	43½	9½	1,825	65,200
Scripps-Howard		O	30½	30	30	34	24	2,389	74,100
Sonderling	SDB	A	36½	37½	36	47½	23½	930	37,100
Taft	TFB	N	37½	38½	40	45½	30½	3,363	133,700
						Total		53,316	\$2,724,500
Broadcasting with other major interests									
Avco	AV	N	46½	46½	45½	65	37	14,075	\$686,200
Bartell Media	BMC	A	21	20½	20½	23½	9	2,106	43,700
Boston Herald-Traveler		O	45	64	69	71	45	569	39,300
Chris-Craft	CCN	N	50	51½	44½	54	26½	1,153	45,300
Cowles Communications	CWL	N	16	15½	15½	18½	12½	3,625	61,600
Fuqua	FQA	N	45½	46½	45	47½	32½	3,781	168,300
Gannett		O	39½	38½	36½	44	23	4,736	183,500
General Tire	GY	N	31½	31½	31½	36½	23½	17,061	586,500
Gray Communications		O	12½	11½	9½	15	9	475	5,000
LIN		O	25	27	28½	31	16	1,550	44,200
Meredith Publishing	MDP	N	55½	55½	50½	57	23½	2,732	138,600
The Outlet Co.	OTU	N	27½	28½	27½	34	20½	1,184	34,900
Rollins*	ROL	N	38	74½	73½	38½	37	3,969	303,400
Rust Craft	RUS	A	36½	36½	36	38½	29½	1,184	40,800
Storer	SBK	N	54½	55½	55½	64½	36	4,188	253,900
Time Inc.	TL	N	93½	92½	95½	109½	86½	7,018	698,300
Wometco	WOM	N	34½	34	33½	38	17½	3,815	129,700
						Total		73,211	\$3,463,200
CATV									
Ameco	ACO	A	12½	13½	13½	19½	7½	1,200	\$16,700
Cox Cable Communications		O	18	18	17½	25	16	2,500	47,500
Cypress Communications		O	18½	19½	19½	23	12	808	15,800
Entron		O	7½	8½	9½	12	4	607	5,900
H & B American	HBA	A	17½	18	17½	28½	9½	2,956	58,000
Teleprompter	TP	A	59½	57½	56½	83	23½	994	65,100
Television Communications		O	16½	14½	14	20	15	2,090	35,500
Vikoa	VIK	A	32½	30	28½	39½	12½	1,587	43,400
						Total		12,742	\$287,900
Programming									
Columbia Pictures	CPS	N	38½	38½	36½	45½	23½	5,390	\$223,700
Commonwealth United	CUC	A	24	22½	21½	24½	6½	6,087	126,300
Disney	DIS	N	83	84½	79½	93½	41½	4,230	359,600

financial deadline met, Mr. Healy said that after expenses, Interpublic still will need to raise only another \$106,000 in sale of assets to meet final requirements of its Dec. 31 deadline.

On the company's operations, Mr. Healy supplied unaudited financial returns for 1968. Using round figures, Mr. Healy reported 1968 operating revenues of \$105,387,000, compared to \$103,713,000 in 1967; 1968 operating costs were \$97,625,000, and non-operating costs were \$1,572,000 compared to total 1967 costs and expenses of \$107,219,000; 1968 pre-tax profit was \$6,190,000 compared to a 1967 pre-tax loss of \$3,505,000.

The 1968 tax provision was \$3,157,000, compared to \$383,000 for 1967; 1968 net profit before provision for extraordinary items was \$3,033,000, compared to 1967's net loss before extraordinary items of \$3,889,000.

Among extraordinary items to be figured into 1968's balance sheet are \$1,334,000 realized from sale of the British lease after expenses, a deduction of \$250,000 for an increase in the

reserve for foreign operations, and \$395,000 in nonrecurring expenses. The last item includes part of the cost of Interpublic's settlement with deposed head Marion Harper Jr.

Company reports:

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported a record 14.7% increase in income and an 18.3% rise in sales for the 1968 fiscal year. Wometco also announced a 3-for-2 stock split, subject to stockholder approval of an increase in Wometco's common stock from six million to 12 million shares. Stockholders will vote on the stock increase at a special meeting March 7. Distribution of the additional shares will be made March 26 to stockholders of record March 7. After the split, Wometco will pay cash dividends on the split shares at an annual rate of 38 cents on class A stock and 14 cents on class B stock, and will offer for public sale approximately \$15 million of convertible subordinated debentures.

Wometco also declared a quarterly dividend of 13 cents on class A stock and 4 3/4 cents on class B stock, both payable March 14 to stockholders of record Feb. 28.

For the fiscal year ended Dec. 28, 1968:

	1968	1967
Earned per share	\$1.32	\$1.27
Income	4,900,000	4,300,000
Sales	68,000,000	57,500,000

Note: 1968 per share earnings do not include an extraordinary gain of \$1.4 million, or 37 cents per share, realized in 1968 from the sale of Pepsi Cola and Canada Dry franchises in the Bahama Islands.

Cable-Com General Inc., Colorado Springs, multiple CATV operator, has reported an increase in revenue and net profits for the fourth quarter of 1968 over the 1967 period. Cable-Com was known formerly as the Vumore Co. and was owned completely by Video Independent Theaters Inc., a wholly-owned subsidiary of RKO General Broadcasting. On Jan. 15, 31.2% of the shares of stock were offered to the public through Shields & Co., New York, with Video Independent retaining 68.8%. The stock has been selling

	Stock symbol	Ex- change	Closing Jan. 30	Closing Jan. 24	Closing Jan. 16	1969-1968 High Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming (cont.)								
Filmways	FWY	A	36 3/4	37 1/2	37	42 16 1/2	961	7,100
Four Star International		O	7	8	7 1/2	10 5	666	5,000
Gulf & Western	GW	N	47 1/2	47 1/2	46 3/4	66 1/2 38 1/2	11,680	582,500
MCA	MCA	N	39 1/2	39 1/2	40 1/2	53 1/2 38 1/2	7,764	341,600
MGM	MGM	N	39 1/2	39 1/2	40 1/2	55 35 1/2	5,759	246,200
Transamerica	TA	N	75 1/2	77	73	87 1/2 43 1/2	28,859	2,150,000
Trans-Lux	TLX	A	51	53	50	83 1/2 21 1/2	753	44,100
20th Century-Fox	TF	N	32 1/2	33 1/2	34 1/2	40 1/2 24 1/2	7,035	239,200
Walter Reade Organization		O	15 1/2	15 1/2	14 1/2	17 7	1,662	22,400
Warner-Seven Arts	WBS	A	61 1/2	50 1/2	45 1/2	60 1/2 26 1/2	3,810	163,800
Wrather Corp.		O	20 1/2	19 1/2	16	20 1/2 4	1,710	30,400
						Total	86,366	\$4,571,900
Service								
John Blair		O	28	25 1/2	23	54 20	1,080	55,100
Comsat	CQ	N	50 1/2	51 1/2	50 1/2	64 1/2 41 1/2	10,000	527,500
Doyle Dane Bernbach		O	28 1/2	28 1/2	28 1/2	41 30	2,104	64,200
Foote, Cone & Belding	FCB	N	15	15 1/2	15	20 1/2 13	2,157	31,300
General Artists		O	20	20 1/2	16 1/2	26 10	610	11,000
Grey Advertising		O	14	14 1/2	14 1/2	20 12	1,201	21,300
MPO Videotronics	MPO	A	19 1/2	19 1/2	18 1/2	22 1/2 10 1/2	517	10,300
MovieLab	MOV	A	12 1/2	12 1/2	11 1/2	17 1/2 11 1/2	1,404	16,500
Nielsen		O	33 1/2	33	31 1/2	40 27	5,130	179,500
Ogilvy & Mather		O	25 1/2	24	22 1/2	28 14	1,090	26,200
Papert, Koenig, Lois	PKL	A	28	22 1/2	16 1/2	28 1/2 4 1/2	791	9,900
Wells, Rich, Greene		O	16	15 1/2	15 1/2	22 12	1,501	19,900
						Total	27,585	\$972,800
Manufacturing								
Admiral	ADL	N	18 1/2	18 1/2	18 1/2	25 1/2 16 1/2	5,110	99,600
Ampex	APX	N	38 1/2	36 1/2	37 1/2	42 1/2 26 1/2	9,629	375,500
General Electric	GE	N	91 1/2	91 1/2	91 1/2	100 1/2 80 1/2	91,068	8,549,000
Magnavox	MAG	N	52 1/2	52 1/2	52 1/2	62 1/2 36 1/2	15,442	860,900
3M	MMM	N	99 1/2	102 1/2	102 1/2	119 1/2 81	53,793	5,628,100
Motorola	MOT	N	118 1/2	120	122 1/2	153 1/2 97	6,122	806,600
National Video	NVD	A	13 1/2	14 1/2	14 1/2	24 1/2 11 1/2	2,782	38,600
RCA	RCA	N	44 1/2	45	45 1/2	55 43 1/2	62,606	2,895,500
Reeves Industries	RSC	A	9 1/2	8 1/2	8	9 1/2 4 1/2	3,240	20,800
Westinghouse	WX	N	67 1/2	69 1/2	66 1/2	78 1/2 59 1/2	38,064	2,445,600
Zenith Radio	ZE	N	54 1/2	53	52 1/2	65 1/2 50 1/2	18,860	1,051,400
						Total	306,716	\$21,720,200
Grand total							559,936	\$33,740,500
Standard & Poor Industrial Average			111.28	111.42	111.21	118.81 94.23		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Dec. 31
* Denotes two for one stock split

over-the-counter at or near \$15 a share it was stated.

For the quarter ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.09	\$0.04
Gross revenue	1,201,965	1,031,713
Net profit	139,092	69,248

Memorex Corp., Santa Clara, Calif., producer of magnetic recording media, including video tapes for broadcast and closed-circuit television, reported, in a preliminary financial statement, substantial increases in sales, net income and share earnings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.35	\$1.06
Revenues	58,300,000	34,232,372
Net earnings	4,900,000	3,576,451

Note: Earned per-share figure for 1967 has been adjusted to reflect conversion of the company's 5% convertible subordinated debentures in February 1966, and three-for-one stock split in February 1968.

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a record 52.5% increase in net earnings and a record 15.3% rise in revenue for the first six months of the fiscal year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.76	\$1.16
Net earnings	4,837,417	3,172,512
Revenue	65,091,581	56,465,657

Music Makers Group Inc., New York, creators of original music for advertisers, broadcasters and films, reported peak revenues for the six months ended Dec. 31, 1968:

	1968	1967
Earnings per share	\$0.25	\$0.21
Revenues	809,437	728,854
Net income	127,559	104,921

3M Co., St. Paul, reported a record 13% increase in sales and a record 8.4% increase in net income for 1968:

	1968	1967
Earned per share	\$2.98	\$2.76
Sales	1,400,000,000	1,200,000,000
Net income	161,300,000	148,900,000

Note: 1967 figures have been restated to reflect the acquisition of Burgess Cellulose Co., Freeport, Ill., in the third quarter of 1968.

Financial notes:

■ Metromedia stockholders will vote on the pending merger with Transamerica at a special meeting on Feb. 28 in New York. Transamerica has a regular annual meeting of its stockholders scheduled for April 24 in San Francisco (BROADCASTING, Jan. 27). The merger has already been approved by the boards of both firms.

■ Turner Advertising Co., Atlanta, has changed its name to Turner Communications Corp. to reflect its expanded interests the areas of broadcasting, plastic products, and signs, as well as outdoor advertising. Turner, which owns WGOV Chattanooga, reported net earnings of \$242,089 for the first fiscal quarter. Earnings increased 75% to 77 cents per share.

■ Ogilvy & Mather International has reported record total billings of \$205 million in its preliminary report for 1968. The figure is up 15% over 1967 billing of \$179 million.

■ The plan of Walt Disney Productions, Burbank, Calif., for the development

of a \$35-million all-year recreational resort at Mineral King in the high Sierra region of California has been officially approved by the U. S. Forest Service. The resort is expected to open by the winter of 1973.

Liberty Corp. gets listing on NYSE

Liberty Corp., Greenville, S. C., which acquired the Cosmos Broadcasting group and Surety Investment Co. on Dec. 31, 1968, will be listed on the New York Stock Exchange beginning Feb. 25.

The company has filed a registration statement with the Securities and Exchange Commission seeking to offer 1,203,676 common shares and the same number of \$1.40 convertible preferred shares to South Carolina National Bank in exchange for its stock on a share-for-share basis. To go into effect, the offer must be accepted by holders of at least 80% of South Carolina National Bank's stock.

Last year Liberty acquired over 99% of the stock of Liberty Life Insurance Co. in a share-for-share exchange.

Liberty Corp. has 6,743,123 common shares outstanding, of which Francis M. Hipp, president and board chairman, owns 6.95% and Herman N. and B. Calhoun Hipp, senior vice presidents, own 11.42% and 10.15%, respectively.

Equipment & Engineering

Rule would equalize UHF-VHF tuning

FCC believes dialing difficulties may lower UHF ratings, competition

The FCC last week issued a rulemaking proposal to require uniform ease of tuning for UHF and VHF television receivers.

"There is reason to believe," the commission said, "that separate tuning controls and different, more complicated tuning methods for the UHF channels detract from the audience levels of UHF stations, adversely affect their competitive capacity, and thus inhibit the construction of new UHF stations." The commission added that without regulatory action, it is doubtful that individual manufacturers will take steps in the near future to eliminate or reduce disparities in ease of tuning UHF and VHF.

The commission did not formulate precise proposals, and said that the exact nature of the rules will depend

to large extent on comments submitted in response to its notice of proposed rulemaking. Comments were solicited on these points:

■ The technological capacity of industry to reduce or eliminate present disparities in ease of tuning;

■ Plans of individual firms to introduce improved tuning features, and whether such changes will be introduced in lower-priced receivers;

■ Suggestions for terms and substance of commission regulation, including possible different standards for small or low-cost receivers;

■ The effect of commission regulation on receiver prices and sales, industry research and development programs.

The commission said that it is encouraged by current progress in UHF development, but it emphasized that a

critical period lies ahead in which unnecessary obstacles to UHF must be removed. The more complex UHF tuning systems in most receivers now on the market are a "built-in deterrent" to the success of UHF, the commission said.

Cited as evidence of broadcaster concern in this matter was a resolution of the FCC-industry Committee for the Full Development of All-Channel Broadcasting that asked for commission rules requiring sets as of Sept. 1 of this year to be equipped with tuners "which will insure equality in the ease of tuning VHF and UHF television channels and will insure parity in the quality of such tuners."

If adopted, the rule amendments would alter part 15 of FCC rules, which applies to radio-frequency devices and includes regulations based on the all-channel receiver law. The 1962 law requires that sets sold after April 30, 1964 be capable of receiving all 70 UHF and 12 VHF channels.

G&W files suit to obtain Sony data

Gulf & Western Industries, New York, filed suit against the Sony Corp., Tokyo, in the U.S. District Court for the Southern District of New York last week, alleging that Sony had failed to comply with a 1964 agreement to supply information on certain electronic equipment in color-television tubes.

G&W, a conglomerate, claimed in its suit that in a 1964 agreement between Paramount Pictures Corp. and Sony, the Japanese firm was given the license to manufacture, use and sell certain color-TV tube electronic equipment to which Paramount held rights. In turn, the suit continued, Sony agreed to furnish Paramount, which was acquired by Gulf & Western in 1966, certain information about the Trinitron and other recent Sony developments in color-TV devices. (Trinitron, a special color-TV device, is said to help produce an unusually sharp, bright picture.)

G&W said it "succeeded to" Paramount's interest in the agreement when it acquired the entertainment company. It asked the court to require Sony to provide G&W with the information and to determine if G&W has suffered any cash damages, and, if so, to specify them.

A Sony spokesman in New York said the suit was "totally devoid of merit."

NAB wants FCC okay for subaudible tones

The National Association of Broadcasters last week recommended that the FCC allow remotely controlled AM's to use subaudible tones for the transmission of telemetry signals.

NAB said that its tests "prove conclusively that the transmission of intermittent subsonic tones by standard broadcast stations to telemetry readings to the remote control points is feasible and reliable and is not detrimental to listener reception." The association's latest tests were conducted at KXYZ Houston, WFAA Dallas, and WBAP Fort Worth.

The NAB comment was filed in support of a proposed FCC rule that would permit transmission of such telemetry signals by AM's operating on remote control.

ETV says it wants parity in CATV rules

Educational broadcasters don't like being treated differently in the proposed new CATV rules and the interim procedures issued by the FCC last December. They want the same protection against duplication and distant signals,

and the same requirements that they be carried as "local" stations as the commercial broadcasters.

This was the resolution adopted by the board of Educational TV Stations division of the National Association of Educational Broadcasters meeting in Washington last week.

The board also told its special ETS/CATV committee, which recommended the resolution, to continue studying the implications of the proposed cable-TV rules and to prepare recommendations for written comments to the FCC. William J. Ballard, WUCM-TV University Center, Mich., is chairman of the committee.

Hartford N. Gunn Jr., WGBH(TV) and WGBX(TV) Boston, was elected chairman of the ETS board. Loren B. Stone, KCTS-TV Seattle, was elected vice chairman, and Lloyd Kaiser, WITF(TV) Hershey, Pa., secretary.

Soll moves into FM, equipment manufacturing

Soll-Burchard Inc., New York, designer and installer of radio and television facilities, has become Soll Inc. The company plans to expand into FM-radio station ownership and the manufacture of automatic communications equipment.

Joseph M. Soll, who bought out his partner's share in the company in December, reported last week that the company will file with the FCC for a construction permit for a station in New Jersey. Soll Inc. also intends to manufacture stock items such as repeaters and recorders for the broadcast industry, in addition to continuing custom manufacturing and installation of switching systems.

Technical topics:

Two winners ■ The Institute of Electrical and Electronics Engineers will give two awards in 1969 to Robert Harmon Rediker, professor of electrical engineering at Massachusetts Institute

of Technology, and Dr. Otto H. Schade Sr., with RCA, Harrison, N. J. Mr. Rediker is to receive the David Sarnoff award for semiconductor device research and injection lasers, and Dr. Schade will get the Vladimir K. Zworykin award for technical contributions in electronic television.

Better UHF reception ■ Ampex Corp., Redwood City, Calif., is marketing a 1 kw translator designed to improve reception for UHF stations. The new translator has a solid-state 2.5 watt UHF translator and a 1 kw linear amplifier with an air-cooled klystron. Cost of the translator section is \$4,000, and of the amplifier section \$23,500.

Deflation ■ Sony Corp. of America has reduced the price on its EV-210 videotape recorder from \$3,750 to \$3,200. Warranty, which normally sells for \$300, is now free. The EV-210 Videorecorder uses one-inch tape.

Data Memory acquires MVR for \$2 million

MVR Corp., Palo Alto, Calif., developer of "instant replay and stop-action" Videodisc recorder, has been acquired by Data Memory Inc., a new corporation formed in Mountain View, Calif. According to the new company, the acquisition of MVR Corp. is its first step in producing and marketing a full line of video magnetic-disk recording systems. The company hopes to expand the process into visual and data information retrieval.

Acquisition of MVR was accomplished through a \$2-million privately placed financing package. It was placed through Atherton Investment Corp., Palo Alto, and Smith, Barney & Co., New York.

Ray Stewart, president of Atherton Investment, a venture capital firm that has supplied financing and management services to technological concerns, also is president of Data Memory Inc. Kurt Machein, MVR president, is vice president of DMI.



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TELEVISION

Color TV ownership

Color ownership continues to grow rapidly. A. C. Nielsen Co. estimates current U. S. color penetration at 34% of television homes, an increase of 4%, or 2.2 million new color households since the October 1968 estimate. The increases have been fairly uniform by territory with the west central region showing the greatest growth.

The following local-market color data are Papert, Koenig, Lois estimates as of February 1969. They are projections from NSI fall data adjusted to regional growth patterns developed by Nielsen from the Bureau of Census, color set sales and Nielsen survey data.

The markets listed are NSI defined "Designated Market

Areas" which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact equivalents to precise mathematical values.

The PKL projections have the additional error-possibility associated with forecasting.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on multiset homes will appear on March 3.

Color TV ownership by market size

DMA rank	Nielsen Station Index 9/1/68 est. TV households	PKL projections		
		2/1/69 Color TV households		
		Number	% penetration	% distribution
1-25	29,969,930	10,411,400	35%	54%
26-50	9,635,440	3,271,800	34	17
51-75	6,377,810	2,099,400	33	10
76-100	4,019,270	1,314,500	33	7
101-125	3,033,670	981,300	32	5
126-150	2,182,330	730,200	33	4
151-175	1,344,380	409,600	30	2
176-198	599,020	167,100	28	1
Total U. S.	57,161,850	19,385,300	34%	100%

	Nielsen Station Index 9/1/68 DMA area TV Households	PKL Projections 2/1/69 Color TV ests: Households	
		2/1/69	
		%	Households
1. New York	5,638,920	29	1,642,000
2. Los Angeles	3,201,990	46	1,487,200
3. Chicago	2,449,950	39	962,700
4. Philadelphia	2,051,340	39	795,700
5. Boston-Manchester, N.H.- Worcester, Mass.	1,429,000	27	385,600
6. San Francisco-Oakland	1,404,900	42	589,000
7. Detroit	1,344,150	32	436,300
8. Cleveland-Akron	1,239,470	42	519,100
9. Washington	989,910	31	307,500
10. Pittsburgh	950,920	31	293,100
Markets 1-10	20,700,550	36	7,418,200
11. St. Louis	834,530	29	243,500
12. Dallas-Ft. Worth	813,340	30	244,800
13. Minneapolis-St. Paul	678,760	28	189,500
14. Seattle-Tacoma-Bellingham	650,860	37	240,400
15. Indianapolis, Lafayette, Muncie-Marion, Ind.	632,540	41	259,100
16. Houston	631,950	31	195,900
17. Baltimore	627,470	30	185,200
18. Atlanta	591,500	27	160,500
19. Kansas City-St. Joseph, Mo.	572,860	33	186,600
20. Cincinnati	560,950	38	210,800
Markets 11-20	6,594,760	32	2,116,300
Markets 1-20	27,295,310	35	9,534,500
21. Miami-Ft. Lauderdale	552,700	37	203,600
22. Hartford-New Haven, Conn.	549,960	32	176,300
23. Buffalo, N.Y. (U. S. only)	543,010	29	157,900
24. Milwaukee	532,820	42	221,400
25. Memphis-Jackson, Tenn.- Jonesboro, Ark.	496,130	24	117,700
26. Providence, R.I.	487,910	36	176,800
27. Portland, Ore.	479,120	42	199,700
28. Tampa-St. Petersburg, Fla.	472,100	31	146,800
29. Sacramento-Stockton, Calif.	466,950	46	214,800

	Nielsen Station Index 9/1/68 DMA area TV Households	PKL Projections 2/1/69 Color TV ests: Households	
		2/1/69	
		%	Households
30. New Orleans-Biloxi, Miss.	441,590	31	135,700
Markets 21-30	5,022,290	35	1,750,700
Markets 1-30	32,317,600	35	11,285,200
31. Columbus, Ohio	434,000	44	192,900
32. Nashville, Tenn.-Bowling Green, Ky.	428,730	23	100,200
33. Denver	421,030	45	188,800
34. Birmingham, Ala.	408,130	27	110,400
35. Charleston-Huntington- Parkersburg, W.Va.	405,540	28	111,700
36. Grand Rapids- Kalamazoo, Mich.	383,950	36	138,400
37. Albany-Schenectady-Troy, N.Y.	382,620	32	121,400
38. Dayton, Ohio	374,010	40	150,500
39. San Diego	369,810	47	173,800
40. Charlotte, N.C.	366,880	23	84,700
Markets 31-40	3,974,700	35	1,372,800
Markets 1-40	36,292,300	35	12,658,000
41. Louisville, Ky.	366,370	26	93,800
42. Oklahoma City	348,770	30	106,200
43. Greenville-Spartanburg- Anderson, S.C.-Asheville, N.C.	339,880	28	93,800
44. Lancaster-Harrisburg- Lebanon-Y rk, Pa.	337,600	39	130,500
45. Wichita-Hutchinson, Ensign- Garden City, Hays-Goodland, Kan.-McCook, Neb.	329,180	33	108,400
46. Norfolk-Portsmouth-Newport News, Va.	322,730	26	84,700
47. San Antonio, Tex.	322,580	24	78,500
48. Phoenix	317,530	36	115,500
49. Flint-Saginaw-Bay City, Mich.	315,010	37	117,100
50. Syracuse, N.Y.	313,420	31	96,700
Markets 41-50	3,313,070	31	1,025,200
Markets 1-50	39,605,370	35	13,683,200
51. Orlando-Daytona Beach, Fla.	304,260	36	110,200
52. Salt Lake City	296,040	39	116,900
53. Tulsa, Okla.	286,690	27	77,300
54. Greensboro-High Point- Winston-Salem, N.C.	284,810	27	76,500
55. Toledo, Ohio	277,710	34	95,600
56. Richmond-Petersburg, Va.	275,870	19	52,800
57. Shreveport, La.	273,280	27	72,700
58. Wilkes-Barre-Scranton, Pa.	272,010	42	113,500
59. Little Rock-Pine Bluff, Ark.	263,420	27	71,500
60. Rochester, N.Y.	256,620	34	86,200
Markets 51-60	2,790,710	31	873,200
Markets 1-60	42,396,080	34	14,556,400
61. Davenport, Iowa-Rock Island- Moline, Ill.	252,660	44	111,900
62. Omaha	251,900	34	85,800
63. Jacksonville, Fla.	251,420	26	66,600
64. Knoxville, Tenn.	250,810	25	63,500
65. Des Moines-Ames-Ft. Dodge, Iowa	249,760	37	93,300

Nielsen				PKL		Nielsen				PKL	
Station Index				Projections		Station Index				Projections	
9/1/68				2/1/69		9/1/68				2/1/69	
DMA area TV Households				Color TV ests: %		DMA area TV Households				Color TV ests: %	
66. Champaign-Springfield-Decatur, Ill.	244,740	44	178,600	129. Erie, Pa.	99,010	34	33,900				
67. Mobile, Ala.-Pensacola, Fla.	240,040	30	71,200	130. Eugene, Ore.	96,080	39	37,000				
68. Fresno, Calif.	237,850	45	107,800	131. Mason City, Iowa-Austin-Rochester, Minn.	95,870	38	36,800				
69. Raleigh-Durham, N.C.	237,770	24	57,500	132. Wausau-Rhineland, Wis.	95,670	34	32,100				
70. Roanoke-Lynchburg, Va.	237,620	21	50,600	133. Yakima, Wash.	92,110	41	38,100				
Markets 61-70	2,454,570	33	816,800	134. Macon, Ga.	91,610	25	22,500				
Markets 1-70	44,850,650	34	15,373,200	135. Cadillac- Traverse City, Mich.	90,510	29	26,500				
				136. Odessa-Midland-Monahans, Tex.	89,620	38	33,700				
71. Johnstown-Altoona, Pa.	235,990	28	65,800	137. Savannah, Ga.	87,050	29	24,900				
72. Green Bay, Wis.	231,520	46	106,700	138. Las Vegas	86,820	54	47,100				
73. Cedar Rapids-Waterloo, Iowa	224,410	36	81,800	139. Bakersfield, Calif.	85,910	46	39,100				
74. Spokane, Wash.	222,420	41	92,000	140. Chico-Redding, Calif.	85,880	40	34,500				
75. Jackson-Greenwood, Miss.	218,190	29	63,100	141. Boise, Idaho	82,990	38	31,700				
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	209,210	29	61,700	142. Wilmington, N.C.	81,400	20	16,200				
77. Portland-Poland Spring, Me.	206,250	25	52,200	143. Beckley-Bluefield, W.Va.	81,460	27	21,800				
78. Lincoln-Hastings-Kearney, N. Platte-Hayes, Neb.	204,080	33	67,400	144. Harlingen-Weslaco, Tex.	80,020	24	19,400				
79. Greenville-New Bern-Washington, N.C.	194,800	24	45,900	145. Huntsville-Decatur, Ala.	79,380	30	23,800				
80. Chattanooga	187,770	28	52,000	146. Tallahassee, Fla.	79,290	21	16,600				
Markets 71-80	2,134,640	32	688,600	147. Santa Barbara, Calif.	76,950	48	37,000				
Markets 1-80	46,985,290	34	16,061,800	148. Bangor, Me.	74,440	30	22,500				
				149. Abilene-Sweetwater, Tex.	73,220	37	26,800				
81. Springfield-Holyoke, Mass.	178,410	34	60,900	150. La Crosse, Wis.	71,870	30	21,700				
82. Albuquerque, N.M.	177,200	27	48,400	Markets 126-150	2,182,330	33	730,200				
83. Honolulu	173,380	38	65,100	Markets 1-150	55,218,450	34	18,808,600				
84. Sioux Falls-Aberdeen-Mitchell, S.D.	170,330	26	44,300	151. Alexandria, Minn.	71,660	25	17,700				
85. Peoria, Ill.	167,860	47	78,900	152. Reno	68,040	48	33,000				
86. South Bend-Elkhart, Ind.	153,890	43	66,500	153. Albany, Ga.	67,890	31	21,000				
87. Ft. Wayne, Ind.	152,600	47	71,400	154. Florence, S.C.	67,820	25	17,100				
88. Evansville, Ind.	151,430	33	49,800	155. Watertown, N.Y.	63,820	31	19,800				
89. Fargo-Valley City-Pembina, N.D.	149,100	29	42,800	156. Meridian, Miss.	61,810	21	12,900				
90. Tri-Cities, Tenn.-Va.	145,910	21	30,500	157. Clarksburg-Weston, W.Va.	59,900	22	13,000				
Markets 81-90	1,620,110	35	559,600	158. Billings, Mont.	58,990	33	19,200				
Markets 1-90	48,605,400	34	16,621,400	159. Dothan, Ala.	58,180	31	18,300				
				160. Great Falls, Mont.	58,150	39	27,400				
91. Lansing, Mich.	145,900	33	48,000	161. Ft. Smith, Ark.	56,210	23	12,800				
92. Amarillo, Tex.	142,460	41	58,200	162. Cheyenne-Sterling, Wyo.-Scottsbluff, Neb.	55,400	37	29,300				
93. Binghamton, N.Y.	142,420	26	37,200	163. Mankato, Minn.	54,770	34	18,500				
94. Rockford, Ill.	141,650	49	69,000	164. Alexandria, La.	50,530	25	12,500				
95. Duluth, Minn.-Superior, Wis.	139,890	35	49,200	165. Marquette, Mich.	50,300	31	15,800				
96. Wheeling, W.Va.-Steubenville, Ohio	138,850	35	48,200	166. Idaho Falls, Idaho	49,880	38	18,900				
97. Springfield, Mo.	136,920	24	32,800	167. Lima, Ohio	49,370	38	18,600				
98. Monterey-Salinas, Calif.	136,900	41	55,900	168. Roswell, N.M.	47,530	31	14,700				
99. West Palm Beach, Fla.	136,490	32	43,900	169. Lake Charles, La.	45,110	32	14,600				
100. Augusta, Ga.	135,570	25	33,300	170. Rapid City, S.D.	43,890	30	13,000				
Markets 91-100	1,397,050	34	475,700	171. Columbus, Miss.	43,500	21	9,000				
Markets 1-100	50,002,450	34	17,097,100	172. Ada-Ardmore, Okla.	41,220	16	6,800				
				173. Medford, Ore.	40,460	35	14,000				
101. Wichita Falls, Tex.-Lawton, Okla.	135,480	32	43,200	174. Ottumwa, Iowa	39,500	34	13,400				
102. Sioux City, Iowa	134,930	38	51,900	175. Eureka, Calif.	39,450	31	12,300				
103. Baton Rouge	34,210	36	48,800	Markets 151-175	1,344,380	30	409,600				
104. Columbus, Ga.	132,990	26	35,000	Markets 1-175	56,562,830	34	19,218,200				
105. Waco-Temple, Tex.	129,300	26	33,100	176. Hattiesburg, Miss.	38,700	28	10,800				
106. Madison, Wis.	128,870	38	49,400	177. Florence, Ala.	36,180	20	7,200				
107. Columbia, S.C.	128,260	26	33,200	178. Tyler, Tex.	36,090	20	7,300				
108. El Paso	127,690	27	34,900	179. Butte, Mont.	34,820	39	13,500				
109. Terre Haute, Ind.	126,690	34	43,600	180. Eau Claire, Wis.	33,420	27	9,100				
110. Colorado Springs-Pueblo, Colo.	126,400	43	54,800	181. Harrisonburg, Va.	32,550	19	6,300				
111. Monroe, La.-El Dorado, Ark.	126,260	23	29,600	182. Ft. Myers, Fla.	32,430	31	9,900				
112. Beaumont-Port Arthur, Tex.	116,000	31	39,200	183. Grand Junction-Montrose, Colo.	31,750	24	7,600				
113. Youngstown, Ohio	124,280	41	51,500	184. Casper, Wyo.	31,140	38	11,700				
114. Joplin, Mo.-Pittsburg, Kan.	122,850	33	40,000	185. Panama City, Fla.	30,150	29	8,600				
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,620	39	47,500	186. Twin Falls, Idaho	28,830	34	9,700				
116. Tucson, Ariz.	118,290	40	46,800	187. Salisbury, Md.	27,710	27	7,400				
117. Utica-Rome, N.Y.	117,330	33	38,900	188. Lufkin, Tex.	27,320	23	6,200				
118. Charleston, S.C.	113,750	26	29,100	189. San Angelo, Tex.	25,990	34	8,900				
119. Lafayette, La.	111,130	28	31,100	190. Zanesville, Ohio	24,230	38	9,100				
120. Burlington, Vt.-Plattsburgh, N.Y.	110,430	23	25,100	191. Presque Isle, Me.	24,220	19	4,500				
121. Lubbock, Tex.	109,660	45	49,100	192. Missoula, Mont.	22,210	33	7,400				
122. Columbia-Jefferson City, Mo.	108,580	32	34,300	193. Tupelo, Miss.	19,980	23	4,600				
123. Montgomery-Selma, Ala.	106,490	28	29,600	194. Laredo, Tex.	16,140	15	2,500				
124. Corpus Christi, Texas	105,690	34	36,200	195. Klamath Falls, Ore.	16,000	39	6,200				
125. Lexington, Ky.	105,490	24	25,400	196. Yuma, Ariz.	14,420	31	4,500				
Markets 101-125	3,033,670	32	981,300	197. Riverton, Wyo.	10,460	28	2,900				
Markets 1-125	53,036,120	34	18,078,400	198. Glendive, Mont.	4,280	28	1,200				
				Markets 176-198	599,020	28	167,100				
				Markets 1-198	57,161,850	34	19,385,300				
				Nielsen Territory							
				Northeast							
				East Central							
				West Central							
				South							
				Pacific							
				Total U. S. (excluding Alaska and Hawaii)							

What's in a word, Mr. Shakespeare?

'U.S. responsibilities' tag earns USIA nominee rough handling from Fulbright, but OK expected

Frank J. Shakespeare Jr., President Nixon's television consultant and nominee to head the U.S. Information Agency (BROADCASTING, Jan. 20), felt the brunt of an unexpectedly intense grilling at his confirmation hearing before the Senate Foreign Relations Committee last week.

The former CBS international division president's chief antagonist on the committee was its chairman, Senator J. William Fulbright (D-Ark.), who attempted to determine what role USIA would play and to what degree the agency was committed to defend U.S. responsibilities under a foreign policy fashioned by the former Johnson administration. That policy has been a prime target of Senator Fulbright's broadsides for nearly four years, and officials connected with affairs of state, other than Mr. Shakespeare, previously have received stiff questioning before the committee—most notably, former Secretary of State Dean Rusk.

Despite the intense and frequently barbed questioning from the senator, Mr. Shakespeare indicated one new direction for the agency: increased use of television as a growing medium for global communications.

Mr. Shakespeare, who will oversee

the agency's \$179-million budget this year, opened the hearing with a prepared statement in which he delineated his views on the role and purpose of the agency. The U.S., he asserted, because of its economic and political strength at home and abroad, must "bear special and immense responsibilities which we did not seek, but must not shirk." The role of USIA, he said, would be to "aid in the establishment of a more effective foreign policy."

Senator Fulbright immediately challenged that recitation, asking whether Mr. Shakespeare proposed to take the "Great Society to Asia" and to defend past interventions in foreign affairs, such as Vietnam and the Dominican Republic. For the better part of two hours Mr. Shakespeare bore the brunt of related questioning from the senator and other committee members, designed to probe what those U.S. responsibilities were. But, by the end of the hearing, the senator conceded that Mr. Shakespeare could not be expected to answer knowledgeably all questions on USIA functions and activities until he had been at the post for awhile.

Some of Senator Fulbright's questions, it was also clear, would not have prompted answers at any rate. Several times Mr. Shakespeare emphasized that the basic foreign policy decisions that concerned the senator would have to come from the secretary of state and the President.

Mr. Shakespeare emphasized the need for honesty and adhering to the truth in "telling America's story," and added, "what we do and say will have much to do with whether freedom survives." USIA, Mr. Shakespeare repeatedly asserted, would tell the truth at all times, even though that involved the recognition that "everything is not all wise and good" at home. He further contended that the agency must assess the impact of its TV-radio broadcasts into those countries where listeners are "attuned" to the propaganda contained in programs sponsored by government interests.

Another committee member, Senator Clifford Case (R-N.J.), asked whether cultural and educational exchange programs should be separated from other USIA programing that emphasizes official American foreign-policy goals. De-

spite advocates for separation of the activities, Mr. Shakespeare replied that the two were "compatible" and "strengthened each other," and that he preferred to see the problem of telling America's story in "merchandising" terms.

We have a "sensational product" and we must "sell it abroad," he said.

During the session Mr. Shakespeare said he hopes to continue to hold approximately 1,700 shares of CBS stock he had acquired. Possible conflict-of-interest implications in the stock holdings were discounted by the legal advisors for the Nixon administration, Mr. Shakespeare noted.

Senator Fulbright indicated that Mr. Shakespeare would probably be confirmed, but suggested that many of the questions asked, whether or not they elicited answers, were asked in order to lay the groundwork for later appearances by Mr. Shakespeare before the committee.

A number of questions were asked regarding a proposal of the U.S. Advisory Commission on Information, a USIA review body headed by CBS President Frank Stanton, that Congress authorize an independent study of both the USIA and the advisory commission looking toward possible radical restructuring of the agency's mission and organization. Mr. Shakespeare said that decision was properly Congress's to make, but if it were made he would support an independent study by non-



Mr. Shakespeare



Mr. Fulbright

governmental entity.

The senators also expressed considerable disagreement with Dr. Stanton's position that USIA's product be made available for domestic inspection. Mr. Shakespeare, however, said he concurred with Congress's expressed intent that the USIA should not attempt to "propagandize the American people."

Comsat's present to satellite users

Intelsat III will allow lower rates for television, deletion of color charges

The Communications Satellite Corp. has asked the FCC to approve a 40% reduction in TV rates and the elimination of the present color surcharge for the Atlantic satellites ("Closed Circuit," Jan. 27).

Comsat said that it expects under the new rates, which it hopes can be made effective Feb. 1, that TV use of Atlantic satellites will be doubled between the U.S., Europe, the Caribbean, and Central and South America. Such assurances, Comsat said, have come from all three of the U. S. TV networks.

The proposed new TV tariff calls for a rate of \$660 for the first 10 minutes and \$18 for each additional minute for either color or black and white. Old rates were \$1,100 for the first 10 minutes and \$30 for each additional minute for monochrome; for color there were charges of \$275 for the first 10, and \$7.50 for each additional minute.

Comsat charges apply only to the

telecommunications common carriers that provide service to the TV networks and station groups. The Comsat charges also apply only to that part of the circuit between a U.S. earth station and the satellite, or vice versa. The share of the circuit between the satellite and other foreign earth stations are fixed by the applicable foreign administration. Comsat sources indicated that a reduction comparable to Comsat's might be put into effect by the U.S. common carriers and by foreign telecommunications administrations.

Late last week, AT&T, ITT World Communications, RCA Global Communications and Western Union International filed a joint application with the FCC, asking authority to reduce Atlantic TV rates to Europe and South America to \$850 for the first 10 minutes, and \$25 for each additional minute for both black and white and color TV.

Present carrier rates for black-and-white TV are \$1,600 for the first 10 minutes and \$50 for each additional minute, with a color surcharge of \$400 for the initial period and \$12.50 per extra minute. Current tariffs include both video and audio channels.

In the proposed new rates, there would be a \$20 initial charge for audio channels or \$40 for a higher quality audio circuit. Additional minutes would be \$2 for a regular voice circuit and \$4 for a higher quality voice channel.

Similar reductions were filed for TV channels to Puerto Rico and Panama.

The carriers, which take turns weekly in providing TV satellite channels to networks and broadcasters, noted that the new rates would apply from New York to the satellite. They also provide terrestrial circuits, at other fees,

from the point of origin to New York.

The Comsat charges apply to TV routes between the U.S. mainland or Puerto Rico to or from Europe, South America, Central America and Mexico, and between the U. S. and Puerto Rico.

The new TV tariff also provides for a TV service package consisting of a one-way video channel, a choice of several audio channels and, optionally, two-way voice coordination channels, seen as beneficial in meeting multilingual needs where several nations receive the same TV program.

The drastic reductions in TV rates are possible, Comsat said, because of the operational availability over the Atlantic ocean of the Intelsat III satellite, launched last month. Intelsat III has the capacity of handling four TV channels or 1,200 voice circuits. It is the third such satellite over the Atlantic, and permits the furnishing of TV circuits without interruption of telephone and record circuits, as required in past practice.

Current use of Atlantic satellites between North America and Europe amounts to about 25 hours a month. This is expected to double after the new rates go into effect, Comsat said.

SAG, ACTRA end pact

The Screen Actors Guild has received official notification from the Association of Canadian Television and Radio Artists that the "interchangeability agreement" between the two talent unions is canceled. The agreement involved mutual aid and assistance and covered the initiation fees and dues of the members of each union when working in the geographical jurisdiction of the other.

Fates&Fortunes

Broadcast advertising



Mr. Wemhoener

Ralph W. Wemhoener, account executive, Ted Bates & Co., New York, named VP.

Gerald McGavick, VP and group sales manager, Metro TV Sales, New York, named VP and eastern sales manager.

J. Richard Dindorf, account supervisor, BBDO, New York, elected VP.

William Weibacher, principal, Jack Tinker & Partners, New York, joins J. Walter Thompson Co. there as director of research.

Douglas T. MacMullan, associate media director, New York office, D'Arcy Advertising Co., and **J. Robert Mudd**, account supervisor, St. Louis office, elected VP's.

ARF names new officers

Richard F. Casey, senior VP and director of administration management, Benton & Bowles, New York, elected chairman of Advertising Research Foundation. He joined B&B in 1957 and was director of information management before being named to his present post in 1965. **John I. Taylor**, president of Globe Newspaper Co. (*Boston Globe*), elected vice chairman; **George H. Brown**, director, marketing research office, Ford Motor Co., elected treasurer.

Eight new directors elected are **David W. Burke**, director of corporate com-

Robert E. Bosley, VP, Buchen Advertising, Chicago, named senior VP.

Edward D. Cashore, executive VP, Bishopric/Green/Fielden Inc., Miami,

communications, General Electric Co.; **Robert A. Burnett**, publisher, *Better Homes and Gardens*; **E. L. Deckinger**, VP in charge of planning and development, Grey Advertising; **John Elliott Jr.**, chairman of board, Ogilvy & Mather; **Malcolm A. McNiven**, manager, marketing research department, Coca-Cola Co.; **Richard H. Ostheimer**, corporate research director, Time Inc.; **Charles E. Overholser**, VP and director of marketing/research, Young & Rubicam; **Edwin H. Sonneck**, director, corporate business planning and research, Goodyear Tire & Rubber Co.

elected president. He succeeds **Karl Bishopric**, who becomes chairman.

Wallace B. Ruggles, manager, broadcast operations, Leo Burnett Co., Hollywood, named VP.

Donald W. Cantin, account supervisor, and **Roger C. Harvey**, head of radio-TV production, Warwick & Legler Inc., New York, named VP's.

E. E. Eshleman, local sales manager, WGBS Miami, appointed general sales manager.

Edgar Marvin, VP and associate creative director, Norman, Craig & Kummel, New York, named VP and creative director/Europe for NCK/Europe, staff and administrative supervisory group for agency's European network. **David L. Smith**, coordinator of marketing activities, NCK/Europe, named VP and marketing supervisor/Europe.



Mr. Griffin,

Pfaff and **James W. Whitney**, account executives, Winus-Brandon Co., St. Louis, elected VP's.

Charles Glass, with WFIF Milford, Conn., appointed general sales manager.

Dick Hayes, with Blair Television, New York, appointed manager of Blair's Boston office.

Paul Frye Jr., with WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., appointed director of sales development. He succeeds **Don Birmingham**, who resigns.

Woodford H. Dulaney Jr., sales manager, WLKY-TV Louisville, Ky., named VP in charge of sales.

Larry Garrett, local sales manager, KQV Pittsburgh, appointed general sales manager.

Donald Jackson, account executive, WVOH Cicero-Chicago, appointed local sales manager.

Michael Volpe, with sales staff, KTTV-TV Los Angeles, appointed local sales manager.

Don R. Sharpenberg, with sales staff,



Mr. Ruggles

WTRF-TV Wheeling, W. Va., appointed local sales manager.

Richard G. Cruise, account executive, KHJ-AM-FM Los Angeles, appointed local sales manager.

Richard Deangelis, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed Flint sales manager.

Media

Edward B. Gradinger, assistant director of sales contracts, ABC-TV, New York, appointed director of sales contracts in business affairs and contracts department. **Fraser M. Head**, assistant production manager, WBBM-TV Chicago, joins ABC in newly created position of director of financial planning and control, broadcast operations and engineering.

Steve Shannon, with broadcasting division, Meredith Corp., New York, appointed administrative manager.

Harold A. Christiansen, VP of business affairs for Metromedia Television, Hol-

NAB radio board set

Thirteen broadcasters last week were elected to two-year terms on National Association of Broadcasters radio board. Their terms will begin March 26. Five of six incumbents were re-elected to a second term.

New board members (with current member in parentheses):

District 1: **Frank A. Balch**, WJOY Burlington, Vt. (**Donald Thurston**, WMNB North Adams, Mass.)

District 3: **Jerry Lee**, WQVR(FM) Philadelphia (**Roy E. Morgan**, WILK Wilkes-Barre, Pa., incumbent).

District 5: **Joseph S. Field Jr.**, WIRK West Palm Beach, Fla. (**Charles Smith**, WDEC Americus, Ga.).

District 7: **James M. Caldwell**, WAVE Louisville, Ky. (re-elected).

District 9: **A. F. Sorenson**, WKRS Waukegan, Ill. (re-elected).

District 11: **N. L. Bentson**, WLOL Minneapolis (re-elected).

District 13: **Wendell Mayes Jr.**, KCRS Midland, Tex. (**David Morris**, KNUZ Houston).

District 15: **Floyd Farr**, KEEN San Jose, Calif. (re-elected).

District 17: **Carl O. Fisher**, KUGN Eugene, Ore. (**Lester Smith**, KJR Seattle).

Class A: **Andrew M. Ockershausen**, WMAL Washington (**Frank Gaither**, WSB Atlanta).

Class B: **R. W. Chapin**, KFOR Lincoln, Neb. (re-elected).

Class C: **John F. Hurlbut**, WVMC Mount Carmel, Ill. (**Richard Dudley**, WSAU Wausau, Wis.).

FM: **Julian F. Haas**, KAGH-FM Crossett, Ark. (**Harold R. Krelstein**, WMPS-FM Memphis).

lywood, also named controller for television division.

William J. Lynch, director of production services, National Educational Television, New York, named assistant VP for operations.

Joseph M. Higgins, executive VP and general manager, WHP-AM-FM-TV Harrisburg, Pa., named president and general manager.

Theodore M. Wrobel, VP and general manager, WAVY-TV Portsmouth-Norfolk-Newport News, Va., named president and general manager.

Ed Shadburne, general manager, WLKY-TV Louisville, Ky., also named executive VP and assistant secretary.

Terry Chess, with WSDM(FM) Chicago, appointed station manager.

Robert B. Martin, program consultant, WGBS Miami, appointed station manager.

Herbert C. Rice, with WILI Willimantic and WINY Putnam, both Connecticut, re-elected president of Connecticut State Network. **Ralph H. Klein**, with WRYM New Britain, re-elected VP.

Don Ferguson, with wsok Savannah, Ga., and **Don Heald**, with WSB-TV Atlanta, both VP's of Georgia Association of Broadcasters, assume duties of presidency following resignation of **Virgil Bryan Wolff**, who joins Atlanta Hawks basketball team as broadcast consultant.

Bill Spendlove, sales manager, KLOK San Jose, Calif., appointed station manager.

Howard H. Keller local sales manager, WLEE Richmond, Va., joins WGOE there as general manager.

William C. Henchy, with General Electric Cablevision Corp., Schenectady, N. Y., appointed manager of operations.

Cyril J. Ackermann, national sales manager, WTRF-TV Wheeling, W. Va., moves to WTRF-FM as station manager.

Mike Heimberg, with plans and analysis department, American Research Bureau, Beltsville, Md., joins WTOP Washington, as research director.

Programing

Maurice R. Morton, VP, business affairs, 20th Century-Fox Television, New York, named to newly created position of VP, administration.

James R. Blum, production maintenance manager, General Recorded Tape Inc., Sunnyvale, Calif., appointed production manager.

Michael Connors, music director, WASH(FM) Washington, appointed program director.

Robert N. Hower, assistant director of programing, WLS-TV Chicago, joins KTUL-TV Tulsa, Okla., as operations manager.



Roy Porteous, who retired at end of January as VP for central sales, CBS-TV, Chicago, joins Metromedia Producers Corp., New York, in newly created position of director of network sales

of network sales ("Closed Circuit," Jan. 27). **Gerry King**, with MPC, named distribution manager, with headquarters in Los Angeles.

Allen Hall, production manager and air personality, work Jacksonville, Fla., appointed program director.

Albert Becker, with Tele-Tape Productions Inc., New York, joins noncommercial WLW(TV) Garden City, N. Y., as program director.

David Myatt, lighting director, Logos Teleproduction Center, Arlington, Va., joins Tele-Color Productions, Alexandria, Va., as production manager.

Joseph Varholý, program manager, WKYC-TV Cleveland, named president of new Cleveland chapter of The National Academy of Television Arts and Sciences.

News



Mr. Kaplow



Mr. Scherer

Herbert Kaplow, NBC News correspondent, named White House correspondent. He succeeds **Ray Scherer**, who becomes NBC News London correspondent. **Wallace Westfeldt**, associate producer, *The Huntley-Brinkley Report*, named executive producer. He succeeds **Robert Northshield**, who will produce NBC News specials. **Irwin A. Lewis**, manager, election analysis, NBC News, named director, election operations.

Gerald E. Udwin, national news editor, Westinghouse Broadcasting Co. Washington news bureau, also named assistant bureau chief.

Ronald W. Riechmann, UPI regional executive, Michigan, named day editor of UPI's national broadcast department, Chicago. **Robert E. Crennen**,

UPI's Pacific division business manager, San Francisco, named Southwest division manager. He succeeds **William C. Payette**, who joins United Feature Syndicate, New York, as VP.

Bill Brannigan, with ABC News, Vietnam, assigned as network's western division bureau correspondent, Los Angeles.

Dick Mendenhall, newscaster, WFIL-AM-FM-TV Philadelphia, appointed editorial director.

Don Baird, news editor, WSB Atlanta, joins WKYC Cleveland as news manager.



Mr. Oliver
as news director.

Dick Chamberlain, newsman, WJAS Pittsburgh, appointed news supervisor. **Chris Howard**, with WCBM Baltimore, joins WJAS as newscaster.

Jerry Huddleston, with WMSL-TV Decatur, Ala., appointed news and special events director.

Bill Hampton, with WINS New York, joins WQAM Miami as newsman.

James S. Lee, with KFRM Salina, Kan., and **Russell L. Rayburn** and **James A. Roper** join news staff of KOA-AM-FM-TV Denver.

Carl E. Wall, with WTAG Worcester, Mass., joins WNEB there as newsman.

Dr. Dan Jones, professor of political science, Utah State University, Salt Lake City, joins KUTV(TV) there as political specialist-analyst and commentator.

Joe Pope, with WHYY-TV Wilmington, Del., appointed newsman.

Joan Furst, newscaster with WGHO Kingston, N. Y., joins WTEN(TV) Albany, N. Y., in same capacity.

Mel Parnell, sportscaster, WHDH-AM-FM-TV Boston, joins WFIL-TV Chicago in same capacity.

Jack L. Doniger, reporter, WARM Scranton, Pa., and **Alan L. Dessoff**, executive assistant to former Senator Daniel Brewster (D-Md.), and with *The Washington Post*, join WTOP Washington news staff.

Promotion

John Feeney, promotion contact representative, NBC, New York, ap-

pointed promotion manager, West Coast. **Charles Munch**, with NBC promotion department, New York, succeeds Mr. Feeney.

Twila Walker, assistant to promotion director, WTOP-TV Washington, joins WSM-TV Nashville, as promotion manager.

Spencer T. Robinson, formerly with Cincinnati Reds and Baltimore Orioles baseball teams, joins Waterbury & Co., Clayton, Mo., as publicity and public relations director.

Equipment & engineering

James W. Russell, director of research and planning, J. J. Newberry Co., New York, joins CBS Laboratories, Stamford, Conn., in newly created position of general manager of business development.



George D. Butler, past president of Electra - Midland Corp., Kansas City, Mo., elected president of Electronic Industries Association, of which he is presently director, effective June 30.

Mark Shepherd Jr., with Texas Instruments Inc., Dallas, named chairman of EIA. **James D. Secrest**, executive VP and secretary of EIA since 1952, retires in June after 34-year association.

Robert E. Bilby, manager of advertising, Sylvania Electronic Components, New York, joins Weston Instruments Inc., Newark, N. J., as manager of advertising and sales promotion.

David L. White, director of studios, CBS-TV network operations, named general manager, reporting to Drew Brinkerhoff, VP-operations and engineering for CBS-TV.

George J. Vajdik, with video and audio products division, Bell & Howell, Chicago, appointed merchandising manager for video products.

International

Knowlton Nash, senior Washington correspondent, Canadian Broadcasting Corp., named director of news and public affairs for English-language network. He succeeds **Marce Munro**, who becomes assistant general manager of network, with responsibility for programing, sales and operations. **Douglas Nixon**, director of television for network, appointed director of entertainment programing, CBC network television.

Tom Richardson, assistant business manager, Screen Gems Inc., New York, joins NBC Canada Ltd., Toronto, as business manager.

Ron Woodall, creative director, Toronto office, J. Walter Thompson Ltd., elected VP.

Allied fields

Mortimer Becker, general counsel, American Federation of Television & Radio Artists and American Guild of Musical Artists, New York, and **Walter Brecher**, managing director, Leo Brecher Theaters there, named chairmen of 1969 United Jewish Appeal campaign, entertainment and communications division.

Fred J. Podesta, president, Madison

Square Garden Attractions Inc., New York, resigns to form Fred J. Podesta Co. there, consultancy in entertainment, television and sports fields.

Deaths

John K. Lagemann, 58, writer and former aide to Edward R. Murrow at CBS, died Jan. 27 at Montefiore hospital, Bronx, N. Y. Mr. Lagemann was radio editor of *Newsweek* in 1935-36, and later joined CBS where he was on staff of late Mr. Murrow. He is survived by his wife, Betzy, and two sons.

Victor H. Lindlahr, 71, writer and former broadcaster on nutrition, died Jan. 26 in Miami Beach, Fla. Mr. Lindlahr was commentator for Mutual in 1940's and later for ABC Radio. He is survived by his wife, Florence.

William M. Anderson, 43, UPI man-

ager for Belgium, died Jan. 21 in Brussels, of influenza. Mr. Anderson had been with UPI since 1951. He is survived by his wife, Rosie, and two daughters.

Mark Shaw, 47, White House photographer for President Kennedy, died Jan. 26 in New York, of heart attack. Mr. Shaw had been on staff of VPI Productions, New York, and operated his own studio, Mark Shaw International, in that city. He is survived by his son, David.

Charles Winninger, 84, stage, motion picture and radio-TV character actor, died Jan. 28 in Palm Springs, Calif. Mr. Winninger had many radio and TV roles but was perhaps best remembered for his role as Captain Andy in radio's *The Showboat Hour*. He is survived by his wife, Gertrude.

ForTheRecord

As compiled by BROADCASTING, Jan. 22 through Jan. 29 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

Application

■ Greensburg, Pa.—Western Broadcasting Corp. seeks VHF ch. 40 (626-632 mc); ERP 11.8 kw vis., 2.23 kw aur. Ant. height above average terrain 454 ft.; ant. height above ground 324.7 ft. P.O. address: c/o John H. Norris, president, 191 Sharon Drive, York, Pa. 17403. Estimated construction cost \$154,380; first-year operating cost \$66,000; revenue \$60,000. Geographic coordinates 40°

18° 49' north lat.; 79° 28' 56" west long. Type trans. RCA TTU-18. Type ant. RCA TFU-24DM. Consulting engineer Fred W. Wise, Windsor, Pa. Principals: John H. Norris, President (21%), Robert F. Nitz and Thomas H. Moffit, both vice presidents (each 20%) et al. Mr. Norris owns 20% of WINB, 10% of WCCB-AM-FM, both Red Lion, and is president of WKUR-AM-FM Media, all Pennsylvania. Mr. Nitz is pastor. Mr. Moffit is sole owner of advertising agency and WTLN ADopka, Fla. Ann. Jan. 28.

Final actions

■ Gainesville, Fla.—Minshall Productions Inc. Review board granted UHF ch. 20 (506-512 mc); ERP 137 kw vis., 27.4 kw aur. Ant. height above average terrain 690 ft.; ant. height above ground 669 ft. P.O. address: 302 St. Andrews Lane, Ft. Pierce, Fla. 33450. Estimated construction cost \$96,600; first-year operating cost \$15,000; revenue \$160,000. Geographic Coordinates 29° 42' 45" north lat.; 82° 23' 34" west long. Type trans. RCA TTU-12A. Type ant. Jampro JZZ-2-0-B. Consulting engineer Jules Cohen, Washington. Principal: William E. Minshall, sole owner. Mr. Minshall has interest in WTVX(TV) Ft. Pierce. In same action application of University City Television Cable Co. was denied. Action Jan. 22.

■ WHDH-TV Boston—FCC resolved applications to operate station in favor of Boston Broadcasters Inc. (Docs. 8739, 11070 and 15204-7). Action Jan. 22.

Other actions

■ Review board in Pocatello, Idaho, TV proceeding, Docs. 18401-02, granted request filed Jan. 28 by Broadcast Bureau, extended to Feb. 4 time to file responsive pleadings to petition to enlarge issues filed by Eastern Idaho Television Corp. Action Jan. 29.

■ Review board in Minneapolis, TV proceeding, Docs 18381-82, granted petition filed Jan. 21 by Control Data Corp. extended to Feb. 14 time to file responsive pleadings to comments and oppositions to motion to intervene and motion to enlarge hearing issues filed Dec. 16. Action Jan. 23.

■ Review board in Newark, N.J., TV proceeding, Docs 18403-04, granted motion filed Jan. 22 by Atlantic Video Corp. and Vikom Broadcasting Corp., extended to Feb. 14 time to file responsive pleadings to petitions to enlarge issues filed Jan. 13. Action Jan. 24.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Tyler, Tex. (Tyler Television Co. and Festival Broadcasting Co.), TV proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Feb. 28 and hearing for March 25 (Docs. 18427-8). Action Jan. 17.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co.) et al., TV proceeding, following prehearing conference of Jan. 21, ordered changes in certain procedural dates: continued to May 21 hearing for purpose of ruling on exhibits; continued to June 10 evidential hearing (Docs. 18295-300). Action Jan. 28.

■ Hearing Examiner H. Gifford Irion in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, extended to February 7 time to file replies and/or objections to interrogatories (Docs. 18381-2). Action Jan. 22.

Rulemaking petition

■ FCC in notice of proposed rulemaking proposed deletion of ch. 22 at Seaford, Del., with assignment of ch. 22 to Annapolis, Md. Action Jan. 22.

Existing TV stations

Final actions

■ WCWB-TV Macon, Ga.—Broadcast Bureau granted waiver of rules and granted modification of CP to change studio location to 4.6 miles south of Lanier Heights, Ga..

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212-687-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



near Macon. Action Jan. 22.

■ WJMY(TV) Detroit—Broadcast Bureau granted modification of CP to make changes in ant. structure and increase ant. height. extend completion date to July 22. Action Jan. 22.

■ WKEF(TV) Dayton, Ohio—Broadcast Bureau granted extension of completion date to July 27. Action Jan. 27.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, on oral request of counsel for Broadcast Bureau, extended to Jan. 31 time to file reply findings (Docs. 16679-80). Action Jan. 24.

■ Hearing Examiner Arthur A. Gladstone in Newark, N. J. (Atlantic Video Corp. [WRTV (TV)] and Vikom Broadcasting Corp.), TV proceeding, postponed indefinitely prehearing conference scheduled for Feb. 13 and hearing scheduled for March 3, subject to further order (Docs. 18403-4). Action Jan. 28.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding ordered that documents identified in Eastern Idaho's motion for production of documents be produced Jan. 31 at 10 a.m. or at other time or date attorneys agree upon, at offices of either KBLI's or Eastern Idaho's attorneys; by separate action granted petition of Post Company (KIFI-TV) Idaho Falls, Idaho, to intervene; Post Company was made party to proceeding (Docs. 18401-2). Action Jan. 27.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. [WTVJ(TV)] and Wometco Skyway Broadcasting Co. [WLOS-TV]), TV proceeding, ordered Antin Theatres Inc. to submit to Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. jointly, within 10 days from release date of order, completed statement of ownership; denied in all other respects motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. to compel answer to interrogatories; scheduled further prehearing conference for Jan. 31 for purpose of scheduling firm hearing date (Docs. 10834, 17582-4, 18185-6). Action Jan. 22.

Call letter action

■ WRDU(TV), Triangle Telecasters Inc., Durham, N. C. Granted WRDU-TV.

New AM stations

Initial decision

■ Eaton, Ohio—Western Ohio Broadcasting Service Inc. Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed grant of 1130 kc. 250 w-D. P. O. address 505 North Barron Street, Eaton. Estimated construction cost \$6,556; first-year operating cost \$18,500; revenue \$39,500. Principals: William Tyrell (18.4%), Helen Coning (50.4%), Stanley Coning (13.2%) et al. Principals own WCFM(FM) Eaton. In same action hearing examiner proposed grant of application by Albert S. Tedesco to change facilities of WFCM Brazil, Ind., from 1380 kc to 1130 kc. Ann. Jan. 27.

Other actions

■ Review board in Elmhurst, Ill., AM proceeding, Docs. 16965-66, granted motion filed Jan. 17 by Du Page County Broadcasting Inc., extended to Feb. 4 time to file responsive pleadings to petition to reopen record and for enlargement of issues filed by Central Du Page County Broadcasting Co. Action Jan. 22.

■ Review board in Prentiss, Miss., AM proceeding, Docs. 18208-09, granted petition for reconsideration and further clarification filed December 4, 1968, by Miss Lou Broadcasting Corp. Action Jan. 27.

■ Review board in St. Louis, AM proceeding, Docs. 17210-15, 17 and 19, granted request filed Jan. 23 by Broadcast Bureau, extended to Feb. 3 time to file responsive pleadings to joint request for approval of agreement. Action Jan. 27.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-57, granted petition filed Jan. 16 by Mid-State Broadcasting Co., extended to Feb. 3 time to file responsive pleadings to motion to enlarge issues filed by Lake-River Broadcasting Corp. Action Jan. 23.

■ Review board in Franklin, N. J., AM proceeding, Docs. 18251-57, granted petition filed Jan. 17 by Broadcast Bureau, extended to Jan. 27 time to file responsive pleadings to motion to enlarge issues filed by Lake River Broadcasting Corp. Board Member Nelson not participating. Action Jan. 22.

■ Review Board in Franklin, N. J., AM proceeding, Docs. 18251-57, granted petition filed Jan. 21 by Broadcast Bureau, extended to Feb. 3 time to file responsive pleadings to joint petition for approval of dismissal agreement filed by Arthur S. Steloff, Somerset Valley Broadcasting Co. and Seashore Broadcasting Co. Action Jan. 23.

■ Review board in Warwick, N. Y., AM proceeding, Docs. 18274-77, dismissed petition for leave to amend filed Oct. 28, 1968, by Warwick Broadcasting Corp. Action Jan. 23.

■ Review board in Lexington, N. C., AM proceeding, Docs. 18245-46, granted joint request filed Jan. 17 by Harry D. and Robert E. Stephenson, extended to Feb. 7 time to file responsive pleadings to petition to delete, modify and enlarge issues. Action Jan. 22.

■ Review board in Collinsville, Va., AM proceeding, Docs. 18245-46, granted joint request filed Jan. 27 by Radio Collinsville Inc. and 1530 Radio, extended to Feb. 14 time to file response to Broadcast Bureau's comments to joint request for approval of agreement. Action Jan. 29.

Actions on motions

■ Chief, Office of Opinions and Review in Mishawaka, Ind. (Northern Indiana Broadcasters Inc.), AM proceeding, granted joint petition of Michiana Telecasting Corp. and South Bend Tribune and extended to Feb. 19 time for filing opposition to application for review filed by Northern Indiana Broadcasters Inc. (Doc. 14855). Action Jan. 27.

■ Chief, Office of Opinions and Review in Wanchese and Midway Park, both North Carolina (Outer Banks Radio Co. and Onslow County Broadcasters), AM proceeding, dismissed as moot petition by Onslow Broadcasting Corp. for leave to file supplement to application for review (Docs. 17886-7). Action Jan. 27.

■ Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) et al., AM proceeding, continued without day further hearing scheduled for Feb. 11 (Docs. 17210-15, 17217, 17219). Action Jan. 23.

■ Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate) et al., AM proceeding, granted petition by Broadcast Bureau for extension of time and extended to Jan. 31 time for filing responses to Mid-State's petition for leave to amend (Docs. 18251-7). Action Jan. 23.

■ Hearing Examiner Forest L. McClenning in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, on hearing examiner's own motion, continued prehearing conference to March 28 (Docs. 18354-5). Action Jan. 22.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach, Fla. (North American Broadcasting Co., Radio Boynton Beach Inc. and Boynton Beach Community Services Inc.), AM proceeding, denied motion by Broadcast Bureau for continuance of hearing dates (Docs. 18310-2). Action Jan. 22.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, scheduled further hearing for April 8 (Doc. 18225). Action Jan. 22.

■ Hearing Examiner Herbert Sharfman in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM proceeding, on oral request of counsel for Broadcast Bureau, extended time for filing initial proposed findings of fact and conclusion to Feb. 24 and time for filing replies to March 14 (Docs. 17899, 18043-4). Action Jan. 30.

Existing AM stations

Application

■ KOLR Sterling, Colo.—Seeks review of FCC action dismissing renewal application and deleting station. Ann. Jan. 24.

Final actions

■ FCC denied petition by Bauer Broadcast Products division of Granger Associates for amendment of rules to increase permissible trans. output power for class D noncommercial educational FM's. Action Jan. 22.

■ WCOV Montgomery, Ala.—Broadcast Bureau granted modification of license to operate main trans. by remote control (nighttime only); conditions. Action Jan. 21.

■ KVML Sonora, Calif.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location for auxiliary purposes only. Action Jan. 24.

■ WGMA Hollywood, Fla.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only. Action Jan. 24.

■ WATI Indianapolis—Broadcast Bureau granted CP to change ant.-trans. location to 0.3 mi. northeast of intersection of West Troy and South Harding, Indianapolis; conditions. Action Jan. 22.

■ WANN Annapolis, Md.—Broadcast Bureau granted license covering installation of auxiliary trans. for auxiliary purposes only. Action Jan. 27.

■ WTOW Towson, Md.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28. Action Jan. 14.

■ WMNB North Adams and WSBS Great Barrington, both Massachusetts—Broadcast Bureau granted mod. of licenses to change name of licensee to Berkshire Broadcasting Co. Action Jan. 22.

■ WCER Charlotte, Mich.—Broadcast Bureau granted license covering use of former main trans. as auxiliary for auxiliary purposes only. Action Jan. 27.

■ WGHN Grand Haven, Mich.—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited time with 500 w; install DA-N; remote control permitted daytime only; conditions. Action Jan. 21.

■ WDGY Minneapolis—Broadcast Bureau granted extension of completion date to May 15. Action Jan. 27.

■ KOYX Joplin, Mo.—Broadcast Bureau granted CP to make changes in ant. system; ant. height to 405 ft. Action Jan. 23.

■ WOR New York—Broadcast Bureau granted CP to install auxiliary ant. and new type trans.; condition. Action Jan. 23.



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Summary of broadcasting

Compiled by BROADCASTING, Jan. 30, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,223 ¹	15	4,238 ¹	68	4,304 ¹
Commercial FM	1,914	39	1,953	181	2,134
Commercial TV-VHF	496 ²	10	506 ²	11	517 ²
Commercial TV-UHF	122 ²	51	171 ²	160	333 ²
Educational FM	356	7	363	31	394
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	28	98	13	111

Station boxscore

Compiled by FCC, Jan. 2, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,222 ¹	1,891	615 ¹	354	141
CP's on air (new stations)	14	53	62	8	31
Total on air	4,236 ¹	1,944	677 ¹	362	172
CP's not on air (new stations)	66	187	170	31	16
Total authorized stations	4,302 ¹	2,131	847 ²	393	188
Licenses deleted	2	3	0	0	0
CP's deleted	1	0	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

- WKBO Garner, N. C.—Broadcast Bureau granted mod. of CP to change ant.-trans. location. Action Jan. 24.
- WNCT Greenville, N. C.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Jan. 23.
- WBKC Chardon, Ohio—Broadcast Bureau granted extension of completion date to March 1. Action Jan. 27.
- WNAL Nelsonville, Ohio—Broadcast Bureau granted extension of completion date to July 3. Action Jan. 27.
- WDNL Warren, Ohio—Broadcast Bureau granted extension of completion date to July 21; condition. Action Jan. 27.
- KPNW Eugene, Ore.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Jan. 23.
- WRAI Rio Piedras, P. R.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans. location. Action Jan. 23.
- WFOA San Juan, P. R.—Broadcast Bureau granted license covering installation of new auxiliary trans. Action Jan. 27.
- WFBC Greenville, S. C.—Broadcast Bureau granted mod. of license to operate trans. by remote control from main trans. location at 505 Rutherford Street, Greenville; conditions. Action Jan. 24.
- KOLY Moberidge, S. D.—Broadcast Bureau granted license covering increase in power to 5 kw.; install new trans.; specify type trans.; granted license covering use of former main trans. for auxiliary purposes only. Action Jan. 27.
- WINA Charlottesville, Va.—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control from studio at 4th and East Main Streets; conditions. Action Jan. 27.
- KHEY El Paso—Broadcast Bureau granted extension of completion date to June 25. Action Jan. 27.
- WTIP Charleston, W. Va.—Broadcast Bureau granted CP to install new trans. at main trans. location as an alternate main trans. nighttime and auxiliary trans. daytime. Action Jan. 24.
- River Falls Radio Co., River Falls, Wis.—Broadcast Bureau granted mod. of CP to change trans. and studio location of new AM to Route 3, 1.65 miles north-northwest of city. Action Jan. 23.

Other action

- Chief, Broadcast Bureau granted petition by Electronic Industries Association and extended to March 17 time to file comments, and to April 17 time to file reply comments in matter of type approval of radio frequency amplifiers for modulation monitors in AM and FM stations (Doc. 18360). Action Jan. 23.

Actions on motions

- Chief, Office of Opinions and Review in Newark, N. J. (Continental Broadcasting Inc.). Renewal of license of WJNR, granted petition by Continental Broadcasting Inc. and extended to Feb. 10 time to file responses to Broadcast Bureau's opposition to

petition for reconsideration and rehearing (Doc. 16050). Action Jan. 22.

- Hearing Examiner Charles J. Frederick in San Antonio, Tex. (The Walmac Co.), renewal of licenses of KMAC and KISS(FM), scheduled further hearing for Jan. 23 (Docs. 18223-4). Action Jan. 21.
- Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co. (WVLK)). AM license renewal proceeding, on examiner's own motion, cancelled prehearing conference scheduled for Jan. 29 and rescheduled hearing from Feb. 25 to May 6 (Doc. 18285). Action Jan. 28.
- Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas (WHMC)). AM license renewal proceeding, following Jan. 24 prehearing conference, ordered that parties endeavor to arrive at appropriate stipulation to be presented in writing or orally on or before March 3 (Doc. 18391). Action Jan. 28.
- Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both Nev. Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. (KRRR)). AM proceeding, following prehearing conference scheduled portion of hearing in Washington for Feb. 24 and portion in Ruidoso for April 1 (Docs. 17624-5). Action Jan. 27.

Call letter applications

- WFMI, Rau Radio of the South Inc., Montgomery, Ala. Requests WQTY.
- WBOS, Champion Broadcasting System Inc., Brookline, Mass. Requests WUNR.
- WGMM, Millington Broadcasters, Millington, Tenn. Requests WMLN.

Call letter actions

- WTUF, Bellaire Inc., Mobile, Ala. Granted WMOB.
- WFCS, Willie Broadcasting Co., Southington, Conn. Granted WNTY.
- WHAB, WHAB Radio Inc., Baxley, Ga. Granted WUFE.
- WNNR, Summit Broadcasting Co., New Orleans. Granted WJMR.

New FM stations

Applications

- Broken Arrow, Okla.—Broken Arrow Broadcasting Co. seeks 92.1 mc. ch. 221, 3 kw. Ant. height above average terrain 246.9 ft. P.O. address: c/o A. McWilliams, Box 307, Broken Arrow 74012. Estimated construction cost \$17,195.70; first-year operating cost \$22,800; revenue \$23,274. Principals: C. A. McWilliams, president (52%), Bill R. Hyden, secretary-treasurer, and David Hall, vice president (each 24%). Mr. McWilliams owns 90% of Broken Arrow Ledger, Broken Arrow; *Bixby Bulletin*, Bixby; *Jenks Journal*, Jenks, and 97% of *Southside Times*, Tulsa, all Oklahoma. Mr. Hyden is director of Alumni Relations, University of Tulsa, Tulsa. Mr. Hall is attorney. Ann. Jan. 21.
- Lake Havasu City, Ariz.—Lee R. Shoblom seeks 95.9 mc. ch. 240, 2.89 kw. Ant. height

above average terrain minus 294 ft. P.O. address: Box 980, Lake Havasu City 86403. Estimated construction cost \$1,825; first-year operating cost \$5,115; revenue \$8,000. Principal: Lee R. Shoblom, sole owner. Mr. Shoblom is chief engineer and operations manager for KRAM Las Vegas and owns radio program production company in Lake Havasu City. He is also applicant for new AM there. Ann. Jan. 21.

■ Homestead, Fla.—Seven League Productions Inc. seeks 98.3 mc. ch. 252, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Hank Cutshall, 507 N.W. 2nd Street, Homestead 33030. Estimated construction cost \$30,224.70; first-year operating cost \$18,000; revenue \$25,000. Principals: O. Ralph Matousek, president, Richard Accursio, vice president, and Paul Losner, secretary-treasurer (each with 33-1/3%). Mr. Matousek is attorney and director of two banks. Mr. Accursio owns restaurant and has interest in several banks. Mr. Losner is chairman of board of one bank and has interest in another. Ann. Jan. 24.

■ *Honolulu—University of Hawaii, seeks 90.3 mc. ch. 213, 10 w. Ant. height above average terrain 106 ft. P.O. address: 2560 Campus Road, Honolulu 96822. Estimated construction cost \$6,600; first-year operating cost \$12,000; revenue none. Principals: University of Hawaii Board of Regents. Principals operate *KHET(TV) Honolulu and *KMEB(TV) Wailuku Maui, both Hawaii. Ann. Jan. 23.

■ Havana, Ill.—Havana Broadcasting Co. seeks 99.3 mc. ch. 257, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 200 N. Plum St., Havana 62644. Estimated construction cost \$43,715; first-year operating cost \$35,000; revenue \$25,000. Principals: R. Douglas Tinsley and Neil F. Braendle (each 50%). Messrs. Tinsley and Braendle each own 49.3% of Mason County Publishing Co., Havana. Ann. Jan. 21.

■ *Gaston, Ind.—Harrison-Washington Community School Corp. seeks 91.1 mc. ch. 216, 15 kw. P.O. address: R.R. #1, Gaston 47342. Estimated construction cost \$7,372; first-year operating cost \$2,000; revenue none. Principals: Board of School Trustees. Ann. Jan. 28.

■ Marksville, La.—Avoyelles Broadcasting Corp. seeks 97.7 mc. ch. 249, 3 kw. Ant. height above average terrain 212.5 ft. P.O. address: c/o Chester J. Coco, Esq., Box 7, Marksville 71351. Estimated construction cost \$500; first-year operating cost \$3,000; revenue \$1,000. Principals: Guy C. Billups Jr., president (99.2%) et al. Mr. Billups owns KAPB Marksville, KWRG New Roads and WLBI Denham Springs, all Louisiana. Ann. Jan. 24.

■ *Dayton, Ohio—Mad River Local Board of Education seeks 89.5 mc. ch. 208, 10 w. P.O. address: 801 Harshman Road, Dayton 45431. Estimated construction cost \$4,121.15; first-year operating cost \$1,500; revenue none. Principals: Ohio State Board of Education. Ann. Jan. 28.

■ *Austin, Tex.—P.E.P. Broadcasting Associates seeks 88.3 mc. ch. 202, 10 w. Ant. height above average terrain 50 ft. P.O. address: 711 West 25th Street, Austin 78705. Estimated construction cost \$335; first-year operating cost \$200; revenue none. Principals: Steven S. Ezon, president, and Gary F. Poss, chairman of board, et al. Mr. Ezon is student and Mr. Poss is electronics technician. Ann. Jan. 23.

■ Lynchburg, Va.—Griffith Broadcasting Corp. seeks 98.3 mc. ch. 252, 3 kw. Ant. height above average terrain 226 ft. P.O. address: c/o A. Hundley Griffith, Box 1156, Lynchburg 24505. Estimated construction cost \$12,386; first-year operating cost \$16,666.68; revenue \$18,000. Principals: Estate of Alfred H. Griffith Sr., Mildred W. Griffith, executrix (99%). As executrix, Mrs. Griffith owns 99% of WLLI Lynchburg. Ann. Jan. 28.

Starts authorized

- *WLCC(FM) Lincoln, Ill.—Authorized program operation on 88.7 mc. ERP 10 w. ant. height 72 ft. Action Jan. 17.
- WRPC(FM) San German, P. R.—Authorized program operation on 95.1 mc. ERP 50 kw, ant. height minus 140 ft. Action Jan. 17.

Final Actions

- Groton, Conn.—Lawrence A. Reilly and James L. Spates, Broadcast Bureau granted ch. 288A, 3 kw. Ant. height above average terrain 275 ft. P.O. address: Box 298, West Springfield, Mass. 01089. Estimated construction cost \$23,310; first-year operating cost \$10,000; revenue none. Principals: Lawrence A. Reilly and James L. Spates (each 50%).

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Messrs. Reilly and Spates own WSUB Groton. Action Jan. 21.

■ Shelbyville, Ill.—Shelbyville Broadcasting Co. Broadcast Bureau granted ch. 285, 3 kw. Ant. height above average terrain 133 ft. P.O. address: Box 54, Montrose, Ill. 62445. Estimated construction cost \$35,550; first-year operating cost \$48,000; revenue \$72,000, including new AM. Principals: Donald E. Cutts, president (63.3%), William H. Beach, secretary-treasurer (33.3%) et al. Mr. Cutts owns two lumber companies and Mr. Beach is manager of lumber company. Principals own applicant for new AM at Shelbyville. Action Jan. 21.

■ *Murray, Ky.—Board of Regents, Murray State University. Broadcast Bureau granted ch. 217, 13.2 kw. Ant. height above average terrain 487 ft. P.O. address: c/o Dr. Ray Moffield, chairman, department of communications, Murray State University, Murray, Ky. 42071. Estimated construction cost \$24,923.75; first-year operating cost \$8,000; revenue none. Principals: Board of Regents, Murray State University. Harry M. Sparks, president. Action Jan. 21.

Other actions

■ Review board in San Clemente, Calif., FM proceeding, Docs. 17648-49, dismissed appeal from ruling of hearing examiner granting petition of South Coast Broadcasting Corp. to amend application, filed Dec. 23, 1968, by El Camino Broadcasting Corp. Action Jan. 23.

■ Review board in Vero Beach, Fla., FM proceeding, Docs. 18399-18400, dismissed motion to enlarge issues filed Jan. 13 by Tropics Inc. Action Jan. 29.

■ Review board in Hardinsburg, Ky., FM proceeding, Docs. 17856-57, scheduled oral argument before Review Board for Feb. 20. Action Jan. 29.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Albuquerque, N. M. (Edward Ceries and Jack C. Hughes), FM proceeding, designated Hearing Examiner Jay A. Kyle, in lieu of James D. Cunningham, as presiding officer (Docs. 18213-4). Action Jan. 23.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, ordered that on or before Feb. 1, Dearborn County Broadcasters produce material concerning its gas and bulk oil business at time mutually agreeable to parties and at place either mutually agreeable to parties, or if not thus agreeable, at offices of Schuler's Texaco Oil & Gas Station, Aurora; by separate action granted petition by Schuler for leave to amend application to reflect additional data regarding financial qualifications (Docs. 18264-5). Action Jan. 22.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, rescheduled further prehearing conference scheduled for Feb. 5 to Feb. 11 (Docs. 17916-7). Action Jan. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.), FM proceeding, denied request of Broadcast Bureau and on examiner's own motion extended to Jan. 31 date for filing proposed findings (Docs. 18278-9). Action Jan. 27.

Rulemaking action

■ FCC denied petition by Radio Gulf Inc. requesting rulemaking to assign ch. 294 to Panama City, Fla. Action Jan. 22.

Designated for hearing

■ FCC, in response to request for reconsideration by Tropics Inc., revised order setting consolidated hearing on applications by Tropics Inc. and Seaborn Rudolph Hubbard for new FM's at Vero Beach, Fla. (Docs. 18399-400). Action Jan. 22.

Existing FM stations

Final actions

■ KLBS-FM Los Banos, Calif.—Broadcast Bureau granted CP for changes, change ERP to 1.55 kw. Action Jan. 23.

■ *WREK(FM) Atlanta—Broadcast Bureau granted CP to install new ant.; change ant. system; ERP to 3.4 kw; ant. height to 135 ft. Action Jan. 23.

■ WWRH(FM) Columbus, Ga.—Broadcast Bureau granted mod. of CP to change type trans.; install circular polarized ant.; ant. height to 49 ft. Action Jan. 23.

■ WRSV(FM) Skokie, Ill.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 20 North Wacker Drive, Chicago; change type ant.; delete vertical polarization; remote control permitted from 3611 Oakton Street, Skokie. Action Jan. 24.

■ WHKK(FM) Erlanger, Ky.—Broadcast Bureau granted CP to install new type trans.; install circular polarized ant.; ERP to 3 kw, ant. height to 230 ft.; remote control permitted. Action Jan. 23.

■ KHOM(FM) Houma, La.—Broadcast Bureau granted license covering new station; specify type trans., studio location 2306 West Main. Action Jan. 27.

■ WJEF-FM Hagerstown, Md.—Broadcast Bureau granted license covering installation of auxiliary ant. Action Jan. 27.

■ WJIB(FM) Boston—Broadcast Bureau granted license covering change in ERP to 8.7 kw, make other changes. Action Jan. 27.

■ *WMHC(FM) South Hadley, Mass.—Broadcast Bureau granted license covering change in ant. trans. and studio location. Action Jan. 27.

■ KPRM-FM Park Rapids, Minn.—Broadcast Bureau granted license covering changes. Action Jan. 27.

■ KKLP(FM) Pipestone, Minn.—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ WMBC-FM Columbus, Miss.—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ KGRC(FM) Hannibal, Mo.—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ KMPL-FM Sikeston, Mo.—Broadcast Bureau granted authority for operation by remote control from 125 South Kingshighway, Sikeston; condition. Action Jan. 27.

■ KACO(FM) St. Louis—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ *KIOS-FM Omaha—Broadcast Bureau granted mod. of CP to change type trans.; install circular polarized ant.; change ant. system; ERP to 26 kw; ant. height to 220 ft. Action Jan. 24.

■ WFPG-FM Atlantic City, N. Y.—Broadcast Bureau granted license covering change in ERP to 50 kw; other changes. Action Jan. 27.

■ WHHO-FM Hornell, N. Y.—Broadcast Bureau granted CP to install new ant.; condition. Action Jan. 24.

■ Charles H. Chamberlain, Bellefontaine, Ohio—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location of new FM to 2 East Sandusky Avenue at Corporation Line, near Bellefontaine; change type trans.; make changes in ant.; ERP to 1.3 kw; ant. height to 430 ft.; condition. Action Jan. 23.

■ WGLN(FM) Sylvania, Ohio—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted license covering change in ERP to 28.5 kw; other changes. Action Jan. 27.

■ KVSF(FM) Rapid City, S. D.—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ WXIS(FM) Erwin, Tenn.—Broadcast Bureau granted license covering new station; specify type trans. Action Jan. 27.

■ KQMU(FM) Salt Lake City—Broadcast Bureau granted license covering new station. Action Jan. 27.

■ WTAR-FM Norfolk, Va.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location for auxiliary purposes only, remote control permitted by station personnel only from site at Old Suffolk Road, 2 miles east of Drivers, Va. Action Jan. 22.

Call letter applications

■ WFMI-FM, Rau Radio of the South Inc., Montgomery, Ala. Requests WFMI(FM).

■ WHIR-FM, WHIR Inc., Danville, Ky. Requests WMGE(FM).

Call letter actions

■ WTRC-FM, Truth Radio Corp., Elkhart, Ind. Granted WFIM(FM).

■ WNNR-FM, Summit Broadcasting Co., New Orleans, Granted WJMR-FM.

■ KPET-FM, Conner Corp., Lamesa, Tex. Granted KELE(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KKOP(FM) Redondo Beach, Calif.; KRBC Abilene, Tex.; *WAPF McComb and WBIP Booneville, both Mississippi; WBOP Pensacola, Fla.; WGCM Gulfport, Miss.; WHOA San Juan, P. R.; WTUP Tupelo, Miss. Actions Jan. 22.

■ Broadcast Bureau granted renewal of licenses for following translators: K11AJ Clay Center, Kan.; K71BK, K73BK and K75BN, all Gruver, Texas, and K74BH Winnemucca, Nev. Action Jan. 24.

Other actions, all services

■ FCC extended to Feb. 28 time to file reply comments in multiple ownership proceeding (Doc. 18110). Action Jan. 22.

Translators

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF translators to July 23: W02AS Tallahassee; K12GN Bedford, Iowa; W09AT Fajardo and Celba, both Puerto Rico. Action Jan. 23.

■ Lassen County Superintendent of Schools, Litchfield, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Litchfield on ch. 6 by rebroadcasting KIXE-TV Redding, Calif. Action Jan. 22.

■ K71BO Herington, Kan.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action Jan. 21.

■ Delta TV Systems, Stephenson, Mich.—Broadcast Bureau granted CP for new UHF translator to serve Stephenson on ch. 83 by rebroadcasting WLWK-TV Green Bay, Wis. Action Jan. 21.

■ Libby Video Club, Libby, Mont.—Broadcast Bureau granted CP for new UHF translator to serve Libby on ch. 70 by rebroadcasting KCFW-TV Kalispell. Action Jan. 21.

■ Conchas TV Association, Conchas Dam and Garita, both New Mexico—Broadcast Bureau granted CP for new VHF translator to serve Conchas Dam and Garita on ch. 11 by rebroadcasting KOAT-TV Albuquerque, N. M. Action Jan. 22.

■ K08GD Ardmore, Okla.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 23.

■ Conewango Valley Television Inc., North Warren, Pa.—Broadcast Bureau granted CP for new UHF translator to serve North Warren on ch. 72 by rebroadcasting WSEE(TV) Erie, condition. Action Jan. 21.

■ WBRE-TV Inc., Williamsport, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Williamsport on ch. 76 by rebroadcasting WBRE-TV Wilkes-Barre, Pa. Action Jan. 21.

■ Newhouse Broadcasting Corp., Williamsport, Pa.—Broadcasting Bureau granted CP for new UHF translator to serve Williamsport on ch. 72 by rebroadcasting WTFA-TV Harrisburg, Pa. Action Jan. 21.

■ W57AA Columbia, S. C.—Broadcast Bureau granted mod. of CP to extend completion date to July 23 of UHF translator. Action Jan. 23.

■ K07DC Green River, Wyo.—Broadcast Bureau granted CP's for VHF translators to serve Green River on ch. 7 and ch. 11 by rebroadcasting KUTV(TV) and KSL-TV, respectively, both Salt Lake City; condition. Action Jan. 22.

■ REA-TV Wheatland, Wyo.—Broadcast Bureau granted CP's for new VHF translators to serve Wheatland on ch. 3, 6 and 8 by rebroadcasting KLZ-TV, KBT(TV) and KDA-TV, all Denver, Colo., and on ch. 12 by rebroadcasting KTWO-TV Casper, Wyo. Actions Jan. 17.

CATV

Applications

■ Robert T. McVay—Requests addition of KGST-TV San Jose, Calif., to KTVU(TV) Oakland-San Francisco; KQED(TV) and KBHK-TV, both San Francisco, and KNTV-

(Continued on page 81)

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 for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.
All other classifications 35¢ per word—\$4.00 minimum
No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted

Management

Station manager needed for New England, full time operation in small college community with local competition. He should want a modest salary, fringe benefits and a pleasant community. He will be the station's best salesman and must close orders regularly and be particularly active in community affairs. He must sell himself first and include full details, active references, required salary to Box A-226, BROADCASTING.

Experienced sales manager. Middle-of-the-road music-news. Wonderful family and outdoor sports town in eastern Washington. Announcing experience helpful. Base plus commission on net profit. Box A-262, BROADCASTING.

Wanted—General manager—small market in northeast. Must be strong on sales, production and able to take complete charge of station. Salary, commission and bonus set up. Single station market. All inquiries answered. Box A-276, BROADCASTING.

Wanted—Christian man to manage FM station. Send resume and starting salary desired. Write Box B-53, BROADCASTING.

We now operate two AM and 1 FM station in Missouri and expecting to open another AM very soon. We need a good manager now. Must have sales experience and 1st. would help. Very good opportunity and salary for good man. Box B-57, BROADCASTING.

Manager who can take from ground zero top 50 market station in NE to be rebuilt with top facilities and full power. If you're a salesman, eager to work and build up yourself in excellent radio market, you've got a future and top potential with our growing company. Position available approximately 6-8 weeks. Herbert W. Hobler, Nassau Broadcasting Company, Box 1350, Princeton, N.J. 609-924-3600.

Sales

Southern Virginia soul group owned station needs salesman . . . chance to move up . . . learn complete operation . . . Box A-160, BROADCASTING.

Successful AM in 39th market, expanding to multiple stations. Prove your ability and your sales manager in one year. Complete details required in first letter. Box B-9, BROADCASTING.

Salesman for Georgia RGB station. Send complete data. Box B-27, BROADCASTING.

Immediate opening—salesmen, management potential, salary, commission, expenses, active account list. Southern New England, growing market. Box B-45, BROADCASTING.

Successful single market station in sunny California needs creative salesman. First phone a plus, but not essential. Unusually fine place to raise family. Excellent earning potential. Box B-59, BROADCASTING.

Need aggressive, experienced sales manager for top rated station. Medium market. Gulf Coast area, guaranteed plus over ride. Box B-75, BROADCASTING.

Immediate opening salesman/announcer, salary plus commission, prefer one year's experience, growth potential, KAMI, Box 206, Cozad, Nebraska, 69130, Call area 308-784-3665.

Grow with all American KTUF sales in Phoenix, Arizona. Excellent active account list for real producer. Contact Joe Thompson or Wally Grant, KTUF, 3003 North Central Ave., Phoenix, 85012.

Madison, Wis. #1 AM music, news—#1 FM "good music" stations have career opportunity for young creative salesman on the way up to sell our AM-FM combination. You can expect to earn \$5,000 more than you presently earn, live in an ideal city, have an opportunity for management and stock interest. WISM—One of six Mid-West Family stations.

Michigan regional looking for good salesman ready to advance from small to medium market. WPAC, Ann Arbor, Michigan.

Sales—(cont'd)

Broadcast school counselors for our offices in New York City, Washington, D.C., Dallas, Houston, & Miami. The job requires experienced broadcasters only. To test, audition and counsel prospective students—determine their abilities and equate them to announcing. All work is done in our studios. Earnings are between \$15M to \$30M annually and we gladly show you the pay records. Only the very brightest need send resume, photo to Wm. Anderson, President, Box 18006, San Francisco, 94118.

Sales position—Audition Directors Broadcast school. Men needed to work for nation's leading broadcast school, Columbia School of Broadcasting. Here's what you do . . . We receive hundreds of inquiries each month regarding our school. It will be your job to present our story to these individuals. All work done in Columbia's studios. You must be married, over 25 and have in-depth on-the-air experience. Present directors are earning \$2,500 a month and more. Positions available in Washington office now, with new positions to be filled in the Baltimore and Philadelphia area very soon. We will need 2 sales managers for these two offices, too. If you are interested in a pleasant, rewarding and profitable career, send resume and photo to: Henry A. Niven, Jr., Director, Columbia School of Broadcasting, 4641 Montgomery Avenue, Washington, D.C. 20014.

Announcers

South Florida coast \$160.00 per week. Top 40 format. Send tape and resume to Box A-135, BROADCASTING.

Experienced MOR. One-half airwork, one-half production and copy. Central California location. Nice community with excellent schools. We want a permanent man who takes pride in his work. Must be of good character that will bear investigation. We will start you at \$500.00 per month with a \$25.00 raise every three months until you reach \$600.00. Thereafter raises will be on a merit basis. In short, show interest in us and we will reciprocate. Only complete air checks and resume considered. Box A-149, BROADCASTING.

Michigan MOR 5000 watt NBC affiliate needs experienced announcer with first phone. No maintenance. \$140 to start with automatic increases and fringe benefits. Send tape, resume and photo to Box A-231, BROADCASTING.

Announcer—Combo preferred with "good music station" in Connecticut. Good future. Application for record station pending. Box A-253, BROADCASTING.

\$7500 a year to start. Pennsylvania. Program director with 1st ticket. No maintenance. Pop contemporary format but not hard rock. He will supervise people, do air shift, and create ideas. DJ's looking for first PD job considered. Tape, resume, letter first time. Box B-19, BROADCASTING.

New Jersey easy-listening AM-FM seeks experienced announcer-newsman. Salary commensurate with ability and experience. Send tape, resume . . . Box B-35, BROADCASTING.

Great Opportunity for experienced announcer in progressive, advancement-minded station near New York City. Box B-46, BROADCASTING.

Expanding mid-west station needs mature, experienced announcers with good voice. We want permanent men. Good salary based on experience and talents. Only complete air checks and resume considered. Box B-54, BROADCASTING.

#1 rated small market Idaho station needs mature morning announcer-sportscaster. Extensive play-by-play sports. You will wake up areas biggest audience. Be areas only local sportscaster. You could become local celebrity if you're good enough. Box B-55, BROADCASTING.

Colorado—Announcer—Salesman—Newsman. Send tape, resume, picture first letter. Box B-56, BROADCASTING.

First phone, all-night personality. MOR or top-40 background. No. 1 rated midwest major-market station. Sharp young guy with voice could move up! Tape and resume to Box B-63, BROADCASTING.

Personality dee-jay for tight MOR format with Northeast group expansion. Minimum three years experience. Box B-72, BROADCASTING.

Announcers—(cont'd)

1st phone announcer: beginner; wants airshift in northeast; no maintenance, worked as broadcast engineer. Box B-81, BROADCASTING.

West Texas station needs experienced morning man. You will replace announcer that has been with us over seven years. Prefer person interested in local news. New facilities. No floaters. Clint Formby, Manager, KPAN, AM-FM, Hereford, Texas.

Christian station with balanced programming. Must be good reader, smooth on board and first class ticket. KWIL, Albany, Oregon 97321.

Christian station. Midnite to six shift. First class ticket. KWIL, Albany, Oregon 97321.

Mature, experienced voice with 3rd for dj-production. \$125.00. WAGE, Leesburg, Virginia.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

Experienced air personality for evening slot on MOR station in important Florida market. Send tape and resume to Bill Taylor, Prog. Dir., WDBO, Box 1833, Orlando, Fla. 32802.

Immediate opening for experienced announcer. Please send tape, photo and full particulars to WGBR, Goldsboro, North Carolina 27530.

Sportscaster—pro only—play-by-play—sports show nightly. Want man who can build local interest . . . great sports area. Must be able to fill in and work with largest independent radio news staff in the state. Send resume, salary requirements, and play-by tape to Alan Galer, News Director, WJLK, Asbury Park, New Jersey 07712.

"Wildman" leaving to manage his own station. The upper midwest's finest medium-market station needs night personality. Good pay, benefits, for right man. Join fast-growing radio organization that is also originating cable-TV programming. We need creativity, production skills, experience, stability. Prefer family man, with no service commitments. Personal and professional references will be thoroughly checked. Send tape, pic, resume, recommendations to Mike Dine, WJON, St. Cloud, Minn. 56301.

Talent/announcer for fine Time-Life station in mid-west. Great opportunity for young man with experience to work in all areas. MOR disc jockey to on air TV work. Send complete resume and air check to Mr. Marvin Chauvin, Prog. Dir., WOOD-TV, 120 College S.E., Grand Rapids, Mich.

WPOR needs 1st phone all-nighter who wants to grow. Great opportunity for right guy! Resume, salary, air check to: P.D., WPOR, Hartford, Connecticut.

Leading radio-TV operation has opening for top-flight night dj for radio, with some television if qualified. Send tape, WSAV Radio and Television, Savannah, Georgia.

Personality. Good voice. Casual professional style for mid-morning at modern country station. #1 in this large Gulf coast market. Paid insurance includes hospitalization, life, dental. Profit sharing. Right man will move up with this organization. Tape, picture, resume to Mike Malone, WUNL, Radio, P.O. Box 4614, Mobile, Alabama 36604.

First phone announcer for aggressive 5000 watt near Albuquerque. Good salary and opportunity. Call 505-863-4444.

Wisconsin station expanding, now in need of good announcer with some news background. Good working conditions. Salary depending on ability. Contact James P. Schuh, Program Director, Stevens Point Broadcasting Company, a member of the Sentry family, Stevens Point, Wisconsin, Area code 715-341-1300.

Ready to move up to drive time? We need someone with a bright, happy sound that can read to a market of ¾ million and run tight board with contemporary format. No prima donnas. Third ticket endorsed a must. Salary commensurate with experience. Equal opportunity employer. Phone: 1-315-789-1200.

Announcers—(cont'd)

First phone announcer with PD potential needed immediately at solid Mid-Wisconsin AM-FM stereo. This opening made possible by expansion. Call Ty Seils at 715-258-5528.

Technical

Wanted immediately—transmitter engineer to assume minor preventive duties as a combined AM-FM operation. Recreational activities unlimited with Washington and Baltimore within one hour's drive. Home of night horse racing with two thoroughbred tracks. Insurance benefits, good working conditions, new equipment. A good man can be his own boss. Apply Box B-29, BROADCASTING.

Engineer, experienced or will train. To be responsible for the complete operation of two full time stereo FM stations with a third station in process. All stations within 60 minutes of each other. Car and good working conditions and benefits. Midwest Capital city location. Send resume. Replies confidential. Box B-47, BROADCASTING.

Wanted—Chief engineer, for board work and maintenance. Tremendous future, fringe benefits, good working conditions. Please send resume, salary requirements and references in first letter. Box B-48, BROADCASTING.

Opening for first class man for transmitter and studio technical work. No air work. Basic knowledge and desire to learn more important than experience. Salary open. Contact Jim Murphy, Chief, WAJR-AM-FM, Morgantown, W. Va.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

Chief engineer, experienced complete maintenance AM and FM transmitters including directional antenna. Write giving background, availability and salary expected. WPIK, Alexandria, Virginia 22314.

Television network engineers—Positions available—Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104

NEWS

Three station complex in northeast wants aggressive, hardworking newsmen with voice and writing ability. Must be able to assume news directorship. Salary range \$125-150 depending on ability and experience. Box A-267, BROADCASTING.

Energetic local news man for New Haven-Bridgeport area news accented daytimer. Box B-24, BROADCASTING.

Young dedicated news-talk man, for expanding 5,000 watt news-talk station. Heavy local. Tape, resume to Dave Williams, WACE, Box 2007, Springfield, Mass. 617-781-2240.

Experienced, mature-sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Immediate opening for an assistant news director. Applicant must have experience, good voice, type well. Six-day week, three week vacation, hospitalization, other benefits. Apply in person or send tape. Starting salary depends on individual. Apply H. M. Thayer, WGHQ, Kingston, N.Y.

Programing, Production, Others

\$7500 a year to start. Pennsylvania. Program director with 1st ticket. No maintenance. Pop contemporary format—but not hard rocker. He will supervise people, do air shift, and create ideas. DJ's looking for first PD job considered. Tape resume letter first time. Box B-20, BROADCASTING.

Production/PD and some air work for fast paced MOR. 2 station 150,000 market in north east. Box B-28, BROADCASTING.

Program director. If you're a jock ready to move right into programing or if you are now a Program director that can get numbers for a top 40, that also plays a heavy R&B, I would like to hear from you. Ideas, production voice, plus morning shift. Will give you the ball, you run with it. Please send resume, salary requirements and references, plus tape in first letter. Box B-49, BROADCASTING.

Good music suburban station needs a quality announcer. Minimum 2 yrs. experience. Production, programing a must. Rapid advancement to P.D. Pay 7300 to 9600 depending upon experience. Send resume and tape to WPVL, Painesville, Ohio.

Programing, Production, Others

(cont'd)

Bustling—MOR AM-FM with CP for TV needs talented take-charge guy with 1st phone, for production and air shifts. Expanding group on east coast—get on board now. Jay Moler (301) 739-8016.

If you've wanted a chance to do original broadcast-ing from every part of your coverage area, a chance to work news in depth, a chance to work with professional people... many former metro pro's... and make above average money, you want to work with us! What we're saying is, if you're fed up with run-of-the-mill radio at starvation wages... let me know. But... you must have 3 years experience and be eager to use your versatility from board to news and back again. We prefer midwest or mid-south, but will consider others. Let me tell you about small town radio at big city pay. Call Lawrence Weller, 816-263-1230 or send tape and resume now! KWIX, Moberly, Missouri.

Situations Wanted

Management

Manager—Salesmanager—Small to medium market. Background includes, sales manager, sales PD, P.M., TV & radio news. College degree, family man. 12 years diversified experience can be working for you. Box A-260, BROADCASTING.

General Manager. Excellent record of success in metro and sizable markets. Top recommendations. Available now, due to station sale. Could also invest to back ability. West or midwest preferred. Call 815-434-0505 or write Box B-39, BROADCASTING.

Manager—operations manager—20 years, sales, an-nouncer, news. Honest, dependable, sober. Prefer west. P.O. Box S-675, Anchorage, Alaska 99504.

Sales

Five years spearheaded sales growth of Florida AM-FM as sales manager. Twelve years experience and success in sales, management, copy writing, production and collections. Desire opportunity for more rapid advancement in small or medium market. Present management knows of my decision and will provide recommendation. Married, two children. 37. Texas preferred but all offers considered. Available April 1st. Box B-61, BROADCASTING.

Announcers

Top personality seeks top personality station, MOR or rock. Box M-140, BROADCASTING.

Top rated announcer Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Soul jock, beginner, needs break from Soul Brother. Box A-244, BROADCASTING.

First phone—experienced—tight board—mature voice—personable, dependable, married, contemporary MOR. Must be challenging. Will do it your way. Box A-263, BROADCASTING.

Negro dj, N.Y. trained. Best jazz in town. Strong news, good board. Third endorsed. Willing worker—will relocate. Dependable. Box A-289, BROADCASTING.

Top-40... currently working southeast wants midwest. If you are near Saint Louis... help! Tight, good on production, service complete, 3rd phone, seven years top 40 experience. Tape and resume on request. Box B-7, BROADCASTING.

Soul jock looking for soul station. have 3rd class ticket, married will relocate. Box B-13, BROADCASTING.

D.J. Announcer, newscaster, congenial personality, married, northeast preferred. Box B-14, BROADCASTING.

Mature, top-rated broadcast grad. Authoritative newscast; persuasive spot delivery. Personable, married. 39. Eager to enhance station operation within 50 miles New York. Box B-15, BROADCASTING.

Announcer, top-40, available June 1. For details write Box B-25, BROADCASTING.

Experienced (7 years) Creative writer/announcer. Radio-TV. N.E. preferably. Box B-30, BROADCASTING.

1st phone announcer—10 years experience. Desires permanent employment. Box B-44, BROADCASTING.

Dependable dj, tight board, third endorsed, versatile. Relocate. Box B-50, BROADCASTING.

Announcers—(cont'd)

Talk-show moderator, interviewer. Announcer and sales background. Some TV. Mature. Steady. Consider any location. Available now. 318-631-2751 or Box B-58, BROADCASTING.

Vibrant, refreshing personality. Complete departure from stereo-type mold. Experienced all phases of broadcasting, including play-by-play. Interviews run gamut from Strom Thurmond to Arthur Ashe. Personable, arresting voice, distinctive style. If you're looking for the typically slick radio automation—I'm not your man! All American looks, & poise make me a natural for TV. 3rd endorsed, draft exempt... Medium to major market. Box B-60, BROADCASTING.

Immediate availability. Two years experience, third, draft deferred. Box B-62, BROADCASTING.

Experienced announcer—chief engineer. Heavy maintenance. First ticket. Box B-66, BROADCASTING.

I'm your man. DJ/Announcer—professional training in all phases of radio & TV. 3rd endorsed. No drifter, no problems, just looking for a home. Box B-70, BROADCASTING.

Announcer/DJ. 3 years experience, personable, upbeat, tight board. Third class endorsed. Not floater or prima donna. Willing to relocate. Top 40 format. Box B-71, BROADCASTING.

Announcer, newsmen. Prefer Washington, D.C. area—will relocate for right offer. 3rd endorsed, formerly M.B.S. Box B-79, BROADCASTING.

Top 40 pro. 8 years experience. 5 years P.D. Top Ratings. Call 2-7 p.m. 319-366-1233.

Announcer—1st phone desires position in southern California, southwest, Miami area, or other warm climate area. Special interest in sports or news but also experienced in MOR, CGW, rock. College and draft exempt. Good at production. If you want professional outlook with ability contact : : : Terry Ruysse, 6608 W. 102nd Overland Park, Kansas 66212—913-MI 9-6575.

Young announcer—4 years experience. First phone, sales. CGW/MOR. L.P., 1328 E. 54th, Brooklyn, N.Y. 11234.

FM announcer wants to work on station in northwest near water. I like Lake Tahoe. Experienced, educated. Prefer progressive contemporary format. Will have 1st phone Feb. 7. 813-388-3055, 5-6 p.m. E.S.T. ask for Chris Kidd.

Negro dj-announcer seeks opportunity. Willing, hard worker. Tight board. 3rd endorsed. Will relocate. I'm hungry. Write Eddie Haynes, 129 East 94th St., Brooklyn, N.Y.

Experienced 1st phone wants nights or week-ends, Fresno Calif. area. Russ Vestal, Fresno 251-2324.

Need a sports announcer? I'm 24... Masters degree in business administration (marketing) but I'm a nut on sports so went to the Institute of Broadcast Arts and brushed up on broadcasting. Total resume and tapes available if you're interested in an intelligent, articulate, young sports announcer who's main interest is play-by-play and who's determined to make it big in the business. Write George Blaha, 2160 Golfview Drive, # 205 Troy, Michigan 48064 or call 313-642-8576.

CGW announcer-dj. 1 1/2 years experience. Prefer midwest. Call Robert Erschen, 319-582-0870.

Intelligent enthusiastic, versatile announcer. Service complete, 1 1/2-yr. radio experience, 3rd endorsed, prefer northeastern or southeastern states, contact Melvyn N. Toomer, 30 East 127th St., New York, New York, 10035 or 212-534-6181.

Technical

Broadcast technician: First phone. Technical school graduate. Experienced. Draft exempt, Box A-279, BROADCASTING.

Engineering position wanted at University radio or TV station by a young married engineer experienced in all phases of AM & FM technical operations including supervision. Reply Box A-283, BROADCASTING.

Radio technician. Audio and automation systems experience. Schaefer system etc. wants maintenance job. Full or part time. Box B-8, BROADCASTING.

Chief or assistant, supervisory or maintenance. 25 years experience. Box B-16, BROADCASTING.

1st phone engineer—have some combination ex-perience—Western states preferred. Box B-22, BROADCASTING.

Have first phone... would like transmitter watch. 912-232-6726.

Situations Wanted

Technical—(cont'd)

1st phone, finishing service in April, prefer Colorado area. Pete Berquist, 409 Carney St., Milton, Florida. 904-623-6729.

NEWS

Broadcast journalist; experienced in all facets of the media (1st phone and some TV). 27, family man. If your organization is committed to serving the community, needs dedicated manpower to provide that service, and is willing to pay . . . Write Box A-228, BROADCASTING.

News director, seeks large market challenge. Responsible, hard-driving administrator . . . Strong on-the-air presentation. Ten years as news director. Box A-268, BROADCASTING.

Mature newscaster-dj. Man of color. Sales-minded/announcer, dependable. Box B-18, BROADCASTING.

Qualified newsmen, six years experience. Now in large New England city. Seeking right move up. Tape, resume, photo available. Box B-32, BROADCASTING.

4-year revolution starts now. Plan on doing anything? Genuine offer from astute English broadcaster to do what he can. Four years civil broadcasting experience, Britain (BBC) New Zealand, Australia, South Africa, New Guinea. Radio and TV newscasting, commentaries, creative writing. International contacts. Resume, tape, photo, credentials from Huw Evans, ABC, Port Moresby, Papua, New Guinea, via Australia.

Programing, Production, Others

Working PD, 6 years experience, desire dj position Philadelphia market. Box B-3, BROADCASTING.

PD and/or operations manager, 12 years experience . . . MOR/modern country, versatile, does everything well. Top voice, first phone, top 100 markets. Box B-26, BROADCASTING.

Experienced sports director/talk show/PBP/very creative, Box B-31, BROADCASTING.

"All-Oldies format gets big Numbers." Let young and imaginative announcer of nine years help you set it up. Now a newscaster in top 15 market. 2½ years at major Chicago AM station. Master's degree Excellent references. No prima donna. Also interested in top 40 position. Box B-64, BROADCASTING.

Modern country program director. Creative and real innovator. 1st phone, too. Presently successful in top 10 market. Interested in more challenge, more opportunity, more money. Box B-65, BROADCASTING.

"Top-40" program director, (DJ), winning personality, proven to hold ratings, induces perfection and cooperative work, knows music, 3rd class . . . Phone 513-631-5428

Need ratings? I have the ability. Seeking to program metro station with proven good music format. 618-451-7511.

What can David-Lawrence Programme Consultants do for your station? Write and find out! David-Lawrence Programme Consultants, 4717 South Renellie Drive, Tampa, Florida 33611.

Operations manager—chief engineer—Available for small market AM-FM. Married, 9 years experience sales-announcing. —Production—CATV-management. Phone or write Ron Meyer, 2 Birchwood Park, Fishkill, N.Y. 914-896-9042.

TELEVISION—Help Wanted

Sales

Television salesman wanted—Miami's dynamic channel 23 seeking hard selling TV professional. Excellent draw, high commission. Send resume: General Sales Manager, WAJA-TV, 695 N.W. 199th Street, Miami, Florida 33169.

Announcer

Major midwest TV/AM station wants sportscaster. Rewrite, play-by-play, studio shows. Will need resume, audio and video tape. Write Box A-14, BROADCASTING.

Technical

Experienced engineer with first phone. Maintenance position with some supervisory duties. Southwestern VHF, \$8400. Send brief resume—including specific types of equipment with which you are familiar to Box A-247, BROADCASTING. All replies confidential.

Technical—(cont'd)

Wanted—Chief engineer to supervise construction of new UHF TV station and take full charge of existing AM-FM facility. Progressive eastern group of stations. Box A-257, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years in radio and TV engineering. Past three and one half as chief of VHF-TV station. Write Box A-287, BROADCASTING.

Chief engineer—large ITFS multi-channel, operation in Catholic school system in N.Y. area. First phone. Studio and transmission operations. Considerable opportunity for innovation, and some designing. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-290, BROADCASTING.

Experienced TV engineers. Move up with a fast growing "U" in the center of Wonderful Wisconsin. We like it here and so will you—fresh air, plenty of recreational opportunities, fine family community. Minimum two years experience mandatory. Top pay, all fringe benefits. For interview, call today: Will Darch, KFIZ-TV, Fon Du Lac, Wisconsin. 414-921-3770.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Opening for technician with expanding UHF group station. First class license. TV operations and maintenance. Desire experienced man with knowledge of color equipment. Pay commensurate with ability. Contact David Boyer, WICD, Champaign, Illinois 61820.

To: Baltimore, Washington, Philadelphia, Pittsburgh and New York. Wanted: Two 1st class experienced engineers desiring immediate employment at a public television station in south central Pennsylvania. Heavy color production schedule necessitates expansion. Present equipment includes new 40 foot color remote van, two Ampex 2000's, 3 PD-70's, a 12x8 Visual switcher and Collins audio gear. In addition to present 40x70' studio, expansion includes an 80x50' color studio, now in progress. Top pay with over-time plus excellent retirement and health plans. For further information, call collect: Larry Winemiller, Chief Engineer, WITF-TV, Hershey, Pa. 717-533-9121.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finnegan, WLBC-TV, Muncie, Indiana 47302.

Television studio engineer. Need both experienced and inexperienced men in CCTV system design, maintenance and operation. IO—QUAD VTR—film—Cable equipment. Write Wendell Ford, College of the Desert, 43-500 Monterey Avenue, Palm Desert, California. 92260.

Television technician for studio operations and maintenance in extensive, broadcast quality CCTV Work with TK-60's and RCA VTR's. Regular working hours, weekends off, annual raises and fringe benefits. Require first class F.C.C., three years experience and completion of recognized technical school. Excellent suburban living in Washington metropolitan area. Phone or write Dr. Thomas J. Aylward, Director Radio and Television, University of Maryland, College Park, Md., 20742. 301-454-2541.

Upper New York State university campus looking for television maintenance technician. Requires strong background in all phases of television maintenance. Experience with 1-inch Ampex slant video tape machines helpful. Contact James Gundlach, Chief Engineer, State University College, Oneonta, New York, 13820-607-431-3316.

Technician wanted for University CCTV-FM operation 1st class radiotelephone. Excellent salary and outstanding benefits. Three references to: Robert F. Kissinger, C.E., Lecture Hall, S.U.N.Y. at Binghamton, Binghamton, N.Y. 13901. Telephone 607-798-2728.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour; excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

NEWS

TV sports reporter—ability to write, comment and investigate local and national sports issues. Must be solid on-air man. Top group operated station. Excellent salary and benefits. Box A-186, BROADCASTING.

News—(cont'd)

Chief photographer for network affiliated station in top ten market. Responsibilities will also include silent and SOF street assignments. Box A-251, BROADCASTING.

Television newsmen skilled as a reporter with air potential for major Southeastern market. Excellent fringe benefits, and salary about \$8500. Reply Box B-12, BROADCASTING.

News reporter, major eastern market. We are looking for a man who has gone as high as he can go and wants to move up. Must be able to produce excellent film packages as well as report live on stories he has covered. Send videotape and/or film with first reply. Box B-73, BROADCASTING.

One experienced TV photographer with journalism degree or comparable experience for WKCT-TV News, Miami. Phone Gene Strul, PL 1-6692.

Newsmen—Opening for young news Tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television in qualified. WSAV Radio and Television, Savannah, Georgia.

We are expanding our news staff! Need a newsmen well versed in all phases of television news to join our aggressive news team. Must be able to film and write news and have the ability to do on camera reporting. Contact Al Fleming, News Director, WTVM-TV, Columbus, Georgia.

Programing, Production, Others

Ideal opportunity for young graduate with R-TV major to become production director and assistant program director with a group acquiring additional broadcast properties. Please reply to Box A-203, BROADCASTING.

Wanted: Announcer-producer—not just a man who talks, but one who can think too. This man may be located at a radio station, wanting to join the team of one of the most successful TV stations in the southeast; good salary, paid vacation, insurance benefits and profit sharing plan for the right man. Send VTR and resume to Box A-277, BROADCASTING. An equal opportunity employer.

Switcher—Production personnel needed for new expanding UHF in Tennessee capital. Excellent opportunity for right man who want to move up. Send resume to Mr. Edwin Walker, Box A-284, BROADCASTING.

Producer-director for midwest educational television, top 10 market full color. Needs seasoned, creative, mature PD, with remote, studio, and film experience. Invite commercial background. Full details first letter. Box B-2, BROADCASTING.

Director of Course Production. Major ITV organization seeks M.A. with a minimum of four years production experience to coordinate production of ITV Materials. Salary open. Midwest location. Send resume and letter of application to Box B-38, BROADCASTING.

TELEVISION

Situations Wanted—Management

Controller—10 years. Financial, supervisory, & Data Proc. experience. Married, early 30's, will relocate. Wants responsibility. Box B-4, BROADCASTING.

Executive Vice President—General Manager—National sales manager for medium to large market or group. Thoroughly experienced all phases: Station-ownership, management, sales management—sales (national and local), programing, film-buying, promotion and network newscasting—announcing. Leader in community affairs. 15 years in television: 13 prior years in radio. Total experience: 28 years. age 44. Nationally known as successful administrator—troubleshooter—developer. A professional, quality competitor. Assustomed to much responsibility. Capable of developing prestige properties and substantially increase profits Box B-34, BROADCASTING.

Business manager with top broadcasting company in New York area wants to relocate. Experienced, young, aggressive, advanced business degree. Box B-50, BROADCASTING.

Sales

11 years solid broadcasting sales experience at both local and national level. College grad, married, children. Top references furnished including present employer. Seeking sales management with opportunity for advancement. Prefer Texas area, but all offers considered Box B-21, BROADCASTING.

Technical

Chief or assistant, supervisory or maintenance. 25 years experience. Box B-17, BROADCASTING.

Technical—(cont'd)

Young engineer, married, draft exempt—familiar all phases TV studio operations, worked for major network—prefer East Coast. Box B-78, BROADCASTING.

NEWS

Wanted—Full time anchorman or second man slot. Currently weekend anchorman. The equipment's here, need the opportunity. College degree, 12 years Broadcast experience. Box A-261, BROADCASTING.

News-caster: Young, 6 years broadcast experience, MA candidate, veteran, RTNDA and IRTS. Box B-1, BROADCASTING.

News 7 public affairs director, 20 years experience, seeks solid future. Aged 39, family man, major market credentials. Foreign correspondent, writer-producer newscasts, documentaries, editorials, specials. Distinguished, authoritative anchorman, talk-show host, commentator, reporter. Create new news operations, modernize outdated departments. Am in no hurry, seeking "last job" potential in right market. Resume, VTR, references available. Box B-5, BROADCASTING.

One man sports staff! Cameraman-writer-reporter. Sports-casts with impact! Box B-6, BROADCASTING.

Programing, Production, Others

Producer-director, Creative and imaginative pace-setter with 13 years solid experience all phases TV production, seeks challenging position with progressive firm. Box A-158, BROADCASTING.

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box B-82, 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.

Used 50 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

Wanted—500 foot used tower, 40 lbs. loading and galvanized. Including lighting and cable for lighting. Cash buyer when quality proven. Box B-37, BROADCASTING.

Everything for 3,000 watt ERP FM vertical/horizontal or Circular stereo, including 180-foot tower. Cash. Box B-40, BROADCASTING.

Capitol "PMS" (Production Music Series) library. Want to buy same outright or quality tapes of same. Box B-68, BROADCASTING.

Private educational institution seeking contributions of new or used radio and television equipment for establishment of FM radio, closed circuit TV and TV production facilities. Contributions tax deductible. Shipping paid. Miami Bible College, 2300 Northwest 135th Street, Miami, Florida 33167.

Need 500 watt AM transmitter. Would accept older 1 kw unit. Write or call Jim Murphy, WAJR, Morgantown, W. Va. 26504.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

1 Collins peak limiting amplifier, model number 26-U-1, 1 CBS Audimax, 1 automatic level control. Good condition . . . Now in service . . . available about April 1st. Box A-254, BROADCASTING.

For sale: Self supporting 240' Dresser tower w/60' mast capable of handling a 6 bay FM antenna or microwave dish. Only 25' x 25' required for base of tower. Terms available. Call or write Art Silver, Dir. of Eng., 609-924-3600, Nassau Broadcasting Co., Box 1350, Princeton, N. J.

RCA monochrome remote unit—International truck, Gerstlenger body, 4 camera G VTR capability. New early 1965. Complete, ready to roll. Write for full description WKBD-TV, Box 359, Southfield, Mich., 48075, A. Martin, Engineering Manager.

1,000' 3-1/8 inch rigid coax. 20' sections. Andrews "V" FM antenna, 96.1 mc. Make offer, all/part. Available April, Don Ritter, WKTZ-FM, Jacksonville, Fla. 32211.

RCA SE 5kw transmitter removed from service past November—\$1,000.00. Contact Ernie Haralson, WPDQ, Jacksonville, Florida at 355-9507.

FOR SALE—Equipment

(cont'd)

Continental Electronics PRO/LOG programmer/logger type 913-20. In service KMYR available February 1st. Scully music transports 4 track stereo. McCarty single play and carousels 2 track stereo. Programmer compatible with IBM traffic accounting. Perfect mechanical and electrical condition. Call collect: 303-936-3495. Radio Station KMYR, 7200 W. Alameda Ave., Denver, Colo. 80226.

Gates ST-101 Spot tape—Four units—each with tape roll and remote control. Good condition. \$200.00 each; All four . . . \$700.00. KCAD Radio, 4 Westgate, Abilene, Texas 79605.

100 ft. tower \$200.00, 200 ft.—\$800.00, 300 ft.—\$1,500. New ground wire 68¢ per lb. Bill Angle, P.O. Box 55, Greenville, N.C. Telephone 919-752-3040.

Crown SP824 tape reproducers (2) w/photocell stop. Ideal for automation. Like new \$450.00 each. Ultimotion Systems, 510-23rd Street, Sacramento, California 95816, 916-441-4613.

Best deals—Spotmaster, Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, QRK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Schafer stereo automation, used less than year. KTBT, Garden Grove, California.

Color projection equipment. Used RCA TP-66 projectors, Spindler & Sauppe dual drum slide projectors and 3 vidicon color cameras available. Also large assortment of Tektronix vectorscopes, and waveform monitors and Conrac Monochrome and color monitors ready for sale. Bargain prices for high quality equipment. Write, wire or phone Ed Ries and Associates, 414 N. Alfred Street, Los Angeles, Calif. 90048, 213-651-5080.

\$4750.00 buys a Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701, A.C. 512-478-8521.

Raytheon 1kw AM transmitter 250 watt composite FM transmitter with Gates exciter, two element Andrew Antenna. Make offer. WORX, Box 95, Madison, Indiana 47250.

Two General Electric 50 watt remote pick-up transmitters, 150-170mc band. Good condition, complete with one DC and one AC power supply. Model #ET21, about five years old. One unit may be used for continuous duty with AC power. A great buy. Best offer over \$350 takes both. Call 606-789-5311 and ask for Fyffe.

Mobile TV van, 1966 International. All wheel drive, cab with van body. Completely air conditioned. Electrically heated, 5kw regulated Onan generator. Diamond plate roof, 3 ton winch and 40' hydraulic mast. Can also be used for signal survey van. For information phone 609-967-3012. Mr. John F. Scarpa, P.O. Box 100, Avalon, New Jersey.

Four brand new AMPEX VR-7000 videocorders, list \$2500. Will sacrifice \$2200 each. Box B-52, BROADCASTING or call 714-797-1704.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Thinking southern California? Updated listing of station PD's, agents, unions, names and addresses you need! Send \$3.00, Box 5079, Beverly Hills, California 90210.

Drop-ins! 25 markets have 'm . . . Boston . . . Los Angeles . . . Houston . . . Philadelphia . . . Pittsburgh . . . ! Funny Commercials, "Old Timer," Indian cuts . . . 125 funnies only \$15.00! Audition tape: 50¢—"Fantastic Funnies," Box B-5, 130 South Street, West Hartford, Connecticut.

BCB DXers, SWLs, QSL collectors: International Radio Club is for you! Free details. Box B-33, BROADCASTING.

Writers. Get an actual motion picture shooting script. Will teach you more than a dozen books. Only \$5.00. Hillcrest Productions, Box B-41, BROADCASTING.

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

INSTRUCTIONS—(cont'd)

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 G.I. 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 Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, 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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston. 2120 Travis, Houston Texas 77002.

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 April 2, July 9, Oct. 1. 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, Combomans, 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 \$360. Classes begin at all R.E.I. Schools Feb. 10, Mar. 17, Apr. 21. 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 Fredricksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266, (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085, (413-568-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

INSTRUCTIONS

(cont'd)

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school! Box 6071, New Orleans.

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.

100% placement of Don Martin Graduates!!! Wonder why? Highly qualified beginners are needed by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile, proficient individuals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results. Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Feb. 24th 1969. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO

Help Wanted

Management

PRODUCT MANAGERS BROADCAST EQUIPMENT

Continued expansion of a dynamic national company has created two key openings in Product Management. Your principal function will be to provide recommendations for levels of quality, quantity, price, service and parts, plus sales support in presentation of sophisticated systems. Requires full working knowledge of products and markets.

(1) AM/FM BROADCAST EQUIPMENT

All products, including microphones, consoles, monitoring equipment, towers and antennas.

(2) VIDEO TERMINAL EQUIPMENT

Video switchers, amplifiers, special effects, sync generators, monitoring and test equipment.

All inquiries will be treated confidentially. Send your resume to
Miss P. M. Hicks, Personnel Manager.

VISUAL ELECTRONICS CORP.

356 West 40th Street
New York, N. Y. 10018

An Equal Opportunity Employer

RADIO

Help Wanted

Management—(cont'd)

Division Sales Manager

Responsible and challenging position for a self-starter with broadcast sales know-how, leadership skills and demonstrated ability to keep learning and growing. We are the leading regional rep firm in the country and can offer a very competitive salary, full fringe benefits and excellent growth potential. Start immediately. Send resume including salary history to:

Don O. Hayes, VP-Sales
Regional Rep Corp.
P.O. Box 5010
Cincinnati, Ohio 45205

Manager—Radio Operations

Top rated network owned eastern station needs top operations man. Strong on writing and production stickler for detail and follow-thru. Solid five figure salary. Excellent future, fringe benefits and living conditions. Rush resumes, writing and product samples.

Box B-76, Broadcasting.

Help Wanted

NEWS

Major NEW YORK Radio Station

Looking for newsmen. Are you now on the air in a major market delivering news with style and authority? Do you write and prepare your own material? Then one of America's outstanding news organizations would be interested in listening to a tape of your work.

Box B-69, Broadcasting.

NEWSMAN

—one of Pennsylvania's great radio stations, WARM, needs a hustling newsmen with a big authoritative voice. If you know how to write rewrite and deliver news we offer a profit sharing retirement plan, top compensation, Blue Cross, Blue Shield and a comprehensive major medical plan, professional environment and best facilities. If you want to grow with a growing company contact:

George Gilbert Program Director
Call collect area code 717-822-6161
WARM Wilkes-Barre/Scranton
A Susquehanna Broadcasting Company Station

Announcers

MORNING NEWSMAN

Join five man metro News Department as AM Newsmen. Experienced, authoritative newscaster will receive excellent fringe, and \$8,400 minimum start. Degree desired, but experience will be weighed. Rush tape and resume to:
Morris Alter, News Director, KSTT, 1111 East River Drive, P.O. Box 3788, Davenport, Iowa 52808.

BREAKTHRU WITH G.T.O.

Major market "MOD-COUNTRY" program consultants! Proven in top ten, with top ratings and top billings! Available exclusively in your market! All replies top secret! Write or wire G.T.O.
Box B-74, Broadcasting.

Technical

Field Service Engineers

Immediate openings for field service personnel on the East Coast, in the Midwest and in California.

Experience is required on either VTR's, color cameras or switching systems.

Your inquiry will receive an immediate reply. Please forward it, in complete confidence, to Mr. R. E. Rutman, 2655 Bay Road, MS 2-20, Redwood City, California. Ampex is an equal opportunity employer.

AMPEX

Situations Wanted Management

Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledgeable production, programming, play by play, news, good music, editorials, community involvement.

Box A-12, Broadcasting.

NATIONALLY KNOWN SPORTSCASTER

Seeks Management-Ownership Opportunity. I am looking for a profitable operation in a college town that offers college football and basketball play by play in addition to general managers position. If you eventually want to sell all or controlling interest, I'm your man. Can offer twenty years experience in all phases.

Box B-10, Broadcasting.

University Instructor

in Radio/TV will consider position in Sales, Management, Production. 26, married, ambitious, will relocate. Salary open. Available Aug. 1969. All inquiries answered.

Box B-23, Broadcasting.

Sales

Sales Management

Aggressive young Radio and TV executive, with knowledge in all phases of Broadcasting, seeks position with growth. Preferably with chain. Will relocate.

Box B-11, Broadcasting.

Announcers

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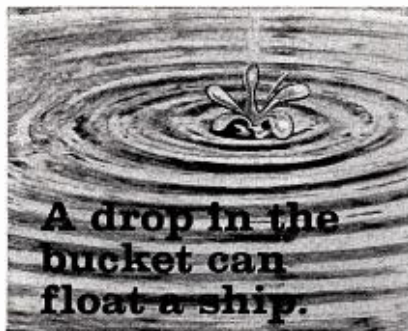
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Fla.	metro	coastal	225M	terms	N.E.	major	profitable	800M	terms
Tenn.	small	AM & FM	235M	terms	N.E.	small	profitable	225M	terms



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(Continued from page 74)

(TV) San Jose, Calif., to King City, Calif. (Salinas-Monterey, Calif.-ARB 60). Ann. Jan. 24.

■ KOTA Cable TV Co.—Requests addition of KWGN-TV Denver to KMSP-TV and WTCN-TV, both Minneapolis, and KWCM-TV Appleton, Minn., to serve Brookings, S. D. (Sioux Falls, S. D.-ARB 93). Ann. Jan. 24.

Other actions

■ FCC ordered oral argument for March 3 to hear petitions of Akron Telerama Inc., Lorain Cable Inc. and Telerama Inc., all Cleveland TV market area, involving importation of distant TV signals denied in initial decision by Hearing Examiner Forest L. McClenning (Docs. 17357-17359). Action Jan. 22.

■ FCC in further notice of proposed rule-making (Doc. 11279) extended to March 3 time to file comments in matter of carriage of STV signals by CATV systems, extended to April 3 time to file reply comments, Action Jan. 22.

Actions on motions

■ Hearing Examiner Forest L. McClenning in Birmingham, Ala., TV market (Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc. and Jefferson Cable Vision Corp.), CATV proceeding, on hearing examiner's own motion, continued without date, hearing scheduled for Jan. 28 (Docs. 18061-6). Action Jan. 22.

■ Hearing Examiner Forest L. McClenning in Manatee County, Florida (Manatee Cable Vision Inc.), CATV proceeding in Tampa-St. Petersburg, Fla., TV market, on hearing examiner's own motion, continued without date, further hearing scheduled for Feb. 4 (Docs. 18093-5). Action Jan. 22.

Ownership changes

Applications

■ KTVH (TV) Hutchinson, Kan.—Seeks transfer of control of Wichita-Hutchinson Co. from Minneapolis Star and Tribune Co. (100% before, none after) to WKY Television System Inc. (none before, 100% after). Sellers: John Cowles Sr., president, votes 93% of stock of Minneapolis Star and Tribune Co., parent company. Firm owns 47% of WCCO-AM-FM-TV Minneapolis, and Minneapolis Star, Minneapolis Tribune, Great Falls (Mont.) Tribune, Rapid City (S.D.) Journal and Harper's magazine. Buyers: Oklahoma Publishing Co. Edward K. Gaylord, president, votes 50% of stock of Oklahoma Publishing Co. Buyers own Oklahoma intrastate transportation company and WKY-AM-TV Oklahoma City, WTVT (TV) St. Petersburg-Tampa, KTVT (TV) Dallas-Ft. Worth, WWTW (TV) Milwaukee, KHTV (TV) Houston and Oklahoma City Oklahoma and Times. Consideration: \$4,400,000. Ann. Jan. 24.

■ KUZN-TV West Monroe, La.—Seeks assignment of license from Howard E. Griffith to Northeast Louisiana Broadcasting Corp. for \$21,000. Seller: Mr. Griffith is sole owner of KUZN-AM-FM. Buyers: Clarence Dunn, president, Arthur Griffith, vice president and Henry D. Osborn Jr. (each 33 1/3%). Messrs. Dunn and Osborn are employees of finance and insurance firm. Mr. Griffith is employee of KUZN-AM-FM-TV. Ann. Jan. 28.

■ WTAK Garden City, Mich.—Seeks assignment of license from WTAK Inc. to Grace/Wolpin Broadcasting Co. for \$525,000. Sellers: Milton Maltze, president, and Robert Wright, vice president-treasurer (jointly 100%). Messrs. Maltze and Wright own WTTT Tiffin, Ohio: WMIL-AM-FM Milwaukee; WMIN-AM-FM St. Paul; WYRR-AM-FM Mt. Clemens, Mich., and WYR-AM-FM Rochester, N. Y. Buyers: Walter Wolpin, president-treasurer, Harvey A. Grace, vice president-secretary, and Charles Wolpin (each 33 1/3%). Messrs. Wolpin each own 40% of wholesale beer distribution company. Mr. Grace is account executive for WXYZ-TV Detroit and will resign if FCC approves sale. Ann. Jan. 23.

■ KHBV-TV Henderson, Nev.—Seeks assignment of CP from Nevada Communications Inc. to Levin-Townsend Enterprises Inc. for \$340,000. Sellers: Charles Shirley and Bruce Vanda (jointly 100%). Buyers: Howard S. Levin, president, James E. Townsend, executive vice president and Frank B. McShane, secretary, et al. Levin-Townsend Computer Corp. is sole owner of Levin-Townsend Enterprises Inc., which has real estate and land development interests; controls chain of highway restaurants and gift

shops, and has investments in Broadway shows and other entertainment projects. Ann. Jan. 13.

■ **WISE Asheville, N. C.**—Seeks transfer of control of Davenport-McGuire Broadcasters Inc. from John Lee Davenport (60% before, none after) to Davenport Broadcasting Corp. (none before, 60% after). Principal: Mr. Davenport owns 51% of Davenport Broadcasting Corp. and 81% of WKYE Bristol, Tenn. Consideration: Exchange of stock for corporate reorganization. Ann. Jan. 27.

■ **WBXX Portsmouth, N. H.**—Seeks assignment of license from Seacoast Broadcasting Corp. to Curt Gowdy Broadcasting Corp. for \$316,000. Seller: William A. Gildersleeve, sole owner. Buyer: Curtis E. Gowdy, sole owner. Mr. Gowdy is ABC-TV network sportscaster. He owns WCCM-AM-FM Lawrence, Mass., and KOWB Laramie, Wyo. He also is 2.8% owner of KFBC-AM-TV Cheyenne, Wyo.; KSTF-TV Scottsbluff, Neb., and KTVS Sterling, Colo. He has 49% interest in Greater Lawrence Cable Television Inc. and has CP for KVRW-TV Rollins, Wyo. Ann. Jan. 27.

■ **WKOV Wellston, Ohio**—Seeks assignment of license from Family Broadcasting Co. to Unger Broadcasting Corp. for \$40,000. Sellers: W. N. Nunkesser, president (68%) et al. Mr. Nunkesser is 68% owner of WCHO-AM-FM Washington Court House and WCHI Chillicothe, both Ohio. Buyers: Gary K. Unger, president-treasurer (52%) and Ilo M. Unger (48%). Mr. Unger is employee of WHLO Akron, Ohio. Mrs. Unger has business interests indicated. Ann. Jan. 27.

■ **WKYE Bristol, Tenn.**—Seeks transfer of control of Davenport Broadcasting Co. from John Davenport (81% before, none after) to Davenport Broadcasting Corp. (none before, 81% after). Principal: Mr. Davenport owns 51% of Davenport Broadcasting Corp. and 60% of WISE Asheville, N. C. Consideration: Exchange of stock for corporate reorganization. Ann. Jan. 27.

■ **KEYE Perrytown, Tex.**—Seeks transfer of control of Perrytown Radio Inc. from Frank Junell and Dossie M. Wiggins (each 36% before, none after) and William J. Wallace (8% before, none after) to Earl J. and Jerry Garrison (each 10% before, 50% after). Principals: Earl J. Garrison owns KVWC Vernon and 50% of KRIG Odessa, both Texas; 25% of oil production company and has interest in two banks. Jerry Garrison has other business interests indicated. Consideration: \$20,000. Ann. Jan. 27.

■ **KSOX Raymondville, Tex.**—Seeks assignment of license from Melody Inc. to Edgar L. Clinton for \$140,500. Sellers: Burney Jones and Neil Gilligan (jointly 100%). Buyer: Mr. Clinton is 50% owner of WGKV Charleston, W. Va. Sale of WGKV to Steer Broadcasting Corp. is pending FCC approval. Ann. Jan. 21.

■ **WSTX Christiansted, V. I.**—Seeks assignment of license from Radio American West Indies Inc. to Virgin Island Broadcasting Corp for purpose of corporate reorganization. No consideration involved. Principals: William M. Carpenter, president et al. Ann. Jan. 28.

Actions

■ **KJST Joshua Tree-Twenty-Nine Palms, Calif.**—FCC granted assignment of CP from Marion U. Moore to Desert Metropolitan Broadcasting Co. for \$16,931.87. Principals: Dr. Richard L. Siggers (41.8%) and David E. Roberts (12.9%) et al. Dr. Siggers is owner of medical center, property investments and farm. Mr. Roberts is employee of KFI Los Angeles. Action Jan. 22.

■ **KCTY Salinas, Calif.**—FCC granted assignment of license from Allen C. Bigham Jr. to JECO Inc. for \$206,000. Principal of JECO Inc.: James E. Coyle, sole owner. Mr. Coyle has minority interests in KALI and KECC-TV, both El Centro; and KVEZ-FM San Mateo, all California. Action Jan. 22.

■ **WYND Sarasota, Fla.**—Broadcast Bureau granted assignment of license from Radio WYND Inc. to Lowell W. Paxson, sole owner, for \$102,000. WYND Inc. is wholly owned by Republic Investments Inc. Leonard K. Nave is secretary-treasurer of both companies. Mr. Paxson is majority owner of WKSX-AM-FM and WNPY-TV, all Jamestown, New York, and WTBV Waterbury, Conn. Action Jan. 22.

■ **WERD Atlanta**—Broadcast Bureau granted assignment of license from Radio Atlanta Inc. to Radiodac Inc. for \$278,000. Seller: Jesse B. Blayton Sr., chairman of the board (94.36%) et al. Buyers: Louis O. Hertz, president, 51% and Mendel Romm Jr., secretary-treasurer, 49%. Mr. Hertz is sole owner of

advertising agency, has 33.3% interest in real estate investment firm, 30% interest in publishing company and has 45% and 75% interest in two apartment complexes. Mr. Romm has 50% and 30% interest in two apartment buildings, 12% interest in mortgage loans and investments firm and is sole owner of property management company. He also has other business interests. Action Jan. 22.

■ **WMTM-AM-FM Moultrie, Ga.**—Broadcast Bureau granted assignment of license from Colquitt Broadcasting Co. to Douglas J. Turner for \$134,500. Seller: N. B. Mills (50%) interest in WMTM-AM-FM. Action Jan. 22.

■ **WION Ionia, Mich.**—Broadcast Bureau granted assignment of license from Monroe MacPherson Sr. to Old Kent Bank and Trust Co., special administrator of estate of Monroe MacPherson Sr., deceased. No consideration involved. Principal: Margaret Cook, trust officer. Action Jan. 22.

■ **WYON(FM) Ionia, Mich.**—Broadcast Bureau granted transfer of control of Country Broadcasting Co. from Monroe MacPherson Sr. (83.56% before, none after) to Old Kent Bank and Trust Co., special administrator of estate of Monroe MacPherson Sr., deceased (none before, 83.56% after). Principal: Margaret Cook, trust officer. No consideration involved. Action Jan. 22.

■ **KTHI-TV Fargo, N. D.**—FCC granted assignment of license from Pembina Broadcasting Co. to Spokane Television Inc. for \$1,491,000. Principals of Pembina Broadcasting Co.: Fuqua Industries Inc. (80.8%) et al. Fuqua is licensee of WTAC Flint, Mich.; KXOA-AM-FM Sacramento, Calif. and WROZ

and WTVW(TV), both Evansville, Ind. Fuqua is 100% owner of WJBF Augusta, Ga. Principals of Spokane Television Inc.: Evening Telegram Co. Morgan Murphy, votes 100% of stock of buying corporation which is held by Evening Telegram Co. Action Jan. 22.

■ **KOSG Pawhuska, Okla.**—Broadcast Bureau granted transfer of control of Cherokee Broadcasting Co. from Galen O. Gilbert (50% before, none after). Jim A. Egan and Camellita Corp. (each 25% before, none after) to John H. Borgen (none before, 100% after). Principal: Mr. Borgen is manager of KSS Colorado Springs. Consideration: \$122,500. Action Jan. 22.

■ **WJOT Lake City, S. C.**—Broadcast Bureau granted assignment of license from Lake City Broadcasting Corp. to Coastline Broadcasting Co. for \$115,000. Sellers: Russell George-Busdicker, president et al. Mr. Busdicker owns 16.66% of WOIC Columbia, S. C. Buyers: F. Arnold Graham, president, S. Charles Green, vice president-secretary-treasurer and James W. Floyd (each 33.33%). Messrs. Graham and Green are engaged in farming and real estate. Mr. Floyd owns 50% of company dealing in vegetables, tobacco and farming. Action Jan. 22.

■ **WTVQ Norfolk, Va.**—Broadcast Bureau granted assignment of CP from Edmund D. Baydush to Broadcast Associates Inc. for \$2,500. Principals: Joel B. Cooper, president and Charles N. Cooper, secretary-treasurer (each 50%). Messrs. Cooper each own 35% and 25% of two real estate investment firms and have 25% interest in musical instrument repair business. Joel B. Cooper also has other business interests. Action Jan. 22.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Jan. 29. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Oxnard, Calif.**—Alameda Cablevision has applied for a franchise. Previous applicants were Oxnard Cablevision Inc., Vumore Cablevision, San Leandro, Calif., and Storer CATV Inc. (multiple CATV owner).

■ **Tracy, Calif.**—General Electric Cablevision Corp., Schenectady, N. Y. (multiple CATV owner), has begun operation. The company charges a monthly fee of \$4.95.

■ **Bradenton, Fla.**—Permission has been granted for Bradenton Cablevision to transfer its nonexclusive franchise to GT&E Communications Inc. (multiple CATV owner), a subsidiary of General Telephone & Electronics Corp.

■ **Crystal River, Fla.**—Leesburg Cablevision, represented by Fred Rutledge, has applied for a franchise. The company would provide nine channels, plus a time-and-weather channel, and a local education channel. Schools and all city municipal buildings would receive free installation and service. Individual charges would be \$10 for installation and \$5 monthly.

■ **Fort Pierce, Fla.**—Air Media Inc., which owns WIRA-AM-FM Fort Pierce and WKUL Cullman, Ala., has applied for a franchise. The firm proposes to construct, at a cost of \$1.5 million, a 12-channel service. Florida Cablevision, which claims about 6,000 customers in a two-county area, was granted a 15-year nonexclusive franchise in Fort Pierce in November 1959. Air Media has also applied for a franchise in Vero Beach, Fla. (BROADCASTING, Jan. 20).

■ **Chetopa, Kan.**—Nationwide Cable Television Corp., represented by Jim Barrett of Grove, Okla., has applied for a franchise.

■ **Winfield, Kan.**—Winfield Cable TV Inc. has applied for a franchise. Principals in the firm are Phil Wilcox of Junction City, Kan., and five Winfield citizens: J. J. Banks, Lucien Barbour, Marion P. Mathews, Walter Sidwell and Dr. W. A. Grosjean.

■ **Bath, Me.**—Coastal Cable and Antenna Inc., Biddeford, Me., and Casco Cable Television Inc., represented by James E. Weir of Brunswick, Me., have each applied for a franchise.

■ **St. Louis**—St. Louis Cablevision Co., owned

by Time-Life Broadcast Inc. (multiple CATV owner) and represented by Otto Ohland, has applied for a 25-year nonexclusive franchise. The company would pay 6% of its gross receipts. Mr. Ohland estimated the city would receive about \$350,000 a year from the operation and that the cost of building such a system would be from \$3.75 million to \$4 million. Another applicant is Melhar Corp., seeking a 50-year nonexclusive franchise. Melhar would also pay the city 6% of gross receipts.

■ **Vandalia, Mo.**—Cable Communications Corp. of Oklahoma City has applied for a nonexclusive franchise. The company would pay 2% of its monthly gross. Previous applicants were Vandalia Telephone Co., Mac's Appliance and Lee Alford Stoutz.

■ **Ellicottville, N. Y.**—Salamanca Television Cable Corp., represented by Paul Formica, has applied for a franchise.

■ **Spring Valley, N. Y.**—Goodvue Community Antenna Television Corp., New City, N. Y., has applied for a franchise. The company would pay 5% of its gross revenues and would provide free connections for schools and public buildings. Charges would be \$15 for installation and \$5 monthly. Goodvue, headed by Philip Beigel, has already been granted a franchise in Clarkstown, N. Y.

■ **Kenilworth, N. J.**—Robert H. Frank has applied for a franchise. If a franchise is granted, a corporation called CATV of Kenilworth will be formed. The company would pay 5% of its gross income and connect all schools free of charge. The system would provide the regular broadcast stations serving the area, plus a community public-service channel, a time and weather channel, and a borough-news and business channel.

■ **Easton, Pa.**—American Telecable Services, Chevy Chase, Md., has applied for a franchise. Clear-Pic Cable TV Co. already holds a franchise in Easton.

■ **Penn Hills, Pa.**—Centre Video of State College, Pa., has begun operation.

■ **Wilkes-Barre, Pa.**—TeleService Co. of Wyoming Valley has increased its rate \$1 a month to \$5. Edward Ganc, manager of the system, said the fee hike was necessary due to the costs of rewiring with aluminum cable, new transistorized equipment, pole rentals and higher labor costs.

■ **Beaumont, Tex.**—Beaumont Cablevision has applied for a franchise. Ed Lovelace is president of the firm. A franchise has already been awarded to Jefferson Cablevision Corp., Birmingham, Ala. (multiple CATV owner). In two previous council readings. After two readings of the Beaumont Cablevision application, an election will be held to decide which company gets the franchise.

■ **Racine, Wis.**—Telecable Corp., Norfolk, Va. (multiple CATV owner), has been awarded a franchise. A previous applicant was Journal-Times Co.

Alan Henry literally hobbled into a career in broadcasting in 1947. But he has been fleet and sure-footed ever since, moving into and out of progressively higher posts until he was named vice president, group operations of the fast-stepping Sonderling Broadcasting Corp. in 1967.

Mr. Henry had planned originally to become a commercial artist or an architect, but while serving in the U. S. Army he was injured severely in an automobile accident. Operations were performed on his back and spine. While recuperating in an Army hospital in Valley Forge, Pa., he auditioned for an announcer's assignment on the Armed Forces radio station there and won.

He decided on broadcasting as his life's work and returned to New York in 1948 following his discharge to study at Columbia University. He left in 1950 after two years because, he said, "I was impatient to get started in the radio business."

From 1950 to 1967, when he assumed his present post, Mr. Henry rolled up experience as an announcer, promotion director, program manager, salesman, sales manager and general manager in such diverse locations as Norwich, Conn.; Hartford, Conn.; Waterloo, Iowa; Miami, St. Louis, New York and Los Angeles. He noted wryly that at one point some friends said he smacked of being "a drifter," but Mr. Henry offered this explanation:

"It was all part of a plan I had to gain as much varied experience as I could, do a good job and move on. I believe I can honestly say that I have improved the operation of every station I have managed."

Mr. Henry is an alert, medium-sized man of obvious energy, ambition and self-confidence. He credits his success, in part, to "good luck," and, in a moment of self-analysis, commented:

"I've always wanted to succeed. But I've never wanted to succeed at the expense of somebody else, and I think I've lived up to my credo."

He expands on the "good luck" factor in his career by pointing out that he was general manager of KXEL Waterloo, Iowa, from 1955 to 1959 at a time when the station was owned by Egmont Sonderling, now the president of Sonderling Broadcasting. When Mr. Sonderling sold KXEL in 1959, Mr. Henry decided to leave. Mr. Sonderling's parting words to him were:

"Alan, you and I are going to get together again some time in the future."

In the ensuing years, Mr. Henry was accumulating experience in major-market radio organizations and Mr. Sonderling was busy assembling a complement of stations that now run to six AM radio and two TV outlets as well as four FM facilities (WOPA-AM-FM Oak

The challenge of an expanding group operation

Park, Ill.; KDIA Oakland, Calif.; KFOX-AM-FM Long Beach, Calif.; WWRL New York; WDIA-AM-FM Memphis; WOL-AM-FM Washington; WLKY-TV Louisville, Ky., and WAST[TV] Albany, N. Y.).

In 1967 when Sonderling Broadcasting went public, Mr. Sonderling remembered his promise and asked Mr. Henry to join him in the top operational post, and the latter accepted.

Mr. Henry believes he has made

Week's Profile



Alan Henry—vice president, Sonderling Broadcasting Corp., New York; b. April 25, 1930, New York City; U. S. Army, 1947-48; attended Columbia University, New York, 1948-50; announcer, WICH Norwich, Conn., 1950-51; announcer, sales promotion manager, salesman, WONS Hartford, Conn. (now WPOP), 1951-54; sales manager, KWWL Waterloo, Iowa, 1954-55; general manager, KXEL Waterloo, Iowa, 1955-59; general manager, WCKR Miami (now WIOD), 1959-62; general manager, KWK St. Louis, 1962-1963; assistant to president, Metromedia Inc., 1963-64; vice president, general manager of Metromedia's KLAC Los Angeles, 1964-65; managing director, all-news sales for Westinghouse Broadcasting Co., 1965-66; national radio sales manager, WBC, 1966-67; vice president, group operations, Sonderling Broadcasting, July 1967 to present; m. Marilyn Sack of Hartford, Oct. 25, 1953; children, Gary, 12; Dina, 9, and Kevin, 5; hobbies—golf, model building, hunting, art and designing houses.

what he considers to be "two outstanding contributions" to broadcasting. The first was his discovery of Joe Pyne, while Mr. Henry was in the employ of Metromedia, and the second was the development of a concept for the sale to advertisers of the all-news format while he was at the Westinghouse Broadcasting Co.

"I persuaded Metromedia to put Joe Pyne on radio and TV," Mr. Henry said. "Whether you like or dislike the guy or agree or disagree with him, he was different and refreshing and he provided the impetus for a new kind of TV programming. At Westinghouse, sales were lagging when I came there and I developed a concept built on quantitative and qualitative research that turned sales around at both WINS New York and KYW Philadelphia."

The Sonderling radio stations are Negro-slanted, with the exception of KFOX, which is a country-and-western outlet. Mr. Henry disclosed he is in the process of developing research, in association with Grey Advertising, on Negro listening patterns. This research is expected to indicate how the Negro listens to general and to ethnic radio stations, irrespective of the ratings generated.

Mr. Henry is operational head of Sonderling for all its activities which include Modern Teleservice Inc., New York, a distributor of TV and radio commercials. He directs a staff of more than 400 at the company. It had its beginning in 1950 when Mr. Sonderling assumed control of WOPA, which employed a handful of people.

Mr. Henry observed that Sonderling has had a gradual but steady expansion program over the years and in 1968 ventured into TV with the acquisition of WLKY-TV and WAST(TV). In its first year under the Sonderling banner, according to Mr. Henry, WLKY-TV had a 40% increase in sales and an 18% rise in operating revenues over 1967. The outlook is equally bright at WAST, he said, but the station was acquired in late 1968 and a meaningful comparison is not available.

"We are interested in adding other TV stations to our list," Mr. Henry said. "Our best prospects are stations with network affiliation in markets from the 25th to the 40th. We also have room to take on another radio station."

Sales at the six Sonderling radio stations, he reported, are at a "very high level." He estimated that sales at these stations were "up about three times the industry average" in 1968. How does he explain this upsurge?

"I think there is a greater acceptance of ethnic radio as a whole," Mr. Henry answered, "and I think our company has been providing improved research and doing an excellent all-around job."

Boston stake: \$3 billion

A good many broadcasters refused to believe that the FCC was serious in March of 1968 when it proposed a rule to prohibit the acquisition of more than one full-time broadcast station in any community. The same broadcasters thought little would come of a subsequent proposal by the Justice Department that the FCC expand its one-to-a-customer rulemaking to include cross-ownerships of stations and newspapers and to apply the principle to license-renewal proceedings.

All of those broadcasters have been traumatically awakened by the commission's decision of Jan. 22 in the Boston channel-5 case. Suddenly every broadcaster in his right mind is aware that the FCC has created the mechanism to break up multimedia ownerships in every market where they exist, which is to say practically every market.

There is no point now in reminding the broadcasters that they should have heeded the early warning signals. Nor is there any longer a need to urge them to do something. The alarm has sounded coast to coast. The headquarters of the National Association of Broadcasters has been stirred to action.

What is to be done? First, of course, it must be assumed that appellate procedures will delay the final action in the Boston case. It may even be hoped that the case will somehow be overturned, upon reconsideration by the commission or appeal in the courts. But broadcasters would be unrealistic to rely upon those possibilities. The final solution must depend on legislative action.

Research submitted to the FCC last week jointly by clients of the Washington law firms of Pierson, Ball & Dowd and Dow, Lohnes & Albertson suggests the dimensions of the problem. More than \$3-billion worth of broadcast properties have been put in jeopardy, through no fault of their owners. That is a measurement of the utter irresponsibility with which the three-member "majority" of the FCC acted in the Boston case.

Other research has been commissioned by the NAB and other broadcast interests, as a story elsewhere in this issue describes. This research ought to supply the proof that there is no real concentration of media control in this country. Such proof will be extremely useful in the presentation of whatever legislation is ultimately sought from Congress.

For Congress has become the broadcasters' only real hope for a restoration of order in an FCC that has clearly gone out of control. At the minimum the broadcasters must seek an amendment to the Communications Act prohibiting the FCC from taking ad hoc actions that can lead to wholesale divestitures. Perhaps larger measures of legislative action may be obtainable, including a remedy that looks more desirable every day—the reorganization of the commission.

Piling it on

It's too bad that the personal-product code issue flares when broadcasters are in the midst of the kind of regulatory turmoil that threatens the licensing process.

It always seem to happen that way—the emergence of new troubles when existing ones need top-level, undivided attention. This time, however, the code issue need not have erupted.

Acceptance of personal-product advertising had become academic. There is no public complaint. Advertisers and agencies have become remarkably adept in copy preparation and visual presentation. And acceptance, in the final phase,

is the responsibility of the licensee.

Other media seem to get by without making a public display of copy acceptance. It's true, of course, that radio and television, being the pervasive media they are, entail more sensitive handling. The NAB has a perfectly competent code authority supervised by a code board of top-flight working broadcast executives who cope with day-to-day programming problems.

As a news medium we certainly do not advocate shutting off the flow of news. But why blow up what should be relatively routine matters into federal cases?

Newspapers and magazines have rather general copy acceptance standards. Each publisher decides what he will print. The criteria vary widely. Where ads violate the postal regulations as to obscenity, or indulge in unfair competition, the publishers hear from government. If they repeatedly violate good taste, they hear from the public. They lose subscribers just as broadcasters lose viewers and listeners by the twist of the knob.

Broadcasters, at this stage, can't drop the radio or television codes. They're stuck with the commercial provisions, too. But they should be able to handle their internal problems without using Macy's window.

Instant discovery

Richard Nixon, in his first time out as President, found the key to success in dealing with the nation's press.

It is to know your stuff, stand up and tell it straight.

Because of the overwhelmingly favorable reaction to last Monday's live news conference, during which he answered as fully as necessary 15 reporters' questions in about 30 minutes, the chief executive stands to become the most prolific user of the televised news conference so far. Herbert Klein, the President's communications director, lost no time in telling an NBC *Today* audience that Mr. Nixon will go before the press and public "as often as feasible"—perhaps every week, 10 days or two weeks.

That's a long way from the 1960 Great Debates wherein he ran second to John F. Kennedy, or the 1962 California gubernatorial election when, after his defeat, he said he was holding his "last" press conference.

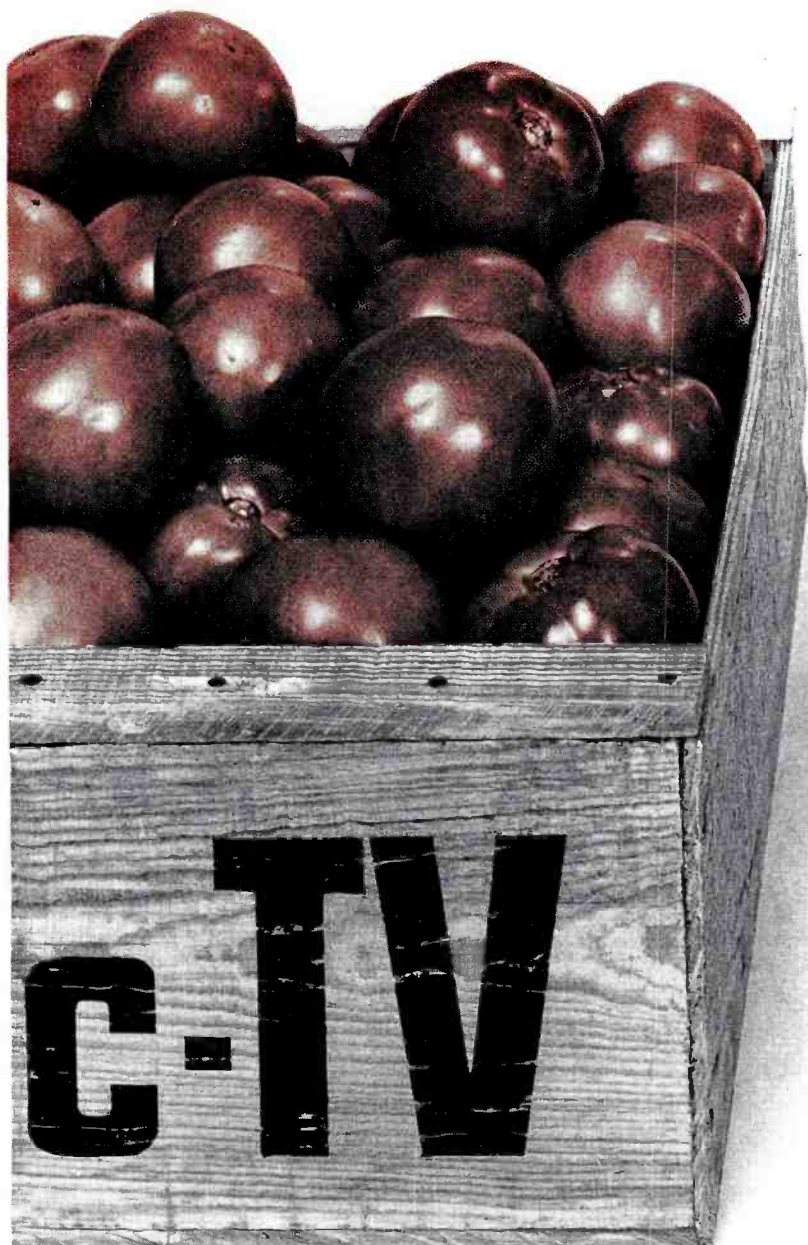


Sid Hix

Drawn for BROADCASTING by Sid Hix
(Based on idea from Edith April)

"This tuner is so sensitive, it'll pick up a CP!"

EDWARD
PETRY &
COMPANY
NATIONAL
REPRESENTATIVES



**We Hunt
for the best...**

**you should,
too.**

We look at hundreds of plump television programs, then pick the ones that are firm and vine-ripened. We simmer down as many as a hundred pounds of these beauties to select a single half-hour of thick, rich-tasting television. It may take us a little longer to hunt for the best, but that's what makes KPRC Television KPRC-TV.

If you lived in San Francisco...



...you'd be sold on KRON-TV

ployes Union charged WREO with fairness-doctrine violations because of the station's alleged refusal to carry advertisements urging a boycott of a department store against which the union had gone on strike. The union claimed that WREO had reacted to economic pressure from the department store.

The FCC, however, rejected this charge when it ruled last month that WREO had demonstrated its good faith by offering both the store and the union an invitation to air their views after the station had decided to broadcast no further announcements on either side of the issue.

According to the commission, WREO's action made it unnecessary to rule on whether the union had even raised a legitimate fairness issue, since the offer of time would "suffice to discharge the station's fairness-doctrine obligations, had a controversial issue of public importance been present."

Ban-the-beer bill back in legislative hopper

Representative Jerry L. Pettis (R-Calif.) has re-introduced a bill (H. R. 3818) to amend the Communications Act of 1934 to prohibit the broadcasting of any advertising of alcoholic beverages between certain hours.

Mr. Pettis along with Representatives Richard T. Hanna (D-Calif.), Odin Langen (R-Minn.), George E. Brown Jr. (D-Calif.), James C. Corman (D-Calif.), Neal Smith (D-Iowa), and Tim Lee Carter (R-Ky.) sponsored the bill last year (H. R. 14445) in the second session of the 90th Congress.

If the legislation is passed it will become effective 90 days after the date of its enactment.

IRTS, agencies set up timebuying course

The International Radio and Television Society, in conjunction with leading advertising agencies, will conduct a broadcast timebuying training program in New York for disadvantaged students at the college level.

The 13-week, two-hour-a-week course is expected to begin in mid-March. Interested applicants should write to Dr. Edward Lewis, chairman of cooperative education of the Borough of Manhattan Community College, who is handling the initial screening.

The program was conceived by the IRTS's Ad Hoc Committee on Urban Affairs under the chairmanship of Richard Pinkham of Ted Bates & Co. The faculty is headed by Herbert Manelovog of BBDO, who has arranged a teaching staff from the media departments of some of the top agencies. The

classes will be held in the offices of the media department of BBDO. Eight agencies reportedly already have committed themselves to hiring graduates of the course.

Business briefly:

STP Division of Studebaker Corp., South Bend, Ind., has purchased participations on NBC Radio. Atwood Richards, New York, is the agency.

NBC-TV buys announced last week include: **General Motors**, Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., in the *Frank McGee Sunday Report* and 12 night-time series; **Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, in the *Frank McGee Sunday Report*, *First Tuesday* and five night-time series; **RCA**, through J. Walter Thompson, both New York, in six night-time programs; and **Coca-Cola Co.** foods division, Houston, through The Marschalk Co., New York, in six prime-time series.

Sterling Drug for Lysol, through SSC&B, New York, has renewed on CBS Radio's *Arthur Godfrey Time* and has ordered more than 1,600 announcements in *News-on-the-Hour* and *Dimension* for 52 weeks for Bayer aspirin and Cope (through Dancer-Fitzgerald-Sample) and Ironized Yeast and Campho-Phenique (through Thompson-Koch). **La-Z-Boy Chair Co.**, Monroe Mich., through Marvin Hahn Inc., Birmingham, Mich., bought into *News-on-the-Hour*, *Dimension* and *Lowell Thomas and the News*.

Miller-Morton Co., Richmond, Va., for Chap Stick and Chap-Ans, has scheduled the largest television campaign in the brands' history for 1969. The campaign will include spot buys on prime-time shows, weekend sports and news programs in more than 20 top markets. Miller-Morton will be a participating sponsor in *The Daring Old Men*, produced by Westinghouse Broadcasting Co. and scheduled for telecast Feb. 8-9 in 20 markets.

Nestle Co., White Plains, N. Y., has been marketing its freeze-dried coffee, Taster's Choice, in western New York and northern Pennsylvania, using a 12-week saturation spot television and radio campaign. Leo Burnett Co., Chicago, is the agency.

Eastern Air Lines, through Young & Rubicam, and **Philip Morris**, through Leo Burnett, all New York, will sponsor NBC-TV's second telecast of the Tony Awards April 20 (10-11:30 p.m. EST.) **United Air Lines**, through Leo Burnett, both Chicago, has purchased time on NBC-TV's *Frank McGee Sunday Report* and 10 prime time programs.

Every Delta passenger meets 6 or more PR experts



(Passenger Relations makes the difference on Delta)

What's the difference between so-so service and special service? It's people. People like the 6 or more of our 16,000 employees you'll meet on your Delta trip. Special people. People who genuinely enjoy helping you. People with pride in their jobs. They're the difference that makes the difference. Come see!

DELTA
Best thing that ever happened to air travel

Inauguration gets full coverage

Some 2,500 broadcast personnel are involved;
total network cost is estimated at \$3 million

The inherent drama of a President taking office and a former President leaving Washington after 38 years of federal service, of a demonstration by some hippies and yuppies, of a two-and-a-half-hour parade that started on a bleak afternoon and ended well into a deepening night, of balls at which thousands were jammed into space designed for hundreds—all was captured on Monday (Jan. 20) as television engaged in its quadrennial blanket coverage of a presidential inauguration.

For the first time the inauguration and its allied events were shown completely in color with more than 120 color cameras in use around the city and at several suburban locations. The only black-and-white cameras were those used for superimposing.

Although CBS and NBC declined to

reveal cost figures, observers estimate the total three-network TV coverage costs could approach \$3 million.

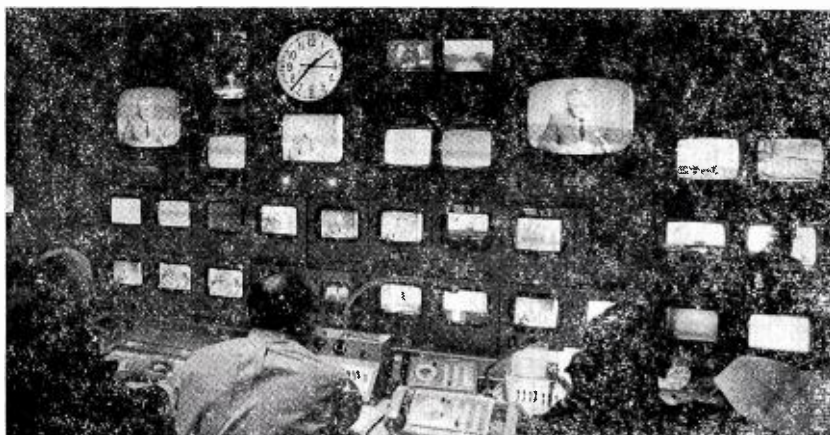
ABC sources said coverage came to \$500,000 out of pocket plus about \$350,000 in pre-emptions. The network recouped slightly less than \$100,000 from commercial sponsorship of its coverage.

With some 2,500 broadcast newsmen and technicians from 125 organizations accredited to some form of inauguration coverage, the networks alone had more than 1,100 on the scene. While radio, both in the U. S. and in foreign countries covered the day's events, it remained basically a television story, the last part of a 10-month political epic that began with a primary election in March 1968 in New Hampshire.

Viewers in the U. S., and, via satel-

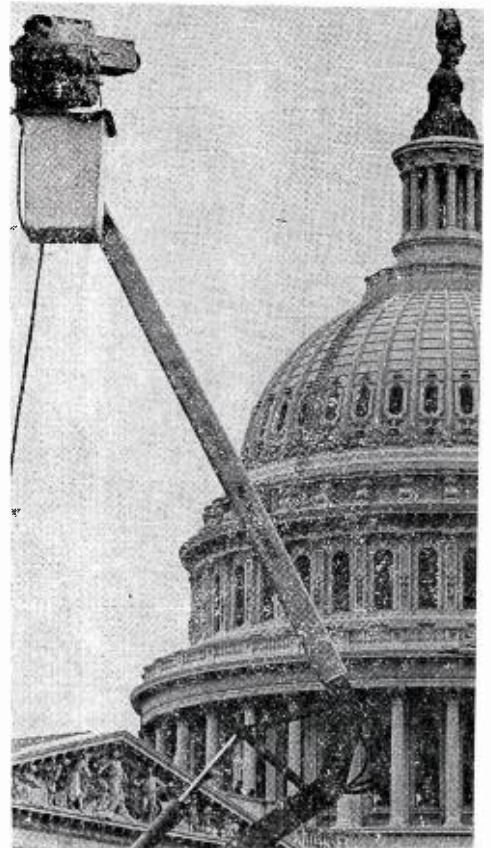
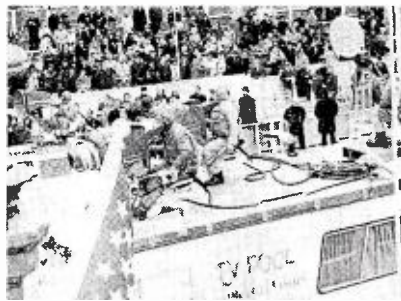
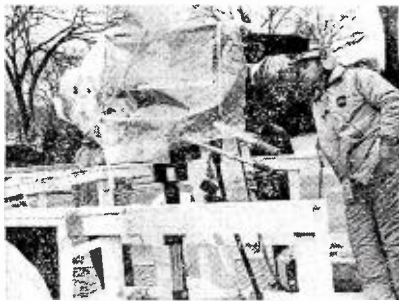
lite, those in about 20 other nations (see page 90) were able to follow the change in power as Richard M. Nixon was sworn in as the 37th President and Lyndon Johnson flew home to Texas later in the day.

The individual network and pool cameras were everywhere: at the Statler Hilton hotel where Mr. and Mrs. Nixon spent inauguration eve; at the Capitol where the swearing-in took place; along the parade route; in front of and on the grounds of the White House; atop the Washington monument; atop the Treasury building; at the Washington Hilton and Shearson-Park hotels where two of the six balls were held; at former Secretary of Defense Clark Clifford's suburban Rockville, Md., home, where the Johnsons had lunch, and at Andrews Air Force base in Maryland



As the incoming President Nixon and outgoing President Johnson met in front of the White House last week (lower left), color television was on the scene. As the day wore on, the hand-held color cameras (right) were used for parade coverage. Picture selection fell to directors, like CBS's Robert Vitarelli (center in photo at left).





Camera locations for the inauguration were in the air, on the ground and in between. An NBC cameraman watches the swearing-in from his cherry-picker perch (right), as an ABC cameraman (upper left) waits for the parade to start. Preceding the President's car in the parade were the two TV pool trucks

(upper right). The cameras in use came from other cities, such as the mobile unit from WMAQ-TV Chicago (lower left) and the feed went around the world via satellite. A commentator for TVE Madrid, Spain, using the Eurovision feed, describes the inauguration for his viewers (lower right).

from where the Johnson family flew to Texas.

According to the networks, ABC had 21 of its own cameras and contributed eight to the pool; CBS operated 31 cameras unilaterally and supplied 12 to the pool; NBC had 48 unilateral cameras and had 12 in the pool. Added to the networks' 132 cameras were two used by the European Broadcasting Union and two used by National Educational Television, although the latter used taped highlights rather than live coverage.

Additionally, Metromedia's WTTG (TV) Washington rolled out its color mobile unit for coverage of the ball that night at the Smithsonian Institution, also feeding it to the group's WNEW-TV New York.

The largest number of cameras, not including the mobile units and hand-held color cameras, used by all networks, was 37 in and around the Capitol. At the Lafayette Park-White House parade reviewing area there were 32 stationary camera positions.

To man the radio-TV cameras and microphones ABC had more than 200 people in Washington, CBS had 450 and NBC had 454.

ABC-TV's inauguration coverage ran from 10 a.m. to 4:30 p.m. CBS-TV's ran 10 a.m. to 5 p.m. and picked up ball coverage from 11:15 p.m. to midnight. NBC-TV ran a special 7-10 a.m. edition of the *Today* show from Washington, had its formal coverage from 10 a.m. to 5:30 p.m., ran a spe-

cial on the day's events at 7:30 p.m., and then returned to the inaugural balls from 11:30 p.m. to 1:13 a.m.

Of the three TV networks only CBS had coverage of the demonstrations during the parade and that was a live pick-up. Joseph Benti was near the scene of the rock-throwing incidents along the parade route.

Just before the President's car came into sight, Mr. Benti, speculating on the delay in getting the parade started, talked about the demonstrators as the cameras showed troops shoving them back. A few moments later the rock throwing was on camera and Mr. Benti commented on the situation.

In about two minutes of on-air conversation between Mr. Benti and Walter Cronkite immediately following the incident, Mr. Benti noted that the demonstrators were only a very small, but significant part of a generally friendly crowd. He continued:

"Walter, if I just may add one observation, I tended to be guided in my remarks by the memory of Chicago [the demonstrations at the Democratic National Convention] but I think if we had ignored this and anything had happened, then we would have been negligent, too. So we were obligated to be here and, of course, with all the thousands of people both behind me and to either side of that group, it is a pity but they are the ones we have to focus on. But that was the potential for trouble."

Mr. Cronkite replied: "We could not

fail to report it, Joe. You are absolutely right. It is part of the story and the history of this inaugural. It has not happened in previous inaugurals and it's too bad that it should happen here today. But it shouldn't be overemphasized."

CBS replayed about 30 seconds of the tape of the incident with Mr. Benti's running account, on Mr. Cronkite's news program that night as part of the inaugural coverage.

CBS also taped Sunday's (Jan. 19) protest march and demonstration and used a little more than a minute of that on its late-night news program.

On the Wednesday Walter Cronkite news program, Mr. Cronkite mentioned an appearance on CBS's *Capital Cloakroom* in which House Minority Leader Gerald Ford said that the half-hour delay in the presidential parade had been caused by Secret Service concern over protecting the President from possible embarrassment or harm at the hands of demonstrators. CBS had speculated on this possibility for the delay during the wait in Monday's coverage.

CBS News personnel, while stressing that any of the violence coverage was carefully played within the perspective of the over-all inauguration, also were personally critical of ABC and NBC for not filming the protests.

Both NBC and ABC showed no demonstration footage on Monday, although ABC filmed the episode. ABC also shot the protest on Sunday, some of which it used on its Sunday evening news

Same time, same show; only faces are different

As 132 TV cameras went live and some 2,500 broadcast newsmen and technicians from all over the world described the inauguration of Richard M. Nixon as the 37th President of the U.S., a 59-year-old veteran of inaugural proceedings sat down in front of a CBS Radio microphone and, as he has since 1933, described what was happening in Washington.

Robert Trout began his coverage of inaugurations by describing the parade for Franklin D. Roosevelt in March 1933. One of the big differences between then and now: Mr. Trout talks of the equipment, the huge mobile unit used by H. V. Kaltenborn in 1933, then considered "a marvelous technical innovation," and today's transistorized gear. He also has high praise for today's behind-the-scenes production staffs—those men who tell a newsman when to open his mouth and whom to cue in.

In the old days, Mr. Trout recalls, "they used to get hysterical and shout at us" through the earphones. Today's directors and producers, he adds, are calm by comparison and try to issue their instructions so they don't interfere with what the on-air men are saying or with the newsman's attempt to listen to what else is happening around him.

At Mr. Roosevelt's second inauguration in 1937, Mr. Trout says, he and Carleton Smith of NBC did their parade coverage from the reviewing stand seated near the President. The practice of having newsmen on that stand continued through President Eisenhower's first inauguration, he adds. After that, everyone got "thrown off the platform" and inaugural officials swore no one had ever been allowed on the stand.

As part of his White House coverage, show.

NBC and ABC commentators did talk about the protests during the parade coverage. NBC's only visual coverage was confined to shots of Mr. Nixon's car speeding up following the rock throwing.

An NBC News spokesman said: "Our theory was that this was not a major news story. It was only incidental. We saw no reason to cut away from a historical event for some fringe stuff."

An ABC spokesman, in addition to noting that the network had no camera close to the rock-throwing scene to cut to, said: "There was not that much of a demonstration."

Another ABC News employee, while conceding that "it wasn't any Chicago," said concern over criticism of violence coverage did weigh in the decision not to cover the demonstration. "They're scared," he added.



Mr. Trout

Mr. Trout introduced President Roosevelt at the President's first radio report to the country in 1933, and it is Mr. Trout who is credited with first using on the air the phrase "fireside chat," a term that had been coined by two CBS executives.

Recalling how radio executives once hated the idea of a recording reaching the airwaves, Mr. Trout remembers being assigned to the coronation of Britain's King George VI and, after describing the ceremony, going into the CBS booth to listen carefully "for the whir of a needle on a record." If the king had recorded his address, newsman Trout's job was to throw a switch that would cut off the pickup from London.

Inauguration gets worldwide exposure

A score of nations, and presumably millions of TV viewers, outside the U. S. saw President Nixon inaugurated last week. The telecasts went throughout the world by way of communications satellites over the Atlantic and Pacific oceans.

More than 13 hours of TV time was used on all satellites, including seven hours alone for the European Broadcasting Union feed to a dozen European nations and passing transmissions on to the Soviet-block Intervention group.

Also receiving the inaugural telecasts were two Japanese and two Australian networks.

All carried the regular U.S. pool coverage of the inaugural ceremonies, augmented by their own special com-

mentators doing voice-over. In most instances, however, receiving countries taped the Jan. 20 activities for replay during news shows that evening.

The U. S. Information Agency inaugurated a multipoint reception service for Chile, Panama and Mexico by transmitting a 30-minute wrapup of the inaugural ceremonies that night via Atlantic satellites. Network affiliates in Honolulu and Puerto Rico also received live coverage from their networks by way of the Atlantic satellite.

EBU established a special studio and control room in Washington, receiving the U.S. pool coverage and transmitting it via satellite to the earth station in England for distribution to member countries. EBU also had two of its own cameras on Capitol Plaza for the swearing-in ceremony, and two other cameras at its Washington studio for interviews and on-camera commentary. At the studio in Washington, EBU had 10 commentator booths for voice-over narration. Executive producer for EBU in Washington was Dr. Vitorio Boni of Radio Televisione Italiana (RAI).

LBJ radio-TV rights may go to CBS News

Holt, Rinehart & Winston, a book-publishing subsidiary of CBS, has acquired publishing rights to the memoirs of former President Lyndon B. Johnson for a price said to include an initial advance of more than \$1.5 million, authoritative sources reported last week.

Broadcast rights are not involved in the deal, and it was understood that CBS News is seeking an arrangement under which Mr. Johnson would appear on TV and possibly radio programs dealing with his years in public life. Negotiations toward that end were said to be in progress between CBS News and the former President.

The publishing agreement negotiated by Holt, Rinehart reportedly calls for payment to the Lyndon B. Johnson Public Affairs Foundation, owner of the as yet unwritten memoirs, of the reported \$1.5-million-plus advance for the first of at least three volumes in the series of memoirs. The foundation may later receive other advances for each additional volume.

The first volume is expected to deal with the Johnson White House years and to be published about mid-1970. Subsequent volumes are expected to appear about a year apart.

The Lyndon B. Johnson Public Affairs Foundation was set up at the University of Texas, in Austin, to provide support for the school of public affairs and the Lyndon B. Johnson library there. Its ultimate income from the

memoirs will depend on the sale of additional rights as well as the sales success of the books themselves.

Mr. Johnson retired last week to private life and private interests that include family ownership—in trusteeship during Mr. Johnson's Presidency but expected to be reclaimed soon (BROADCASTING, Jan. 20)—of majority stock in Texas Broadcasting Co., whose properties include KTBC-AM-FM-TV Austin.

Metromedia closes switch on all-talk

Metromedia Inc., which was a pioneer in two-way telephone talk on a 24-hour basis as a radio format, last week gave indications that all-talk, all of the time, apparently is on its way out—at least with one, and likely two, of the group's West Coast radio outlets.

Metromedia-owned KLAC Los Angeles, which on Feb. 21, 1966, switched to a two-way full-time radio formula and has been one of the most publicized exponents of the format, has undergone a change of management. Richard Janssen, until recently vice president and general manager of Metromedia Radio's WHK Cleveland, has replaced Jack G. Thayer at the helm of KLAC. Mr. Thayer was principally responsible for installing the telephone-talk format at the station. Now it's understood that Metromedia Radio is looking toward a progressive-type middle-of-the-road music format for KLAC.

A formal switch to such a format, or a similar one, awaits a market study of Oakland-San Francisco, where Metromedia's KNEW Oakland, switched to two-way telephone talk not long after KLAC. Contingent on the market study, which is expected to be completed some time in February, Metromedia appears likely to de-emphasize telephone talk at both KLAC and KNEW.

The talk format spurred KLAC spectacularly at first, but the station subsequently ran into trouble over its controversial talk personalities and became the victim of letter writing and other protest campaigns (BROADCASTING Aug. 21, 1967). It's known that Metromedia's corporate heads are disturbed at the apparently negative image identified with talk radio.

Vietnam talks beckon ABC's Reynolds to Paris

For the first time, ABC plans to anchor its *Six O'Clock Evening News with Frank Reynolds* overseas, with Mr. Reynolds going to Paris for resumption of the Vietnam peace talks.

Details of the coverage had not been worked out as of Friday (Jan. 24), but

Mr. Reynolds and a team from his show were scheduled to fly to Paris as soon as a date was set for substantive talks. Negotiations were to open Saturday (Jan. 25).

Incomplete plans called for Mr. Reynolds to anchor probably one section of the show there and another network correspondent, such as Howard K. Smith, to anchor the domestic portion of the show in New York.

CBS and NBC briefly anchored their evening news shows with Walter Cronkite and Chet Huntley in Paris during the initial round of talks last May. ABC covered the talks through its regular Paris and London bureau.

Copyright law embodies familiar proposals

Senator John McClellan (D-Ark.), chairman of the Subcommittee on Patents, Trademarks and Copyrights, has introduced a bill (S. 543) for the general revision of the copyright law that is almost identical to the revision legislation considered by the 90th Congress.

Other than for necessary technical amendments, relating principally to the effective dates of certain provisions, Title I of the new bill is identical to S. 597 proposed in the last Congress.

Senator McClellan said he introduced the same text in order that the subcommittee may resume its consideration of copyright at the point of suspension when Congress last adjourned.

Title II of S. 543 provides for the establishment of a National Commission on New Technological Uses of Copyrighted Materials. This title is identical to the provisions of S. 2,216, which was passed by the Senate on Oct. 12, 1967. The House of Representatives took no action on this bill primarily because of the lack of progress in the Senate on S. 597, the basic copyright revision bill.

The new bill includes an intact Section III, pertaining to CATV exemptions, which was knocked completely out of the House-passed revision bill in 1967. The section, although considered dead by some observers, remained in the version officially before the Senate. Some of the revision-effort's principals, such as broadcasters' groups, have continued to support the general exemption principals embodied in Section III.

Senator McClellan said that the subcommittee will undertake to report a copyright revision bill at the earliest feasible date in this session. The public hearings on this legislation were concluded during the 90th Congress, he noted, indicating that no further hearings are contemplated.

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\$57 MILLION*
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Wolper charts TV-comeback course

Pioneer of dramatic documentaries plans new production house for 'unusual' shows

David L. Wolper, who made some 400 TV documentaries before embarking for theatrical motion-picture activities, will be back in television by the end of this year with documentary programs "not currently on TV in this form."

As a result of contract restrictions involved in his departure from the television field last year, Mr. Wolper cannot detail his TV documentary plans. But the producer is known to be interested in doing color travel shows in a big, important and professional way for presentation in prime time on network television.

Mr. Wolper did tell BROADCASTING last week that the new form would be "unusual" and would be prepared for national network presentation, instead of for syndication or spot network. The producer is generally credited with popularizing, if not introducing, such program forms as the outdoor-adventure, true-life TV documentary.

Mr. Wolper previously has been on record as being interested in combining dramatic and documentary techniques for television. The "documentary-dramatic," as he has referred to it, would be keyed "to getting the viewer inside the action," a blending of the best elements for dramatic and documentary filming.

As a condition of an agreement he has with Metromedia Inc., Mr. Wolper cannot be involved in television sales or production until sometime after Oct. 10 of this year. At the end of this restrictive period, he plans to become a competitor of Metromedia Producers Corp.—the company he sold out to—among other companies in the field by making "maybe two or more major TV documentaries" each year. Ever since Mr. Wolper made public his intention to get back into television production (BROADCASTING, Dec. 23, 1968), an announcement that he has made prominent via news conference, and trade and newspaper ads, documentary proposals have been streaming his way from varied sources.

"Television documentaries are my bag," he explained. There's not as much money in TV documentaries as there is in theatrical motion pictures (though they take as much effort and skill), he pointed out, so that means his return to television amounts to a "labor of love."

Mr. Wolper will eventually assemble a new TV documentary staff, but will not build his own television sales operation. He'll probably rely on a sales rep-

resentative. The principal business of Wolper Pictures Ltd., the name of Mr. Wolper's current company, remains the production of feature motion pictures for theaters. Now located on the MGM studio lot in Culver City, Calif., Mr. Wolper will seek out and move to new offices, probably in Beverly Hills, by this summer.

CBS given time to reply to adverse pot decision

The FCC has granted CBS's request for permission to file written briefs and present oral argument rebutting an FCC examiner's decision that WBBM-TV Chicago staged a marijuana party for presentation on the air.

The commission set Feb. 17 as the deadline for written filings and March 3 as the date for oral argument.

CBS filed its request for additional consideration on Jan. 13, after Hearing Examiner James D. Cunningham concluded that the pot party was prearranged for the station's benefit, and that the licensee, CBS, "did not demonstrate adequate responsibility when it broadcast an immediate denial of the staging allegations without having first completed an adequate investigation into the matter" (BROADCASTING, Jan. 20, 13).

The examiner's report was based on a special inquiry over which he presided and on hearings held last year by the House Investigations Subcommittee. The film, "Pot Party at a University," was broadcast in two installments in 1967.

New theater for tots will debut on CBS-TV

CBS-TV will offer a series of original drama specials for children during the 1969-70 season. The *CBS Children's Playhouse* will be presented on Saturday mornings, and will run from 30 to 90 minutes in length. The first program is expected to be aired in October or November of this year. The number of *Children's Playhouse* productions will depend on the availability of material.

The program, which is aimed toward the child between 5 and 10 years old, will run in time periods traditionally devoted to cartoon series. In recent months such programming has been under fire from parents and educators.

The *CBS Children's Playhouse* will draw on well-known writers, directors

and actors. CBS-TV authorities said they have had discussions with Reginald Rose, J. P. Miller, Ernest Kinoy, Tad Mosel, Rod Serling and agents for Harold Pinter. While it has no scripts as yet, the network expects to offer writers less than the \$25,000 price tag on *CBS Playhouse* scripts, but more than the average price for TV scripts of equal length. The programs are expected to cost CBS an average of \$200,000 each.

Plans also include filming some of the *Children's Playhouse* specials in England. Barbara Schultz, executive producer of *CBS Playhouse*, will also serve as executive producer of the *CBS Children's Playhouse*. Jacqueline Babbin, who was producer of such series as *Armstrong Circle Theater* and *DuPont Show of the Week*, will produce the new series.

The young sound off on TV programing

Some like it, some don't, but no one yet at youth forum knows what to do about it

Television as it is programed today received some left-handed support from unusual quarters in a forum, "Impact: Youth, Television and Today," sponsored by the National Academy of Television Arts and Sciences in New York last Thursday night (Jan. 23).

The discussion focused less on television—although there were general agreements of dissatisfaction with the medium—than on youth and its discontent, and on entertainment and music, complete with a fashion show by models from Paraphernalia, the mod clothiers, and songs by young singer Jerry Jeff Walker, who filled in for the originally scheduled Peter Yarrow of the Peter, Paul and Mary group.

Both on-stage and from an audience liberally sprinkled with young listeners, commercial television came in for attack as part of a cultural system rejected by rebellious youth. But there was no answer to a question asking what specific changes panel members would make if they had a network to program entirely as they wished.

Film actress Sue Lyon opened her portion of the discussion by saying, "I stopped watching television when I was about 12 because it was a complete and total bore and waste of time. I know very little about television." Miss Lyon is now 22.

Kindest words for the medium came from the most radical members of the panel, which was represented on the commercial side by disk jockeys for

rock 'n' roll radio station WABC New York, Cousin Brucie Morrow and Ron Lundy.

Dr. Renatus Hartogs, psychiatrist-in-chief for the juvenile center of the New York City department of probation, attacked television's effect on children as "an insulating escape from reality, wall-to-wall strawberry musical entertainment [that] has failed youth largely because it reduces realism to fighting and smashing the bad guys . . . [because it] projects an image of a violent, brutal world . . . creates economic envy in the middle class . . . provokes feelings of resentment and anxiety."

Yet Michael Mott, 27, radical fashion designer for Paraphernalia, countered Dr. Hartogs with his finding that "television has been a fantastic service to this country and the younger generation by combining the mainstream of what is going on with the newscasts to show the children what is really going on."

Allan Katzman, a founder of the underground newspaper, *The East Village Other*, used an obscenity to describe his opinion of the theory that television promotes violence. "TV didn't create violence," he said. "Nature did. We have to create a society that supports human life."

Mr. Mott added, "I find television interesting, educational and I have never killed anyone."

Neither Mr. Mott nor Mr. Katzman was entirely complimentary in his opinions of television. Mr. Katzman conceded that it projected "a reality of its own, one kind of reality," and said that after he was badly beaten during rioting at the Democratic convention in Chicago, he went back to his room and watched himself beaten up on television in a news report that looked entirely different from the reality he had seen on the street.

His observation prompted a youth in the audience to note that although he hated to admit it because "I don't want to make America look good," nonetheless "when you were in Chicago beaten up, everybody saw it. I was in Madrid and was beaten up and nobody saw it."

The panel moderator, the Rev. John

M. Culkin, director of the center for communications at Fordham University, noted that "while we all want to see our own songs sung on television . . . there's nobody, no matter how smart they are, who can't find six, seven or eight hours a week on television of interest—and that's a lot, more than we demand of Broadway."

Also noting the somewhat unusual cosmopolitan viewpoint of a "hip East Coast audience" as compared with the rest of the country, Father Culkin observed that for such a panel discussion on television "we would probably be better to take the *Bonanza* crowd than a group of people who don't need television."

Taffner raises syndication sights

Aussie series sale spurs distribution activity for other overseas shows

D. L. Taffner Ltd., New York, plans to step up its activities in the area of selling overseas TV programs to the U. S. in a follow-up move to its sale of the Australian-produced *Skippy*, the *Bush Kangaroo* half-hour series to the Kellogg Co. for showing on 155 TV stations here ("Closed Circuit," Jan. 13).

Don Taffner, president of the Taffner organization, which serves as a buying agent of U. S. programs for the O-Ten Network in Australia and as a selling agent here for overseas programming, said last week he has four series from Australia and two from Canada that he is offering to advertisers and advertising agencies.

Skippy, a live-action series centering around a boy and his pet, a bush kangaroo, is produced by Norfolk International Films, Sydney. Two other series from Norfolk that Mr. Taffner is representing in the U. S. are *The Seekers*, an action series dealing with salvaging operations off the Great Barrier Reef of Australia, and *Boney*, a half-hour series spotlighting a detective who is an Australian aborigine. Two other properties from Australia that Mr. Taffner is seeking to sell are comedy-animated series, *Robin Hood* and *The Saturday Morning Dawn Patrol*, the latter a take-off on World War I air combat. These two are produced by Atransa Park Studios, Sydney.

The Canadian half-hour series he is representing here are produced by Ralph Ellis. One is *Adventures of the Rainbow Country*, spotlighting a boy and his widowed mother in an outdoor locale, and the second is *Audubon Wildlife Theater*, produced by Mr. Ellis in

cooperation with the National Audubon Society in the U. S. and Canada. This latter program has been sold to the CBC.

Before starting his own business in 1963, Mr. Taffner was with the William Morris Agency as a sales agent in television from 1952 to 1960, and later was on the television sales staff of Paramount Pictures Television until 1963.

CBS unit moves into program syndication

Columbia Special Products, a unit of CBS Records, is entering the field of radio program distribution and has signed to market six specially created series of "mini-radio" programs of KAT Productions Inc., Baltimore.

The programs will range in length from 30 seconds to two-and-a-half minutes and consist of approximately 65 segments to be run in a 13-week cycle. Five of the series are in a humorous satiric vein: *Dr. Souse Calls*, *Robin the Hood*, *Vandy Amy-Build*, *For the Birds* and *You Better Believe It*; the sixth, *UFO, Shadow or Substance?* is serious in nature.

Columbia Special also plans to offer for syndication a series of two-and-one-half-minute programs covering various sports, including baseball, football,

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basketball and hockey, with each area allotted 65 shows. In the past, Columbia Special has been active in marketing cue music to stations and in the areas of premium records, gift awards and incentives.

Fashion-conscious Emmy shies from new styles

The Emmy awards, which were supposed to take on a new look this year, are not going to be as drastically revised as first reported. In an action taken by the national trustees of the National Academy of Television Arts and Sciences, two newly-established rules of qualification for the Emmy Awards have been repealed, apparently as a result of heavy pressure from "a substantial number" of the television academy's 6,500 members.

Last year NATAS limited the eligibility of program achievements and those by individuals in a TV series to programs and individual achievements that have been on the air or have been performed for no more than two seasons. In a related and second rule change, programs or individual achievements once honored by an Emmy were declared ineligible to repeat as award winners for what amounted to essentially the same achievement (BROADCASTING, Nov. 25, 1968).

These two new rules in particular (there were other rule changes announced at the same time) generated a wave of criticism, most of it flowing

from academy members on the West Coast. Among others, Leonard Goldberg, ABC-TV vice president in charge of network programming, objected, on behalf of the network, and in an open letter sent to the academy last December cautioned that ABC would not "necessarily" be a participant in this year's award event.

'Laugh-In' leads NBC to top Nielsen rating

NBC-TV regained top position in national Nielsen ratings for the week of Jan. 6-12 with a 21.2 average. CBS-TV averaged 20.5 for the week, and ABC-TV had a 16.5 rating.

NBC programs took the top two rankings—*Rowan & Martin's Laugh-In*, and *Bonanza*—with *Dragnet*, *Dean Martin* and *Ironside* also placing in the top 10. CBS's long-running series, *Gomer Pyle*, *Beverly Hillsbillies*, *Gunsmoke* and *Family Affair* ranked high. ABC's *Bewitched* placed 10th.

Comedy continues to be the dominant trend, with 13 of the top 20 programs in the situation or variety-comedy format. Westerns and police dramas complete the list.

NBC's *First Tuesday* news program, first aired Jan. 7, averaged a 16.8 rating, 29 share, exceeding ratings for CBS's *Red Skelton*, *Doris Day* and *60 Minutes*, but trailing ABC's schedule of *It Takes a Thief*, *N.Y.P.D.* and *That's Life*.

Singer Co. and is scheduled for network presentation next fall. The cast will include Herb Alpert, Jack Lemmon and Marlene Dietrich.

Shades of Radio ■ Four Star International has begun taping the first five segments of *Can You Top This?*, a new half-hour TV series based on the former radio show of the same title. Morey Amsterdam will be a regular panelist on the series and also serve as executive producer. The series also will feature three guest panelists for every five shows. Garry Owens, a regular on the *Laugh-In* TV series and a disk jockey for KMPC Los Angeles, will be master of ceremonies of the projected program.

Quakers on air ■ WCAU Philadelphia has signed a three-year contract with the University of Pennsylvania to broadcast the school's football games starting this year. Girard Trust Bank of Philadelphia will sponsor the broadcasts. Penn football games were last broadcast on WCAU about 15 years ago.

Country & western syndication ■ KEMO-TV San Francisco is producing a weekly country-and-western series, *The Judy Lynn Show*, for showing on other U. S.

Bears and bulls can watch it all on WOR-TV

Starting Monday, Feb. 10, WOR-TV New York will devote over three hours a day to live telecasts of stock-market reports and financial analyses.

The weekday series, *Money Matters*, will be broadcast from 11:30 a.m. to 3 p.m. (with interruptions at regular intervals for local, national and international news. The lower half of the screen will be used for stock-market figures and the upper half for commentary on the market.

Money Matters will replace a news program, a movie, *Loretta Young*, and *Kingdom of the Sea. Journey to Adventure*, usually programmed at 11:30, will be placed in WOR's schedule at another time.

KTOO object of ASCAP suit

Twelve members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against KTOO Henderson, Nev., alleging their copyrighted songs were performed by the station without authorization. The plaintiffs asked the U.S. District Court for the District of Nevada to restrain the defendant from publicly performing the songs in the future and to award damages of no less than \$250 for each unauthorized performance, plus court costs and attorneys' fees.

Communications outlets and possible syndication to outside stations. The 30-minute program will start in February on KEMO-TV and subsequently on WPHL-TV Philadelphia; wxix-TV Newport, Ky.-Cincinnati; WPGH-TV Pittsburgh, scheduled to go on the air soon, and KOLR-TV Reno, owned by the Donrey Media Group.

Play it again ■ Gerry Wilkinson Productions, 1542 North 57th Street, Philadelphia, offers for radio syndication *Years Gone By*, featuring original hit recordings of 1901-1968 with air personality Roger Wood.

Black study ■ ABC-TV's *Direction* series will examine the black church in America and the type of "black power" it advocates for Negroes on four consecutive Sundays, starting Feb. 2 (1-1:30 p.m.).

Youth segment added ■ NBC Radio's *Emphasis* has added a commentary on youth to its topical reports. Linda Sutter, weekly interviewer on the *Monitor* series, "The Younger Generation", is heard Mondays, Wednesdays and Fridays at 10:25 a.m. (EST) on *Emphasis* and is continuing on *Monitor*.

Program notes:

Network tea party ■ The animation house of DePatie-Freleng Enterprises Inc., Sherman Oaks, Calif. has completed a half-hour test of *The Mad Tea Party*, which is projected as a live-action, animated series for the 1969-70 network TV season. The project was made in association with the Mirisch Corp., Hollywood.

Holiday special ■ Four Star International has set *Jack Cassidy's St. Patrick's Day* as another in the series of one-hour holiday specials it is producing for TV syndication.

TV movie for ABC ■ Universal City Studios is producing *Shadowman*, an adventure-drama, as a motion picture type two-hour film for ABC-TV. The TV movie will be the basis for a projected ABC weekly series. Universal this month completed production on *Marcus Welby, M.D.*, also serving as a TV feature film and pilot for ABC-TV.

Musical hour ■ Burt Bacharach, top popular composer, will be the subject of a one-hour color special to be produced by Metromedia Producers Corp. The program will be sponsored by

Public television's sugar daddies

**Ford Foundation reveals contributions;
NAEB tracks local, state funding**

Educational television's rich uncle, the Ford Foundation, laid out more than \$19.4 million, and made grants totaling almost \$11.3 million for ETV, in its last fiscal year.

The figures were reported last week in advance of the release of the foundation's annual report due shortly. The Ford Foundation's fiscal year ended Sept. 30, 1968.

Also reported is the conclusion of the foundation's four-year program of matching grants to community-supported TV stations. Since 1965, it said, grants totaling \$21.5 million have been made to 37 stations. Those stations succeeded in raising a record \$42.6 million from other sources, it noted.

Community stations are noncommercial educational stations not licensed to school systems, public colleges and universities or state agencies.

The foundation also noted that it had made special grants of \$50,000 to KQED(TV) (ch. 9) San Francisco and \$45,170 to WTVS(TV) (ch. 56) Detroit "to experiment with in-depth news coverage" during the prolonged newspaper strikes in those two cities. KQED also received \$31,000 to help in buying KXXF-FM San Francisco during the year; it paid \$62,000 for the FM outlet.

Among other highlights of the Ford report:

- WNDT(TV) (ch. 13) New York-Newark, N. J., received \$1,825,000 in "emergency assistance," and an extra \$75,000 for broadcasting the annual meeting of the Association for the Advancement of Science over 12 stations of the Eastern Educational Network.

- WETA(TV) (ch. 26) Washington received \$197,500 for improved color and interconnection facilities.

- National Educational Television and Radio Center, New York, received \$10,890,000, with the largest amount, \$5,590,000, for the Public Broadcast Laboratory, and \$4.7 million for programming to affiliates. Unpaid as of Sept. 30, 1968 was \$505,000 for PBL, and \$1.5 million for NET's network programs.

- WGBH-TV (ch. 2) Boston received \$26,000 to study the feasibility of a

U. S.-Canada broadcasting link.

The remainder of the \$19.4 million went to 18 stations and organizations as part of the foundation's new TV programming project.

As of the end of its fiscal year, the Ford Foundation was still obligated in the amount of over \$6 million for payments to ETV stations and organizations.

Meanwhile, the National Association of Educational Broadcasters disclosed last week that almost half of the financial support for ETV stations in the fiscal 1967 year came from local and state public funds. These were principally from instructional service contracts, it noted.

Most ETV stations provide programs for in-school use, particularly during morning hours, and this service is usually paid for by the local school system on a per-pupil basis.

The report, the second financial examination of ETV finances, was developed from a survey of 119 ETV stations by NAEB's educational television stations division. It showed that less than 10% of ETV's income came from the federal government, and that the remaining funds came from private sources, individuals, business and other organizations.

For the year that started July 1, 1966, total income for all ETV stations was \$54.3 million. Total expenditures, on the other hand, were \$62.2 million—a 0.7% loss for income and an 8% rise for expenditures over the income and expenses of ETV stations reported by the Carnegie Commission on Public Broadcasting in its 1967 report.

The discrepancy between income and outflow, NAEB explained, is due to the differences in the financial reporting by stations and the failure on the part of some to answer the NAEB questionnaire fully. It is also thought that some stations may have spent prior years' income in the fiscal 1967 year.

Business organizations contributed 7.1% of the year's total ETV income, the report indicated. They contributed \$3.1 million in donations, and \$787,670 in the underwriting of programs.

The NAEB report also showed that

the median of weekly ETV broadcast hours had increased from 55 hours in the 1965-66 period to 58 hours in the 1966-67 period, and that the number of ETV stations broadcasting during all or part of the weekend had risen from 35 to 44.

Since the inception of educational television in 1952, the report noted, ETV stations have received a total of \$295.3 million in income and have spent almost \$318.9 million on operations. Again, NAEB reported that the differences between income and outflow are due to variations in reporting and the failure by some stations to fully complete the questionnaire.

Justice, courts swamp W7-National General pact

The merger agreement between Warner Bros.-Seven Arts Ltd., Toronto, and National General Corp., Los Angeles, appears to be definitely terminated. Eliot Hyman, W7 chairman, and Eugene V. Klein, chairman of National General, last week said there appeared no acceptable way to consummate the transaction.

The merger agreement, which would have combined the movie theaters, TV and motion-picture production and distribution assets of National General with the TV film library, record companies, music publishing and film production facilities of W7, was reached in principle last summer (BROADCASTING, Aug. 19, 1968). Subsequently, a stock-cash formula for the merger amounting to an estimated \$187 million was revealed.

The initial announcement of the proposed merger prompted Department of Justice concern about possible restraint of competition that possibly would have resulted had the two entertainment companies joined. Reportedly, the termination of the merger agreement stemmed from the Justice's opposition.

The merger agreement was also being considered by the U.S. Court for the Southern District of New York. Court approval was necessary because of previous antitrust consent decrees

which ruled that motion picture production firms must divest their domestic theaters operations from the business of producing and distributing motion pictures. The Justice Department had asked the court to turn down the merger agreement, indicating that, if necessary, and affirmative ruling would be appealed to the U.S. Supreme Court. Earlier this month, W7 and National General, in effort to attain court approval, said that Warners would divest its motion picture and distribution operations,

Stock split okayed for Transamerica

Stockholders of Transamerica Corp., San Francisco-based parent company of United Artists Corp., and whose announced acquisition of Metromedia Inc. is still pending, last week voted a two-for-one common stock split. Also approved at the special meeting held at San Francisco's Mark Hopkins hotel,

was an increase in the authorized common stock to 150-million shares from 50-million shares. Authorization was also voted for a new class of preferred stock, without par value, totaling five-million shares.

In the routine, 20-minute meeting, Transamerica board chairman John R. Beckett told the some 200 shareholders attending that the creation of the new class of preferred stock and the stock split had no direct bearing on the Metromedia acquisition. The newly authorized common shares could be used for acquisitions, but Metromedia is the only acquisition Transamerica currently has under consideration.

Chairman Beckett indicated that no trouble was anticipated in concluding the Metromedia deal but he reminded stockholders that the merger was subject to approval by the FCC and by shareholders of Metromedia. He also pointed out that the merger is not likely to take place until sometime later this year.

Metromedia shareholders vote on the

merger proposal in February. Transamerica's regular annual meeting is scheduled for April 24 in San Francisco.

Company reports:

Doyle Dane Bernbach Inc. reported a record 3.8% increase in billings, but a decrease in net income for the fiscal year ended Oct. 31, 1968:

	1968	1967
Earned per share	\$1.53	\$2.30
Gross billings	236,686,825	228,025,024
Net income before taxes	7,878,694	10,064,968
Net profit	3,226,437	4,842,730

Walt Disney Productions, Burbank, Calif., television and movie producer, reported TV-film division revenues decreased slightly, but all other division revenues were up for the quarter ended Dec. 28, 1968:

	1968	1967
Earned per share	\$0.53	\$0.51
Operating revenues	26,027,000	24,399,000
Net income	2,331,000	2,181,000

Note: Figures for fiscal 1967 are adjusted for stock split and stock dividends.

Cypress Communications Corp., Stamford, Conn., multiple CATV owner, and majority owner of KTXL(TV) Sacramento, Calif., reported increase in rev-

The Broadcasting stock index

A weekly summary of market activity in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex- change	Closing Jan. 24	Closing Jan. 16	Closing Jan. 9	1969-1968 High Low		Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	68½	70½	69½	76½	43½	4,709	\$306,700
CBS	CBS	N	53	53½	50½	60½	43½	24,150	1,298,100
Capital Cities	CCB	N	75½	76½	76½	89½	42½	2,811	219,300
Corinthian	CRB	N	35½	35½	35½	40½	22½	3,384	122,700
Cox	COX	N	57½	55½	56	64½	43½	2,879	169,900
Gross Telecasting		O	37	36½	38	38	28	400	12,800
Metromedia	MET	N	49	48½	47½	57½	34½	4,862	251,000
Pacific & Southern		O	20	19½	20	24	6	1,614	33,900
Reeves Broadcasting	RBT	A	34½	33½	32½	43½	9½	1,825	65,200
Scripps-Howard		O	30	30	31	34	24	2,389	74,100
Sonderling	SDB	A	37½	36	37½	47½	23½	930	37,100
Taft	TFB	N	38½	40	38½	45½	30½	3,363	133,700
							Total	53,316	\$2,724,500
Broadcasting with other major interests									
Avco	AV	N	46½	45½	46½	65	37	14,075	\$686,200
Bartell Media	BMC	A	20½	20½	19½	23½	9	2,106	43,700
Boston Herald-Traveler		O	64	69	67	71	48	569	39,300
Chris-Craft	CCN	N	51½	44½	39½	51½	26½	1,153	45,300
Cowles Communications	CWL	N	15½	15½	16	18½	12½	3,625	61,600
Fuqua	FQA	N	46½	45	41½	47½	32½	3,781	168,300
Gannett		O	38½	36½	37	44	23	4,736	183,500
General Tire	GY	N	31½	31½	31½	36½	23½	17,061	586,500
Gray Communications		O	11½	9½	10½	15	9	475	5,000
LIN		O	27	28½	28½	31	16	1,550	44,200
Meredith Publishing	MDP	N	55½	50½	49½	55½	23½	2,732	138,600
The Outlet Co.	OTU	N	28½	27½	28	34	20½	1,184	34,900
Rollins	ROL	N	74½	73½	75½	85	43	3,969	303,400
Rust Craft	RUS	A	36½	36	34½	37	29½	1,184	40,800
Storer	SBK	N	55½	55½	58	64½	36	4,188	253,900
Time Inc.	TL	N	92½	95½	95	109½	86½	7,018	698,300
Wometco	WOM	N	34	33½	32½	38	17½	3,815	129,700
							Total	73,211	\$3,463,200
CATV									
Ameco	ACO	A	13½	13½	13	19½	7½	1,200	\$16,700
Cox Cable Communications		O	18	17½	17½	25	16	2,500	47,500
Cypress Communications		O	19½	19½	17	23	12	808	15,800
Entron		O	8½	9½	9½	12	4	607	5,900
H & B American	HBA	A	18	17½	17½	28½	9½	2,956	58,000
Teleprompter	TP	A	57½	56½	55	83	23½	994	65,100
Television Communications		O	14½	14	15½	20	15	2,090	35,500
Vikoa	VIK	A	30	28½	25½	39½	12½	1,587	43,400
							Total	12,742	\$287,900
Programing									
Columbia Pictures	CPS	N	38½	36½	36	45½	23½	5,390	\$223,700
Commonwealth United	CUC	A	22½	21½	22½	24½	6½	6,087	126,300
Disney	OIS	N	84½	79½	79½	93½	41½	4,230	359,600

enues but a decline in income for the three months ended Sept. 30, 1968:

	1968	1967
Earned per share	(\$0.01)	---
Revenues	675,756	537,116
Income before taxes	18,301	19,974
Net income after taxes	14,401	19,974
Average shares outstanding	823,333	610,000

Notes: The company paid no taxes in 1967. The company had a cash flow in 1968 amounting to 28 cents per share; 1967 cash flow amounted to 31 cents per share.

Harris Intertype Corp., Cleveland, owner of Gates Radio Co., reported a 16% increase in sales for the first half of the fiscal year. The company had announced tentative plans to merge with RF Communications Inc., Rochester, N. Y., manufacturer of two-way radio equipment. For the six months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.54	\$1.27
Net sales	144,358,152	125,643,563
Earnings before taxes	9,101,286	6,258,784
Net earnings	8,556,227	6,954,238
Average shares outstanding	5,570,839	5,494,719

Financial notes:

■ The planned merger agreement between Memorex Corp., Santa Clara,

Calif., and Technicolor Inc., Hollywood, has been called off. Memorex, a producer of magnetic tape, last summer concluded negotiations to acquire substantially all of the assets of Technicolor for about \$115 million in stock (BROADCASTING, Aug. 5, 1968).

■ Wometco Enterprises, Inc., Miami, has appointed the First National Bank of Miami as Florida transfer agent and the City National Bank of Miami as co-registrar for its class A and class B common stock. The Chemical Bank New York Trust Co., New York, continues as transfer agent and the First National City Bank, that city, continues as registrar.

■ Vikoa Inc., Hoboken, N. J., group CATV owner and equipment manufacturer, has completed its acquisition of Krantz Films Inc., N. Y. Vikoa acquired all Krantz stock for 125,000 of its shares initially, plus the possible issuance of additional shares based on Krantz's earnings during the next five years. Krantz produces and distributes TV programs and animated cartoons.

■ Storer Broadcasting Co. has declared a regular quarterly dividend of 25 cents per share, payable March 10 to stockholders of record Feb. 21.

■ Gray Communications Systems Inc., Albany, Ga.-based group TV broadcaster, newspaper publisher and CATV operator, reported unaudited consolidated net income of \$175,461.40 for the six months ended Dec. 31, 1968, or 37 cents per share, on operating revenues of \$2,411,517.54. The company also declared a dividend of 7½ cents per share payable Feb. 14 to stockholders of record Jan. 31.

■ Singer James Brown and associates have formed Gold Platter Inc., which will operate and franchise a chain of fast food restaurants throughout the U. S. and in Caribbean areas. The first two units will go into operation by May 1 in Macon, Ga., headquarters for the enterprise. Mr. Brown owns WJBE Knoxville, Tenn., and has an application pending FCC approval to purchase WRDW Augusta, Ga.

	Stock symbol	Ex-change	Closing Jan. 24	Closing Jan. 15	Closing Jan. 9	1969-1968 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming (cont.)									
Filmways	FWY	A	37½	37	36½	42	16½	961	37,100
Four Star International		O	8	7½	7½	10	5	666	5,000
Gulf & Western	GW	N	47½	46½	47½	66½	38½	11,680	582,500
MCA	MCA	N	39½	40½	40½	53½	38½	7,764	341,600
MGM	MGM	N	39½	40½	41½	55	35½	5,759	246,200
Transamerica	TA	N	77	73	73	87½	43½	28,859	2,150,000
Trans-Lux	TLX	A	53	50	50	83½	21½	753	44,100
20th Century-Fox	TF	N	33½	34½	33	40½	24½	7,035	239,200
Walter Reade Organization		O	15½	14½	14½	17	7	1,562	22,400
Warner-Seven Arts	WRS	A	50½	45½	40½	49½	26½	3,810	163,800
Wrather Corp.		O	19½	16	16½	20½	4	1,710	30,400
						Total		86,366	\$4,571,900
Service									
John Blair		O	25½	23	51½	54	20	1,080	55,100
Comset	CQ	N	51½	50½	51½	64½	41½	10,000	527,500
Doyle Dane Bernbach		O	28½	28½	30	41	30	2,104	64,200
Foote, Cone & Belding	FCB	N	15½	15	14½	20½	13	2,157	31,300
General Artists		O	20½	16½	16½	26	10	610	11,000
Grey Advertising		O	14½	14½	18	20	12	1,201	21,300
MPO Videotronics	MPO	A	19½	18½	19½	22½	10½	517	10,300
Movielab	MOV	A	12½	11½	12½	17½	11½	1,404	16,500
Nielsen		O	33	31½	33	40	27	5,130	179,500
Ogilvy & Mather		O	24	22½	24½	28	14	1,090	26,200
Papert, Koenig, Lois	PKL	A	22½	16½	12½	25	4½	791	9,900
Wells, Rich, Greene		O	15½	15½	15½	22	12	1,501	19,900
						Total		27,585	\$972,800
Manufacturing									
Admiral	ADL	N	18½	18½	19½	25½	16½	5,110	99,600
Ampex	APX	N	36½	37½	35½	42½	26½	9,629	375,500
General Electric	GE	N	91½	91½	91½	100½	80½	91,068	8,549,000
Magnavox	MAG	N	52½	52½	53½	62½	36½	15,442	860,900
3M	MMM	N	102½	102½	101½	119½	81	53,793	5,628,100
Motorola	MOT	N	120	122½	123½	153½	97	6,122	806,600
National Video	NVD	A	14½	14½	14½	24½	11½	2,782	38,600
RCA	RCA	N	45	45½	45½	55	44½	62,606	2,895,500
Reeves Industries	RSC	A	8½	8	8½	9½	4½	3,240	20,800
Westinghouse	WX	N	69½	66½	67½	78½	59½	38,064	2,445,600
Zenith Radio	ZE	N	53	52½	55½	65½	50½	18,860	1,051,400
						Total		306,716	\$21,720,200
Grand total								559,936	\$33,749,500
Standard & Poor Industrial Average			111.42	111.21	111.07	118.81	94.23		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Dec. 31

Satellite plan draws NAB fire

Comsat, AT&T fail to agree over proposal for future world pact

The National Association of Broadcasters has opposed as "precipitate and premature" an FCC proposal to authorize satellite broadcasting in the 470-806 mc band.

The statement was part of NAB's comment in a commission inquiry being conducted in preparation for the World Administrative Radio Conference, which is scheduled to be held by the International Telecommunications Union in late 1970 or early 1971, probably in Geneva. The conference will deal with space radio and radio astronomy.

The commission's inquiry, initiated two months ago (BROADCASTING, Dec. 2, 1968), is the third it has conducted. It is part of a cooperative undertaking in which several government agencies are helping to fashion the U.S. position at the conference.

In its notice of inquiry, the commission proposed that the nations of the world be permitted to use the frequencies in the 470-806 mc band—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations.

NAB, however, argued that satellite-to-home broadcasting is a new and undefined service that imposes serious public policy and engineering questions, including a probable threat to local off-the-air TV service. The association noted that it has traditionally opposed such frequency allocations until "the proposed role of such broadcasting service is determined."

In another filing, Communications Satellite Corp. took a different view. Comsat argued that allocations established at the world conference must at least be adequate for the coming decade, during which time, it said, the bandwidth requirements of communications satellites will increase "dramatically." The demand for "conventional" services may also be expected to increase, Comsat said.

To meet these needs, Comsat proposed that the 800-806 mc band be allocated exclusively to satellite broadcasting, with the remainder of the 470-806 mc band to be allocated along lines similar to those proposed by the commission. If these suggestions were

adopted, Comsat said, it would also recommend that the 806-960 band be shared by communications satellites and land-mobile operators. (A pending commission rulemaking contemplates re-allocating 806-890 mc to land-mobile services.)

AT&T said in its comment that "the best interests of the United States can be served only if terrestrial needs are as well served as communications satellite needs." AT&T urged that 2,000 mc of bandwidth in the vicinity of 20,000 mc be set aside for terrestrial common-carrier fixed use. As an alternative, AT&T suggested sharing the area between 17,700-19,700 mc with communications satellite services. The lesser allocation proposed by the commission, AT&T said, probably cannot support the development of an economical radio-relay system.

KFAX turned down on hearing request

The FCC has denied a protest by KFAX San Francisco against a commission order curtailing the station's night-time operations. KFAX is a Class II, limited-time station operating on a class I-A clear channel (1100 kc) dominated by WKYC Cleveland.

The commission noted in its decision that it has issued a notice of proposed rulemaking this month that would prohibit class-II stations that share a channel with a dominant class I from operating except during times specified in their license, or during hours when the class I is not in use.

The rule would supersede an existing one which states that if such cochannel stations are unable to agree on a definite time of resumption of operation by the limited-time station, the commission must be notified and both license renewals will be set for hearing.

KFAX cited the hearing requirement under the existing rules in making its case to the commission. The station complained that WKYC, which has been on a 24-hour schedule since 1965, refused to agree to KFAX's long-standing night-time operations, and accordingly, KFAX sought a hearing to resolve the dispute.

The commission denied the request, saying that under present AM allocations structure, stations like WKYC are, with some exceptions, designed to be the only signals on their channels at night. The commission also noted that the existing rule to which KFAX referred has seldom been used since it was promulgated in 1931. The notice of pro-

posed rulemaking is necessary in order to update and clarify the requirements, the commission said.

KFAX's pending application for renewal will be conditioned on the outcome of this rulemaking, the commission said, and the station will be allowed to continue its night-time oper-

Copter moves 16 tons to get an FM on air

WNOE-FM New Orleans says it will make its on-the-air target date in February, thanks to a shortcut devised by its construction crew.

The transmitter and tower were planned to be on top of the 26-story Baronne building in downtown New Orleans, which would have required installation of an over-the-side hoist and a special crane to lift the materials, including a 3,000-pound transmitter, to the roof. Traffic and safety factors would have made it necessary to do the hoisting over two consecutive Sundays.

The simpler solution was a call to Carson Helicopters Inc., Perkassie, Pa., which provided a helicopter, crew and rig. Then on Sunday morning, Jan. 5, the entire 16 tons of materials were taken to the roof in 16 quick trips.



ation, (with 1 kw night-time facilities), until 30 days after the proceedings' resolution. Then, "if it appears appropriate," the commission said it will order termination of the night-time operation.

Packard confirmed for Pentagon post

David Packard, controversial Nixon appointee for the number-two post at the Pentagon, was confirmed as deputy defense secretary by the Senate late Thursday (Jan. 23).

Mr. Packard's confirmation came

despite a dispute over the California industrialist's plan to place his Hewlett-Packard Co. stock, valued at more than \$300 million, under trusteeship during his government service.

The Senate voted 82 to 1 to approve the Packard appointment. Senator Albert Gore (D-Tenn.) was the dissenter.

The company, of which Mr. Packard was a founder, has broadcast test and monitoring-equipment production facilities among its diversified manufacturing interests (BROADCASTING, Jan. 6).

19.2 million color-TV homes

One out of every three U. S. television households is now equipped with color

sets, according to the latest NBC quarterly estimate released last week by Allen R. Cooper, vice president, planning.

Mr. Cooper said that about 19.2 million homes have color-TV receivers, an increase of 36% over the Jan. 1, 1968 total.

More than 5 million households were added to the color-TV audience during the past year when sales of color sets exceeded those of black-and-white, according to Mr. Cooper. He noted that the number of houses equipped with color receivers has more than doubled in the past two years.

Promotion

Spanish spoken at new MFA group

A Spanish marketing and communications division has been established by Merton Fiur Associates Inc., New York-based public relations firm, to offer research, marketing and public-relations services in domestic and international Spanish-language markets.

Director of the new division will be Ralph Infante, who joined Merton Fiur last fall after serving as director of Spanish market advertising, sales promotion and community relations at P. Ballantine & Son.

The new formalized Spanish operation is a direct result of the firm's association with Spanish-language WNJU-TV Linden-Newark. N. J. MFA has opened affiliate offices in Miami and San Juan, P. R., in connection with the new division.

Cronkite scores award first

CBS News correspondent Walter Cronkite will be given the 20th annual award for journalistic merit of the William Allen White Foundation Feb. 10. He will be the first broadcast journalist to receive the award, and is to deliver the annual William Allen White lecture following the presentation at the William Allen White School of Journalism at the University of Kansas in Lawrence.

Gilmore and Kalamazoo mark memory of King

In the days following the assassination of Dr. Martin Luther King Jr., James S. Gilmore Jr., president of Gilmore Broadcasting Corp., Kalamazoo, Mich., initiated the King Memorial Fund with his contribution of \$2,500.

On Jan. 15, birthday of the late Rev.

King, Mr. Gilmore and the Kalamazoo community dedicated a \$10,000 library collection of literature and materials on black culture.

Gilmore's WWSA-AM-FM-TV Harrisonburg, Va., WEHT(TV) Evansville, Ind., and KODE-AM-TV Joplin, Mo., each started memorial funds which are now used in projects decided upon by the local Negro communities.

March 1 is deadline for RTNDA awards

The annual international awards competition of the Radio Television News Directors Association must receive entries by March 1, it was announced last week by RTNDA. This year's contest covers program material aired Jan. 1 through Dec. 31, 1968, the association said.

The competition has been reorganized on a regional basis this year in cooperation with 10 leading universities where broadcast journalism is taught as a major academic offering. Regional winners will be judged for the international

awards at Northwestern University for television and at Indiana University for radio.

Professors Baskett Mosse at Northwestern and Richard Yoakum at Indiana are chairmen of the RTNDA awards.

Television regional winners will be selected at the University of Washington (West), University of Minnesota (Midwest), University of Florida (South), Syracuse University (Northeast) and in Canada under the direction of RTNDA Canadian president, A. B. (Bert) Cannings of CFCF Montreal. Mr. Cannings also will be in charge of Canadian radio awards.

Regional judging in the radio competition will be conducted by Iowa State University (Midwest), Pennsylvania State University (Northeast), University of California and San Francisco State University (West) and the University of Georgia (South).

Categories in both television and radio will remain the same as last year. They are the Edward R. Murrow documentary award, editorializing and reporting of an on-the-spot news story.

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U.S., Japanese spot producers join forces

Sandler/Shinsha formed to Americanize television commercials in Japan

Some 100 years after Commodore Matthew Perry opened the country to commercial trade with the Western world, a Hollywood company has taken U.S. commercial production techniques to Japan. It started with a package of four TV spots for candy products. Fujiya Candy, out of Nitto Advertising Agency, Tokyo, wanted to appeal to the teen-age Japanese market in the visual language of today. An American locale was sought, specifically California, the epitome of the world's youth.

Nitto Advertising, described as a "middle-sized agency" with annual billings of about \$15 million, commissioned Sandler Films Inc., Hollywood, to handle commercial production for Fujiya Candy. Started as a stock-footage film library more than 12 years ago, branching out into commercial production some six years later, Sandler Films did about \$3 million worth of TV spot-making this year.

Several months ago, the American company filmed 60-second and 30-second color spots each for two Fujiya products, Fujiya Almond and Fujiya Melody chocolate. (Lifts of various lengths were taken out of the basic commercials all the way down to five-second spots.) The commercials, shot in California though designed to be used exclusively for Japanese television, featured American teen-agers doing their things, filmed in soft colors, with double images liberally superimposed in the new-wave approach. That seemed to be what the Japanese clients wanted.

"Japanese commercial producers are where we were about eight years ago," explains Allan Sandler, the 34-year-old president of Sandler Films. Television commercial production companies are not recognized or given credit. People are just starting to come from the motion picture field and work in commercials. The commercial producers are now using chroma key, quick cuts, anything that's gimmicky."

Nitto Advertising, impressed with the American company, invited Sandler Films to try its techniques in Japan. While doing work for Bridgestone Tires in Japan, another Nitto client, Sandler Films was put together with Tohokushinsha Film Co., a Tokyo-based firm with 140 employees involved in the pro-

duction of commercials and institutional films. On Dec. 14, 1968, after some three months of extremely formalized and polite negotiations, Sandler Films and Tohokushinsha formed Sandler/Shinsha, Tokyo, as a joint American-Japanese production company.

The new company will have five permanent employees in Japan—a film director, two assistant directors and two office girls. The staff of Tohokushinsha also will lend support. The director will be an American from Sandler's Hollywood staff, one rotated to Tokyo every six months. In addition, Mr. Sandler will visit every three months and stay for two weeks at a time.

According to Mr. Sandler, commercials of the same quality as seen on American TV can be produced for about 30% less in Japan. He points out that a 60-second color spot for Bridgestone Tires was produced in Japan for \$13,300. In this country the same commercial would have cost \$18,500.

But Mr. Sandler emphasizes that he's not looking to take runaway American production to Japan. The production his company does in Japan will be offset by the production it does in the U.S. for Japanese clients.

"It's impossible for an American commercial production house to make a



Allan Sandler of Sandler Films, Hollywood (r) and B. Uemura of Tohokushinsha Film Co., Tokyo, look over one of their joint production efforts.

lot of money there," he maintains. "We're doing it for prestige. We're looking to do a lot of development work in that part of the world."

Already firm in Sandler Films' plans is the opening of an Australian office in Sydney by next summer. Sandler has two subsidiary operations. Sandler Film Library, bought by Allan Sandler in 1956 for \$5,000, now has about 11.5 million feet of stock film. Sandler Institutional Films, started in 1968, is expected to gross as much as \$5 million a year by the early 1970's.

Sandler Films has 35 employees in the U.S. Among them are sales executives Bill Loudon and Dick Ridgeway, until recently long-time salesmen for NBC TV Spot Sales on the West Coast. President of Tohokushinsha is 39-year-old B. Uemura.

Advertising market looms in rising sun

Japanese billings reach \$1 billion, but U.S. area relatively untapped

The booming market for advertising in Japan and the peculiarities, potential and portent of that market, were outlined last week by Cy Schneider, president of Carson/Roberts/Inc., Los Angeles.

There are millions of dollars in advertising billings laying dormant in Japan, Mr. Schneider told members of the International Advertising Association, meeting in Los Angeles, and they are available for export. Japanese companies are interested in learning how to market their products and how to approach customers in other parts of the world, he pointed out. But, Mr. Schneider continued, vast cultural differences between the two countries greatly handicap the realization of a better business relationship between Japan and the U.S.

The agency executive commented: "I think the Japanese have done a much better job of understanding our culture and what makes us different than we have of theirs." He believes that one result of these cultural differences is that many American businessmen, faced with unfamiliar and difficult-to-understand business situations in Japan have decided that a working relationship is impossible or at best not worth the effort.

Mr. Schneider described the Japanese

economy as one of the fastest growing ones in the world and indicated that this growth is reflected by the increase in Japanese advertising expenditures. He said advertising expenditures in the country had increased from \$4.5 million in 1947 to more than \$1 billion annually. Yet, he emphasized, less than 2% of this total is being spent to reach overseas markets.

According to Mr. Schneider, Dentsu Advertising Ltd., the largest agency in Japan, billed more than \$260 million in 1967, making it also the fifth largest agency in the world. Hakuhodo Inc., the second largest agency in Japan, which has a working agreement with McCann-Erickson, accounted for almost \$110 million in billings in the same year. There are also some 20 Japanese agencies in the \$10 million to \$50 million category and more than 10 agencies in the \$3 million to \$10 million bracket.

Mr. Schneider feels that Japanese agencies are still primarily media repre-

sentatives buying blocks of time and space first, then selling the time and space where they can. Yet he observes an increasing sophistication among Japanese agencies, finds them taking a growing interest in the art, copy and sales strategy of their messages.

Soviets to take part in international talks

An international conference next month to establish a single, permanent international communications satellite system got an upbeat surprise last week when Russia decided to attend.

The Soviet Union was replying to an invitation by U.S. officials extended to all countries to attend the conference which is scheduled to start Feb. 24 in Washington. At present 63 nations are members of the International Telecommunications Satellite Consortium (Intelsat), which was formed in 1964 on an interim basis to operate the worldwide communications satellite system.

The U. S. Communications Satellite Corp. manages the Intelsat operations.

The Soviet acceptance, followed by Bulgaria, is believed to presage acceptances by other Eastern bloc nations.

Leonard H. Marks, chairman of the U. S. delegation to the conference, hailed the Soviet action as an encouraging move that could lead to a single communications satellite system linking all nations. Mr. Marks is the former director of the U. S. Information Agency and was a founding board member of Comsat. He previously was a Washington communications attorney and plans to return to this practice at the end of the conference.

A major issue at the conference is expected to be the voting weight to be given each member nation. At present the voting formula is related to investment and use of the circuits, with the U. S. having a 53% voice in Intelsat decisions. Some nations, including Russia which once proposed a rival "Inter-sputnik" system, have proposed a "one nation, one vote" formula.

Fates & Fortunes

Broadcast advertising



Mr. Antonioli

Mr. Colacino

Edward F. Antonioli, manager of production, advertising department, NBC, New York, named manager of advertising services. **Alfred R. Colacino**, production assistant, succeeds Mr. Antonioli.

Joseph E. Blalock, with Bann & MacDonough Inc., agency, New York, elected VP.

Tony Trapp, associate media director, Benton & Bowles, New York, named VP.

Edward W. Powell, senior account executive, Pampel & Associates Inc., New York, named VP.

Austin Haniel, creative supervisor, Young & Rubicam, New York, and **Jonas Gold**, associate creative director, Kenyon & Eckhardt there, join The Marschalk Co., that city, as VP's and co-directors of one of agency's creative groups.

Edward A. Garba, VP and treasurer of

Interpublic Inc., New York, named VP and assistant treasurer of parent The Interpublic Group of Co's. there. **A. Donald Searles**, treasurer of McCann-Erickson Inc., New York, named assistant treasurer of The Interpublic Group of Co's. and VP and assistant treasurer of Interpublic Service Corp., also New York.

Patrick C. Tims and **Ralph H. Wright**, account supervisors, Foote, Cone & Belding, Chicago, named VP's.

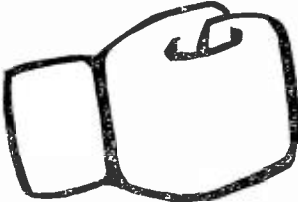
A. Norton McKnight, group supervisor, Vic Maitland & Associates Inc., Pittsburgh, named VP.

Joe Sacco, head of Joe Sacco & Friends, New York, and **Joseph F. Gallagher**, senior VP, Norman, Craig & Kummel, that city, join Erwin Wasey Inc., Los

Angeles, as senior VP's, creative. **Robert William Peterson**, VP in charge of TV creative operations for Dancer-Fitzgerald-Sample, New York, and **J. Edward Reich**, creative supervisor, Young & Rubicam there, join as VP's, creative. **Laurence G. Corey**, behavioral researcher, and **Ed Gazich**, account supervisor and director of research at Compton Advertising, New York, join as VP-research and marketing executive, client services, respectively.

Arthur V. Mountrey, senior VP, Compton Advertising, New York, named executive VP.

Jack Levy, account executive, and **Morris G. Rosenstein**, controller, Albert J. Rosenthal & Co., Chicago, named VP's. **William Rees**, VP, RKO Television



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Representatives Inc., New York, appointed associate director of marketing.



Mr. McCabe

Joel Segall, account executive, Television Advertising Representatives Inc., New York, joins KYW-TV Philadelphia as sales manager.

James C. Dages, national sales manager, WWJ Detroit, joins WWJ-TV in same capacity. **Arthur J. Underwood Jr.**, sales representative for WWJ, succeeds Mr. Dages.

James P. Courtney, media director, Pritchard Wood, New York, joins Sullivan, Stauffer, Colwell & Bayles there as VP and associate media director. **Leo Fassler**, creative group head, Kenyon & Eckhardt, New York, joins as VP and creative associate.

Dick Janik, local sales manager, KTTV-TV Los Angeles, joins KMBC-TV Kansas City, Mo., as general sales manager. **Michael Volpe**, with sales staff of KTTV, succeeds Mr. Janik.

William Saffran, with Arthur Anderson Co., Indianapolis, joins Campbell-Ewald Co., Detroit, as VP and director of systems and computer operations.

C. Morgan, manager, WMRT Rocky Mount, N. C., joins WGOE Richmond, Va., as sales manager.

Ed Gardner, with sales staff, Radio Advertising Representatives Inc., New York, named manager of RAR's San Francisco office. He succeeds **Frank**

Egan, who joins sales staff of Chicago office.

Douglas H. Donoho, manager of CBS Radio's Detroit sales office, named eastern sales manager. **Richard E. Charlton**, account executive, Chicago sales office, succeeds Mr. Donoho.

Herb Usenheimer, with WGLI Babylon, N. Y., appointed general sales manager.

William A. Westerfield, graduate school, Syracuse University, Syracuse, N.Y. joins Hart/Conway Co., agency, Rochester, N. Y., as head of audio-visual department.



Mr. Faselt

joins KXTV-TV Sacramento, Calif., as general sales manager.

Al Lucero, with KZAZ Nogales, Ariz., joins KIXX Tucson, that state, as general sales manager.

Norman Hayes, regional sales manager, WJXT-TV Jacksonville, Fla., appointed sales manager.

Harry Smith, with WFLA-TV Tampa, Fla., appointed local sales manager.

Lloyd Forrest, sales manager, and **Lyn Stoyer**, account executive, WLWC-TV Columbus, Ohio, appointed general sales manager and local sales manager, respectively.

Al Howard, station manager, WAXX Chippewa Falls, Wis. and WEAU-FM Eau Claire, that state, resigns to join KSTP-TV Minneapolis-St. Paul, as member of sales staff.

W. David Bodge, with sales staff, WICC Bridgeport, Conn., appointed local sales

manager of station.

Media

Harvey Shephard, assistant director of audience measurement, television network research, department of economics and research, CBS/Broadcast Group, New York, named director.

Paul R. Ignatius, Secretary of the Navy in previous administration, joins *The Washington Post* as president and executive VP. He will also become member of board of directors and executive committee of The Washington Post Co., whose holdings include Post-Newsweek Stations.

Richard M. Catalano, program officer for public broadcasting, Ford Foundation, joins National Educational Television, New York, as VP for administration. He succeeds **Edwin R. Bayley**, who joins University of California at Berkeley as dean of newly created graduate school of journalism.

Gerald M. Reeves, supervisor, data processing, NBC, Los Angeles, appointed manager of data processing, West Coast.

John F. Tenaglia, general sales manager, KQV Pittsburgh, joins WMCK McKeesport, Pa., as VP and general manager.

Chuck Manson, manager, WOPM-FM Oak Park, Ill., appointed general manager.

Charles Peterson, production director, KQV Pittsburgh, joins KXYZ Houston, in newly created position of operations director. Both are ABC-owned stations.

W. F. Russell, general manager, WAVI Dayton, Ohio, also named VP. **Joseph B. Whalen**, general manager, WDAO-FM Dayton, also named VP. Both are WAVI Broadcasting Corp. stations.

Herbert S. Dolgoff, VP and general manager, WQAM Miami, joins WRIZ Coral Gables, Fla., in same capacity.

J. Strider Moler, president and general manager, WXVA and WZFM-FM Charlestown, W. Va., joins WHAG-AM-FM Hagerstown, Md., as general manager. He succeeds **Arthur Snowberger**, who resigns.

Orrie Hancock, former network operations supervisor, CBS Radio, New York, joins WDME Dover-Foxcroft, Me., as station and sales manager.

Art Kent, news director, KUTV-TV Salt Lake City, elected president of Utah Broadcasters Association.

Lloyd Kaiser, general manager, WITF-TV Hershey, Pa., and **William J. McCarter**, VP and general manager, WETA-TV Washington, elected to board of directors of Educational Television Stations, Washington, division of National Association of Educational Broadcasters.

Roy W. Harnish, newscaster, CKOC

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Hamilton, Ont., joins WAKX Superior, Wis., as operations manager.

Robert M. Ilirsch, announcer-producer, noncommercial WECI(FM) Richmond, Ind., appointed station manager. He succeeds **Howell L. Gatchell Jr.**, who resigns while continuing as program director of WGLM(FM) Richmond.

Richard W. Osborne, sales manager, WKKL Concord, N. H., appointed station manager.

William B. Faber, general sales manager, WFLA-TV Tampa, Fla., appointed station manager. **C. Wesley Quinn** succeeds Mr. Faber.

William A. Hildenbrand, former newscaster for WDAS Philadelphia, and assistant program director for WDEL Wilmington, Del., appointed special assistant to Senator Hugh Scott (R-Pa.). He will serve principally on matters pertaining to Senator Scott's position as minority whip.

Programing



George J. Barimo, unit manager for *The Huntley-Brinkley Report* and news-entertainment specials, NBC-TV, New York, named manager, daytime programs.

Jack Foley, north central regional sales manager for Metromedia Producers Corp., New York, named national sales manager of syndicated sales. **Marshall Flaum**, producer-director-writer, joins Metromedia as VP in charge of programing. **Mrs. Marian J. Baldy**, director of TV research for Metromedia Inc., named director of research for MPC. **Pat Throne**, with advertising and sales promotion, MPC, appointed station promotion director.

David E. Eschelbacher, assistant director of production services, ABC-TV, New York, named director of production services. **Frederick J. Schuhmann**, director of production services, ABC-TV, New York, named general manager. TV facilities and services, ABC.

Douglas Cox, music director, KRLA Pasadena, Calif., named program director.

Roger Holmes, program director, WAMS Wilmington, Del., joins WNRK Newark, that state, in same capacity. He succeeds **Dan Casey**, who becomes production manager.

Paul Baker, announcer, WTPA(TV) Harrisburg-York-Lebanon, Pa., appointed program director.

Gordon Baker, with WGLI Babylon, N. Y., appointed program director and assistant manager.

Lawrence T. Severino, national sales coordinator, KCBS San Francisco, appointed national sales manager.

News

David Fuchs, director, market development, CBS Television Network Sales Department, New York, named to newly created position of director, marketing services, CBS News.

Art Kevin, director of special events, KHJ Los Angeles, appointed news director. He succeeds **Jim Lawrence**, who joins KABC-TV, that city, as member of news staff.

Gene McDaniel, AP night news supervisor, Chicago, appointed night news editor. **Robert C. Hinds** succeeds Mr. McDaniel. **Edmund McCahill**, with *Chicago Sun-Times*, joins AP news bureau at Springfield, Ill. **William C. Chase**, with *Charlotte (N. C.) News*, joins AP staff in Charlotte. **Eric Prewitt** and **Margaret Ann Gentry** named to AP's Indianapolis news bureau.



Rick Moore joins WSIX-TV Nashville as director of news and public affairs.

Mike Drexler, former freelance foreign correspondent and anchor man for all-news WIL St. Louis, joins WKID Urbana, Ill., as news director.

Mr. Moore

Don F. Dunwell, station manager, WNRK Newark, Del., joins WHYV-TV Wilmington, that state, as news director.

Dave Riggs, reporter, WSB-TV Atlanta, appointed associate news director.

Jerry Jensen, newscaster-reporter, KRON-TV San Francisco, joins KBHK-TV there as anchor man.

Libba Hinkle, with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., joins WFMV-TV Greensboro, N. C., as reporter-newscaster.

Wayne Poucher, syndicated news commentator, joins WLAC-TV Nashville as news analyst and reporter.

Bob Sudyk, sportswriter, *The Cleveland Press*, joins WIXY there as sportscaster.

Robert Kaye, news director, WQAM Miami, joins WIOD there as member of news staff.

Joe Daggett, newscaster, KING Seattle, named sports director of KING-AM-FM-TV.

Promotion

Dick Israel, formerly with CBS-TV and *San Francisco Chronicle*, joins Rogers, Cowan & Brenner, Beverly Hills, Calif., as senior VP.

Robert J. Rollins, news director, WDAF-TV Kansas City, Mo., joins Barrett/Yehle Advertising and Public Relations there as director of public relations.

Howard Strickling, VP, advertising-promotion-public relations, Metro-Goldwyn-Mayer Inc., Culver City, Calif., retires after 49 years with studio. **William R. Golden**, assistant publicity and advertising director, named director of publicity and advertising.

Malcolm R. Labatt-Simon, merchandising account executive, Gaynor & Ducas Inc., New York, joins WQXR-AM-FM there as director of promotion.

Bert Hochman, PR manager, Lever Brothers Co., New York, named to newly created post of associate PR director.

Equipment & engineering



John S. Auld, VP and general manager, Philips Broadcast Equipment Corp., Paramus, N.J., elected president. He succeeds **Matthew M. Dorenbosch**, who becomes chairman.

George C. Evanoff, in charge of product planning and business development, RCA, New York, named staff VP, corporate planning.

Deaths



Mr. Quirk

James T. Quirk, 57, publisher of *TV Guide* since its inception in 1953, died Jan. 18 in Philadelphia, of heart attack. Mr. Quirk began career as announcer with WIP Philadelphia. In 1940 he became promotion manager of Triangle's WFIL there, and was subsequently associated with several stations and other publications owned by Triangle. He became publisher of *TV Guide* upon its founding by Triangle President Walter Annenberg. Mr. Quirk is survived by his wife, Mary Louise, son and three stepsons.

Robert W. Byloff, 48, president of Reeves Video Division of Reeves Broadcasting Corp., New York, died Jan. 18 in New Canaan, Conn., of heart attack. He had been with Reeves since 1959. Mr. Byloff was member of NBC engineering team that achieved first successful color TV broadcasting, and he redesigned several major NBC studios for color. He is survived by his wife, Betty, and daughter.

As compiled by BROADCASTING, Jan. 15 through Jan. 22 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

Applications

■ **Norwood, N. Y.**—St. Lawrence Valley Educational Television Council. Seeks UHF ch. 18 (494-500 mc); ERP 556 kw vis. 83.4 kw aur. Ant. height above average terrain 759 ft.; ant. height above ground 754 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Watertown ch. 50; revenue none. Geographic coordinates 44° 28' 56" north lat.; 74° 52' 13" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis, both Washington. Principals: State of New York Board of Regents. Ann. Jan. 18.

■ **Watertown, N. Y.**—St. Lawrence Valley Television Council. Seeks UHF ch. 50 (686-692 mc); ERP 492 kw vis. 73.3 kw aur. Ant. height above average terrain 1219 ft.; ant. height above ground 939 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Norwood ch. 18; revenue none. Geographic coordinates 43° 51' 44" north lat.; 75° 43' 40" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis, both Washington. Principals: State of New York Board of Regents. Ann. Jan. 18.

Starts authorized

■ **KMST(TV) Monterey, Calif.**—Authorized program operation on ch. 46. 662-668 mc, ERP 443 kw vis. Action Jan. 9.

■ **WKPI(TV) Pikeville, Ky.**—Authorized program operation on ch. 22. 518-524 mc, ERP 468 kw vis. Action Jan. 9.

Other actions

■ Review board in Homewood, Ala., TV proceeding. Docs. 15461, 16760-61 and 16758.

granted to extent indicated and denied in all other respects appeal from adverse ruling of hearing examiner filed Oct. 14 by Birmingham Television Corp.; other parties to proceeding are afforded five days from release date of document in which to file pleading in support of or in opposition to motion for correction of record. Action Jan. 17.

■ Review board in Minneapolis. TV proceeding. Docs. 15841-43, 16782-83, granted petition filed Jan. 15 by Control Data Corp., extended to Feb. 4 time to file reply to opposition and comments to petition for partial reconsideration or addition of protective condition. Action Jan. 15.

■ Review board in San Antonio, Tex., FM proceeding. Docs. 18238-39, granted request filed Jan. 14 extended to Jan. 27 time to file oppositions to motion to enlarge issues filed by Turner Broadcasting Corp. Action Jan. 17.

■ Review board in Racine, Wis., TV proceeding. Docs. 18323-24, granted joint petition for approval of agreement filed Dec. 3 by John Weigel Associates and United Broadcasting Corp.; agreement approved to extent indicated, application of John Weigel Associates dismissed with prejudice, application of United Broadcasting Corp. is retained in hearing status. Action Jan. 17.

Actions on motions

■ Hearing Examiner H. Gifford Irion in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, ordered Control Data Corporation's motion to intervene certified to review board (Docs. 18381-2). Action Jan. 17.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, on verbal request by counsel for applicant and with concurrence of counsel for Broadcast Bureau, rescheduled hearing to March 24 (Doc. 17743). Action Jan. 17.

■ Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corporation), TV proceeding, pursuant to agreements reached at Jan. 13 prehearing conference, ordered all exhibits to be exchanged on Feb. 24 with list of witnesses and general areas of testimony to be offered in affirmative presentations; notification to be given on or before March 3 of witnesses to be called for cross-examination on the exchanged exhibits; rescheduled hearing for March 17 (Docs. 18379-80). Action Jan. 15.

■ Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted petition by Snake River Television Inc. for production of documents; dismissed motion by Idaho Television Corporation for protective order; on examiner's own motion ordered all interrogatories served by Snake River Valley Television Inc. on Jan. 6 on Idaho Television Corp. except interrogatory 14 shall not be answered (Docs. 18379-80). Action Jan. 16.

■ Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, denied motion by Snake River Valley Television Inc. for leave to amend application to show filing of application requesting transfer of control of licensee of KNOP-AM-TV from Ferris E. Traylor and Richard F. Shively, as voting trustee and officer and director of petitioner (Docs. 18379-80). Action Jan. 21.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corporation, and TV-9 Inc.), TV proceeding, in order following prehearing conference, extended certain procedural dates and extended hearing date from March 3 to March 10 (Docs. 11081, 11083, 17339, 17341-2, 17344). Action Jan. 21.

Rulemaking action

■ FCC denied request by William Kepper and Robert A. Jones, both La Grange Illinois, to amend TV table of assignments by assigning ch. 68 to Waukegan, Ill. Action Jan. 15.

Call letter applications

■ Pappas Electronics, Tulare, Calif. Requests KMHP(TV).

■ Dubuque Communication Corp., Dubuque, Iowa. Requests KDUB-TV.

■ Standard Broadcasting Co., Milwaukee. Requests WMKE-TV.

Designated for hearing

■ FCC designated for hearing applications of Tyler Television Co. and Festival Broadcasting Co. for new TV's on ch. 14 at Tyler, Tex. Action Jan. 15.

Existing TV stations

Final actions

■ **KHAR Anchorage**—Broadcast Bureau granted CP to replace expired permit. Action Jan. 14.

■ **KBRI Brinkley, Ark.**—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 21.

■ **KPOI Honolulu**—Broadcast Bureau granted remote control. Action Jan. 21.

■ **WBBM-TV Chicago**—FCC granted Columbia Broadcasting System permission to file response and supporting brief in "pot party" proceeding; filings due Feb. 17; oral argument set for March 3. Action Jan. 15.

■ **WPAA(TV) Andover, Mass.**—Broadcast Bureau granted remote control. Action Jan. 17.

■ **WOR New York**—Broadcast Bureau granted CP to install alternate-main trans. at new trans. site. Action Jan. 21.

Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Newark, N. J. (Atlantic Video Corp. [WRTV] and Vikcom Broadcasting Corp.), TV proceeding, on examiner's own motion postponed prehearing conference presently scheduled for Feb. 3 to Feb. 13, and by separate action denied petition to intervene filed by Ultra-Casting Inc. (Docs. 18403-4). Action Jan. 21.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, following prehearing conference, rescheduled hearing for March 24. March 7 exhibits are to be exchanged among counsel with one copy of each exhibit to be provided the examiner; by March 17 counsels are to inform each other of witnesses whose testimony will be presented orally and those desired for cross-examination (Doc. 18376). Action Jan. 15.

Rulemaking petitions

■ FCC in notice of proposed rulemaking proposed substitution of ch. 2 for ch. 9 at Flagstaff, Ariz. Grand Canyon Television Inc. intends to apply for ch. 2 if reassignment is granted. Action Jan. 15.

■ FCC in rulemaking proposal has proposed rule amendments to permit remote control of VHF stations in response to petition by

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Summary of broadcasting

Compiled by BROADCASTING, Jan. 23, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,223 ¹	15	4,238 ¹	68	4,304 ¹
Commercial FM	1,902	48	1,950	182	2,132
Commercial TV-VHF	496 ²	10	506 ²	11	517 ²
Commercial TV-UHF	122 ²	51	171 ²	160	333 ²
Educational FM	355	8	363	29	392
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	28	98	13	111

Station boxscore

Compiled by FCC, Jan. 2, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,222 ¹	1,891	615 ¹	354	141
CP's on air (new stations)	14	53	62	8	31
Total on air	4,236 ¹	1,944	675 ¹	362	172
CP's not on air (new stations)	66	187	170	31	16
Total authorized stations	4,302 ¹	2,131	847 ²	393	188
Licenses deleted	2	3	0	0	0
CPS's deleted	1	0	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

National Association of Broadcasters. Action Jan. 16.

Call letter applications

- WBMO-TV, U. S. Communications of Georgia, Atlanta. Requests WATL-TV.
- WRDU, Triangle Telecasters, Inc., Durham, N. C. Requests WRDU-TV.

New AM stations

Application

- Kernersville, N. C.—Kernersville Broadcasting Co. Seeks 1170 kc, 250 kw. P.O. address: c/o Harrell Powell Jr., Winston-Salem, N. C. Estimated construction cost \$30,188; first-year operating cost \$40,000; revenue \$48,000. Principals: Daniel Carl Lawrence, vice president. Leslie Gray Frye, secretary-treasurer, and Harrell Powell Jr., president, each 33 1/3%. Mr. Powell and Miss Frye are attorneys. Mr. Lawrence and Miss Frye have building contractor and real estate development interests. Ann. Jan. 17.

Starts authorized

- KZRK Ozark, Ark.—Authorized program operation on 1540 kc, 500 w-D. Action Jan. 10.
- KCAW Port Arthur, Tex.—Authorized program operation on 1510 kc, 1 kw-D. Action Jan. 9.

Other actions

- Review board in Louisa, Ky., AM proceeding, Docs. 18235-36, denied petition to enlarge issues filed Dec. 9 by two Rivers Broadcasting Co. Action Jan. 21.
- Review board in New York, AM proceeding, Docs. 17454-55, granted motion filed Jan. 13 by New York University, extended to Jan. 22 time to file exceptions to initial decision. Action Jan. 15.
- Bayamon, P. R.—Amendment of application of Augustine L. Cavallaro Jr. for new AM to specify San Juan as station location has been required by decision of review board. Action Jan. 22.
- Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, granted petition to enlarge issues filed Dec. 2 by James River Broadcasting Corp. Action Jan. 21.

Actions on motions

- Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Hudson C. Millar Jr. and James Jerdan Bullard for expanded participation and made them full parties to proceeding (Docs. 18204-5). Action Jan. 21.
- Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) et al., AM proceeding, ordered petition for leave to amend application and amendment filed by Victory Broadcasting Co. certified to review board (Docs. 17210-15, 17217, 17219). Action Jan. 17.

■ Hearing Examiner Chester F. Naumowicz in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, in order following prehearing conference, ordered hearing governed by agreements and rulings set forth on record of conference, which shall commence April 15 (Docs. 18385-6). Action Jan. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, granted petition by Radio Voice of Naples for leave to amend application and return to processing line (Docs. 18310-3). Action Jan. 21.

Rulemaking petition

- Don R. Price, Battle Creek, Mich.—Requests rulemaking to assign ch. 285A to Battle Creek. Action Jan. 15.

Call letter applications

- Trans-Florida Radio Inc., Bartow, Fla. Requests WPUL.
- Tri-State Broadcasting, Sioux Center, Iowa. Requests KVBX.
- Tri-State Broadcasting, Middlesboro, Ky. Requests WAFI.
- Parcyphen Radio, Parsippany-Troy Hills, N. J. Requests WPRJ.
- Daniel Enterprises Inc., Warren, Ohio. Requests WDNL.

Existing AM stations

Final actions

- KFAX San Francisco—FCC denied reconsideration petitions by Argonaut Broadcasting Co. for unlimited time agreement with WKYC Cleveland. Action Jan. 17.
- WIFE Indianapolis—Broadcast Bureau granted remote control; conditions. Action Jan. 15.
- KSL Salt Lake City—FCC denied petition by Ethel C. Hale and W. Paul Wharton for reconsideration of license renewal. Action Jan. 22.
- WIGM Medford, Wis.—Broadcast Bureau granted license covering change in ant. system. Action Jan. 17.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr., in lieu of H. Gifford Irton, to serve as presiding officer (Docs. 17624-5). Action Jan. 17.
- Hearing Examiner Forest L. McClennen in Costa Mesa-Newport Beach, both California (Charles W. Jobbins et al.), AM proceeding, granted petition by Pasadena Broadcasting Co. for leave to amend application to show transfer from Tribune

Publishing Company, a 20% stockholder of petitioner, of its 12% interest in Guard Publishing Company, licensee of KERG Eugene, Oreg. and parent to publishing company of daily newspaper in that city and to show resignation of director of Tribune Publishing Co. (Docs. 15752, 15754-6, 15758-60, 15762, 15764-6). Action Jan. 21.

■ Hearing Examiner Chester F. Naumowicz in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, having under consideration order of chief hearing examiner designating new presiding officer, continued further hearing pending further order and scheduled hearing conference for Jan. 27 (Docs. 17624-5). Action Jan. 21.

Fines

- WFTL Fort Lauderdale, Fla.—FCC ordered forfeiture of \$200 for violation of rules on equipment performance measurements. Action Jan. 22.
- KGVW Belgrade, Mont.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to keep accurate maintenance log. Action Jan. 15.
- KRKT Albany, N. Y.—FCC ordered forfeiture of \$200 for violation of rules on equipment performance measurements. Action Jan. 22.
- KABQ Albuquerque, N. M.—FCC notified of apparent liability forfeiture of \$500 for violation of rules by failing to have qualified operator on duty. Action Jan. 22.
- KHEN Henryetta, Okla.—FCC notified of apparent liability forfeiture of \$1,000 for violations of rules including failure to have qualified operator on duty and operating with defective modulation monitor. Action Jan. 22.
- KTMC McAlester, Okla.—FCC notified of apparent forfeiture liability of \$500 for nine violations of rules including failure to have properly licensed operator on duty. Action Jan. 15.
- KVLH Pauls Valley, Okla.—FCC ordered forfeiture of \$1,000 for violations of rules including failure to have equipment operating functionally to receive emergency action notifications; operating after sunset hours specified in authorization, and failure to enter station identification announcements in log. Action Jan. 22.
- KPRB Redmond, Ore.—Broadcast Bureau notified of apparent liability forfeiture of \$250 for violation of rules by failing to calibrate remote reading ant. ammeter against regular meter at least once a week. Action Jan. 16.
- KRSC Othello, Wash.—FCC notified of apparent liability forfeiture of \$650 for violation of rules including failure to keep proper maintenance log, equipment performance measurements and weekly calibration of remote meters. Action Jan. 15.
- WPAR Parkersburg, W. Va.—FCC notified of apparent liability forfeiture of \$1,000 for violation of rules including failure to have control equipment properly functioning to allow operation from remote control point. Action Jan. 15.

Rulemaking petition

- FCC in notice of proposed rulemaking proposed new rules dealing with nighttime operation of class I and class II AM's sharing same channel. Proposed rules provide that co-channel class I stations must file anticipated hours of operation with FCC four times a year, so that limited-time, class II stations may be aware of available hours of operation. Action Jan. 15.

Call letter application

- KFTV Lamar Broadcasting Co., Paris, Tex. Requests KPFE.

New FM stations

Applications

- Mountain Home, Ark.—Mountain Home Broadcasting Corp. Seeks 98.3 mc. ch. 252, 1.4 kw. Ant. height above average terrain 417 ft. P.O. address: Arvin Stricklen, Box #C, Mountain Home. Estimated construction cost \$22,472.50; first-year operating cost \$6,500; revenue \$9,000. Principals: Arvin Stricklen (98%). Mr. Stricklen also is 98% owner of KLTO Mtn. Home. Ann. Jan. 17.
- Oil City, Pa.—Brinsfield Broadcasting Co. Seeks amendment to application for CP for new FM to change ERP to 20 kw, TPO to 6.1 kw and type trans. Ann. Jan. 21.

Starts authorized

- **KWXY-FM** Cathedral City, Calif.—Authorized program operation on 103.1 mc. ch. 276, ERP 3 kw, ant. height 690 ft. Action Jan. 10.
- **WHUC-FM** Hudson, N. Y.—Authorized program operation on 93.5 mc. ch. 228, ERP 3 kw, ant. height minus 15 ft. Action Jan. 10.
- **KWIL-FM** Albany, Ore.—Authorized program operation on 107.9 mc. ch. 300, ERP 30 kw, ant. height 540 ft. Action Jan. 10.
- **WPRE-FM** Prairie Du Chein, Wis.—Authorized program operation on 94.3 mc. ch. 232, ERP 3 kw, ant. height minus 46 ft. Action Jan. 9.

Actions on motions

- Review board in Tampa, Fla., FM proceeding, Doc. 17943, granted motion filed Jan. 15 and extended to Jan. 22 time to file exceptions to initial decision. Action Jan. 17.
- Chief, Broadcast Bureau granted request by Oneida Broadcasting Co. and extended to Feb. 10 time to file reply comments in amendment of FM table of assignments. Rhinelander, Wis. (Doc. 18389, RM-1339). Action Jan. 16.
- Chief Hearing Examiner James D. Cunningham in Tulare, Calif. (Mineral King Broadcasters and Arthur Nersisyan), FM proceeding, designated Hearing Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for March 17 and hearing for April 15 (Docs. 18418-9), Action Jan. 15.
- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, reopened record and scheduled further prehearing conference for Feb. 5 (Docs. 17916-7), Action Jan. 17.
- Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, granted joint motion by applicant and continued without date hearing presently scheduled for Jan. 27 (Docs. 18200-1), Action Jan. 16.

Rulemaking petition

- FCC in notice of proposed rulemaking proposed assignment of ch. 235 at Chesapeake-Virginia Beach, Va. Action Jan. 15.

Call letter applications

- Choate School Foundation Inc., Wallingford, Conn. Requests *WWEB-FM.
- School District No. 99, DuPage County, Downer Grove, Ill. Requests WDCG-FM.
- Worcester Collegiate Radio Network, Worcester, Mass. Requests *WCRN(FM).
- Milford Associates Inc., Milford, Ohio, Requests WLYK-FM.
- Farm & Home Broadcasting Co., Wellsboro, Pa. Requests WCCR-FM.
- Middle Tenn. State University, Murfreesboro, Tenn. Requests *WMOT(FM).
- North Texas State University, Denton, Tex. Requests *KXXY(FM).
- Central Vermont Broadcasting Corp., Rutland, Vt. Requests WHWB-FM.
- Altavista Broadcasting Co., Altavista, Va. Requests WKDE-FM.

Existing FM stations

Final actions

- **KOTN-FM** Pine Bluff, Ark.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Commerce Rd. and East 10th Ave., Pine Bluff; changes in ant. system; ant. height to 125 ft.; condition. Action Jan. 16.
- **KBBY(FM)** Bakersfield, Calif.—Broadcast Bureau granted license covering new station. Action Jan. 17.
- **KMUZ(FM)** Santa Barbara, Calif.—Broadcast Bureau granted license covering installation of new type ant. Action Jan. 17.
- **WFMW-FM** Madisonville, Ky.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location for auxiliary purposes only. Action Jan. 16.
- **WRUS-FM** Russellville, Ky.—Broadcast Bureau granted license covering changes. Action Jan. 17.
- **KRMD-FM** Shreveport, La.—Broadcast Bureau granted CP to install new type trans.; change ERP to 25 kw.; ant. height to 195 ft.; delete remote control authority. Action Jan. 21.

- ***WGTS-FM** Takoma Park, Md.—Broadcast Bureau granted CP to make changes in ant. system, ERP 29.5 kw, ant. height 165 ft. Action Jan. 15.
- **KKLP(FM)** Pipestone, Minn.—Broadcast Bureau granted SCA on subcarrier frequency of 67 kc. Action Jan. 21.
- **KWOA-FM** Worthington, Minn.—Broadcast Bureau granted license covering changes. Action Jan. 17.
- **WLIB-FM** New York — Broadcast Bureau granted remote control. Action Jan. 21.
- ***WSHA(FM)** Raleigh, N. C.—Broadcast Bureau granted license covering new station; specify type trans. Action Jan. 17.
- **KLIQ-FM** Portland, Ore.—Broadcast Bureau granted CP to install new type trans.; ERP to 100 kw. Action Jan. 21.
- **KVSR(FM)** Rapid City, S. D.—Broadcast Bureau granted remote control. Action Jan. 16.
- **KGMI-FM** Bellingham, Wash.—Broadcast Bureau granted CP to install new type ant.; make changes in ant. system; increase height of ant. to 2,540 ft.; ERP to 25 kw; remote control permitted. Action Jan. 21.
- **WDUX-FM** Waupaca, Wis.—Broadcast Bureau granted license covering changes; specify type trans. Action Jan. 17.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Chicago (WFMT(FM)), assignment of license from Gale Broadcasting Co. to WGN Continental FM Co., designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Jan. 29 and hearing for Feb. 25 (Doc. 18417), Action Jan. 21.
- Hearing Examiner Charles J. Frederick in Tulare, Calif. (Blue Ridge Broadcasters), revocation of license of KDFR(FM), granted motion of counsel for Broadcast Bureau; terminated hearing and certified case to FCC (Doc. 18240), Action Jan. 17.
- Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, dismissed motion by Bexar Broadcasting Co. for change of exhibit exchange date (Docs. 18238-9), Action Jan. 21.

Fine

- **KGWV-FM** Belgrade, Mont.—Broadcast Bureau notified apparent forfeiture liability of \$200 for violation of rules including failure to keep accurate maintenance log. Action Jan. 15.

Call letter applications

- **KLAK-FM**, Lakewood Broadcasting Service Inc., Lakewood, Colo. Requests KJAE(FM).
- **WATL-FM** Rounsaville of Tampa Inc., Tampa, Fla. Requests WDAE-FM.
- **WOPA-FM**, Sonderling Broadcasting Corp., Oak Park, Ill. Requests WGLD(FM).
- **KUZN-FM**, Howard E. Griffith, West Monroe, La. Requests KYEA(FM).
- **KOLS-FM**, Lakes Area Broadcasting Co., Pryor, Okla. Requests KKMA(FM).
- **KVET-FM**, KVET Broadcasting Co., Austin, Tex. Requests KASE(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following: KACY Port Hueneme and KBBW(FM) San Diego, both California; KERP El Paso; KERN Bakersfield, Calif.; KKHI San Francisco; KOFY San Mateo and KSFE Needles, both California; WCOV Montgomery, Ala.; WWTN Erie, Pa.; KFAK San Francisco. Actions Jan. 21.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WENN-FM Birmingham, Ala. to July 15; KUKI-FM Ukiah, Calif. to April 20; WPBA-FM Palm Bay, Fla. to July 10; WJCC(FM) Angola, Ind. to June 21; WSLM-FM Salem, Ind. to May 15; KRCE-FM Council Bluffs, Iowa to March 7; KMEG-FM Sioux City, Iowa to August 1; KBMO-FM Benson, Minn. to June 26; KGMO-FM Cape Girardeau, Mo. to June 1; WJAG-FM Norfolk, Neb. to July 24; WCLW-FM Mansfield, Ohio to June 27; KVET-FM Austin, Tex. to April 28; WESR-FM Tasley, Va. to July 10. Action Jan. 15.

- **KBBI(FM)** Los Angeles—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action Jan. 16.
- **KUDO(TV)** San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 895 kw vls., and 145 kw aur.; ant. height to 1310 ft. Action Jan. 16.
- **WFCS** Southington, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Jan. 16.
- **WDEL-FM** Wilmington, Del.—Broadcast Bureau granted mod. of CP to change ERP; change ERP to 50 kw. Action Jan. 16.
- **WTRS(FM)** Dunnellon, Fla.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; change TPO. Action Jan. 16.
- **WXOS(FM)** Plantation Key, Fla.—Broadcast Bureau granted mod. of CP to change type ant., ant. height 440 ft.; change TPO. Action Jan. 16.
- **WBBW** Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to April 9. Action Jan. 13.
- **KNFM(FM)** Midland, Tex.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; ERP to 17 kw vert. polarized. Action Jan. 21.
- **KIMA-FM** Yakima, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Dec. 12.

Translator actions

- Sacramento Valley Television Inc., Weed, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Weed and Abrams Lake on ch. 13 by rebroadcasting KRCR-TV, ch. 7. Redding, Action Jan. 16.
- **K13HE** Spokane (Baxter Hospital area and Downriver area), Wash.—Broadcast Bureau granted CP to change type trans. of VHF translator station. Action Jan. 17.

CATV

Final actions

- FCC denied petition by Willmar Video Inc., Willmar, Minn., for reconsideration and motion for stay to rescind order that Will-

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CCA AM 5000D

For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative or, better yet, — ask your "Good Sounding" fellow broadcaster.



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

may provide same-day non-duplication protection to KCMT Alexandria, Minn. Action Jan. 9.

Other action

■ FCC specified procedures for allotting time to each party within eight groups of participants for oral presentations Feb. 3 and 4 in rulemaking proceeding to amend CATV rules and inquiry into development of communications technology and services (Doc. 18397). Action Jan. 15.

Action on motion

■ Hearing Examiner Jay A. Kyle in Kalamazoo, Mich. (Fetzer Cable Vision) et al., CATV proceeding in Grand Rapids-Kalamazoo and Lansing, all Michigan. TV markets, in accordance with notice of proposed rule-making and notice of inquiry released Dec. 13, ordered all further proceedings suspended indefinitely (Docs. 17200-2, 17207-8). Action Jan. 16.

Ownership changes

Applications

■ WFMI-AM-FM Montgomery, Ala. — Seeks assignment of license from Fine Music Inc. to Rau Radio of the South Inc. for \$130,000. Sellers: Investment Capital Corp., licensed by Small Business Administration. I.C.C. has stock option in WNOO Chattanooga, Tenn. Buyers: Henry Rau, president (31.5%), Lloyd S. Smith, vice president (10%), Patrick H. Kelly, treasurer (4%), et al. Messrs. Rau, Smith and Kelly have interests in WDOV-AM-FM Dover, Del.; WNAV-AM-FM Annapolis; WATO-AM-FM Oak Ridge, Tenn.; and WARK-AM-FM Hagerstown, Md. They also have interests in Delaware Teleservice Co., Dover, CATV co. Ann. Jan. 21.

■ KZAZ(TV) Nogales, Ariz. — Seeks sale of stock of I. B. C. from International Broadcasting Co. (3% before, none after) to Mrs. Carlotta C. Kirby (14.75% before, 17.75% after). Consideration: \$20,000. Ann. Jan. 17.

■ KBRG-FM San Francisco — Seeks assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$550,000. Sellers: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr.

Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

■ WCLS Columbus, Ga. — Seeks transfer of control of Muscogee Broadcasting Co. from Charlie H. Parish Sr. (50% before, 30% after) to C. H. Parish Jr. and Ramona Strickland Parish, co-trustees for Merry Gay and Tomothy Nelson Parish and C. H. Parish II (jointly none before, 20% after). No consideration involved. Ann. Jan. 21.

■ KFMG(FM) Des Moines, Iowa — Seeks transfer of control of Iowa Fine Music Broadcasting Corp. from William N. and Ruth C. Plymat (each 50% before, none after) to Woodland Corp. (none before, 100% after). Principals: John E. Gustafson, chairman of board (6.04%) et al. Mr. Gustafson is physician and owns real estate investment and development firm. Consideration: \$10,000 plus 12,500 shares of Woodland stock. Ann. Jan. 21.

■ KVOB Bastrop, La. — Seeks assignment of license from Rainey Radio to Hagan Broadcasting Inc. for \$115,000. Sellers: Odessa R. and F. Bart Rainey Jr. (jointly 100%). Buyers: Stanley Robert Hagan, president (43.96%) et al. Mr. Hagan is former vice president and general manager for Scripps-Howard Broadcasting Co. Ann. Jan. 21.

■ KACO-FM St. Louis — Seeks assignment of CP from Apollo Radio Corp. to Entertainment Communications Inc. for \$125,000. Seller: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

■ WKBK Keene, N. H. — Seeks transfer of control of Monadnock Broadcasting Corp. from Albert L. Auclair (52% before, none after) and Joseph Maltais (20% before, none after) to David F. Shurtleff (20% before, 71.4% after) and Talbot R. Hood (8% before, 28.6% after). Consideration: \$106,079.87 and 48% of stock of WEMJ Laconia, N. H. See below. Ann. Jan. 21.

■ WEMJ Laconia, N. H. — Seeks transfer of control of Belknap Broadcasting Corp. from Joseph Maltais and David F. Shurtleff (each 20% before, none after) and Talbot R. Hood (8% before, none after) to Albert L. Auclair (52% before, 100% after). Consideration: 25% of stock of WKBK Keene, N. H. See above. Ann. Jan. 21.

■ WEBO Owego, N. Y. — Seeks assignment of license from Owego Community Service Broadcasting Corp. to WEBO Radio Inc. for \$162,000. Sellers: Philip Spencer, president, et al. Buyers: Warren F. Haas, president, treasurer, Frank E. Penny, vice president-secretary, and E. Michael Mastropietro (each 33 1/3%). Mr. Haas owns 50% of WSUB Groton, Conn., and Mr. Penny is employee of WHDH Boston. Mr. Mastropietro is 98% owner of one drug firm and 97% owner of another. Ann. Jan. 21.

■ WHRY and WMSH-FM, both Elizabethtown, Pennsylvania — Seek assignment of licenses from Hershey Broadcasting Co. to East Penn Broadcasting Corp. for \$225,000. Seller: Hershey Estates. James E. Bobb and Arthur R. Whiteman vote stock of Hershey Estates. Seller is candy manufacturer. Buyers: Stanley S. Stoller, president, James H. Von Frank, treasurer, and Joseph A. Barrett, vice president-secretary (each 33 1/3%). Mr. Stoller is former vice president of sales and local sales manager for WWDC-AM-FM Washington. Mr. Von Frank is president of Rockville, Md., bank. Mr. Barrett has interest in Washington stock brokerage firm. Ann. Jan. 16.

■ KFDA-TV Amarillo, Tex., KFDO-TV Sayre, Okla. and KFDW-TV Clovis, N.M. — Seek assignment of licenses from Bass Broadcasting Co. (Delaware Corp.) to Bass Broadcasting Co. (Texas Corp.) for purpose of corporate reorganization. No consideration involved. KFDO-TV and KFDW-TV are 100% satellites of KFDA-TV. Principals: Perry R. Bass (51.58%) et al. Ann. Jan. 17.

■ KMCO Conroe, Tex. — Seeks transfer of control of Montgomery County Broadcasting Co. from Eunice Hardy Smith, independent executrix of estate of F. Reagan Smith, deceased (80% before, none after) to Eunice Hardy Smith (none before, 80% after). No consideration involved. Ann. Jan. 21.

■ KLEF(FM) Houston — Seeks assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$375,000. Seller: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

Actions

■ KBBA Benton, Ark. — Broadcast Bureau granted assignment of license from J. Winston Riddle, Melvin P. Spann and David C. McDonald Jr. to Messrs. Riddle and Spann and Patricia Kirk McDonald, executrix of

estate of David C. McDonald Jr., deceased. No consideration involved. Each principal owns 33 1/3% of KBBA. Mr. Spann owns KWAK Stuttgart, Ark. Action Jan. 16.

■ WKCS Southington, Conn. — Broadcast Bureau granted assignment of CP from Southington Broadcasters to Willie Broadcasting Co. for \$30,865.14. Seller: Fitzgerald C. Smith, sole owner. Buyers: Herbert C. Rice, chairman of the board (66 2/3%) and Edward Gerbig, president (33 1/3%). Mr. Rice has majority interest in KVIN Coeur d'Alene, Idaho. Buyers own WILI Willimantic and WINY Putnam, and have minority interest in WGCH Greenwich, all Connecticut. Action Jan. 16.

■ WSIZ Ocilla, Ga. — Broadcast Bureau granted assignment of license from Gold Leaf-Yellow Pine Broadcasting Co. to Sizland Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: C. C. Wade, sole owner. Action Jan. 16.

■ WXON(TV) Detroit — Broadcast Bureau granted assignment of CP from Aben E. Johnson Jr. to WXON-T.V. Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Johnson is sole owner of WXON(TV) and has CP for WAXN(TV) Hammond, Ind. Action Jan. 16.

■ WSJS-AM-FM-TV Winston-Salem, N. C. — Broadcast Bureau granted transfer of control of Triangle Broadcasting Corp. from Piedmont Publishing Co. (100% before, none after) to Gordon Gray, individually and as trustee (none before, 100% after) for purpose of corporate reorganization. No consideration involved. Action Jan. 16.

■ Bethlehem, Pa. — WKAP Inc. FCC granted UHF ch. 60 (746-752 mc); ERP 245 kw vis., 25 kw aur. Ant. height above average terrain 720 ft.; ant. height above ground 469 ft. P.O. address: 1504 McArthur Road, Allentown, Pa. 18105. Estimated construction cost \$439,500; first-year operating cost \$350,000; revenue \$275,000. Geographic coordinates 40° 35' 54" north lat.; 75° 25' 21" west long. Type trans. GE TT56A. Type ant. GE TY25-F. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters; consulting engineer Creutz & Snowberger, both Washington. Principals: N. Joe Rahall, president, Farris E. Rahall, secretary (each 31.2%) et al. Principals own WKAP Allentown, Pa., and have interest in WLCY-TV St. Petersburg, Fla. Messrs. Rahall have controlling interest in WWNR Beckley, W. Va., and WLCY-AM-TV St. Petersburg, Fla. They also own applicant for new FM at Tampa, Fla. N. Joe Rahall owns 40% of CATV systems holding franchise for Duval County, Fla. Action Jan. 15.

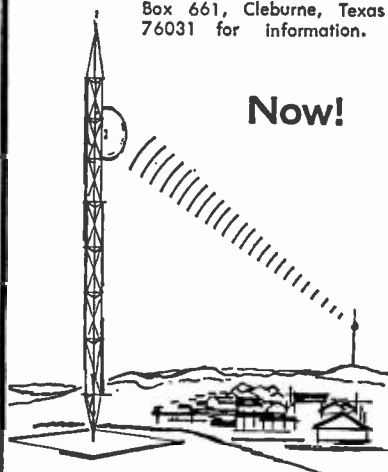
■ WMCK McKeesport, Pa. — Broadcast Bureau granted assignment of license from Mon-Yough Broadcasting Co. to Westchester Corp. for purpose of corporate reorganization. No consideration involved. Principals: Robert R. Weiss, president et al. Principals own WIXY and WDOK(FM), both Cleveland. Action Jan. 16.

(Continued on page 116)

STL Inter-City Relay

STEREO * REMOTE CONTROL
MONAURAL TELEMETRY

* With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability for transmission of remote control and SCA multiplex subcarriers. Write Box 661, Cleburne, Texas 76031 for information.



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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 for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted

Management

Needed: Young aggressive type manager for powerful northeast AM/FM. Must be interested in ownership with 10M to invest. Must be able to take complete charge of day to day operation. Box A-49, BROADCASTING.

Small Market AM in central Florida has opening for experienced manager with proven sales record. Great chance for ambitious family man to make 50% or net. Detailed resume with photo to Box A-225, BROADCASTING.

Station manager needed for New England, full time operation in small college community with local competition. He should want a modest salary, fringe benefits and a pleasant community. He will be the station's best salesman and must close orders regularly and be particularly active in community affairs. He must sell himself first and include full details, active references, required salary to Box A-226, BROADCASTING.

General manager—Investor for growing, medium California market, successful stereo FM. Resume and references to Box A-258, BROADCASTING.

Experienced sales manager. Middle-of-the-road music-news. Wonderful family and outdoor sports town in eastern Washington. Announcing experience helpful. Base plus commission on net profit. Box A-262, BROADCASTING.

Wanted—General manager—small market in northeast. Must be strong on sales, production and able to take complete charge of station. Salary, commission and bonus set up. Single station market. All inquiries answered. Box A-276, BROADCASTING.

Manager who can take from ground zero top 50 market station in NE to be rebuilt with top facilities and full power. If you're a salesman, eager to work and build up yourself in excellent radio market, you've got a future and top potential with our growing company. Position available approximately 6-8 weeks. Herbert W. Hobler, Nassau Broadcasting Company, Box 1350, Princeton, N.J. 609-924-3600.

Sales

Sales manager. Top 40, name your price and tell us why you're worth it. You may be a salesman wanting to move up. Because we've got a good organization, this could be what you've been waiting for. Box A-76, BROADCASTING.

Salesman. If you want to break out of the small market, here's your opportunity. We have an opening for a live wire who will take over existing billing plus several other key accounts that are ready to break. No better position anywhere. Box A-77, BROADCASTING.

Sales manager. Strong local sales. Excellent opportunity for experienced man to organize and build department. Suburban Florida coastal area. Best MOR sound in county. \$150,000 and growing. Daytimer. Box A-123, BROADCASTING.

Southern Virginia soul group owned station needs salesman . . . chance to move up . . . learn complete operation . . . Box A-160, BROADCASTING.

For the radio salesman who knows a good deal, here is a successful daytime station which has just been granted full time with increased power, opening up new lucrative markets in growing Connecticut. Guarantee and commission. No house accounts. Travel and entertainment expenses. No cut rates, no trade deals. "No promotions". Excellent future in expanding corporation. Box A-252, BROADCASTING.

Immediate opening salesman/announcer, salary plus commission, prefer one year's experience, growth potential, KAMI, Box 206, Cozad, Nebraska, 69130, Call area 308-784-3665.

Michigan regional looking for good salesman ready to advance from small to medium market. WPAG, Ann Arbor, Michigan.

Sales—(cont'd)

Salesman—Don't miss outstanding opportunity. See display ad this issue. WRMN, Elgin, Ill.

Aggressive salesman—swinging station, delightful market, excellent opportunity. Write or Call Lou Skelly, W-WOW, Conneaut, Ohio.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Broadcast school counselors for our offices in New York City, Washington, D.C., Dallas, Houston, & Miami. The job requires experienced broadcasters only. To test, audition and counsel prospective students—determine their abilities and equate them to announcing. All work is done in our studios. Earnings are between \$15M to \$30M annually and we gladly show you the pay records. Only the very brightest need send resume, photo to Wm. Anderson, President, Box 18006, San Francisco, 94118.

Announcers

Small market, east coast. Assistant to manager. Must be experienced in sales, programing, copy writing, and news. Photo and resume first letter State salary. Box A-86, BROADCASTING.

Experienced air personality for evening slot on MOR station in important Florida market. Send tape and resume to Box A-134, BROADCASTING.

South Florida coast \$160.00 per week. Top 40 format. Send tape and resume to Box A-135, BROADCASTING.

Experienced announcer or announcer-salesman for the prestige MOR station in market near Washington, D.C. Good Virginia living, excellent working conditions. Our announcers are all VIP's to us! Very small turnover because of good employee-employer relationship. Finest equipment, AM and FM, fringe benefits, central station of group of seven. Third phone ticket necessary. Salary between \$6500 and \$9100 to start, depending upon experience and talents. Need tape and photo, which will be returned upon request. Box A-144, BROADCASTING.

Experienced MOR. One-half airwork, one-half production and copy. Central California location. Nice community with excellent schools. We want a permanent man who takes pride in his work. Must be of good character that will bear investigation. We will start you at \$500.00 per month with a \$25.00 raise every three months until you reach \$600.00. Thereafter raises will be on a merit basis. In short, show interest in us and we will reciprocate. Only complete air checks and resume considered. Box A-149, BROADCASTING.

First phone combo: No maintenance, limited board work. Ideal opportunity for recent technical graduate. Join nationally known chain and develop talents—production or technical. Rush tape and resume to Box A-169, BROADCASTING.

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, resume, salary expected to Box A-184, BROADCASTING.

Announcer for varied duties—writing commercial production and special shows; sales opportunity if adaptable. Write all details—no tape now; midwest-south. Box A-220, BROADCASTING.

Michigan MOR 5000 watt NBC affiliate needs experienced announcer with first phone. No maintenance. \$140 to start with automatic increases and fringe benefits. Send tape, resume and photo to Box A-231, BROADCASTING.

You don't have to be a great MOR announcer to be a good MOR jock. You may even be a newsman. Suburban New York powerhouse with strong news, public affairs, community involvement image looking for MOR jocks who can ad lib about more than just the music. If you know how to communicate what our listeners care about, send your tape and resume to Box A-232, BROADCASTING.

Top rated network affiliate seeks announcer with ability and desire—board operation, 3rd ticket and good character required. Short on experience? We'll show you how—you'll live on the beautiful Georgia coast. Send resume, tape and snap-shot. Box A-245, BROADCASTING.

Announcers—(cont'd)

Talent/announcer for fine Time-Life station in mid-west. Great opportunity for young man with experience to work in all areas. MOR disc jockey to on air TV work. Send complete resume and air check to Box A-248, BROADCASTING.

West Texas station needs experienced morning man. You will replace announcer that has been with us over seven years. Prefer person interested in local news. New facilities. No floaters. Clint Formby, Manager, KPAN, AM-FM, Hereford, Texas.

Christian station with balanced programing. Must be good reader, smooth on board and first class ticket. KWIL, Albany, Oregon 97321.

Christian station. Midnite to six shift. First class ticket. KWIL, Albany, Oregon 97321.

First-phone airman needed immediately. No maintenance. Contact Manager, KVVY, Waverly, Iowa.

Mature, experienced voice with 3rd for dj-production. \$125.00. WAGE, Leesburg, Virginia.

Wisconsin AM/FM in northern Milwaukee metro area. Combo. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

Immediate opening for experienced announcer. Please send tape, photo and full particulars to WGBR, Goldsboro, North Carolina 27530.

Wisconsin station needs top voice with first class license. No maintenance. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickoff, WEAQ Radio, Box 1, Eau Claire, Wisconsin 54701. No phone calls please.

New Jersey MOR, AM-FM seeks announcer-newsman on his way up, ready to assume responsibility. Salary \$150-200 for the right man. Interview. Send tape, resume to WHTG, Eatontown, N.J.

WICH, Norwich, Connecticut is looking for a bright, experienced, production-minded personality for afternoons. Progressive MOR. Send tape, resume and picture.

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.

Small market, Virginia. Announcer, morning man and newscaster. Send tape, resume, picture and salary requirements, WMEK, P.O. Box 697, Chase City, Va.

One of the nation's fastest growing multi-station broadcasting organizations is looking for a man whose life revolves around sports. If you can do play-by-play, and would like to take over a daily sports talk show, I would like to hear from you. The ability to sell advertisers will be a prime consideration. Send tape, resume and recent photograph to Norman Lewis, WMMW Radio, One Church Street, Meriden, Connecticut.

Need two experienced MOR announcers. Excellent company benefits. 1st ticket necessary. Contact Bill Deem, Station Manager, WDNB AM-FM, Daytona Beach, Florida.

WPOP needs 1st phone all-nighter who wants to grow. Great opportunity for right guy! Resume, salary, air check to: P.D., WPOP, Hartford, Connecticut.

Modern music WRIG needs air personality to take over top rated contemporary music show in central Wisconsin. We also are looking for an air personality interested in breaking into the big money of sales. Send tape, resume and photo to Howie Stiebler, WRIG, 529 Third, Wausau, Wisconsin 54401.

Mature voiced announcer needed immediately, strong commercial ability, five day week, good salary, all fringe benefits, board experience, multiple ownership. Dependable man only need apply. Address complete resume and tape to Hal Barton, Program Director, WTAD, Lee Enterprises, Quincy, Illinois.

Announcers—(cont'd)

Immediate opening, announcer: Twenty-four hour country operation. Requires good voice and draft exempt. Permanent position. Send tape to: Jim Wilkie, Operations Manager, WTID, Newport News, Virginia 23605.

Wanted . . . First phone announcer for AM, FM, Mutual affiliate station. Immediate reply requested. Send picture and resume to: WTRE, Greensburg, Indiana 47240.

Personality. Good voice. Casual professional style for mid-morning at modern country station. #1 in this large Gulf coast market. Paid insurance includes hospitalization, life, dental. Profit sharing. Right man will move up with this organization. Tape, picture, resume to Mike Malone, WUNI, Radio, P.O. Box 4614, Mobile, Alabama 36604.

First phone announcer for aggressive 5000 watt near Albuquerque. Good salary and opportunity. Call 505-863-4444.

Wisconsin station expanding, now in need of good announcer with some news background. Good working conditions. Salary depending on ability. Contact James P. Schuh, Program Director, Stevens Point Broadcasting Company, a member of the Sentry family, Stevens Point, Wisconsin, Area code 715-341-1300.

Technical

First class chief: Ideal situation for young engineer seeking experience and challenge with nationally known chain. Start with full control of small market directional in western New York move up in group as talents develop. Top pay, all benefits for right man with energy, desire and drive. Opportunity to work with station and New York State University's growing radio-TV department. Five figure salary for right man. Send resume and all details. Box A-170, BROADCASTING.

If you have commercial broadcasting experience, can do maintenance on all-new equipment, and handle our night time three tower directional rig, we're interested. If you want to join Florida's finest group of professional radio people, with ideal working conditions, if you are of good habits, and permanent, with first phone ticket, write Box A-187, BROADCASTING.

Growing radio broadcast company looking for chief engineer to oversee two AM and two FM stations. Both located in Florida. The person we want is a shirt-sleeve, "do-it-myself" engineer interested in top quality studio sound. 80% of our equipment is brand new and the other 20% will be replaced if you recommend it. Starting salary \$8,000 per year, hospitalization and a chance to build a career with a young company that is offering to put you in complete charge of all engineering. Tell all in your first reply. Box A-285, BROADCASTING.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

First class engineer for automated all-night show, Simul AM/FM, studio maintenance. WFTL Broadcasting Company, P.O. Box 1400, Fort Lauderdale, Florida 33302. Phone area 305-566-9621.

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

Chief engineer, experienced complete maintenance AM and FM transmitters including directional antenna. Write giving background, availability and salary expected. WPIK, Alexandria, Virginia 22314.

Television network engineers—Positions available—Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

NEWS

Morning Newsman—Top 40 format. Large northeast market. Heavy weights only. Salary open. Send tape, resume and photo, Box A-17, BROADCASTING.

Illinois. Experienced newsman to gather, write, and broadcast. Well equipped station, hospitalization, profit sharing. \$130 start, raises as earned. Send tape, resume, photo. Box A-223, BROADCASTING.

Three station complex in northeast wants aggressive, hardworking newsman with voice and writing ability. Must be able to assume news directorship. Salary range \$125-150 depending on ability and experience. Box A-267, BROADCASTING.

Young dedicated news-talk man, for expanding 5,000 watt news-talk station. Heavy local. Tape, resume to Dave Williams, WACE, Box 2007, Springfield, Mass. 617-781-2240.

News—(cont'd)

Experienced, mature-sounding newsman needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Wisconsin station looking for mature newsman who excels in reporting, writing and on the air delivery. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickoff, WEAQ Radio, Box 1 Eau Claire, Wisconsin 54701. No phone calls please.

Immediate opening for experienced radio newsman. Salary open. Send resume, tape to: John Klinger, Station Manager, WKEL, Kewanee, Illinois 61443.

Negro-oriented news department needs capable, mature leadership at #1 ethnic station in giant tidewater market. A position with a good future. Liberal benefits, paid vacations. Rush resume, photo and tape to Dave Eldridge, Operations manager, WRAP, Box 598, Norfolk, Virginia.

Newsman—Don't miss fine opportunity. See display ad, this issue, WRMN, Elgin, Illinois.

At WSMI, the news comes first. Opening for experienced non-metropolitan professional. Resume, tape, photo to Mr. Talley, Litchfield, Illinois.

Do you believe local news vital to suburban radio? Do you know where to find it, how to write it and get it on the air? If the answers are yes, we would like to add you to our expanding staff as combination early morning newsman and late morning announcer. Capable personnel only need apply. Salary based on experience and ability. College and resort town. Excellent fringe benefits. Immediate opening. Call Bill Treible, PD, WVPO, AM/FM, Stroudsburg, Pa. 1-717-421-2100.

Programing, Production, Others

Program director for No. 1 rated contemporary station in competitive area. Manage ten air personalities as well as overall programing. Good salary plus excellent benefits. Good northeast location. Write Box A-215, BROADCASTING.

Wanted—Free-lance voices, male and female, to do smooth FM spots. Must be top-notch talent taped on excellent studio-quality equipment. Send samples to Box A-237, BROADCASTING.

20-25 age group 1st phone staffers from northwest. Must be draft free for KOZE-KLER-KORT-KOFE group. Box 673, Lewiston, Idaho.

Ephrata, Pennsylvania? Don't laugh! Small town but good market! And . . . WGSB has a good position available for a talented copy chief and production man. The pay's as good as you are! Call or write: Ed Thomas, P.D. 717-733-2226.

Number one or Number 2 rated contemporary station since 1945 is looking for a proven, successful program director. Wide offers, good income and chance to participate in the nationwide communication group. Call Harvey Hudson, 703-288-2835.

Busting—MOR AM-FM with CP for TV needs talented take-charge guy with 1st phone, for production and air shifts. Expanding group on east coast—get on board now. Jay Moler (301) 739-8016.

Situations Wanted

Management

Let me give you a new Cadillac in Feb. "Chevrolet" if you are in a small market or cash. No gimmicks, just a lot of hard work on my part and profit for each of us, excellent references. Write Box A-41, BROADCASTING.

Experienced radio station manager will consider good offer. Box A-68, BROADCASTING.

Interested in southwestern and western states. General or sales manager, experienced in all phases and formats, looking for permanency. Box A-242, BROADCASTING.

Manager—Salesmanager—Small to medium market. Background includes, sales manager, sales PD, P.M., TV & radio news. College degree, family man. 12 years diversified experience can be working for you. Box A-260, BROADCASTING.

Manager. 15 years experience all phases. Single, two station markets. Good supervision and administration. Sales, first phone, good programing, overhead control. Sober, sincere. Former owner with lots of know how. Box A-291, BROADCASTING.

Sales

Emerson College January graduate. Broadcasting major seeking first position in radio sales. Single, hard working. Box A-249, BROADCASTING.

Sales—(cont'd)

Ready and qualified with proven sales and management record. Experience includes Prod. Mgr., Promo Mgr., and currently Mgr. of four-man sales team that showed 19% revenue increase in 68. M.S. degree, 32 yrs. old, married, excellent references from all employers. Box A-269, BROADCASTING.

No tickle, no laundry; seller, no payee, if you have a radio station in a medium or small market east of the Mississippi, I could make you an extra \$5,000 in the next three months. No investment on your part. Best of references. Phone 703-353-0578, collect between 5-6 PM Monday thru Friday.

Announcers

Top personality seeks top personality station, MOR or rock. Box M-140, BROADCASTING.

Top rated announcer. Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

Good announcer seeking good station. Uptempo MOR, or easy rock. Medium market or better. Small stations and hard rockers please do not respond. Like good radio. 3½ years experience, 26, 2 years college, service complete, good production. 603-756-9829 or Box A-157, BROADCASTING.

Help . . . I want to work. First class license . . . college graduate, three years experience, logs, copy, traffic, disc jockey . . . announcing, news, no maintenance. Excellent references. Will relocate. Box A-168, BROADCASTING.

Majors listen—Professional staffer seeks permanent niche—middle, conservative, classical, formats—dedicated, dependable. Prefer AFTRA—Locate anywhere. Box A-207, BROADCASTING.

DJ, tight board, good news, commercials, ready now. Box A-230, BROADCASTING.

First phone (no maintenance)—\$150—anywhere. Medium market pro, bright sound, single. Follows orders. Box A-234, BROADCASTING.

Young, aggressive, looking for work around southern California—Experience in rock-CGW-MOR-production, copy, news. Moving—need work. 3rd endorsed—draft exempt. College education. Box A-236, BROADCASTING.

1st phone, no maintenance, 16 years experience Radio-TV, all phases. Veteran, married, 32 years old. Presently employed, but want to relocate. Tape and resume on request. Send inquiries to Box A-238, BROADCASTING.

DJ, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Soul jock, beginner, needs break from Soul Brother. Box A-244, BROADCASTING.

Top announcer—five years experience in morning drive time in medium market. Proven ratings. Box A-246, BROADCASTING.

Available immediately—recent broadcast graduate, 3rd endorsed, mature woman, varied background, write for tape. Box A-259, BROADCASTING.

First phone—experienced—tight board—mature voice—personable, dependable, married, contemporary MOR. Must be challenging. Will do it your way. Box A-263, BROADCASTING.

Position with fine arts station. Seven years experience. M.A. in German; 31, married, Box A-264, BROADCASTING.

Exp. dj-announcer, newscaster. 3rd endorsed. Mature sound. Good production. Box A-270, BROADCASTING.

Beginner, broadcasting school professional training. Dependable family man. Want chance, Box A-271, BROADCASTING.

Professional MOR announcer, dependable, 1st phone—production, will relocate, prefers west, available immediately. Box A-275, BROADCASTING.

Experienced "top-40" PD and/or DJ. Intelligent, cooperative and experienced, 3rd. Box A-280, BROADCASTING.

Experienced every phase. First phone. Left small market radio to work "agency avenue." Returned. But picked wrong station. If you care about programing, let's talk. Box A-286, BROADCASTING.

Negro dj. N.Y. trained. Best jazz in town. Strong news, good board. Third endorsed. Willing worker—will relocate. Dependable. Box A-289, BROADCASTING.

Announcers—(cont'd)

Quiero trabajar en una estación que necesita locutor quien habla ingles en un país que habla español, o en Puerto Rico. Puedo hablar español, pero tengo acento. First phone. Box A-292, BROADCASTING.

Available now. Two years experience, third, some college. Box A-293, BROADCASTING.

DJ—family man, will relocate. Negro. 3rd class. Box A-294, BROADCASTING.

Announcer-dj. #1 Soul brother will make your station's rating #1 R&B or top 40. Immediately. 3rd endorsed, will relocate, settle. Box A-295, BROADCASTING.

R&B—Top 40 jock. Draft free, 1st phone, married, ultra-tight, when I say swing, I mean move—Broadcast grad, radio/TV experience, looking for western states—Squire, 710 Walnut, Ukiah, Calif. 707-462-7654—Available now!

Negro dj-announcer seeks opportunity. Willing, hard worker. Tight board, 3rd endorsed. Will relocate. I'm hungry. Write Eddie Haymes, 129 E. 49th St., Brooklyn, N. Y.

Bubbly, bright voiced, convincing on air salesman wants new challenge. Major market MOR only. Quality and craftsmanship in a professional with P.D., TV experience. Phone 512-968-5143 collect.

Experienced top-40 man looking for greener pastures. Will consider any formal if money is right. Prefer Conn., Mass. or Rhode Island. But again money rears its beautiful head, and I will definitely follow. Size of market no concern, as long as wage is decent. Call 1-203-623-0233 before 3 o'clock or write: Occupant, 146 South Center St., Windsor Locks, Conn.

DJ with 1st. Experienced. Military completed. Want something in Los Angeles area. Phil Knight, 11104 Weddington 3A, North Hollywood, Calif., call 763-5676 after 6 PM.

Announcing school graduate seeking position in news, MOR or light music. Single, veteran, third endorsed. Station managers saying "Not conducive to our format", I disagree. How about you? Call or write, Tom Waldron, 27 Richard Place, West Haven, Conn. 203-934-3559.

Wanted: Adult approach in news, sports, music; 6th year broadcasting, 1st phone, family; want professional operation, mature management. Desire S.W. or Florida. J. P. Roberts, 928 Dayton Dr., Galesburg, Ill. 309-343-7838.

Four months experience as football announcer and dj. Capable of doing all play-by-play. Strong writer; will relocate anywhere. Len Kowitz, 120 Maplewood Ave., Hartford, Conn. Tel.: 203-232-0052.

DJ/announcer, 3rd endorsed, college grad. can work both R&B and top 40 formats well. 8 years experience. Will relocate, Darryl Efersole, North Hollywood, Calif., phone 213-762-8154.

DJ-announcer, age 21, married, draft exempt. Wants rocker or up-tempo MOR. References. Contact D. A. Ressler, II, Euclid, Ohio, 216-486-0968.

Employed dj presently seeking play by play sports-casting. Inexperienced, have knowledge of sports. Robert Ferriter, 468 Wethersfield Ave., Hartford, Conn. 06114.

MOR, rock, 15 months AFRS, ready Aug. 1, tight, 3rd, experienced in production, spot writing, prefer Illinois, take others! Tape, resume, Kenneth Smith, Box 265, APO, N.Y. 09338.

Intelligent enthusiastic, versatile announcer. Service complete, 1 1/2-yr. radio experience, 3rd endorsed, prefer northeastern or southeastern states, contact Melvyn N. Toomer, 30 East 127th St., New York, New York, 10035 or 212-534-6181.

Experienced, third endorsed. Good delivery. Married. Veteran. John Benson, 760 Dempster, Mt. Prospect, Illinois. Phone: 312-437-0582.

Announcer. 1 1/2 yr. experience. Good voice, above average news and production. Now working (AFTRA) station week-ends in L.A. Would like west or northwest area. Medium market. Good references, married, 30 yrs. old. Phone 714-636-1202 or write 2001 S. Haster St., #4-C, Anaheim, Calif. 92802.

Technical

1st class engineer. Long on experience. Age 50. Ohio area. Available immediately. Box A-227, BROADCASTING.

Broadcast technician: First phone. Technical school graduate. Experienced. Draft exempt. Box A-279, BROADCASTING.

Technical—(cont'd)

Engineering position wanted at University radio or TV station by a young married engineer experienced in all phases of AM & FM technical operations including supervision. Reply Box A-293, BROADCASTING.

NEWS

News director now with top rated midwest AM/FM seeks opportunity. Box A-72, BROADCASTING.

Broadcast journalist; experienced in all facets of the media (1st phone and some TV). 27, family man. If your organization is committed to serving the community, needs dedicated manpower to provide that service, and is willing to pay . . . Write Box A-228, BROADCASTING.

Available in April: 6 years radio, TV, MA candidate at Penn State. Box A-229, BROADCASTING.

A young, but experienced radio journalist would like to direct an intelligent, creative, hard-hitting news department. Three years with a nationally recognized news operation in a major southwestern market. Stable, married with one child. Minimum to start \$800 month. Box A-235, BROADCASTING.

News director midwest desires to rejoin radio news field after metropolitan public relations and newspaper experience. Eight years news experience including one year as editor at one of the midwest's oldest, finest 5 kilowatt stations. Box A-239, BROADCASTING.

News director, seeks large market challenge. Responsible, hard-driving administrator . . . Strong on-the-air presentation. Ten years as news director. Box A-263, BROADCASTING.

Programing, Production, Others

Medium market contemporary wanted as outlet for six year accumulation of basics, experience and ability. I program, you profit. Rock. Box A-175, BROADCASTING.

Professional broadcaster, chief engineer/operations. Presently at station near top of the market list. Desires to make change. Box A-282, BROADCASTING.

Program-production director with seven years experience, college degree, and draft exempt. A professional radio man looking for a challenging position with an organization offering a promising career. For tape and resume write Ray Edwards, 1417 Clermont Drive, Birmingham, Alabama.

Program director, "top-40", (dj), experienced, 3rd class. Specialize new or changing to top-40. Boss sound, knows music. After 5 pm., 513-631-5428.

Operations manager—chief engineer—Available for small market AM-FM. Married, 9 years experience sales-announcing. —Production—CATV-management. Phone or write Ron Meyer, 2 Birchwood Park, Gishkill, N.Y., 914-896-9042.

TV—Help Wanted—Sales

Television salesman wanted—Miami's dynamic channel 23 seeking hard selling TV professional. Excellent draw, high commission. Send resume: General Sales Manager, WJAX-TV, 695 N.W. 199th Street, Miami, Florida 33169.

Announcer

Major midwest TV/AM station wants sportscaster. Rewrite, play-by-play, studio shows. Will need resume, audio and video tape. Write Box A-14, BROADCASTING.

Technical

Midwest ETV station looking for engineer. 1st phone, experience necessary. VHF. Transmitter, hi-band VTR, studio equipment operation and maintenance. For more details send resume to Box A-199, BROADCASTING.

Technician wanted who can maintain microwave, head-end equipment, and TV studio equipment for CATV system in Kansas. System owned by large MSO providing fringe benefits and excellent future opportunities. Radio-telephone second or better required. Company car provided. This is a very interesting position providing opportunity to work with audio/video, RF, microwave and variety of instruments. Box A-201, BROADCASTING.

Experienced engineer with first phone. Maintenance position with some supervisory duties. Southwestern VHF, \$8400. Send brief resume—including specific types of equipment with which you are familiar to Box A-247, BROADCASTING. All replies confidential.

TELEVISION—Help Wanted

Technical—(cont'd)

Wanted—Chief engineer to supervise construction of new UHF TV station and take full charge of existing AM-FM facility. Progressive eastern group of stations. Box A-257, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years in radio and TV engineering. Past three and one half as chief of VHF-TV station. Write Box A-287, BROADCASTING.

Chief engineer—large ITFS multi-channel, operation in Catholic school system in N.Y. area. First phone. Studio and transmission operations. Considerable opportunity for innovation, and some designing. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-290, BROADCASTING.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finnegan, WLBC-TV, Muncie, Indiana 47302.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour; excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

NEWS

Young, experienced reporter, to anchor new daily newscast, plus street work. Know production. Resume and salary to Box A-233, BROADCASTING.

Chief photographer for network affiliated station in top ten market. Responsibilities will also include silent and SOF street assignments. Box A-251, BROADCASTING.

We are expanding our news staff! Need a newsmen well versed in all phases of television news to join our aggressive news team. Must be able to film and write news and have the ability to do on camera reporting. Contact Al Fleming, News Director, WTVM-TV, Columbus, Georgia.

Programing, Production, Others

Film director wanted for station in major market. Film editing background required along with administrative experience. Profit sharing plan, good all around benefits at a great station. Send resume to Box A-133, BROADCASTING.

Ideal opportunity for young graduate with R-TV major to become production director and assistant program director with a group acquiring additional broadcast properties. Please reply to Box A-203, BROADCASTING.

Qualified scenic designer needed for 3rd market station. Must be experienced. Position open now. Reply with resume and samples of work to Box A-204, BROADCASTING.

TV traffic manager. We seek a well experienced man who can organize and supervise. Must be able to take hold and meet deadlines. Pride in work a necessity. Top salary and fringe benefits with booming VHF station in top fifty market. Send resume reference and salary details in first letter to Box A-216, BROADCASTING.

Wanted: Announcer-producer—not just a man who talks, but one who can think too. This man may be located at a radio station, wanting to join the team of one of the most successful TV stations in the southeast; good salary, paid vacation, insurance benefits and profit sharing plan for the right man. Send VTR and resume to Box A-277, BROADCASTING. An equal opportunity employer.

Switcher—Production personnel needed for new expanding UHF in Tennessee capital. Excellent opportunity for right men who want to move up. Send resume to Mr. Edwin Walker, Box A-284, BROADCASTING.

Artist: Young artist with all-round knowledge of TV art. Includes: hot press, lettering and scenic design. Must be experienced and able to work well with others in this three man department fine working conditions in this active Time-Life station. Send resume and samples of work to: Mr. William Wild, Television Production manager, WOOD-TV, 120 College S.E., Grand Rapids, Michigan.

TV Production supervisor—Challenging position. Extensive experience with minimum of 2 years in production. Network experience preferred. Degree required. Salary range \$858-\$1,044 monthly. Send resume of training and experience by February 4, 1969, to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo Road, Las Vegas, Nevada 89109.

TELEVISION

Situations Wanted—Management

Public affairs—group specialist relocating, California. Eminently successful management level background. Top group references. Box A-164, BROADCASTING.

Sales

Summer work wanted, senior broadcast major, University of Missouri school of journalism, interest mainly sales and promotion, available June 10, for resume write: Box A-266, BROADCASTING.

Announcers

2 years experience, 3rd phone, news, DJ, camera, taping, 22, family, will relocate. Steve Brown, 2006 S. Beacon St., Muncie, Indiana, 317-284-2183.

NEWS

Top pro TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northeast. Box M-223, BROADCASTING.

Executive producer of news—top 5 market. Experience: 12 years, including networks. Top references. Employed Married. Want management position. Box A-250, BROADCASTING.

Wanted—Full time anchorman or second man slot. Currently weekend anchorman. The equipment's here, need the opportunity. College degree, 12 years Broadcast experience. Box A-261, BROADCASTING.

Looking for a TV news photographer? Experienced in 16mm, color, B&W, commercials, processing, editing—dependable—will relocate—but prefer west. Available immediately. Box A-272, BROADCASTING.

Programing, Production, Others

Producer-director. Creative and imaginative pacesetter with 13 years solid experience all phases TV production, seeks challenging position with progressive firm. Box A-158, BROADCASTING.

Writer-producer (TV). 7 years experience seeks Boston station preferably with commitment to "specials". Authoritative voice. Neat appearance, conscientious. Presently employed. Excellent references. Confidential resume, photo, audio/video tapes. Box A-241, BROADCASTING.

Art director: All progressed up and no place to grow. Specialize in versatility. Sales-minded, and sincere. Seeking opening in top 50. Box A-288, 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 Irtubide St., Laredo, Texas 78040.

Used 50 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

Private educational institution seeking contributions of new or used radio and television equipment for establishment of FM radio, closed circuit TV and TV production facilities. Contributions tax deductible. Shipping paid. Miami Bible College, 2300 Northwest 135th Street, Miami, Florida 33167.

Gates SA-40 console, excellent condition. Altec 660-A microphones, KOZE Radio, Lewiston, Idaho.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For sale: Self supporting 240' Dresser tower w/60' mast capable of handling a 6 bay FM antenna or microwave dish. Only 25' x 25' required for base of tower. Terms available. Call or write Art Silver, Dir. of Eng., 609-924-3600, Nassau Broadcasting Co., Box 1350, Princeton, N. J.

Continental Electronics PRO/LOG programmer/logger type 913-20. In service KMYR available February 1st. Scully music transports 4 track stereo. McCarta single play and carousels 2 track stereo. Programmer compatible with IBM traffic accounting. Perfect mechanical and electrical condition. Call collect: 303-936-3495. Radio Station KMYR, 7200 W. Alameda Ave., Denver, Colo. 80226.

Eastman 250 projector. New Intermittant, take-up, etc. Still frame. 213-884-1712.

Nems-Clarke 108-E. Will monitor 2 to 8 towers. \$495.00. WNLC, New London, Connecticut 06320.

FOR SALE—Equipment

(cont'd)

Best deals—Spotmaster, Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, QRK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Schafer stereo automation, used less than year. KTBT, Garden Grove, California.

Gates yard console, excellent. Gates BC-IT plug-in crystals 1590 and 910 kc. KOZE Radio, Lewiston, Idaho.

Color projection equipment. Used RCA TP-66 projectors, Spindler & Guppe dual drum slide projectors and 3 vidicon color cameras available. Also large assortment of Tektronix vectorscopes, and waveform monitors and Conrac Monochrome and color monitors ready for sale. Bargain prices for high quality equipment. Write, wire or phone Ed Ries and Associates, 414 N. Alford Street, Los Angeles, Calif. 90048, 213-651-5080.

For Sale: Western Electric 504-B2 and 504-B6 transmitters. Identical one kilowatt driver stages, can be used as transmitters. Both working. Contact: F. P. Clay, Jr., C.E., WRVC, 2712 Colley Ave., Norfolk, Va. 23517. Phone 622-4600.

\$4750.00 buys a Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. Also available 500 feet of used 3 1/2", 51.5 ohm, rigid transmission line in 20 foot sections at \$3.00 foot. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701, A.C. 512-478-8521.

Raytheon 1kw AM transmitter 250 watt composite FM transmitter with Gates exciter, two element Andrew Antenna. Make offer. WORX, Box 95, Madison, Indiana 47250.

Removed from service . . . Gates two channel dualmux model SA-50 console, . . . RCA 76B console . . . Gates waist high racks, jack strips, audio items . . . contact Bob Hallgren, KGMC, Englewood, Colorado. 303-761-1150.

Two General Electric 50 watt remote pick-up transmitters, 150-170mc band. Good condition, complete with one DC and one AC power supply. Model #ET21, about five years old. One unit may be used for continuous duty with AC power. A great buy. Best offer over \$350 takes both. Call 606-789-5311 and ask for Fyffe.

Mobile video tape van. Completely equipped. Two studio cameras. Film chain. Ampex 1100 video recorder. Ber-Ray Productions, 427 West 70th Street, Kansas City, Missouri 64113.

Mobile TV van, 1966 International. All wheel drive, cab with van body. Completely air conditioned. Electrically heated. 5kw regulated Onan generator. Diamond plate roof, 3 ton winch and 40' hydraulic mast. Can also be used for signal survey van. For information phone 609-967-3012. Mr. John F. Scarpa, P.O. Box 100, Avalon, New Jersey.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Thinking southern California? Updated listing of station PD's, agents, unions, names and addresses you need! Send \$3.00, Box 5079, Beverly Hills, California 90210.

Deejay lines by top comedy writers. Free sample. Hurmor Originals, Box 86, E. Meadow, N.Y. 11554.

Keep call letters in newspaper pictures with close-to-mike ID Plates. Custom-made, inexpensive. Write—Media Stringers, Box 646, Hopkinsville, Kentucky.

16" transcription library, programs, 1940's-1950's. \$1.50 each postpaid. Over 10, \$1.25. O'Brien, 1160 Russell, Aurora, Ill. 60506.

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.

INSTRUCTIONS—(cont'd)

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, 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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston Texas 77002.

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 April 2, July 9, Oct. 1. 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, Comboman, 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 \$360. Classes begin at all R.E.I. Schools Feb. 10, Mar. 17, Apr. 21. 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.

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First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266, (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01095, (413-569-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results. Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

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INSTRUCTIONS—(cont'd)

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school! Box 6071, New Orleans.

See our display ad under instruction on page 119. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted

Management

RADIO EXECUTIVE

We want the finest young radio executive in the country! The man we need probably doesn't need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. Chicago base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to

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Continued expansion of a dynamic national company has created two key openings in Product Management. Your principal function will be to provide recommendations for levels of quality, quantity, price, service and parts, plus sales support in presentation of sophisticated systems. Requires full working knowledge of products and markets.

(1) AM/FM BROADCAST EQUIPMENT

All products, including microphones, consoles, monitoring equipment, towers and antennas.

(2) VIDEO TERMINAL EQUIPMENT

Video switchers, amplifiers, special effects, sync generators, monitoring and test equipment.

All inquiries will be treated confidentially. Send your resume to
Miss P. M. Hicks, Personnel Manager.

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An Equal Opportunity Employer

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Needed for best small market station in Mid-west. WCSI AM/FM Columbus, Indiana. Live and work in one of Americas truly great communities. This is a rare opening in our Sales Dept. Assume an account list which is now producing five figure income. Mail resume with photo to:

W. R. Williamson, Sales Mgr.
501 Washington Street
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Outstanding Sales Opportunity

Large established single market station has permanent opening for professional, experienced salesman. Possibility for advancement. Take over established billings in progressive northern Illinois market. Must be self starter with no problems. Stability and ability to grow with organization, a must. Right man can do five figures first year. All new facilities, attractive fringes.

All details, first letter to: Richard Jakle,
WRMN, 181/2 Douglas Ave., Elgin, Ill.

NEWS

NEWS DIRECTOR

Large established single market station has Feb. 1, news director opening. Experienced, professional with ability to grow with organization a must. All new facilities, salary and fringes attractive to right man. Live and work in excellent northern Illinois community. All details, first letter to:

Richard Jakle, WRMN
181/2 Douglas Ave., Elgin, Ill.

Situations Wanted

Management

Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programing, play by play, news, good music, editorials, community involvement.

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TV/RADIO/CATV EXECUTIVE AVAIL.

No Hotshot Charlie! Wide experience over 30 years, all phases, with know-how to gain you profits, prestige. Salary negotiable per opportunity.

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Management—(cont'd)

Top Management

Capable, well-known broadcaster, under 40, with ownership and management experience is seeking greater opportunity. Background includes all size markets, all formats and network. Presently general manager in one million plus market.

Well versed in all phases of radio, sales, promotion, accounting, FCC rules, music, news, public affairs, sports. Outstanding record of community service.

Seeking management position in similar size market or with responsible chain. Will provide other talented executives for management team.

Salary minimum in medium five figure bracket with incentive bonus. Present ownership will provide superior references.

Will relocate anywhere except deep south. Personal interview requested.

Box A-281, Broadcasting.

Announcers

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

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Major Market Background
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*BROADCAST TECHNICIANS

Television technical school plus 5 years' experience in VHF station equipments operation and maintenance.

*INSTRUCTORS

Television technical school plus 5 years' experience in VHF station maintenance plus 2 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

AVCO
Field Engineering
P.O. Box 41300
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Solid career opportunities for up to 10 qualified men to complete installation of broadcasting facilities for public television network, then continue in operational positions. New 50,000 sq. ft. full color facility, with three studios, is now under construction in key Middle Atlantic metropolitan area. Letter with resume to:

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TELEVISION ENGINEER

To operate and maintain equipment of an electronic nature and all other gear for a Multi-Media center. Must hold First Class Commercial Radio-Television License, or its equivalent, or have formal or trade school training of the same level with a minimum of two years engineering experience working with broadcast quality television or radio equipment. Must be able to assume all functions with regard to television production crew, and in roll of engineer, to produce the most professional quality television production possible. Please send resumes to

Box A-273, Broadcasting.
An Equal Opportunity Employer

NEWS

TV Sports Reporter

Ability to write, comment and investigate local and national sports issues. Must be solid on-air man. Top group-operated station. Excellent salary and benefits.

Box A-186, Broadcasting.

NEWSREEL CAMERAMAN

VHF station in top 10 market needs a creative, energetic, experienced news cameraman to join a young, strong and growing news department. Excellent pay, benefits. Send resume and reel to

Box A-274, Broadcasting.

Program, Production, Others

RADIO & TV SPECIALIST

An unusual opportunity for a man well grounded in broadcast media. We are a merchandising complex composed of food, drug and discount stores operating in 15 states. Perhaps you are presently employed as an advertising manager in a retail establishment. Or, you are currently engaged as a copy writer in an advertising agency. You will have charge of a new department with responsibility for creating radio and TV commercials and buying airtime in various markets. An opportunity to get in on the ground floor of an expanding organization with a bright future. Write complete details including education, experience and salary requirements. Replies held in strict confidence.

Box A-255, Broadcasting.

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Pacific Coast major market TV station needs experienced documentary writer/producer at once.

This writer should have considerable experience in a metropolitan TV news department and some experience as a documentary writer. We want to talk to top notch creative people with ability to research—write and produce—as part of the west's best TV news Staff.

Send examples of your work and complete resume to:

Box A-18, Broadcasting.

BOSTON SALES PROMOTION

Great opportunity to run a department devoted to sales promotion, development and research. Large art department and print shop to do your graphics; aggressive sales force ready to translate your ideas into dollars. Send resume, samples and salary requirements in confidence to

Box A-52, Broadcasting.
An Equal Opportunity Employer.

Situations Wanted

Sports Director

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred. \$15,000 minimum. Have VTR, SOF, audio tapes.

Box A-11, Broadcasting.

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Created for men qualified for top-level positions. If you require a higher salary, relief from a stagnant situation, or merely need to preserve or improve valuable abilities, you should request our free folder.

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BUSINESS OPPORTUNITY

MULTIPLE STATION OWNER

● DO YOU NEED \$100,000 additional net income?

● DO YOU NEED your regular billing increased?

● DO YOU NEED operating expenses cut?

● DO YOU NEED more competent personnel?

for quick action, call
(213) 830-7034.

This program requires no station investment. We prefer a 4 to 7 station multiple. Single station may be considered.

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1. **TV VICE PRESIDENT & GENERAL MANAGER** for group owned station in Midwest medium market. \$25,000 plus incentive for young executive on his way up.
2. **TV GENERAL SALES MANAGER** for top 10 market UHF station. Ideal for man about 30, willing to start at \$20,000 plus percentage of increase.
3. **TV DIRECTOR OF ENGINEERING** for major broadcast company. EE degree or equivalent required. New York base with some travel. Salary \$25,000.
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INCORPORATED

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PRESIDENT

(Formerly with BELMONT ELECTRIC)

* Would you like *
* your show aired on a New York Station? *
* All formats considered. Will send details *
* upon receipt of tape. Send to: *
* Program Director, P.O. Box 452 *
* Radio City Station *
* N.Y., N.Y. 10019 *

NEED HELP?

Place Your AD in

Broadcasting

where it receives
nationwide display.

WANTED TO BUY—Stations

MAJOR MARKET GROUP

owner is seeking additional properties.
Reply in confidence.
Box A-265, Broadcasting.

ATTENTION

Arizona-California-Florida
New Mexico, Oklahoma or Texas
Financially responsible group wants to buy
a full time AM in the top 100 market
cities. Deal direct with principal.
Box A-278, Broadcasting.

CATV FRANCHISES

We want to buy your CATV Franchise or System for
cash to \$2,000,000.00, or cash and stock or stock.

Airmedia, Inc.

Box 3032, Fort Pierce, Florida 33450, Code 305-464-1400

FOR SALE

Stations

MUST BE SOLD

Major market, New England daytime. Ethnic programed. Not a distress sale but owner will sacrifice for immediate action. Must be sold before February 15th.

Contact: CHAPMAN Associates, Phone 404-351-5591.

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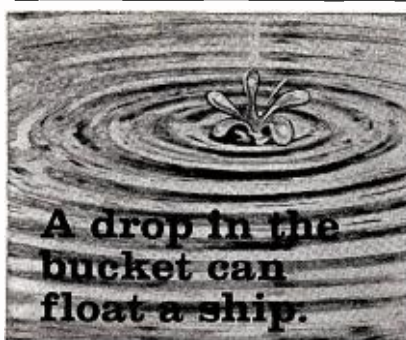
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Radio Station—Profitable in live wire Western Pennsylvania Community, with tax advantage for right purchaser.

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Confidential Listings RADIO—TV—CATV N.E.—S.E.—S.W.—N.W.

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Hollywood, California 90028 • 213/469-1171
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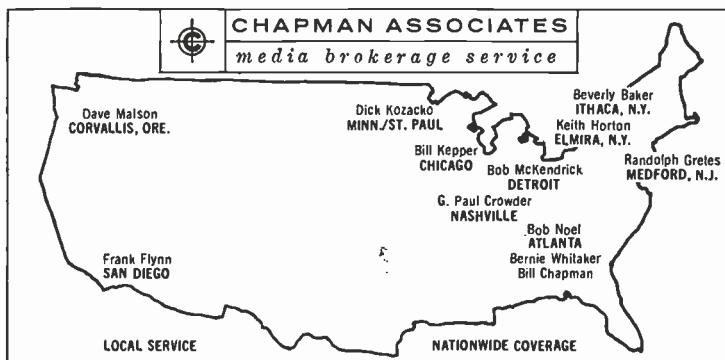
I am enclosing \$_____ as my share of HOPE.

Name _____

Street _____

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South major	profitable	\$1,031M	terms	South metro	FM	\$ 80M	terms
Gulf metro	AM & FM	190M	\$100/3y	South small	profitable	100M	terms
M.W. small	FM	160M	terms	M.W. small	AM & FM	235M	cash
M.W. medium	AM & FM	200M	terms	West major	AM & FM	450M	terms
West medium	fulltime	175M	cash	N.E. major	profitable	650M	29%/nego

CHAPMAN ASSOCIATES
media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 108)

■ KOBH-AM-FM Hot Springs, S. D.—Broadcast Bureau granted assignment of license from Fall River Broadcasting Corp. to Major C. Short for \$80,000. Sellers: Russell M. Stewart, president et al. Mr. Stewart owns 33 1/4% of KNEB-AM-FM Scottsbluff, Neb. Buyer: Mr. Short is former musician, discotheque manager and night club, theater and television entertainer. Action Jan. 17.

■ WAEW-FM Crossville, Tenn.—Broadcast Bureau granted assignment of license from H. F. Lawson to WAEW Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Lawson owns 50% of WLET-AM-FM Toccoa, Ga. Action Jan. 10.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Jan. 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Vallejo, Calif.—Gibson Radio & Publishing Co., in association with Community Television Inc., Denver (multiple CATV owner), has been awarded a 20-year franchise. Six other companies that submitted applications were Bay Cablevision Inc. of Berkeley, Calif.; Nation Wide Cablevision Inc. of San Carlos, Calif. (multiple CATV owner); Teleprompter Corp. of New York (multiple CATV owner); Televents of California Inc., Martinez, Calif.; Triangle Cable Co. of Oakland, Calif.; and Vumore Cablevision of California, San Leandro, Calif.

■ Croyle, Pa.—Nanty Glo CATV, Nanty Glo, Pa., has been awarded a franchise. There will be no charge for installation and a \$4.50 monthly fee.

■ Farmington, Me.—Franklin Cable TV has been granted an exclusive franchise.

■ Worcester, Mass.—Parker Industries Inc., Worcester, has begun operation. Cost of the service is \$10 for installation and \$4.95 monthly.

■ Pontotoc, Miss.—Mississippi Transmission Co. has begun operation. The firm has also purchased Houston TV Cable Co. in Houston, Miss. The aggregate price for the Houston system, plus budgeted rework of the Houston system, was reportedly about \$130,000. Officers of Mississippi Transmission are E. D. Larson, president; J. P. Little, vice president; and W. R. Lamb, secretary-treasurer. Mississippi Transmission, with general offices in Batesville, Miss., also has franchises in Batesville, Lambert, Marks and Water Valley, all Mississippi.

■ Salisbury, N. C.—Cablevision of Salisbury Inc., owned by multiple CATV owner Jefferson-Carolina Corp., Greensboro, N. C., has begun operation. M. H. Crocker, president of Jefferson-Carolina, said operations had begun on a temporary basis as a result of a new set of FCC rules on cable TV. A nominal monthly fee has been initiated, but a \$5 monthly rate is allowed under the company's franchise.

■ Hazleton, Pa.—Mountain City Television Co., Hazleton, has increased its rates \$1 per month to \$4.75. Under its franchise Mountain City pays 2% of its gross receipts. In 1968 the company paid the city \$5,411.

■ Tamaqua, Pa.—Service Electric Cable TV Inc., Tamaqua, has increased its monthly service rate \$1 to \$4.50. Service Electric also owns Mountain City Television Co. in Hazleton, Pa. (see above).

■ Palestine, Tex.—Palestine Community Cable Inc. has applied for an exclusive 25-year franchise. Principals of the firm are Ben Slack of KNET Palestine, president; Marshall H. Pengra of KLT(TV) Tyler, Tex., vice president; and Tolbert Foster of KNET as secretary-treasurer. The company would charge \$5 monthly and pay the city 20% of the system's gross receipts after installation costs and equipment costs have been amortized, and would pay 2% of the system's gross receipts until such capital costs have been amortized. Harry Herrington, a Palestine businessman, also intends to submit an application. American Cablevision Co. (multiple CATV owner), Beverly Hills, Calif., is currently offering cable service in Palestine under a franchise granted in 1952.

"A salesman must believe in his product," mused the new president of Radio Advertising Representatives, Perry B. Bascom.

And Mr. Bascom, from his statement and seemingly endless optimism about his industry, obviously takes this criterion to heart.

"My first love is radio," he asserted. "It's vibrant, unique, and much tougher to sell than television. It has to be sold with more sophistication. A salesman can't go out any more with just a rate card or rating book."

He feels his company in particular is well-equipped to help advertisers with their complicated statistical needs. Westinghouse operates a marketing information bank, which supplies quantities of research and marketing aids.

Statistics are not the only advantage RAR has, Mr. Bascom contends. The rep's small size—only 10 stations "of excellent caliber"—means the men can become more personally involved.

"We have a travel program," he explained, "in which the salesmen visit the stations at least once every 18 months to be introduced to the station personnel."

Keeping in touch with the stations is only a small part of the "hard work" which Mr. Bascom lists as another criterion for a salesman.

"He must further his skills," he added, "and acquire new techniques for using marketing information."

"A salesman must also be inquisitive," Mr. Bascom noted. "He has to ascertain the marketing objectives of the advertisers."

"He should also be flexible to be able to respond to help from management."

Management, on the other hand, should never pre-empt the duties of its sales staff, he asserted. In making presentations, Mr. Bascom plans to act on his own levels, and not usurp his own salesmen's responsibilities.

Except for a short period following service in the Navy during World War II, Mr. Bascom has spent his entire career in broadcast sales, a good deal of it with Westinghouse Broadcasting Co., the parent of RAR.

He started with Hearst Advertising Services in 1945, and later that year became a division manager for the Florida Citrus Commission, working out of Rochester, N. Y., and Philadelphia. In 1948 he entered the broadcast field as an account executive with WIP in Philadelphia.

New York was his next base. Mr. Bascom moved to WOR-TV as a salesman in 1954 and became sales manager before leaving in 1956 to join Westinghouse as eastern sales manager. He served as national radio sales manager from 1957 to 1961, then was sent

A radio salesman needs more than just a rate card

to Cleveland as general manager of WBC's KYW (now Philadelphia).

Mr. Bascom moved to Boston in 1965 as general manager of WBC's WBZ, and then to New York as vice president on the corporate staff last year, a few months before being named president of RAR in November.

Mr. Bascom very diplomatically refuses to name a preference for one city over another one. "They all have their uniqueness and challenge," he asserted.

"Cleveland has a lot of snow, and cold weather," he pointed out, "but I like that. Besides, if you like the job, you can stand the elements."

Week's Profile



Perry Bagnall Bascom—president, Radio Advertising Representatives; b. Jan 24, 1924, Bound Brook, N. J.; attended Bowdoin College, Brunswick, Me., before joining Navy in World War II; worked for Hearst Advertising Services for short time before joining Florida Citrus Commission as division manager, 1945; named account executive, WIP Philadelphia, 1948; salesman and sales manager, WOR-TV New York, 1954-56; joined Westinghouse Broadcasting Co. as eastern sales manager, 1956, became national radio sales manager, 1957-61; general manager, KYW Cleveland, 1961-65; general manager WBZ Boston, 1965-68; m. Kathryn Dawson, March 24, 1945; children—Janet, 21, Alan, 17; hobbies—horseback riding, sailing, tennis.

"Boston is great," he added, "because the mountains and the Cape [Cod] are nearby, and the school system is very good."

Mr. Bascom feels that the traveling has enriched, rather than hindered, the lives of his children, Janet, 21, and Alan, 17. The Bascoms are keeping their house in Framingham, Mass., until June, when Janet will be married and Alan finishes high school. They will then move to Scotch Plains, N. J.

Though moving around, the family has maintained a sort of "permanent residence" in Vermont—a cabin passed down through Mr. Bascom's family. The RAR president began horseback riding during his summers there as a child, and has fond memories of the Vermont county fairs. Vermont is also the setting for his two other sports hobbies—sailing and tennis.

The Bascoms keep two horses on their five acres in Framingham, a Tennessee walker and a Morgan, but Mr. Bascom is afraid there will not be room for them in New Jersey. He describes himself as an avid rider, only on weekends since moving to New York, but almost every day when he was in Boston.

The company has been keeping him busy traveling at the start of his new job, acquainting himself with the station clients. He expects to settle down more as the newness wears off, and turn more to aiding sales activities rather than remaining strictly with the administrative duties.

Mr. Bascom directs a staff of 28 at RAR in New York, and oversees offices in Detroit, Chicago, San Francisco and Los Angeles.

His enthusiasm and optimism for the business show in his bullish estimate of radio's prospects in 1969.

"Radio has proven its ability as a prime communicator," he declared. "There will be further recognition of radio—it will continue its upswing."

Mr. Bascom's enthusiasm doesn't wane in considering past projects, either. In reminiscing over the WBZ "traveling road show" sales presentation of last year—a musical revue staged for agencies and advertisers in Boston, New York and Chicago—he described it as "unique" and "something more like what a television station might produce," and, not only good salesmanship but "a lot of fun" as well.

His eagerness also extends to such projects as redecorating his office ("I want to put some color in it," he said) and traveling to places and countries he hasn't seen yet.

There seems to be mutual admiration between the RAR president and Westinghouse. This harmony alone should be an invaluable aid to Mr. Bascom, but his verve and zest should help even further as he digs into his new job.

Editorials

No letup now

At this time last year nobody was very bullish about 1968. For both television and radio 1967 had been a slow year. Forecasters were understandably reluctant to read the signs of early 1968 as indicating anything approaching the huge surge of business that the year was to produce. In BROADCASTING's "Perspective" reports of Jan. 29, 1968, the common mood was restrained optimism.

Now the reports for 1968 are in, as recorded in exclusive BROADCASTING estimates appearing elsewhere in this issue, and they show how remarkable the advances really were. Radio for the first time exceeded \$1 billion in time sales—a 15.8% gain over 1967. Television time sales shot well above the \$2-billion level—a 12.8% gain. Despite that record, the prevailing mood is, once again, restrained optimism. Though individual opinions vary widely, the consensus seems to be that gains will be made in 1969, but not at the rate of expansion that developed last year.

To look ahead through an entire year is, of course, a risky business. Right now there are indications of uncertainty. The stock market has been acting nervously. In Wall Street it is possible to hear that companies are trimming expenses or postponing capital investments. These may be temporary holding measures, taken until a clearer fiscal policy emerges from the new administration in Washington. But if prolonged, such measures could lead to a slowing of the rate of advertising spending. And that is a possibility that broadcasters would be wise to counter now.

The selling efforts of both media must not only be continued, but indeed intensified, even though both media have entered 1969 after the biggest year by far in their history. The selling effort must be addressed not only to the problem of maintaining growth in total advertising but also to the unique values of television and radio as advertising vehicles. If there is to be a slowdown in gross advertising activity, radio and television will have to work the harder to increase their shares of a stabilizing market. If total advertising continues to expand, the sales efforts will be even more productive.

Need for reform

It may be a while before President Nixon gets around to regulation of communications. The harassed and harangued FCC is a continuing body that legally needs no action from the President until the next vacancy occurs June 30.

Actually, however, for the good of the country, the FCC needs prompt attention. The new administration is well aware that there are big decisions to be made involving space and satellite communications aside from domestic broadcasting. The President knows the FCC is torn with internal strife, that there's unhappiness among licensees.

Mr. Nixon can look to at least three of his confidants for guidance. Secretary of State William P. Rogers must concern himself with the satellite consortium. As attorney general during the Eisenhower years, and as a private practitioner, he became thoroughly indoctrinated in newspaper and station-ownership matters. Herbert Klein, who fills the unique slot of communications director, was a West Coast editor with the Copley organization that used to have broadcast ownerships. Frank Shakespeare Jr., director of the United States Information Agency, has spent most of his working life with CBS.

The FCC was a vexatious problem for President Lyndon B. Johnson because of the psychological handicap of family

ownership of Texas and Oklahoma broadcast properties. Mr. Nixon is not confronted with such conflicts.

Mr. Nixon should have no recriminations about the fairness of the broadcast media. He's a winner. Eight years ago it was different. He was beaten for the Presidency by an attractive if relatively unknown senator who looked better in those television debates. This time Mr. Nixon mastered television. His new skills did much to elect him.

Newspapers preponderantly supported Mr. Nixon. So why should he give aid and comfort to the likes of those in the Department of Justice and at the FCC who would force newspaper divestiture of station ownership, or force broadcasters to go the ruinous "one-to-a-customer" route?

When the Nixon administration reaches communications on its agenda, it is bound to recognize the need for changes at the FCC. There are two—possibly three—commissioners who seem to believe it's a sin for a broadcaster to make a profit. Theirs is a purely socialistic concept.

That concept did not win the election for Mr. Nixon. If the exponents of that philosophy won't see the light and resign, an appropriate way of legislating them out of office should be found.

Where the action wasn't

A gaggle of anti-establishment demonstrators attempted last week to disrupt the presidential inauguration ceremonies in Washington. They didn't succeed.

On the night before inauguration day they were permitted to parade and to assemble in a tent erected for their convenience. Those events were given appropriate coverage in the press and on the air.

On the next day, during the inaugural parade, a number of demonstrators began shouting obscenities and throwing objects as the new President rode by. Police and military acted swiftly to put the most obstreperous under arrest and disperse the others.

In short, the authorities permitted the demonstrators to exercise their rights to peaceable assembly but prevented them from committing or inciting violent acts. It was an example of sensibly applied police power. No massive confrontation, no wholesale violence—no story worth the kind of coverage given to the demonstrations in Chicago during the Democratic convention.



Drawn for BROADCASTING by Sidney Harris



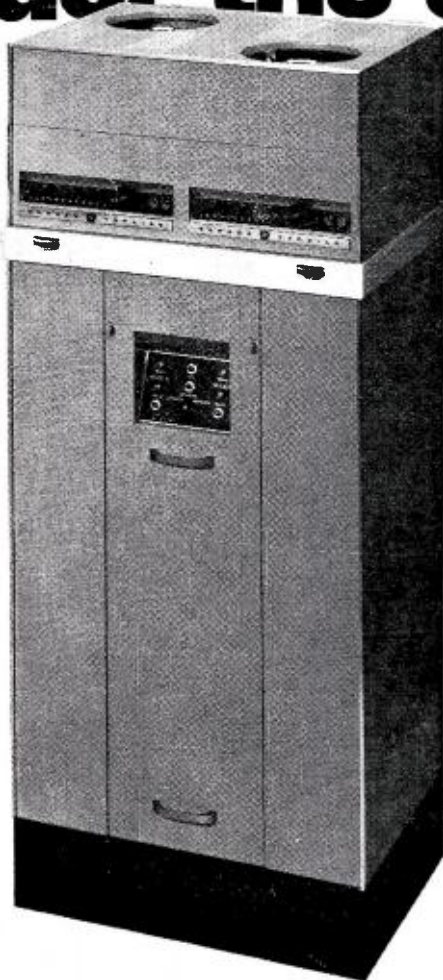
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