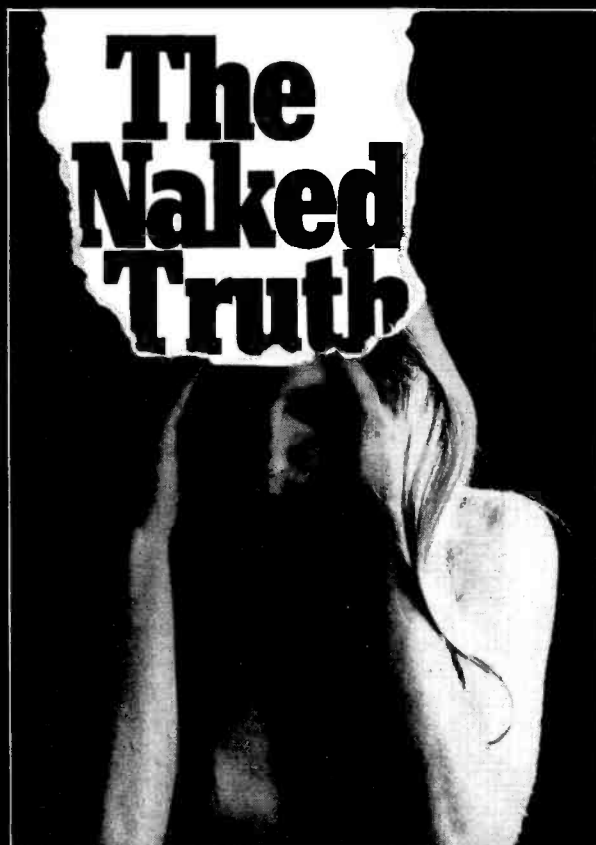




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Broadcasters left with no cards to play in smoking furor. p19
Apollo 11 mission: A remote that broke all the records. p28
SPECIAL REPORT: As much football as traffic will bear? p36
Will FCC finally give up on its 50-50 programming rule? p50



Sold in New York and Los Angeles to premiere this fall—now on WTOP-TV, Washington, D.C., Monday through Friday at 4:00 P.M.

"The Naked Truth."

Your entry into a world where people solve their problems through professional guidance:

A young girl heading for a correctional institution.

A wife helping her husband accept psychiatric aid.

A nurse distraught because she arranged an abortion for a young, married girl.

Many stories are tragic.

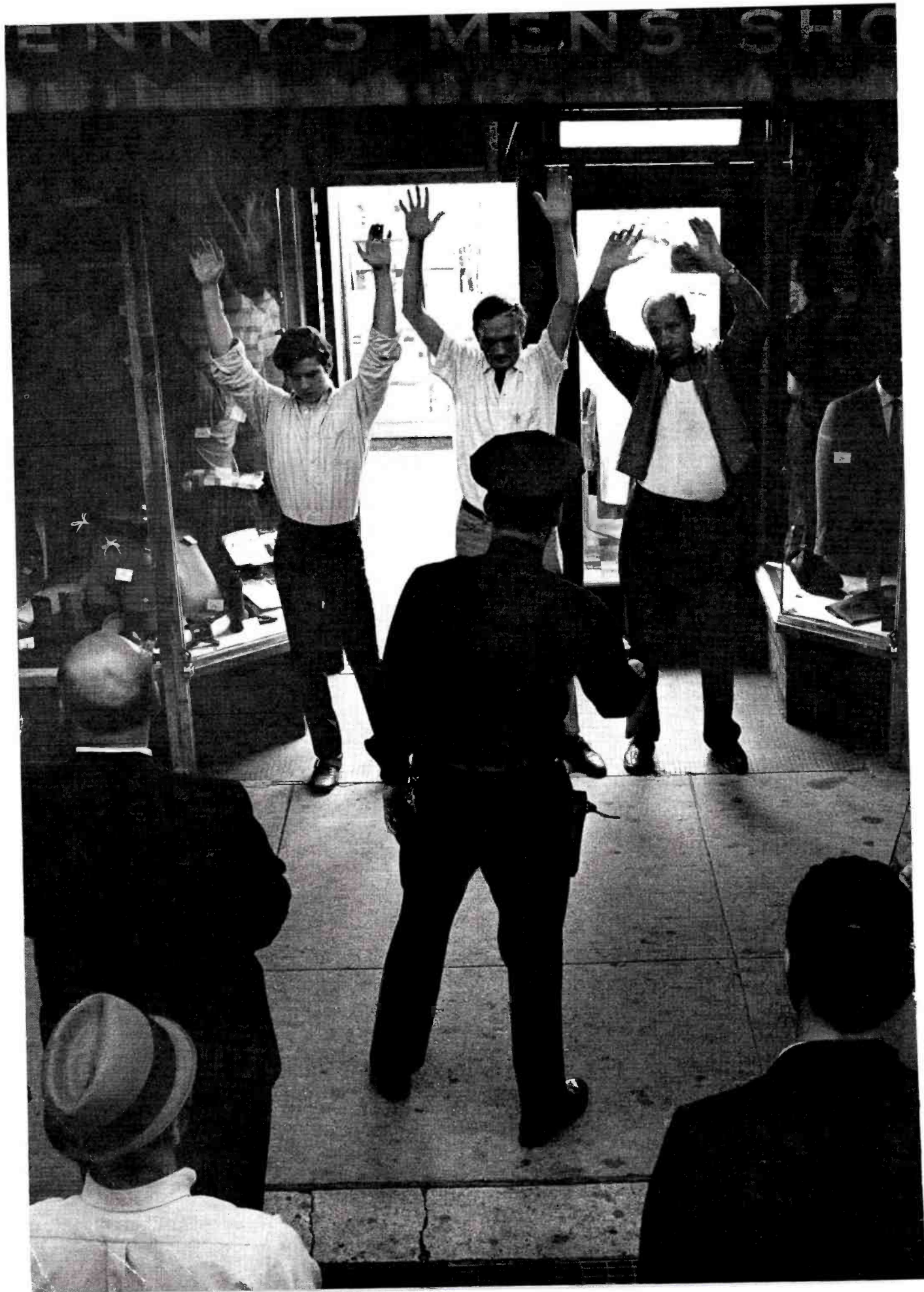
Some are amusing.

All are "The Naked Truth."

THE NAKED TRUTH

260 color, taped half-hours of the best in strip programming.

Distributed exclusively by **Screen Gems** 



Officer Bryant is about to receive the Los Angeles Medal of Valor Award.

Posthumously.

On May 13, 1968, while on routine uniformed patrol, Officer O. J. Bryant was notified that a robbery was in progress.

After radioing for assistance, he rushed to the scene, and singlehandedly confronted three male suspects, one of whom was holding a revolver.

He disarmed this suspect, and courageously ordered the felons to follow him as he backed out of the building.

As the officer momentarily turned to caution the crowd, one of the suspects drew a hidden revolver and fired without warning.

Although mortally wounded in the ensuing exchange of gunfire, Officer Bryant shot two of the felons, making possible their subsequent capture by officers responding to his earlier call for assistance.

Officer Bryant's mother accepted the posthumous award. It won't bring her son back.

Or the other 27 Los Angeles policemen who lost their lives.

But, every year, we broadcast an hour-long special devoted to the Awards presentations, in the hope that citizens will understand the policeman's job a little better. And try to make it easier.

In addition, we run a saturation schedule of one minute narratives by the chief of police, explaining the circumstances under which each officer earned his award.

We also cover the Citizen's Involvement Awards, initiated by us, and sponsored by the Los Angeles Chamber of Commerce.

The awards honor citizens who have risked their lives to come to the assistance of law officers.

It's one thing to talk about law and order.

It's another thing to understand the sacrifices made in their name.

And still another, to put your life on the line.

We remind our listeners of that fact.

KLAC/METROMEDIA RADIO



People Turn Us On!

In the nation's 12th ranked television market, KRLD-TV is the turned-on station — by more people than any other station.

The February/March 1969 ARB Audience Estimates show that from 9:00 a.m. to midnight, Sunday through Saturday, 13.8% more people view Channel 4 per average quarter-hour than the second station in the market.

Ask your H-R representative for choice availabilities to turn on the Dallas-Fort Worth market for your client.

KRLD-TV



represented nationally by  H-R

The Dallas Times Herald Station

CLYDE W. REMBERT, President

A little longer

FCC action on proposal to establish pilot domestic satellite system, already long past due, will be put off at least until fall, as Nixon administration makes intensive study of issues involved. White House, which regards development of policy governing domestic satellites as critical importance, has told commission administration wants 60 days in which committee to be composed of personnel from variety of government agencies can examine problem and consider most appropriate way to proceed. Committee would forward its views to commission, which has ultimate responsibility for making communications policy.

Commission, which has not acted sooner on its satellite proposal at least in part because of White House desire to review matter, has shown signs of impatience. But it has said it would cooperate in new study. Presidential assistant, Dr. Clay T. Whitehead, is to serve as chairman of committee, which may begin work as early as this week. Agencies to be represented will probably include Justice Department, Office of Telecommunications Management, President's Council of Economic Advisers, Office of Science and Technology, FCC.

Discoveries

The Journal Co.'s Milwaukee Advertising Laboratory is alive and well and after five-year run in cooperation with several local TV stations is piling up data as to impact and efficiencies of various media, especially TV, in which large part of work for variety of clients has concentrated. Among basic findings: (1) No longer any question advertising works, but often bit differently than expected; (2) there is some danger in over-communicating; (3) flights tend to be better than steady runs, and (4) media planning efficiency and media creativity are more important than "super-creative" message content, which counters trend of much agency opinion today.

More to come

To nobody's surprise, last week's cigarette-advertising events brought bitter repercussions, capped by one resignation from National Association of Broadcasters and its radio code. J. R. Marlowe, executive vice president of WGWR Asheboro, N.C., in resigning urged formation of new organization because "NAB evidently does not have the will to fight." Robert D. Enoch, owner of WXLW Indianapolis, criticiz-

ing broadcasters' complacency, said: "If broadcasting can invest so substantially in a landmark building [the NAB's new Washington headquarters] we can invest in a landmark effort to protect a free system of broadcasting."

Earlier in week Charles H. Crutchfield, president, Jefferson Standard Broadcasting, Charlotte, wrote NAB president, Vincent Wasilewski, that despite prospect of "bad press," NAB should "withdraw the cigarette phase-out plan immediately. That was before tobacco companies trumped NAB plan by offering to quit broadcast advertising as soon as end of year (see page 19).

Ever on Sunday

Mutual plans to broadcast on regular basis Sunday religious services from East Room of White House. Services are expected to be held whenever President Nixon is in Washington, with guests on invitation basis only. First broadcast over MBS was on July 20, starting at 3:36 p.m. EDT, in observance of Apollo 11 flight to moon.

Quiet burial

FCC investigation of charges networks staged news events at disturbances surrounding last year's Democratic convention in Chicago appears headed for inconclusive termination. Staff is reported to have told commission that conflicting claims regarding networks' activities cannot be resolved; matter is said to be further complicated, in case of CBS, by that network's allegation that at least one individual at scene of disturbance was seen wearing false CBS News identification. Staff is said to feel hearing would provide commission with no more solid information than it has now. As result, it is said to be ready to recommend case be dropped.

CBS and NBC, on basis of their own investigations, have denied that their personnel were involved in any of four alleged staging incidents listed by commission. ABC is said to have suspended one of its newsmen for 30 days as result of his participation in one of them (BROADCASTING, April 21).

Fore and aft

ABC Sports has made end run around National Collegiate Athletic Association ban on beer advertisers in college football games. NCAA had polled members last winter for amendment to rules that would allow network to get beer sponsors

for televised games. Such change requires affirmative vote by two-thirds of those voting and beer question came up with only 64.7% in favor. Defeated in that ploy, ABC has come up with regional beer sponsors—Stroh's, Hamm's and National—on its NCAA pregame and postgame shows. Since those programs do not involve live play-by-play, NCAA restrictions do not apply.

Whine-in

National convocation "for all citizens appalled at state of broadcasting" is already being planned by National Citizens Committee for Broadcasting for next April. Leading topic on agenda at New York conference will be "what local groups can do to make sure stations live up to what they say they will do," according to NCCB executive director, Ben Kubasik. Conference will be held soon after publication of book by NCCB chairman, Thomas P. F. Hoving, "Television and the Kept Society." Proceeds from sales of book will go to committee.

Dutch dispute

With plans already under way for observance in 1970 of radio broadcasting's 50th anniversary, effort is being made in Holland to enshrine station there as "first in world"—claiming it was established in 1919—year ahead of regular radio broadcasting in U. S. But one of Holland's leading newspapers, *De Telegraaf*, challenges claim in series of articles quoting U. S. and other authorities.

Dutch campaign had reached point where committee to celebrate anniversary was being formed with claim that Prince Bernhard, husband of queen, would serve as chairman. In one quarter effort was described as "one-upmanship on U.S.A., which is a favorite sport of Europeans."

Arab radio

B'nai B'rith and probably other Israel-oriented organizations are concerned over ad appearing in Arab propaganda publication (*Action*, June 28) soliciting sale of stock purportedly to acquire unnamed radio station in Washington "in the interest of better American-Arab understanding." Ad, placed by Starks & Associates, Blue Island, Ill., says corporation with capital of \$1 million being established. So far inquiry has failed to develop identity of station.



YOUTH WILL BE HEARD.

First we asked Apollo 10's astronauts what they thought it would be like up there.

And we got factual, scientific answers.

Of course, we said, they're over thirty.

So we asked some kids under thirteen. And heard never before expressed ideas on how Earth was made, and the planets. With a neat demonstration of how they'd walk if they were in space.

On "Martin Agronsky's Washington," we don't think it's always enough to talk to the people making news. In the nation's capital it's important to talk to the people they're making it for.

Five nights a week. From 6 to 7.

"Martin Agronsky's Washington." Unprecedented.

WTOP-TV

A Post-Newsweek Station

Cigarette advertisers head for door as tobacco industry tells Senate Consumer Subcommittee that industry is prepared to discontinue advertising on radio and TV in September 1970 when major contracts expire. See . . .

Broadcast left with no cards to play . . . 19

Sample survey of major newspapers and magazines finds vast majority of print media will continue to welcome cigarette accounts with open arms. 'Boston Globe' appears to be only significant holdout. See . . .

Transom's open at print media . . . 22

First TVB spot report based on advertising expenditures in 75 markets monitored by BAR shows Procter & Gamble continues in top spot-TV spender slot—\$14.7 million for first 1969 quarter. See . . .

P&G again leads spot-TV spenders . . . 24

Apollo men on Moon: Two-and-one-quarter hour mind-jolting telecast beheld by 125 million in U. S. alone. Houston space center says color cameras may accompany astronauts for next lunar landing. See . . .

A remote that broke all the records . . . 28

Most of comments on FCC's latest CATV proposals sound common note: revisions made last May are unfair and unworkable. Much of criticism is constructive, as companies offer their own solution to cable problems. See . . .

CATV gangs up on FCC's cable rules . . . 34

Television and radio football rights are only slightly higher this season as sponsors will again add some \$107 million to network coffers. Return of Joe Namath to game seen as boosting 1970 figures. See . . .

As much football as traffic will bear? . . . 36

MGM finds itself involved in another proxy battle as financier makes tender offer to buy up to 1 million MGM common shares and assume 17% control; MGM management urges stockholders to reject offer. See . . .

Back to the proxy wars for MGM . . . 46

FCC's seemingly perennial 50-50 proposed rule on network control of television programming is still on shoals as oral hearings held last week yield no new support. Westinghouse's alternative finds friends. See . . .

Will FCC finally give up on 50-50? . . . 50

Justice Department has its say on telephone company control of CATV systems; suggests FCC adopt stringent regulations to prevent companies from using leverage to thwart development of independent cable systems. See . . .

Justice warns of phone firms in CATV . . . 52

Canadian CATV operators, concerned over CRTC conditions on Toronto-area franchise grants—which go "much farther" than previously announced—plan to meet with commission Chairman Pierre Juneau. See . . .

A too-heavy hand on Canadian CATV? . . . 54

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Broadcasting

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**We'll show you more of Yosemite in a half-hour
than you'd see if you went there for a week.**



Yosemite National Park has been part of this country for over a hundred years. Unfortunately, the only way many Americans see it is on picture postcards.

And even the people who do visit each year, can't see what we can show them. Because our cameras can go places feet can't.

What's more, we not only covered Yosemite's 1,000 square

miles, we covered its 118 year history.

And you can see it all in our television special, "The Gardens of the Morning". The first program in our American Adventure series.

This year Group W is presenting 52 prime-time specials on its five television stations.

We're bringing you a different special on a different

subject each week. Some to inform. Others to enlighten. Still others to entertain.

And some like Yosemite that bring America to Americans.

GROUP

W WBZ · WBZ-TV BOSTON · WINS NEW YORK
KYW · KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE
KDKA · KDKA-TV PITTSBURGH · KPIX SAN FRANCISCO
WIND CHICAGO · WOWO FT. WAYNE · KPWB LOS ANGELES
WESTINGHOUSE BROADCASTING COMPANY

'Denver Post' wants split from Newhouse

Goldberg will place suit in New York court

Antitrust suit said to be "first major action" designated to restrain acquisitions by large corporations in communications media field is planned by *Denver Post* against S. I. Newhouse, leading newspaper publisher and group owner of TV-radio stations.

Former U.S. supreme court justice and U.S. ambassador to United Nations Arthur Goldberg said he intended to file suit next month in U.S. district court for southern district of New York on behalf of *Denver Post*, in which Mr. Newhouse's Herald Co. of Syracuse, N.Y. holds 16.8% interest. Mr. Goldberg said he will charge Mr. Newhouse with restraining competition and monopolizing dissemination of news and ask court to force Mr. Newhouse to divest himself of his holdings in *Post* and to curb his printing of locally edited roto-gravure newspaper supplements.

Mr. Goldberg viewed suit as "first real challenge to newspaper and television monopolies that have been building up over the last decade."

Suit is said to result from six-year struggle between Mr. Newhouse and Miss Helen Bonfils, surviving daughter of *Post* founder for control of newspaper. Last year Newhouse's Herald Co. filed suit in U.S. district court in Denver, charging newspaper's management with improper use of company funds and seeking public sale of stock held in newspaper's treasury and its employee stock fund. Newspaper denied allegations and filed counter charge last December in Denver court, claiming that Newhouse newspaper chain was trying to restrain competition in violation of Sherman and Clayton antitrust laws.

Mr. Goldberg said that Denver court suggested that counter charge could be handled more appropriately in separate suit. Mr. Goldberg added that decision was made to file suit in New York since that city is considered headquarters for Newhouse chain. Mr. Goldberg is now partner in law firm of Paul, Weiss, Goldberg, Rifkind, Wharton and Garrison, New York.

Relief asked is same that was requested in counter-suit filed in Denver last year.

Mr. Newhouse could not be reached for comment in New York Friday (July 25). He was reported to be out of city.

Mr. Newhouses's holdings include 22

daily newspapers; 20 nationally distributed magazines; newsprint and roto-gravure printing plants and seven TV stations, three AM and four FM radio stations. His broadcast properties are WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa.; KTVI(TV) St. Louis, and 50% of KOIN-AM-FM-TV Portland, Ore. *Denver Post* holds construction permit for KHBC(TV) (ch. 20).

Lee still faces hearing

FCC has refused to budge from position that Lee Enterprises Inc. must undergo hearing on concentration-of-control-of-media question in connection with application for new FM in Billings, Mont.

In rejecting Lee's position for reconsideration of April 8 hearing order, commission said in order announced Friday (July 25) that Lee's Montana newspaper holdings, as well as media holdings elsewhere, raise question of undue concentration of control.

Commission disputed Lee's contention that there are no standards to be applied in meeting undue-concentration issue. It said issue may be resolved rationally "upon the basis of known criteria (local, regional, and/or national), numbers and types of competing media and population served and degree of control of particular media in the applicant's hands."

Lee publishes only daily newspaper in Billings, and its Montana newspapers have about 60% of total circulation, all of Montana's daily newspapers. Lee also owns KHOA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn., and WTAD-AM-FM Quincy, Ill. It also holds construction permit for WMDR(FM) Moline, Ill., and has 24.875% interest in KFAB-AM-FM Omaha.

KTAL-TV renewal in sight

FCC is expected this week to renew license of KTAL-TV Texarkana, Tex., Shreveport, La., and at same time commend station for agreement it reached with group of black organizations in

area that had previously opposed station's license renewal.

Agreement, in which KTAL-TV specified measures it will take to insure equal service to all viewers, apparently outweighed in some commissioners' minds issue of concentration of control that was involved in consideration of license-renewal application.

KTAL-TV owners—W. E. Hussman-B. M. Palmer family—publish only two daily newspapers in Texarkana and have substantial interests in eight other newspapers in Texas and Arkansas communities. KAMD Camden, Ark., is under same ownership.

Commissioner Nicholas Johnson reportedly expressed considerable concern over proposal to renew KTAL-TV license in view of concentration question. But sources say he indicated he would support renewal after Commissioner Kenneth A. Cox said he would "overlook" that question in view of agreement with black groups.

Agreement was announced June 10 by Rev. Dr. Everett G. Parket, director of office of communication of United Church of Christ, which furnished legal advice and counsel to black groups. Once agreement was reached, groups withdrew petition to deny station's renewal application and asked that renewal be granted (BROADCASTING, June 16).

Argo sets TV push

Argo Industries Corp., New York, will begin 12-week television campaign in September for Porgy corn popper and Junior Chef line of toys. Argo plans to use children's programing on ABC-TV Saturday and Sunday mornings, and spot TV in 50 markets. Agency: Helitzer Advertising, New York.

Cigarettes are canceled

In wake of tobacco industry's announcement of plan to get out of broadcast cigarette advertising, WTIC-AM-FM-TV Hartford, Conn., announced stations are accepting no cigarette business effective Friday (July 25). All local cigarette advertising will be wrapped up by Aug. 31, stations said.

They are also contacting CBS (of which WTIC-TV is affiliate) and NBC (WTIC is affiliate) regarding termina-

tion of cigarette advertising on networks. Announcements were made by stations' president, Leonard J. Patricelli.

More schoolwork

Some 250 students will get advance training in intensified five-week course starting Aug. 5 at National Educational Television's training school in New York.

Students have already completed 14 weeks of study in cinematography, editing, and sound recording. NET spokesman said advanced training should equip them for work as assistant cameramen, editors and soundmen.

The school was developed as part of NET's *Black Journal*, which is produced by an all-black staff. Funding advanced training program are New York Foundation and S & H Foundation. Film is being donated by Eastman Kodak.

Kennedy on networks

Senator Edward M. Kennedy (D-Mass.) was to get prime audience Friday (July 25) as networks announced they would pick up his radio-TV appearance in Massachusetts at 7:30 p.m. EDT.

Friday morning Senator entered guilty plea in Dukes county court at Edgartown, Mass., to charges of leaving scene of accident July 19 in which Mary Jo Kopechne was killed. He was given two-month suspended sentence.

Senator Kennedy asked for radio-TV time to make statement to people of Massachusetts and networks subsequently arranged for live national coverage. All three TV networks, and CBS Radio, NBC Radio and Mutual Broadcasting System, slated coverage. ABC Radio chose not to provide live coverage. Origination was to be from Hyannisport, Mass., with WHDH-AM-TV scheduled to handle radio-TV pool pickup.

House gets CBS data

Representatives of CBS News went before House Investigations Subcommittee late last week to hand over subpoenaed films, tapes and other materials relating to newly reopened CBS-Haiti case. Subcommittee began executive sessions earlier this month on three-year-old incident, in which network news department was said to have covered and encouraged planned invasion of Haiti by exiles living in U. S., until operation fell through in Florida ("Closed Circuit," July 21). Material is understood

Week's Headliners

Cleo Hovel, executive VP in charge of creative services for Campbell-Mithun, elected president succeeding **Albert Whitman** who becomes chairman of executive committee, in turn replacing **Raymond Mithun** who moves to new post of chairman of financial and new enterprises committee. Mr. Hovel moves from Chicago office to Minneapolis headquarters. **Robert Burton**, executive VP-manager of Chicago office, becomes board chairman. **Jack Amon**, managing creative director moves up to Mr. Hovel's former post. Mr. Amon remains in Chicago.

For other personnel changes see "Fates & Fortunes."

to be voluminous, and subcommittee's next task is simply to wade through it before further action is taken.

Blair TV splits N.Y. office

Realignment of New York staff of Blair Television station division into two teams, one for East and one for West, is being announced today (July 28). To implement new approach, five salesmen have been added to division's New York staff.

Another pause in cable talks

At best it looks as if it will be well into August before there's resumption of negotiations between broadcasters and cable-TV owners on agreement initially worked out by staffs of National Association of Broadcasters and National Cable TV Association last May and shot down by NAB boards last month (BROADCASTING, June 2 et seq.).

Five-man subcommittee of NAB cable group met in Washington last week with some aides from New York law firm of Louis Nizer who represents major motion-picture interest and other copyright owners. Subcommittee is due to meet again Wednesday (July 30) and then full 12-man committee is scheduled to meet Friday (Aug. 1), both times in Washington. After this, if NAB group has determined its course, meeting with NCTA officials may take place. NAB committee has hired Washington law firm, Fly, Shuebruk, Blume

and Gaguine to advise broadcasters in negotiations. It's hard to believe, but only contact that has occurred between two industries took place last week when NAB committee chairman, William Grant, KOAA-TV Pueblo-Colorado Springs, Colo., ran into NCTA President Frederick W. Ford at lunch. Conversation, it's said, was purely social.

Still trying to blast off

Replacement for Atlantic Intelsat 3 communications satellite that began failing early this month, was scheduled for launch from Cape Kennedy at 10 p.m. Friday (July 25) following four postponements. It originally had been scheduled to be launched July 18.

Since most recent Atlantic satellite went out of commission just prior to Prince Charles's investiture as Prince of Wales (BROADCASTING, July 7 et seq.) Communications Satellite Corp. has been rerouting traffic to and from Europe by way of Intelsat 3 satellite over Indian Ocean.

Agency merger in New York

Feeley & Wheeler, New York agency with primarily industrial clients, has merged with Geyer-Oswald there and will move to 555 Madison Avenue offices of parent company, Geyer is announcing today (July 28). Acquisition was made for undisclosed amount of stock.

Feeley & Wheeler was President Nixon's agency during 1968 primaries and handled special projects during national campaign. John Feeley and Clinton Wheeler Jr. will become senior vice presidents of Geyer-Oswald, and will continue to run F&W division.

Continuing pool coverage

Apollo 11 television pool, handled by ABC-TV is continuing operations beyond splashdown Thursday (July 24). Throughout past weekend, pool was to broadcast reports of activities on carrier Hornet, astronauts' arrival in Honolulu and transfer to Houston, and will remain in Houston during astronauts' quarantine period for "probably two reports a day," according to pool producer Darryl Griffin. "The astronauts may be available to reporters then—behind a glass wall, of course," he noted. Pool will also cover Aug. 12 and parades in New York, Chicago and news conference at end of quarantine, Los Angeles Aug. 13.

At WPIX, we New Yorkers believe in something stronger than Black Power. Black Pride.

How else can we regain our pride in our city unless we can first take pride in ourselves?

So we are trying to make it possible for New Yorkers, black and white, to develop greater appreciation of the black heritage. We're helping to establish a Museum for Black History and Culture, displaying African arts and literature.

We're sponsoring a conference to develop plans for the museum. And we have donated time on our "New York Closeup" program on Sunday evening to get all New Yorkers to support it.

After we work together to build our pride, we feel sure we'll all want to build something else.

A city we can be proud of

Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



**COMPARE...
YOU'LL BUY a
CCA "ULTIMATE"
10 FADER STEREO or
DUAL CHANNEL MONO
CONSOLE**



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



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Datebook®

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

■ Indicates first or revised listing.

July

July 29—Annual stockholders meeting, *The Walter Reade Organization Inc.*, 34th Street East Theater, New York.

July 30—Special stockholders meeting, *Foot, Cone & Belding* to vote on corporate structure changes. Sheraton-Chicago hotel.

August

Aug. 1—New deadline for comments on Part Five of FCC's notice of proposed rulemaking dealing with CATV policy. Previous deadline was June 16.

Aug. 4—Deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, Coeur d'Alene.

Aug. 5-7—Hearings before *Senate Communications Subcommittee*, on bill (S. 2004) to prohibit strike applications against existing licensees. Original date was July 15-16, Washington.

Aug. 11—Program on "Mass media—rights of access and reply," during annual meeting of *American Bar Association*. Speakers include FCC Commissioner Kenneth A. Cox; CBS Vice President Richard W. Jencks and *New York Times* Managing Editor Clifton Daniel. Memorial auditorium, Dallas.

Aug. 14-16—Annual convention, *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

Aug. 18—Deadline for comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Aug. 18—Deadline for reply comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was Aug. 7.

Aug. 20—Deadline for comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

■ Aug. 20-21—Meeting, board of directors, *National Cable TV Association*. America hotel, Washington.

■ Aug. 22—Deadline for comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Aug. 22-24—Annual fall meeting of *West Virginia Association of Broadcasters*. Speakers include Vincent Wasilewski, National Association of Broadcasters president. Green-

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn, Portland, Ore.

Combined workshop-management conference sessions, Radio Advertising Bureau
Sept. 3-4—Hilton Inn, Atlanta.
Sept. 10-11—Hotel Pontchartrain, Detroit.
Sept. 29-30—Sheraton Palace, San Francisco.
Oct. 2-3—Marriott motor hotel, Dallas.
Nov. 10-11—Continental Plaza, Chicago.

brier, White Sulphur Springs.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

Aug. 26 — Annual stockholders meeting, *Rollins Inc.* Atlanta.

Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

September

Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

■ Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rulemaking issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford University, Stanford 94305.

Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

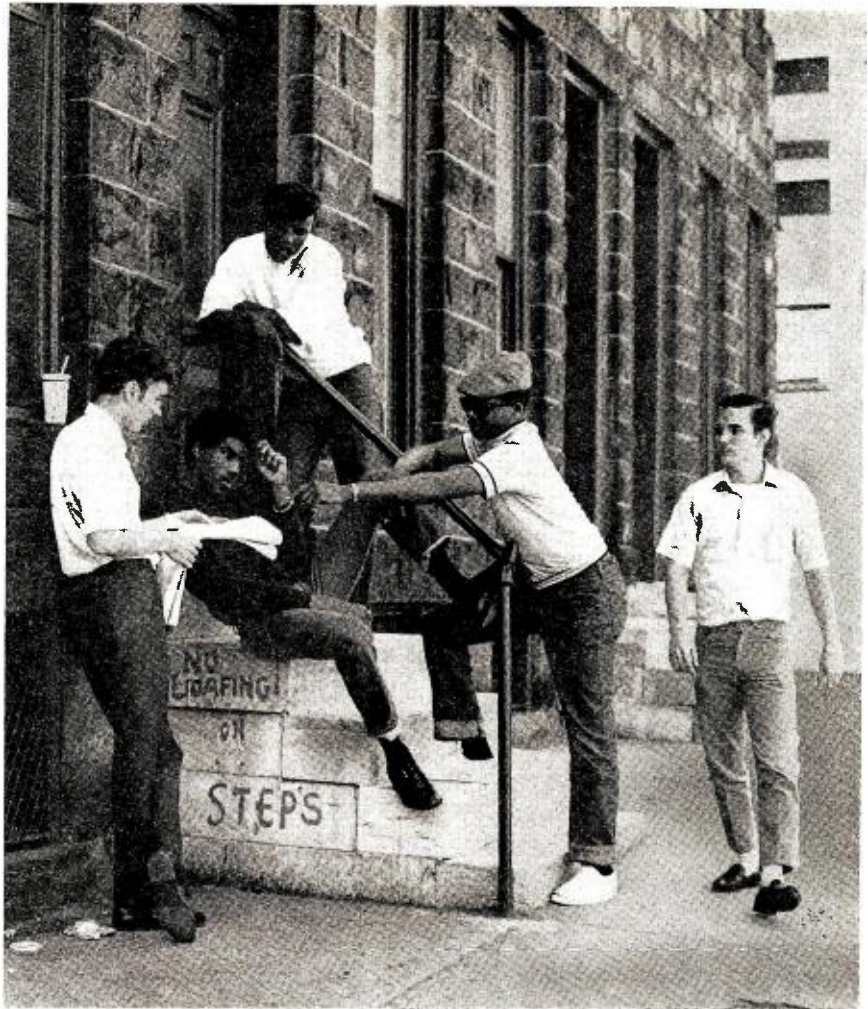
Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting*, *Institute of Electrical and Electronics Engineers*. Mayflower hotel, Washington.

■ Sept. 23—FCC newsmaker luncheon, *Inter-*

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Sept. 23—Annual meeting of Radio-Television News Directors Association of Canada. Statler-Hilton hotel, Detroit.

Sept. 23-25—Annual fall meeting, Pennsylvania Community Antenna Television Association. The David Mead Motor hotel, Meadville.

Sept. 23-27—1969 International conference of Radio-Television News Directors Association. Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual National Broadcast.

Editorial Conference. Statler-Hilton hotel, Detroit.

Sept. 24-25—CBS Radio 16th annual affiliates convention. Waldorf Astoria hotel, New York.

Sept. 25—Association of National Advertisers workshop. Plaza hotel, New York.

Sept. 26-27—Meeting of Tennessee Cable Television Association. Howard Johnson's motor inn, Gatlinburg.

Sept. 26-27—Annual fall meeting of Utah Broadcasters Association. Rodeway Inn, Salt Lake City.

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EDITOR: "Local Radio's Voice For A Better Tomorrow" (BROADCASTING, June 30) was interesting and stimulating and gave everyone in radio the opportunity to learn of the excellent public-service campaigns produced by various stations around the country.

We appreciate your fair and accurate description of KABC's awards.—*Robert M. Walsh, production manager, KABC Los Angeles.*

Crossing the bar

EDITOR: In an item in BROADCASTING June 30, you termed it "incongruous" that members of the Federal Communications Bar Association would oppose the Pastore bill to limit cross-filings at license-renewal time. In the July 14 issue you printed a letter from a broadcaster who seems to think that lawyers are stirring up such filings to make legal fees, and in your "Closed Circuit" column, you describe how lawyers are supposedly going into major markets to stir up "strike applications" in competition with renewals.

As a member of the communications bar, I feel compelled to submit the following comments in defense of our profession.

First, it is not correct to characterize every application filed on top of a renewal as a "strike" application. By definition, a "strike application" is an application filed by somebody who does not intend to build a station, but is seeking simply to block the grant of an application by somebody else. Some of these cross-filings at renewal time may be "strikes," but others are certainly not (that is, there can be no doubt that most of the people who file these applications sincerely hope to acquire a permit and build a station).

Second, it would be decidedly unprofessional and unethical for any attorney to travel to a major market or any market for the purpose of organizing and "stirring up" a local group to file on top of somebody's renewal. Such conduct constitutes unethical

solicitation of legal business.

Third, while I personally feel that the public interest would be served by legislation to limit the filing of competing applications at renewal time, I can also fully understand why some other members of the bar may disagree. The communications bar is not "owned" by the broadcast industry. We are here to serve the public, which includes not only existing broadcast stations, but also applicants for new broadcast stations, and even the people who want to file on top of renewals.—*Lauren A. Colby, attorney, Washington.*

EDITOR: I was dismayed by your "Closed Circuit" in the July 14 issue alleging that lawyers who are members of the Federal Communications Bar Association organize and solicit groups to apply for existing licenses. In the case of Forum Communications, which is challenging WPIX(TV) for the license for channel 11 in New York, nothing could be further from the truth. After deciding to apply for this license, we sought recommendations for a Washington counsel from eminent members of the bar in New York and Washington, as well as law professors who are authorities on federal regulatory agency practices. The law firm we retained, Scharfeld, Bechhoefer, Baron, Finkelstein and Firestone, was recommended to us and was selected by us.—*Lawrence K. Grossman, New York.*

Mental health support

EDITOR: I wish to express the appreciation of the National Association for Mental Health for the continued and outstanding cooperation of BROADCASTING in placing public-service advertising of our association before your important readership.

Through your medium, we are able to contact the leaders in the broadcasting field: people who make the important decisions about airing public service announcements . . . Mrs. Burton Joseph, office of the president, The National Association for Mental Health, New York.

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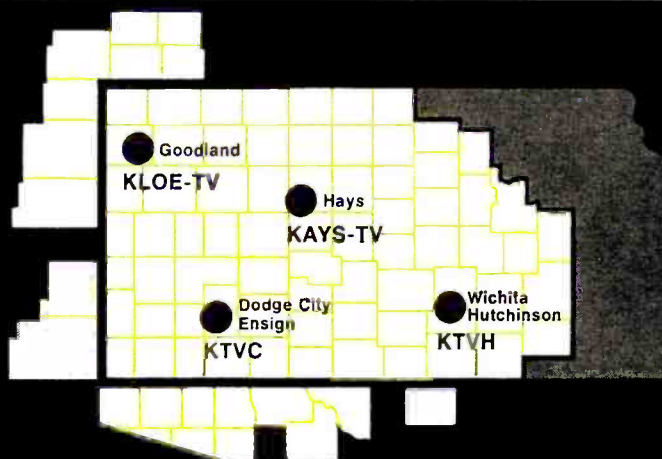
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Dodge City-Ensign	11,300	13,400	12,300	4,600	7,300
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An appeal for efforts adequate to the problems

I was surprised at a magazine article I read a while ago that reproached the broadcast industry for failing to be sufficiently responsive to the needs of society, mostly because the author should have known better. The chief executive of a public relations firm specializing in media consultation accused broadcasting (primarily station owners and managers) of exhibiting an inadequate sense of social conscience.

He said that broadcast journalism has left social responsibility up to print media, usually for one or a combination of several reasons:

1. It doesn't want to (or doesn't dare) offend "The Establishment."
2. It's too tough to produce a good public service program.
3. Broadcast journalism simply doesn't care.
4. Public affairs programing costs too much money.

Initially I was indignant, because I knew differently; there have been many fine public affairs broadcasting achievements in my own community of Philadelphia alone. Fortunately, we've worked with three area television stations in producing some of them. Not to be forgotten, too, are the excellent shows seen on the nation's various non-commercial stations. WHYY-TV (ch. 12) Wilmington, Del., for example, since last year has produced a weekly 30-minute series called *New Mood/New Breed*, a program that Negroes and Puerto Ricans in the Philadelphia area often consider the only local broadcast efforts with their true interests at heart.

Still, thinking through the article again, one can find fault only with the author's generalizing. The facts are not enough of the right kind of public affairs programing is being done, and the absence of it is particularly conspicuous now because we've never needed it more than today. It is on this score, I must admit, that broadcasting is guilty. Too often, it seems, broadcasters concern themselves with the "numbers game" of ratings, and leave community service programing to the educational stations.

In fairness, though, excellent accomplishments have been and are being made. For instance, in our experience with television public service programing, a Philadelphia utility sponsored a

series of local in-depth documentaries over a period of years that won national recognition in communications circles. Granted they were sponsored, but the stations airing them were delighted to do so and worked diligently in producing shows that had real meaning for people of the community. Sponsorship simply made the programs more possible.

Another outstanding example of public service programing in which our agency took part was *Now is the Time*, the award-winning documentary developed last year by the Westinghouse Broadcasting Co. stations. The program pre-empted three-and-a-half hours of prime time for an in-depth look at community problems. Not only was it aired on WBC stations around the country, but it was offered at no cost to stations in other markets, many of whom accepted.

Or, consider WBZ Boston. Anxious to find solutions to community problems on the air, WBZ offered an 11-hour radio program, *T-Group 15*, a sort of group therapy discussion of the problems encountered by Boston School Committee officials and members of a black parents and teachers protest group in their struggle with pressing community issues.

Whether the WBZ program can be credited with having directly led to social improvement would, perhaps, always be debatable. But the point is that WBZ went to some rather extreme lengths to do something it thought could render a truly useful service to the community.

Certainly, other stations can, to a degree, emulate efforts like these. They have the time, the local resources and most assuredly the same or similar problems.

The plain truth is not enough of this is being done.

It's not necessary that the networks or stations carve huge slices of time out of their formats to "do their thing" for the community. But announcing church dinners and the like on the Sunday morning news does nothing for the big problems of our country. Today, more than ever before, it's a basic part of doing business for companies to address themselves to their roles (yes, obligations) of responsibility in society.

Broadcasting has been doing too much reacting and not enough anticipating.

I have in mind not only sounding off on matters of public concern, but offering the airwaves to responsible persons as their platform as well.

Partly because broadcasting has not been doing all it can and should, it has been characterized as a part of the business, governmental and academic "power structure", and has come under vitriolic attack from both left and right: education, young people, government and the church included. Due to its seeming "omnipresence," broadcasting has emerged particularly susceptible to this type of criticism. The situation calls for a public relations effort based on deeds and not a portrayal of deeds. Happily, such activity not only enjoys public sanction, but is highly ethical and worthwhile as well.



Robert G. Wilder is president of Lewis & Gilman Inc., Philadelphia, a firm handling advertising and public relations for American Sugar, Atlantic Richfield, Tasty Baking and Campbell Soup food service products division. He began his advertising career as a public relations consultant in Philadelphia and joined the agency in 1950. He served as vice president and public relations director until 1958, becoming executive vice president. He was elected president in 1964.

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Hubert Humphrey... on Philadelphia's 'Young Greats'

Black Pride Personified By Herman Wrice

Reprinted through special permission of the Philadelphia Bulletin and The Register and Tribune Syndicate by WFIL-TV, Philadelphia, a Triangle Station.

In 1955, Herman Wrice, a 14-year-old boy from the black ghetto area of Philadelphia, was sentenced to three years in a reformatory for a series of petty street crimes.

Today he stands as an example of the black pride and purpose that can be found in our cities.

Wrice and his wife, Jean, lead an exciting effort called the "Young Great Society." It has helped transform the 80-block Mantua area of Philadelphia from a gang-riddled ghetto into an area where blacks are working hard to help themselves.

It all started five years ago while Wrice was finishing up his college work at Temple University. His wife, caught in the cross-fire of a gang war, narrowly missed being shot down. At that time, 29 different gangs were terrorizing the area.

His wife's narrow escape shocked Wrice into action, and with Andy Jenkins and ten other young men, he set out to do something about the situation.

Their first recruit—their first "Young Great"—was a boy with a shotgun. As Wrice tells it: "He taught us a whole lot about how you don't take a loaded shotgun away from a 17-year-old. He had to decide to lay it down himself." Now the young man runs a moving company in the Mantua enterprises.

Lines of Communication

From this first tough, angry recruit, they were able in the next two years to open up the lines of communication to all the gang leaders, establish an athletic program, and find jobs in local businesses.

By 1966, the "Young Great

Society" was off the ground. Not only were jobs found, but day care and vocational education centers were being established.

Even a medical center was constructed largely from the resources of the area. A methadone program for heroin addicts has been established there, plus a half-way house for addicts who are trying to make it back into the "straight" world.

Today the "Young Greats" are involved in almost 100 different public service activities with a budget of a quarter million dollars a year. They also run nine profit-making companies.

Wrice, still under 30, has been named co-chairman of the Urban Coalition in Philadelphia and has been appointed to the President's Commission on Black Entrepreneurship.

Wrice gives great credit to his wife, who started him on the road to his own rehabilitation and who has worked at his side ever since. This remarkable couple have six children of their own and have adopted 11 more.

Each week more than 200 visitors from all over the country come to see the "Young Greats" in action. The 20,000 residents of the Mantua area are united as never before. They are determined to stay and make something of their neighborhood and themselves. As Wrice puts it: "If we stay in the jungle long enough and tame it, then we will own this jungle."

The "Young Great Society" has received some assistance from foundations, but it has not sought federal aid. The emphasis is on self-help, on initiative from within the black community, and on the leadership's staying in the streets.

For Wrice and his associates, the job is almost a 24-hour-a-day

proposition. They accept only a minimum income—just enough so their families can get by.

Other Cities

While Herman Wrice is a truly unique leader, in every city I visit I meet young black men and women who are working hard to help themselves and their own people.

Their day-to-day work doesn't make much news. We have had an avalanche of horror stories—riots and violence and crime.

What we need to see and hear is the good news as well—the news that progress is being made.

I wish everyone could see the brilliant documentary on Herman Wrice and the Young Greats produced by WFIL-TV in Philadelphia. It is a moving and powerful statement of what can be done in and by the black community.

One of Wrice's deputies, a bright systems engineer named Bill Ellison, saw the documentary and was so impressed that he quit his job with IBM and plunged into the effort at Wrice's side.

Herman Wrice's story has many lessons for white America, chief among them: that immense talent and leadership lie hidden in the sometimes seemingly hopeless poverty of the black ghettos.

The spark of leadership of today's young blacks can build communities instead of burning them down. We can have one America—united—if we are willing to look beyond the conflict and see the quality and spirit and pride being shown by today's black Americans.

Each of us must insist that our local institutions—the media, the political leaders, the businessmen, the financial institutions, the labor leaders—do their share. —ADVT.

Broadcasters left with no cards to play

Cigarette makers' offer to cancel radio-TV advertising trumps NAB's phase-out plan; next move is uncertain

"I have been authorized by each cigarette manufacturer for whom I speak to inform this committee that each company is prepared to agree to discontinue all advertising of cigarettes on television and radio in September 1970, when the major existing contractual arrangements will expire, provided that Congress enacts legislation which provides that an agreement to this effect shall not be deemed illegal under the antitrust laws."

With these words, spoken last week before the Senate Consumer Subcommittee by tobacco-industry spokesman Joseph F. Cullman III, cigarette manufacturers formally and decisively wrested control of the cigarette-advertising controversy from the hands of broadcasters.

"I am further authorized to inform the committee that if the broadcast industry will simultaneously terminate all contractual agreements for the broadcast of cigarette advertising, we are prepared to agree to discontinue all

such advertising at any time after Dec. 31, 1969, that such termination becomes effective."

That statement by Mr. Cullman, chairman of Philip Morris Inc. and chairman of the executive committee of the Tobacco Institute, in effect tossed the issue right back to television and radio, inviting them to cope with it as best they can.

The first response came from National Association of Broadcasters President Vincent T. Wasilewski, who followed Mr. Cullman to the witness stand at last week's hearing. Departing from his prepared text, Mr. Wasilewski called for "a complete wipeout" of all cigarette advertising in all media within one year.

Later in the week, NAB amplified its position in a short memo to members, mailed along with a copy of Mr. Wasilewski's testimony. It said: "Vince makes several important points: (1) There should be no discrimination

against broadcasting in favor of other media; (2) Congress should foster self-regulation rather than governmental control, and (3) the government should look for genuine solutions to the problem of smoking and health rather than making broadcasting a whipping boy."

The first official network statement came from ABC, which said it subscribed "essentially" to Mr. Wasilewski's position as presented to the subcommittee. It was also indicated that the networks, rep firms and others in the broadcast business are reluctant to cancel existing contracts in order to effect an early departure of cigarette advertising, because of the disruption such an action would create in the business.

One broadcaster told NAB President Wasilewski last week that the broadcast industry's first mistake came with NAB's adoption of a proposed phase-out plan earlier this month. Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., called that



The mood was funereal among these key National Association of Broadcasters executives at last week's Senate hearing on cigarettes, as the tobacco industry formally unveiled its plan to drop radio-TV advertising by September 1970. Left

to right: Stockton Helffrich, NAB code authority director; Vincent T. Wasilewski, president; Douglas A. Anello, general counsel and Paul B. Comstock, vice president-government affairs.

action a "gutless overreaction, spawned in a climate of fear, and one which the NAB and the broadcast industry will live to regret."

Opposite reaction came from anti-cigarette crusader John F. Banzhaf III, who, in an "open letter to all broadcasters," urged the industry to terminate cigarette advertising contracts "at the earliest possible time." He said that "almost a million children may become hooked on a deadly habit if broadcasters insist on cigarette profits during 1970."

Other indications of things to come were provided by FCC Chairman Rosel H. Hyde and Federal Trade Commission Chairman Paul Rand Dixon, the afternoon witnesses at last Tuesday's hearings. Both indicated that a period of watching and waiting would be necessary before their agencies abandon proposed curbs on cigarette advertising.

When asked by Senator Frank E. Moss (D-Utah), subcommittee chairman, if the FCC would kill its proposal to ban broadcast cigarette advertising in light of the tobacco-industry action, Chairman Hyde said: "I'm not sure that there wouldn't be some necessity for the commission to study the results of voluntary industry action." If snags develop, he cautioned, the rule might be necessary.

The FTC, which is pondering the possibility of tough, required health warnings on packages and in all advertising, is similarly disinclined to absent itself from the picture. "Somebody's going to have to watch and see if all these promises take effect," Chairman Dixon remarked.

He added that the FTC wants to see what becomes of two other "uncertainties." One is whether the elimination of broadcast cigarette advertising will lead to a massive infusion of some \$220 million into other media. "There should be safeguards against the industry shifting the impact of advertising from broadcast to print media," Chairman Dixon said. The other is whether anti-smoking announcements will be able to survive and flourish in the absence of cigarette messages on radio and television.

The FTC chairman said his agency wants to report back to Congress in 1971 on the state of cigarette advertising at that time. He told the subcommittee that no action would be taken on the proposed health warnings during that time.

This development was uppermost in the tobacco companies' hierarchy of hopes. Their primary concern has been to fend off legislation that would permit the FTC to impose required warnings in advertising. As Mr. Cullman put it: "The right to advertise is seriously impaired if a manufacturer is required in every advertisement to disparage his

product. Such a warning tends to make advertising self-defeating."

However, only one condition was attached to the industry's offer, and it had nothing to do with the FTC proposal. Mr. Cullman noted that collective withdrawal of the advertising "would present substantial problems under the antitrust laws," and asked for protection for the industry from those laws. Even if the government promised not to prosecute an antitrust suit, he said, private parties might still seek triple damages.

As far as suits by broadcasters are concerned, Mr. Wasilewski said he found that an unlikely possibility.

Senator Moss doubted that such an exemption will be necessary, but said he found the request reasonable, and predicted Congress would agree.

There had been strong indications that tobacco interests would make such a move ("Closed Circuit," July 21) as part of their attempt to keep anticiga-

several key figures as too prolonged, too complicated and too mercenary—simply faded into irrelevance.

Indeed, it now appears evident that broadcasters have run out of really meaningful options. The cigarette issue—for many years an intricate object lesson in political maneuvering—has acquired an air of inevitability as far as its broadcast angles are concerned.

The tobacco industry's move brought some guarded praise from Senator Moss, who said: "Today I sense that the cigarette industry is turning away from stubborn conflict and preparing to accept the heavy burden of its public responsibility." While lauding the industry's action, however, the senator cautioned that "we must also make certain that other forms of promotion—magazines, billboard, couponing, points of sale—are adequately circumscribed and restrained."

The next chapter of the cigarette



Mr. Cullman



Chairman Hyde

rette forces at bay. During several weeks of ploys and counter-ploys following House passage of an extension of the Cigarette Labeling Act of 1965, it had become clear that only strong industry-initiated curbs on cigarette advertising would head off strong government action, in the form of a new bill that would permit at least one of the regulatory agencies to make its move. Key Senate leaders, notably Senators Moss and Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, had met with obvious success in their battle for tough legislation.

Nevertheless, the formal announcement had a transforming effect on the hearing. Prepared texts and well-turned phrases went flying out the door. New questions were raised, new possibilities opened, and old alternatives discarded. The four-year phase-out plan adopted earlier this month by the NAB—a plan which already had been criticized by

story thus promises to have two themes. One, emphasized repeatedly by Senator Moss last week, is the question of non-broadcast advertising. The subcommittee is preparing to send written inquiries to major newspaper and magazine publishers, with the intent of questioning what Senator Moss called "those whose publications have lately scored the broadcasters as mercenaries against the public health without seeing in their own editorials any message for themselves." He added: "In my judgment those publications which accept cigarette advertising have a moral obligation identical to the broadcasters to carry, in the form of public service announcements, smoking education messages." The letters to major publishers, he said, will ask "what self-restraints they now plan to impose upon themselves." Many presently say they intend to continue the advertising (see page 22).

There is as yet no indication that such inquiries will lead to an outright ban of cigarette advertising. However, Senator Moss and others, including FTC Chairman Dixon, expressed their conviction that "the magazine and newspaper publishers should now agree at least to maintain current ratios of cigarette to non-cigarette advertising volume," in the senator's words.

A second line of inquiry, with more immediate consequences, concerns the disposition of existing broadcast advertising. Letters will shortly go out to the networks asking whether they will agree to "terminate all contractual agreements for the broadcast of cigarette advertising," as Mr. Cullman put it, or whether they will choose to insist on continuation of advertising until September of next year, under existing agreements.

Early indications last week were that the networks would not be inclined to

earliest time we can see that would make sense for the networks to let the tobacco companies out of their contracts would be Sept. 1, 1970."

Network authorities also noted that cigarette advertising on the TV networks—all of it in prime hours—comes to about \$150 million, or about 10% of gross network revenue. Additionally, one executive explained: "We would have to replace not only that 10% but another 7-or-8%, representing the normal increase in doing business." In other words, he said, the networks would be forced to make up 17%-18% of their total gross revenue if cigarette advertising were lost before the end of current contractual arrangements.

And with a withdrawal of cigarette business, it was said, the present sellers' market in night-time sales could become a buyers' market, with other advertisers encouraged to hold off buying in the

and late-night sponsorships could be replaced without too much strain, it is believed, an immediate loss in spot revenue would come in the prime hours and in the bigger markets.

Spot-TV executives also noted that there has been a continual increase in the inventory on stations of 30-second availabilities for national spot. To fill these spots, they said, new advertisers or additional spending of existing advertisers must be encouraged. But if these inventories are siphoned off by networks in order to fill the gaps created by a loss of cigarette advertising, one executive said, "the spot inventory will become a burden, not a salable asset."

Station-rep reaction was not uniformly pessimistic, however. Several spokesmen for major rep firms said the losses could be absorbed and the void filled in aggressive selling to other advertisers.



Chairman Dixon



Senator Magnuson



Senator Moss

agree to cancellation of existing contracts soon after Dec. 31, 1969, as Mr. Cullman suggested.

Network officials also said they had received no requests of any kind from any tobacco company suggesting cancellation. Some executives expressed the belief that this situation would remain static until there is a clear-cut determination of the possible antitrust implications of concerted tobacco-industry action.

Both networks and station-representation firms agreed that an abrupt withdrawal of cigarette advertising from network TV would seriously disrupt TV business. According to their argument, such a pull-out would send the networks scrambling for new advertising, would probably depress prices, and would serve to siphon away additional advertiser monies from spot television into network.

One network official said: "The

expectation that prices will come down. The networks fear that as a consequence, they might be forced to cut their "inventory"—for example, monies allocated for investment in existing programs and in new program development.

Station reps generally estimate that cigarette advertising accounts for 4%-5% of spot-TV billing. The most recent estimate from the Television Bureau of Advertising is that cigarette companies put just over \$11 million—representing about 4% of total spot expenditures—into spot TV in the first quarter of this year (see page 24).

The major reps, moreover, believe they would be quick to feel the brunt of a sudden cut-off of cigarette advertising. They note that cigarette advertisers have in recent years been pressured away from hours other than prime viewing periods, and have traditionally concentrated their spot in the top 50 markets. While evening-news

The president of one major firm estimated that cigarettes account for about 5% of the company's billing, and expressed confidence that a reinforced sales-presentation effort could bring new advertisers and new brands from old-line sponsors into spot. Another rep-firm president, who also reported a 5% figure for cigarette billings at his company, called that amount "material, but not considerable." He speculated that one source of new revenue might be increased spending by the tobacco companies for their other products.

(This thought also occurred to Senator Moss at last week's hearings. He asked Mr. Cullman whether the industry's elimination of broadcast advertising would extend to products such as "little cigars." Mr. Cullman declined to speak for the industry, but said he doubted it.)

The president of a leading television-station representative firm expressed confidence that spot TV can recoup at

Transom's open at print media

Newspapers, magazines say they'll welcome cigarette accounts

Cigarette manufacturers—and their advertising billings—can expect to continue to find a comfortable home in newspapers and magazines regardless of the fate of their dollars in broadcast. A sampling of 15 major publishers and their representatives conducted by BROADCASTING last week found none intending to refuse cigarette advertising.

The only major-market daily newspaper known to have renounced such advertising is the *Boston Globe*, which said last May it would honor present contracts, but would not renew them or accept further smoking ads after Jan. 1, 1970. The *Globe* took its action because "accumulated medical evidence has indicated that cigarette smoking is hazardous to health" (BROADCASTING, May 5).

Despite broadcast ownership by newspapers, acceptance of cigarette adver-

tising is apparently a matter of separate corporate decisions, which often lead to peculiar contradictions. For instance, the *Globe* holds a minority interest in WKBG-TV, WCAS and WJIB(FM) Cambridge-Boston, but its policy does not affect the stations.

On the other hand, the Washington Post Co.'s television and radio stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.) have sworn off cigarette advertising while its newspaper, the *Washington Post*, and national magazine, *Newsweek*, continue to take it. Nor is cigarette acceptance even under review at the publications, according to Joseph P. Lynch, vice president-advertising of the *Post*, and Allen Chellas, director of public affairs, *Newsweek*.

At the country's biggest magazine publishing firm, Time Inc., there was no indication of a rejection of cigarette business. James R. Shepley, publisher of *Time*, through a spokesman, said: "We have for many years reported in depth the news of tobacco and smoking, including its health hazards. We will continue to accept cigarette advertising in light of all the evidence." Time Inc. owns broadcast and CATV properties.

Much the same reaction was registered by Max Falk, advertising director for the *New York Times*, which owns WQXR-AM-FM New York, who said that he didn't "know what the future will bring, but as of today we are carrying, and will continue to carry, cigarette advertising."

Representatives of major-market dailies claimed that there has been no change in cigarette advertising policies. Joseph W. Chamberlin, president of Million Markets Newspapers, which represents the *Washington Star*, *Philadelphia Bulletin* and *Milwaukee Journal* (all broadcast owners) among others, said that although "no one can read the future," he did not know of any newspaper (other than the *Boston Globe*, one of his clients) that had quit taking cigarette advertising.

Edward Parmelee, executive vice president of Moloney, Regan & Schmitt Inc., representative of 14 S. I. Newhouse newspapers (also a group broadcaster), said that none of the papers had rejected smoking ads or "to my knowledge plan to do so in the future." And William McKenna, advertising director of the Scripps-Howard newspaper chain (which has broadcast interests),

least part of the loss over the next year. "If a defection from TV has to happen," he said, "this is just as good a time as any for it to happen. Our rate cards are less restrictive than they have ever been, which has contributed to the flexibility of the medium. Cigarettes traditionally have appeared in spot TV in prime-time and in desirable fringe-time periods, and I think we can induce current and new advertisers to come aboard."

Whether optimistic or not, the statements of broadcast-related businessmen exhibit a sense of resignation. The question is no longer one of accommodation or of gradual disengagement, but one of how to pick up the pieces.

There was some evidence of this we-have-now-crossed-the-bar attitude at last week's Senate hearing. The testimony and dialogue that followed Mr. Cullman's statement frequently seemed anticlimactic when broadcast matters were under discussion. Aside from the question of whether discontinuance of broadcast cigarette advertising would actually be achieved by September 1970, the only questions left to ask were speculative inquiries into matters such as anti-smoking announcements.

One of these side trips produced an interesting twist, first raised by NAB President Wasilewski and later elaborated upon by FCC Chairman Hyde. Mr. Wasilewski noted that if cigarette advertisements were removed from the air while broadcasters continued to air

antismoking announcements, FCC fairness rules might require the broadcast of a reasonable number of protobacco announcements, on behalf of the industry as a whole.

Queried about this possibility, Chairman Hyde said the tobacco industry could indeed invoke the fairness doctrine in such a situation. It might even be advantageous from both sides' points of view, he added, since "a good sharp argument might attract more attention."

Most of the subcommittee's attention, however, now turns to the question of print and other non-broadcast advertising of cigarettes. Following the planned exchange of correspondence between the subcommittee and major newspaper and magazine publishers, Senator Moss said, further hearings will include print-media representatives "if necessary."

The exact nature of the FTC's future plans will also be in the forefront of future hearings. Although the tobacco industry did not hinge its offer upon a "condition" involving the FTC, that agency is uppermost in its mind. Mr. Wasilewski went so far as to suggest that the tobacco industry's statement did actually constitute a proposed deal in which the industry hopes "to have the FTC precluded, as I understand it, from requiring warnings in the advertising in other media."

Senator Moss disagreed. "Well, let me say I don't believe there were any conditions," he said. "... The records

will have to show, of course. But I understood their offer was unconditional except for being relieved of the anti-trust penalties."

Most observers seemed to agree with Senator Moss. And most added that the industry's chances of winning a preemption of FTC action remain small, last week's sweeping gesture notwithstanding.

Katz turns loose its newspaper clients

The Katz Agency Inc., New York, whose radio-TV business in recent years has far overshadowed its newspaper repping, will divest itself of newspaper representation and put even more emphasis on broadcasting.

Katz, one of the leading companies in the broadcasting rep field, said last week that on Sept. 1 Katz Newspapers Sales will cease to be part of its organization. However, it will become a separate division of Cresmer, Woodward, O'Mara & Ormsbee, New York, a major newspaper representative firm. The division will be called Rathbone Associates, and will be directed by Ted Rathbone, currently general manager of Katz Newspaper Sales. Rod Keeney, KNS national sales manager, will also serve as sales manager of the new division.

Katz started in newspaper space sales to advertisers and agencies in 1888

said: "We are going along the way we have. I haven't heard of any changes yet."

Other samplings from executives of major-market dailies:

■ W. C. Kurz, executive vice president and general manager, Tribune Co., publisher of the *Chicago Tribune* and *Chicago Today*, and group broadcast owner, said: "There is no change in the Tribune Co. newspapers' acceptance of cigarette advertising."

■ Frank S. McKinney, general manager, Kansas City Star Co., publisher of the *Star* and the *Times* in Kansas City, Mo., said: "These policy matters would be a board of directors matter and we've had no board discussion of it as yet. We currently have no plan to make any change in the way we operate now."

■ Alex T. Primm, general manager of the *St. Louis Post-Dispatch*, owned by group broadcaster Pulitzer Co. said: "We have made no review. We probably will at some time look into the thing, but we have done nothing at this point."

■ Palmer Hoyt, publisher, *Denver Post*, explained: "Our policy on advertising is this—if a product is legal and the advertising does not violate the law or

good taste, or the rules of obscenity and so on, we do not feel that we are the judge and/or jury or even the Supreme Court. We accept that advertising. That position will be unchanged."

Mr. Hoyt further suggested that broadcasters had brought governmental pressures to bear on cigarette advertising. "We've had a couple or three editorials in the past year suggesting more or less that they clean their own house," he said. I think what has gotten them in trouble are these extremely attractive ads showing young girls and boys smoking cigarettes, with the intimation—to be with it you've got to smoke cigarettes. Our policy is not going to be affected either by what's going on there or the fact that we are an applicant for a UHF station (KHBC Denver)—which looks a little dim in the future."

■ Edwin K. Wheeler, executive vice president, Evening News Association, publisher of the *Detroit News* and owner of WWJ-AM-FM-TV Detroit, said: the *News*' present policy is to accept advertising from any legitimate or legal organization. It is always subject to review, of course, for cigarettes or anything else. Our policy is to service any

legitimate business enterprise and certainly cigarette companies are that."

■ Gardner Cowles, head of Cowles Communications and president of its *Des Moines (Iowa) Register & Tribune*, said: "Our attitude has been that we would wait and see what the final outcome was as regards the broadcasting media. Then, I have no doubt, we will consider our policies. But we have no immediate intention of changing our present policies. We accept this advertising." He indicated this applies to other Cowles publications as well. Among those publications are *Look*, *Family Circle* and *Venture* magazines.

■ Bailey K. Howard, president and chief executive officer of Field Enterprises Inc. (WFLD-TV Chicago and WCAN-TV Milwaukee) newspaper division, publisher of the *Chicago Daily News* and *Sun-Times*, reported that although the subject was reviewed at an executive conference last Wednesday (July 23), "we have no immediate plans for changing our policy whatsoever on cigarette advertising. We also do not think there will be any significant additional lineage as a result of what they are going to do on television."

(the Cresmer firm began in 1891); was in radio representation in 1931, was preparing for television representation by 1938 and entered the business of TV repping after World War II.

By the early forties, Katz's radio business about equalled its newspaper volume, and soon overtook it, and in the fifties television billings moved in to occupy first position. In recent years, newspaper repping reportedly has assumed less importance in Katz billings.

Katz Television and Katz Radio divisions currently represent 60 TV outlets and 59 radio stations, respectively, with virtually all of the stations represented ranked in major (top-100) markets.

In a letter to his staff announcing the company's decision to retire from newspaper representation, Eugene Katz, president of The Katz Agency, attributed it to a "combination of causes" which he said were the increasing costs of performing more specialized services and "the increasing number of markets in which we have colliding newspaper and TV interests."

The Cresmer, Woodward firm, which represents 27 newspapers (as compared to Katz Newspaper Sales' 47 clients), also tends to rep newspapers in the larger markets. The combination of the two operations, it was said, but with separate sales staffs and an interchange of information, will provide benefits in newspaper selling.

Y&R gets two more Rheingold beer brands

Rheingold Breweries Inc., New York, announced last Thursday (July 24) it has appointed Young & Rubicam, New York, as agency for the Rheingold beer and Gablinger beer brands, effective Oct. 21. The brands bill a combined total of approximately \$7.5 million, of which about \$5.2 million is in broadcast.

Rheingold bills an estimated \$6.5 million and Gablinger, \$1 million. These brands currently are at Grey Advertising, New York.

Y&R is the advertising agency for Knickerbocker beer, a product of Rheingold. Theodore Roscnak, president of Rheingold, said that for reasons beneficial to the brewery operations, the consolidation of brands into a single agency was preferred.

Hertz campaign stresses full company services

A new national ad campaign, which will include both network and spot TV and radio, has been prepared by Carl Ally Inc., New York, for the Hertz Corp., an RCA subsidiary. "You don't just rent a car. You rent a company," Hertz-Rent-A-Car will assure travellers in print starting this week.

The radio and TV campaigns do not

begin until early October. Tentative plans include scatter buys on all three television networks and key-market spot TV. New York, Los Angeles, Chicago and San Francisco are definite, but other markets may be added.

The new campaign will stress the number of Hertz offices to be found around the country, in small towns as well as big cities. Also noted will be the additional services—maps, guidebooks and local information—Hertz offers its customers.

Copy supervisor for the Hertz campaign is David Altschiller, Carl Ally vice president; art supervisor is Rick Levine, vice president.

Mead Johnson moves three out of DDB

Metrecal, whose budget has undergone a slimming-down in recent months, will be switched to a new agency this fall. As of Oct. 8, the weight-control product will no longer be handled by Doyle Dane Bernbach, New York, but by Young & Rubicam, New York. Mead Johnson's Metrecal currently bills in the neighborhood of \$3 million with some \$1.5 million in broadcast.

DDB got the Metrecal account nearly a year ago from Ogilvy & Mather, New York. Mead Johnson's Pablum and Bib food products for babies will also leave DDB, but no new agency will be assigned those brands.

New measurement of spot-TV billings

TVB switches from Rorabaugh to BAR—
but no matter who's counting, P&G leads

Spot-TV advertisers spent an estimated \$260,217,900 in the first quarter of 1969, Television Bureau of Advertising reported today (July 28).

This is the first TVB spot report that is based on a compilation of expenditures on 262 stations in 75 markets monitored by Broadcast Advertisers Reports (BAR). In past years, TVB's spot-TV figures were compiled by N. C. Rorabaugh Co., a subsidiary of Leading National Advertisers.

Rorabaugh had announced earlier this year (BROADCASTING, Feb. 24) that it no longer would compile spot for "monitored" markets and TVB said it would begin issuing BAR figures. The Rorabaugh report in recent periods covered 300 or more stations, and in its prime, the service had 400 or more stations reporting.

BAR's monitoring is performed one week a month, projected to represent a full month. (BAR officials claim the FCC financial reports indicate BAR markets represent close to 90% of all spot-TV expenditures.)

In first-quarter 1968, TVB, using Rorabaugh/LNA compilations, reported spot-TV advertisers on 344 stations spending \$264,706,900. TVB officials cautioned that a comparison of the two reports—the BAR compilation for first-quarter 1969 and Rorabaugh's for the same period last year—would not be meaningful because of differences in reporting. TVB, in using Rorabaugh data,

published the combined billings reported in any given quarter. This was based on the number of stations reporting and was given as the "total" for that period without attempting to project a figure covering all other stations as well.

Among the high points in the TVB/BAR spot report:

- Procter & Gamble maintained its position as top spot-TV spender, placing more than \$14.7 million in the medium for the first quarter of this year. Of the top-10 spot-TV advertisers, American Brands (formerly American Tobacco) was the only cigarette company to make that group.

- Cigarette advertising accounted for \$11.2 million in spot for the January-March period. This comes to a little more than 4% of total spot-TV expenditures estimated for the quarter.

- All four major domestic car manufacturers made the list of the top-100 spot-TV advertisers in the quarterly report: General Motors had over \$4.6 million; Ford Motor had about \$3 million; Chrysler over \$2.1 million, and American Motors \$834,700.

- Advertisers of food and food products, a category traditionally at the head of a breakdown of television advertisers by product group, accounted for almost \$61 million, or about 23% of total spot-TV spending.

Among companies in the top-100 list for the first time were Kentucky Fried

Chicken and LIN Broadcasting.

Top 100 national-regional spot TV advertisers, first quarter 1969.

Rank	Expenditures
1. Procter & Gamble	\$14,743,800
2. General Foods	7,418,500
3. Colgate-Palmolive	7,114,200
4. Lever Brother	6,836,900
5. American Home Products	5,515,200
6. General Motors	4,672,800
7. American Brands	4,638,300
8. Coca-Cola	4,061,800
9. William Wrigley Jr.	3,932,700
10. Bristol-Myers	3,797,800
11. Alberto-Culver	3,641,300
12. R. J. Reynolds Industries	3,611,600
13. General Mills	3,428,500
14. Gillette	3,082,300
15. Kraftco Corp.	3,036,100
16. Ford Motor	3,024,000
17. Warner-Lambert Pharmaceutical	2,871,700
18. RCA	2,519,400
19. PepsiCo	2,458,800
20. H & R Block	2,370,200
21. Pet Inc.	2,365,600
22. International Tel. & Tel.	2,356,100
23. Sterling Drug	2,243,800
24. Standard Brands	2,221,500
25. Nestle Co.	2,163,500
26. Miles Laboratories	2,129,500
27. Chrysler	2,116,000
28. Shell Oil	2,090,900
29. Scott Paper	2,030,200
30. Campbell Soup	1,996,500
31. Motorola	1,942,000
32. McDonalds Corp.	1,923,300
33. Quaker Oats	1,918,200
34. Richardson-Merrell	1,859,500
35. Triangle Publications	1,816,600
36. Philip Morris	1,794,300
37. Jos. Schlitz Brewing	1,682,400
38. Borden	1,666,400
39. Norton Simon	1,659,900
40. American Can	1,635,900
41. Carter Wallace	1,632,100
42. Carnation	1,613,400
43. Ralston Purina	1,576,800
44. Mars	1,560,300
45. Pillsbury	1,482,900

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 13, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 13	Total dollars week ended July 13	1969 total minutes	1969 total dollars
	Week ended July 13	Cume Jan. 1-July 13	Week ended July 13	Cume Jan. 1-July 13	Week ended July 13	Cume Jan. 1-July 13				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 83.5	\$ 3,073.5	\$ 327.6	\$ 9,575.5	75	\$ 411.1	2,352	\$ 12,665.9
Monday-Friday 10 a.m.-6 p.m.	1,272.5	39,669.0	2,426.7	76,692.9	1,572.7	64,009.3	819	5,271.9	25,355	180,371.2
Saturday-Sunday Sign-on 6 p.m.	771.1	26,377.0	677.8	29,361.2	506.9	17,266.0	245	1,955.8	7,875	73,004.2
Monday-Saturday 6 p.m.-7:30 p.m.	238.7	8,929.0	483.5	19,159.2	414.2	17,339.7	92	1,136.4	2,590	45,427.9
Sunday 6 p.m.-7:30 p.m.	59.7	3,830.7	137.1	5,873.8	60.0	5,753.9	17	256.8	585	15,458.4
Monday-Sunday 7:30-11 p.m.	3,508.9	136,426.9	4,874.9	185,084.9	4,987.8	183,343.1	440	13,371.6	12,140	504,854.9
Monday-Sunday 11 p.m.-Sign-off	292.4	11,055.3	106.8	2,169.5	424.9	13,419.1	80	824.1	2,214	26,643.9
Total	\$6,143.3	\$226,304.8	\$8,790.3	\$321,415.0	\$8,294.1	\$310,706.6	1,768	\$23,227.7	53,111	\$858,426.4



**“Della Reese
comes on
like a hurricane
looking for a
building to
level!”**

Terrence O'Flaherty.
San Francisco Chronicle

WE WOWED 'EM IN JUNE WITH “DELLA”—THE YEAR'S
FIRST ALL NEW, ALL SWINGING SHOW.
EVERY WEEKNIGHT!
BUT THAT WAS ONLY A SENSATIONAL SAMPLE.

**September 15, KTVU goes
all new, all first run, all color,
seven nights a week!**

NEW PROOF—KTVU IS THE LEADER IN INDEPENDENT TV PROGRAMMING.
Contact your Telerep sales representative for avails today.

2
KTVU

San Francisco-Oakland
Represented by Telerep



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

Category	Expenditures
46. Toyota Motor Distributors	1,472,100
47. H. J. Heinz	1,465,200
48. Squibb Beech-Nut	1,451,700
49. General Tel. & Electronics	1,413,400
50. Chesebrough Ponds	1,384,400
51. E & J Gallo Winery	1,361,600
52. Avon Products	1,239,500
53. Kellogg Co.	1,209,800
54. Eversharp	1,195,400
55. Noxell Corp.	1,129,400
56. Corn Products	1,122,900
57. U.S. Borax & Chem.	1,116,100
58. British-American Tobacco	1,103,600
59. Kentucky Fried Chicken	1,085,400
60. United Air Lines	1,084,400
61. Consolidated Foods	1,077,800
62. Sun Oil	1,074,500
63. Standard Oil Co. of Calif.	1,063,400
64. Johnson & Johnson	1,051,700
65. Plough	1,027,900
66. Seven-Up	1,015,300
67. Jeffrey Martin	1,008,400
68. Kimberly Clark	997,400
69. Pabst Brewing	992,900
70. Armour & Co.	966,900
71. National Biscuit	961,900
72. Eastern Air Lines	961,000
73. Royal Crown Cola	941,700
74. Helene Curtis Industries	899,000
75. Loews Theaters	863,600
76. American Motors	834,700
77. Magnavox	809,000
78. Revlon	808,200
79. Jiffee Chemical	779,900
80. Swift & Co.	773,400
81. Norwich Pharmaceutical	772,600
82. National Airlines	759,000
83. Hassenfeld Brothers	758,700
84. Pan American World Airways	746,000
85. Nissan Motor Corp. U.S.A.	739,700
86. Associated Products	738,500
87. American Tel. & Tel.	721,600
88. Household Finance	713,700
89. Peter Paul	712,000
90. Dow Chemical	684,900
91. Green Giant	667,400
92. William Bishop Co.	667,100
93. Rayette Faberge	661,400
94. Beatrice Foods	655,300
95. F & M Schaefer Brewing	652,200
96. Standard Oil of Ohio	644,400
97. Standard Oil Co. of Ind.	642,400
98. Lin Broadcasting	642,000
99. Storer Broadcasting	597,100
100. S. C. Johnson & Son	588,700

Source: BAR—75 Markets

Spot TV in first quarter 1969, by product and category.

Agriculture & Farming	\$ 750,800
Apparel, Footwear & Accessories	3,930,100
Apparel Fabrics & Finishes	106,500
Footwear	1,954,500
Hosiery	952,800
Ready-to-wear	532,800
Underwear, Foundations & Bras	370,500
Misc. Apparel, Accessories & Notions	13,000
Automotive	15,579,800
Passenger Cars	13,194,000
Tires & Tubes	947,500
Trucks & Mobile Homes	154,200
Misc. Auto Accessories & Equipment	1,284,100
Beer & Wine	10,716,100
Beer & Ale	8,826,000
Wine	1,890,100
Building Materials, Equipment & Fixtures	711,500
Building Materials	30,800
Equipment, Fixtures & Systems	538,900
Protective Coating & Finishes	141,800
Confectionery & Soft Drinks	17,820,600
Confectionery	9,463,600
Soft Drinks	8,357,000
Consumer Services	5,137,700
Engineering, Professional Services & Misc.	57,400
Financial	4,718,900
Schools & Colleges	316,400
Drugs & Remedies	20,301,100
Medical Equipment & Supplies	493,500
Medicines & Proprietary Remedies	19,710,200
Misc. Drugs & Remedies	97,400
Entertainment & Amusement	5,259,800
Amusements & Events	391,100
Restaurants & Drive-Ins	4,868,700

Category	Expenditures
Food & Food Products	60,992,600
Bakery Goods & Snack Foods	7,360,200
Canned Goods	7,610,200
Cereals	5,504,200
Coffee, Tea & Cocoa	10,093,900
Dairy Products	2,735,200
Flour & Prepared Baking Mixes	1,878,600
Frozen Foods	5,045,500
Fruit & Vegetable Juices	1,360,300
Fruits & Vegetables—Fresh	1,065,800
Health, Dietary & Infants' Foods	4,557,900
Meats, Poultry & Fish—Fresh	2,022,000
Packaged Foods	4,073,000
Seasoning & Condiments	2,941,200
Shortening & Oils	3,591,700
Sugars, Syrups & Jellies	784,200
Misc. Food Products	368,700
Gasoline, Lubricants & Other Fuels	8,938,700
Horticulture	575,900
Household Equipment & Supplies	10,753,700
Household Paper Products	7,861,200
Insecticides, Disinfectants & Deodorizers	799,000
Major Appliances	1,490,900
Small Appliances & Equipment	299,600
Misc. Accessories & Supplies	296,600
Household Furnishings	1,031,600
Floor Covering	177,600
Furniture	492,700
Household Fabrics & Finishes	361,300
Insurance	2,168,100
Jewelry, Optical Goods & Cameras	1,007,800
Cameras & Photographic Supplies	990,700
Jewelry, Watches & Optical Goods	17,100
Office Equipment, Stationery & Writing Supplies	600,600
Pets & Pet Supplies	4,279,100
Publishing & Media	3,850,800
Radios, Television Sets & Musical Instruments	8,468,500
Musical Instruments	25,600
Records & Tape Recordings	1,417,700
Radios, TV Sets, Phonographs & Recorders	6,755,300
Misc. Components & Supplies	269,900
Smoking Materials	11,778,200
Cigarettes	11,286,200
Cigars & Tobacco	482,100
Misc. Smoking Materials & Accessories	9,900
Soaps, Cleansers & Polishes	23,869,700
Soaps & Detergents	10,340,500
Cleaners, Polishes & Laundry Preparations	13,529,200
Sporting Goods & Toys	4,291,600
Games, Toys & Hobbycraft	4,158,700
Sporting Goods	132,900
Toiletries & Toilet Goods	29,480,700
Cosmetics & Beauty Aids	4,415,500
Dental Supplies & Mouth-washes	6,905,200
Dipilatories & Deodorants	3,974,100
Hair Dressings & Accessories	8,608,300
Shaving Goods & Men's Toiletries	3,034,300
Toilet Soaps	1,671,800
Misc. Toilet Goods	871,500

First agency for Penney

J. C. Penney, the New York-based department store chain, has hired its first advertising agency in its 67-year history. Laroche, McCaffrey & McCall, New York, will be put to work on "all phases of our advertising program," according to a client spokesman, and will work in conjunction with the retail firm's internal advertising department. In recent years the company has been concerned with expanded use of the broadcast media and expansion of its own operations in metropolitan areas. The chain boasts 1,700 stores in the U.S. and sales last year of \$3.25 billion.

Category	Expenditures
Travel, Hotels & Resorts	7,276,800
Airlines	6,093,700
Buses	413,200
Car Rental	640,800
Resorts & Hotels	63,600
Steamships	9,700
Travel Services	55,800
Miscellaneous	646,000
Total	\$260,217,900

Business briefly:

Toni Co. through North Advertising, both Chicago; **Oldsmobile division of General Motors**, Lansing, Mich., through D. P. Brother; Detroit, and **Frigidare division of General Motors**, through Dancer-Fitzgerald-Sample, New York, will sponsor NBC-TV's *Miss America Pageant*, Saturday, Sept. 6 (10 p.m.-midnight EDT), from Atlantic City.

Standard Brands through Ted Bates, both New York and **Miles Laboratories**, Elkhart, Ind., through Jack Tinker, New York, will sponsor *Jack Parr and His Lions* on NBC-TV, Monday, Sept. 8 (8-9 p.m. EDT).

Rep appointments:

- **KKTv(TV)** Colorado Springs-Pueblo, Colo.; **Katz Television**, New York.
- **KNAK** Salt Lake City: **Robert E. Eastman & Co.**, New York.
- **WREN** Topeka, **KEDD** Dodge City and **KSCB** Liberal, all Kansas: **Grant Webb & Co.**, New York.
- **KUDU-AM-FM** Ventura, Calif.: **Advertising Sales West**, Los Angeles.

Bates goes looking into changing markets

A field survey of eight to 10 major TV markets in the U. S. that have undergone major changes in a rapidly growing technological and urbanized society was begun last week by a senior media personnel team at Ted Bates & Co. The purpose of the survey is to provide a more accurate examination of key markets since, the agency notes, "there is a severe lag reporting these changes of from one to two to five years."

The Bates team—headed by Sam B. Vitt, senior vice president and executive director of Bates's media-program department, with Jacqueline DaCosta and F. Richard Olsen, vice presidents—initially plans to visit Omaha; Houston; Minneapolis-St. Paul; San Diego; San Antonio, Tex.; Seattle, and Tucson, Ariz.

The markets were selected according to the following criteria: "mobility symptoms" (heavy population flow into and out of the markets), "inter-urbanization" (supermarket-shopping areas located mid-way between two cities), "space-age influences" (influx of military-aerospace installations), "technological advances" (the construction of a new jet airport), and "unique TV coverage" (new CATV systems and increased station coverage areas).

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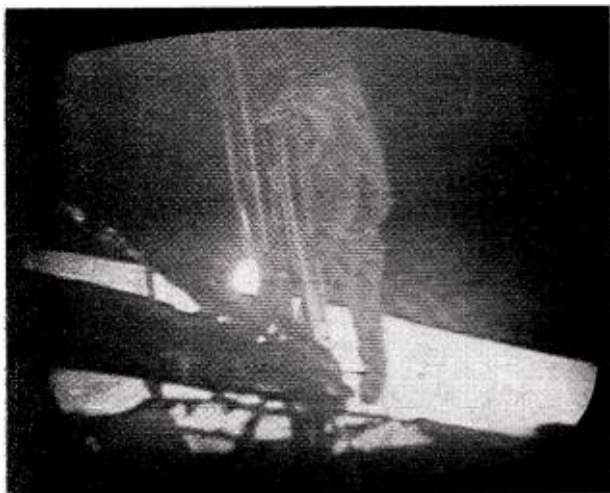
and

NOVELLA NELSON

HOST: HAL JACKSON

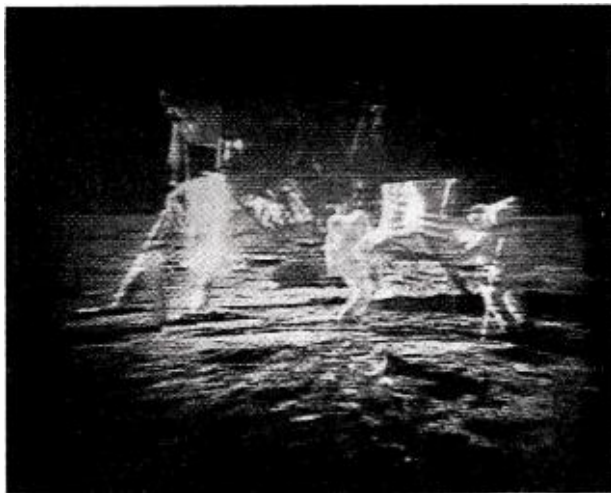
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CBS News photo

Man first steps upon the moon, and television is there to deliver history as it happens. Neil Armstrong, the first astronaut out of the lunar module, placed the camera in position to take live pictures of his descent.



ABC-TV photo

The ultimate (so far) in remote television pickups shows Astronauts Armstrong and Edwin Aldrin working on the moon's surface. The camera had been moved to a position from which it could cover the LM and immediate area.

A remote that broke all the records

Camera follows astronauts to lunar landing; next challenge is color pickup from the moon

Television went live to the moon and back last week, in its most improbable feat of actuality coverage, and then began preparing to top itself on the next lunar voyage a few months off.

The word from a jubilant Houston space center was that a color camera may accompany the next astronauts to visit the moon. The pictures last week were in black and white, but that there were any pictures at all must be counted a feat of incomparable difficulty.

The lunar origination lasted five hours and six minutes, with two and a quarter hours showing Astronauts Neil Armstrong and Edwin E. Aldrin Jr., in their science-fiction space suits, collecting rocks and in slow motion bouncing weightlessly across the bleak landscape. That was on the night of July 20-21. By 2 p.m. last Thursday (July 24) they and the third member of the crew, Michael Collins, were safely aboard the aircraft carrier Hornet in the mid Pacific, and eight days of grueling television coverage were ended.

It took a minimum of \$11 million in expenditures and in revenue loss and an estimated 1,000 personnel for the networks to produce what had to be the biggest show in broadcast history.

"It was the greatest event I've covered in my 36 years in the business," declared Elmer Lower, president of ABC News. His sentiments were echoed in one word—"wow"—from CBS-TV's anchorman, Walter Cronkite, who duplicated his election-night marathon with over 17 hours of broadcasting the night of the moon walk. Mr. Cronkite and his broadcasting partner, former astronaut Walter Schirra, remained speechless for several minutes after the module was down safely on the moon.

The televised moon walk attracted an audience of 125 million in the U.S., almost twice the projections made by the networks when the walk was originally scheduled for 2 a.m. EDT on July 21. (It started at 10:52 p.m. July 20.)

When astronauts Armstrong and Aldrin on the moon talked to President Nixon in Washington by telephone, each network used a different technique to present the principals on screen. ABC superimposed a head shot of the President in a circle over the picture from the camera placed by the astronauts on the moon. CBS used a split-screen technique, and NBC used a highlight form.

The astronauts themselves demon-

strated a mastery of television techniques. In the last of six color broadcasts from the command capsule, shortly after 7 p.m. Wednesday (July 23), each astronaut delivered a short message to earthbound viewers. In earlier broadcasts they showed how and what they ate, how they transferred from the command capsule, Columbia, to the lunar landing module, Eagle, and how the earth and moon looked in space.

Throughout the Apollo coverage, Europe, Latin America and Japan received three network feeds from the international pool coordinator, ABC International, through the satellites over the Atlantic, Pacific and Indian oceans. The Communications Satellite Corp. reported that from launch to splashdown, more than 230 hours of satellite time, involving some 200 programs, were transmitted, exceeding the previous record of 225 hours during the Summer Olympic Games in Mexico City during an 18-day period last October.

A network of 20 earth stations, interconnected with satellites, carried the TV programs to viewers in the U.S., Latin America, Europe, North Africa, Asia and Australia.

Alaska received the coverage, said to

be its first live television reports of a major news event, via an Air Force satellite and an Army antenna. The television signals were routed through commercial broadcasting facilities to the Army's satellite communications agency in Fort Monmouth, N.J., where a fixed antenna sent the signals to the Air Force's Tacsat I Satellite in the Pacific. They were then relayed to an Army antenna terminal in Anchorage.

CBS Radio coverage, including a 28-hour stretch Sunday and Monday (July 20-21), was beamed to Europe, Latin America, Africa and the Caribbean area by short-wave radio station WNYW, operated by Radio New York Worldwide. The station updated the CBS reports in the evening with reports in Spanish.

The domestic TV pool, also handled by ABC, concluded with reports from ABC's Keith McBee, CBS's Dallas Townsend, and NBC's Ron Nessen from the rescue carrier. Techniques were a little different this time because of the quarantine procedures and the presence of Richard Nixon on the ship. Six cameras, two of them hand-held, were needed to cover the action on two decks and the bridge. Don Blair of Mutual handled the audio feed for the four radio networks.

Although there is no way to count the audience abroad, a plethora of figures is available in the U.S.

National Trendex ratings for the extensive coverage Sunday (July 20), 12 noon to 11 p.m., put CBS in the lead with a 22 rating, 45 share. NBC had a 16.8 rating, 34 share, and ABC a 6.7 rating, 14 share.

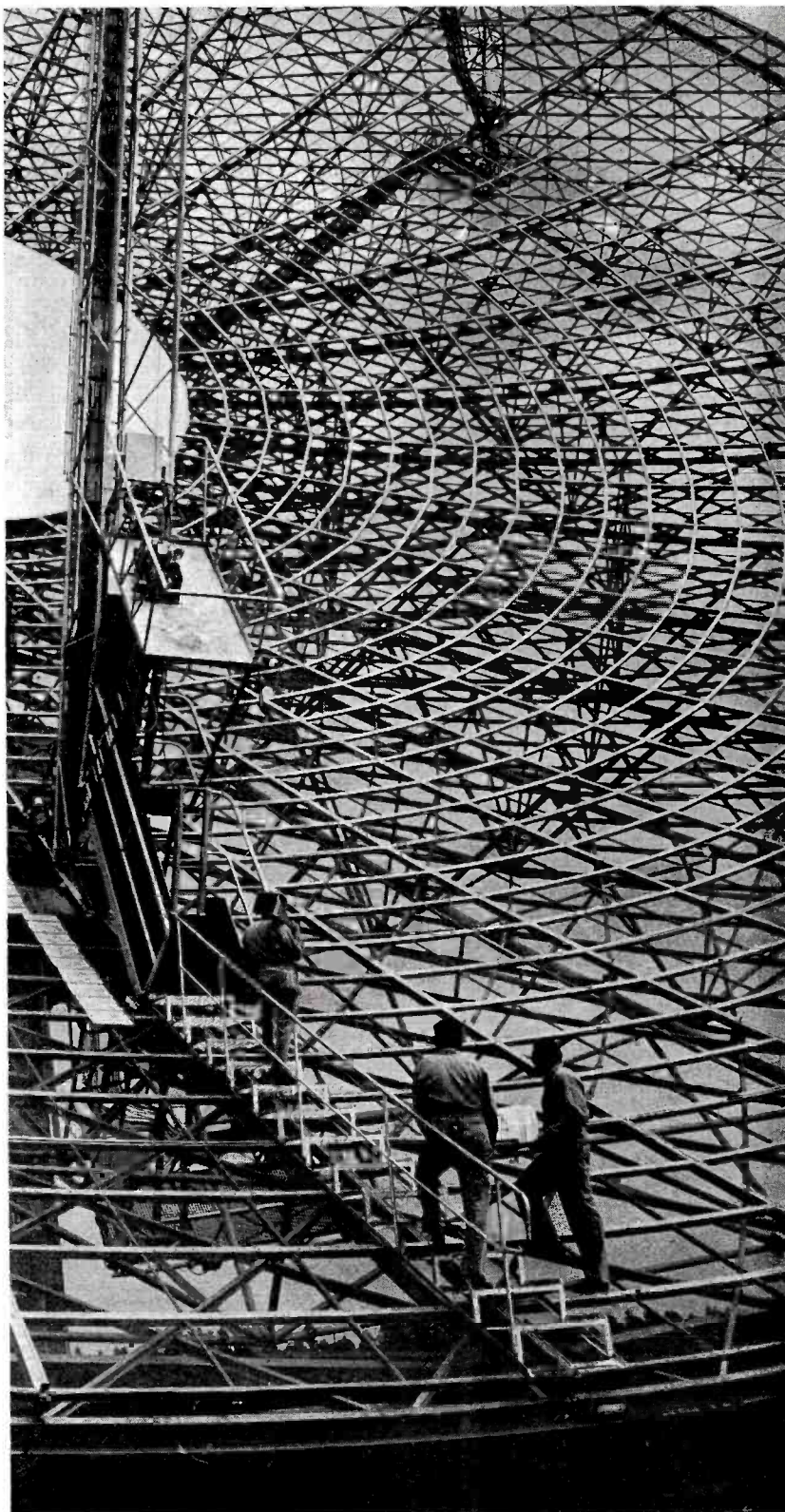
National Arbitron figures for 11 a.m. Sunday through 6 p.m. Monday showed CBS leading with a 19.9 rating, 45 share, followed by NBC with 14.8, 33, and ABC with 6.8, 15.

For the splash-down period, 11:30 a.m.-3:30 p.m. Thursday (July 24), CBS led the national Arbitrons with a 21.3 rating, 51 share. NBC had a 13.6 rating, 33 share, and ABC a 5.1 rating, 12 share.

Local New York Nielsen ratings for the 42 hours of network coverage throughout the moon mission show NBC and CBS tied with an 11.6 rating, 43 share, and ABC with a 3.7 rating, 14 share. New York Arbitrons put NBC on top with a 10.5 rating, 44 share, compared to CBS's 9.7 rating, 40 share, and ABC's 3.8 rating, 16 share.

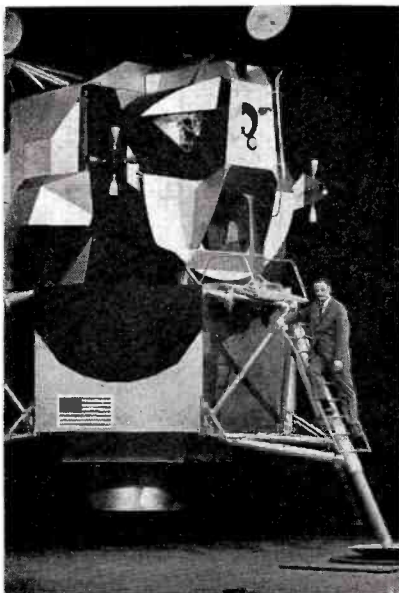
The viewers saw television coverage "remarkably free of technical difficulties," commented Don Meaney, NBC News's vice president for special events. "The mission itself went so well, the coverage seemed to follow its example. The event was so great it overwhelmed anything else," he declared.

All three networks privately displayed

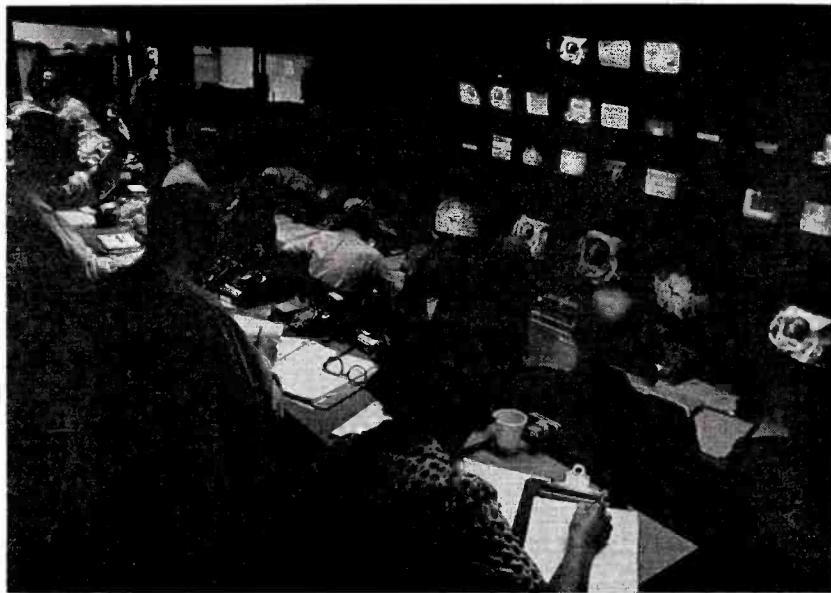


Technicians of the Australian Commonwealth Scientific and Industrial Organization work on the 210-foot dish of a radio-telescope that received television signals from the moon's surface. This installation, at Parkes, Australia, took over after a similar one at Goldstone,

Calif., picked up the first part of moon broadcast. These radio-telescopes amplified the lunar signal 500,000 times before feeding it into worldwide satellite network. Comsat reported 230 hours of satellite use—the most ever in the history of the network.



NBC-TV built LM model. Peter Hackes, correspondent, climbs stairs.



The array of monitors at NBC-TV's control center in New York indicates

how many program sources network producers had to choose from.

a quiet pride in broadcasting's ability to cover the event.

"There are always things to be improved," Mr. Lower remarked, "but I think we all covered the shot in first-rate fashion. We really played only a minor role in bringing it to all mankind."

"We put down a proper plan and executed it," Mr. Meaney felt. "We maintained a high level of real competence; we were accurate and fast, which I believe are two important criteria."

CBS News President Richard Salant was pleased with the performance of Walter Schirra as a broadcaster, and plans to have him on hand for future space shots. Aside from the success of the mission, Mr. Salant reported his main concern was the "utter exhaustion involved" for people covering the shot.

Indications are that such extensive coverage will not be used in future moon shots. "It was truly historic this time," Mr. Meaney commented. "The next time it will be important, but it will not be historic."

The first transmissions from the moon camera were received at the space agency's Goldstone, Calif., 210-foot antenna, but after two minutes, the reception was switched to the earth station on Honeysuckle Creek in Australia and eight minutes later to the 210-foot radio astronomy antenna at Parkes, Australia. Originally, Parkes was scheduled to acquire all of the TV transmissions because at the hour the astronauts were scheduled to engage in their extra-vehicular activity (2 a.m., July 21), Australia was facing the moon and Goldstone was on the other side of earth. But when the moonwalkers moved up their EVA by almost four hours, Goldstone was still in sight

of the moon and Parkes was not.

Not only are National Aeronautics and Space Administration officials considering using a color-TV camera on the moon for the Apollo 12 shot, tentatively scheduled for November, but there is consideration being given to equipping it with its own power supply so that men on earth can actually see the liftoff of the lunar module as it launches from the moon for its rendezvous with the command module.

There are two major considerations that have to be weighed, however. One is that Westinghouse Electric Corp., the developer and maker of the black-and-white lunar TV camera (and of the color-TV camera in the command module) will have to make the color camera more rugged to withstand the rigors of the atmosphere-less moon; the other is that a color camera would draw more than the 6 w used by the Apollo 11's monochrome camera.

If, however, a decision is made to continue using black-and-white TV on the moon for subsequent missions, NASA has nine operational, moon-designed cameras left. Westinghouse made 17 of the lunar cameras under its \$7.7-million contract from NASA, of which 10 were for use on the moon missions. The other seven were used in tests and in simulations by the astronauts before they began their mission.

At that figure, the camera the Apollo 11 astronauts left behind with the other "litter" on the surface of the moon was worth \$453,000. Also jettisoned from Eagle was a 14-pound "umbrella" antenna, covered with an estimated 38 miles of gold-plated wire, that was to be set up on the moon if the TV transmissions back to earth were not strong

enough. It was never used, however.

Westinghouse also built two color-TV cameras for use inside the command module under a \$150,000 contract from NASA. Both used a spinning color filter to produce a field-sequential color system. One was used during the eight telecasts from inside Columbia. It was similar to the color-TV camera used in the Apollo 10 flight that tested the lunar module descent toward the moon.

The 60-man Westinghouse team that worked on the lunar camera was led by program manager Stanley Lebar and technical director Larkin Niemyer. The work was done at the company's aerospace division, Defense and Space Center in Baltimore.

The moon-camera took pictures in a 320-line slow-scan 10 frames-per-second mode. This signal was fed by cable into the Eagle's processor which combined the TV with voice and data to make one composite telemetry signal. This was then amplified to about 20 w and radiated through Eagle's 26-inch S-band dish (2,000 mc band) for transmission to earth.

At Goldstone, the TV was separated from the other signals, put through a scan converter that brought it up to U. S. commercial standards of 30 frames a second. It was then passed on to Houston via land lines for delivery to the TV networks. At Parkes the telemetry composite signals were relayed by microwave 200 miles south to the Australian communications satellite earth station near Sydney, where the TV signal was removed and put through a scan converter there, then sent to Houston via the Pacific Intelsat III to the Communications Satellite Corp.'s Jamesburg, Calif., earth station and by landlines to Houston.



Walter Cronkite (l), CBS's veteran anchorman, was on the air 17 hours at

one stretch. He had expert help from Walter Schirra, former astronaut.



Walter J. Pfister Jr. (l), ABC executive producer, with Frank Reynolds.

Another TV spectacular due from twin Mariners

Those historic TV pictures from the surface of the moon mark only the beginning of TV from other planets. Most people have forgotten that the U. S. has two Mariner spacecraft speeding toward Mars. One was launched last February; the other in March (BROADCASTING, March 10) and they're due to send back TV pictures beginning tomorrow (July 29).

The black-and-white TV pictures that will be transmitted 60 million miles back to earth will be taken by two small vidicon cameras aboard each spacecraft on a very slow scan method (one picture every 60 seconds when the spacecraft reach their assigned 2,000-mile height above the red planet). Resolution is expected to be much higher than those taken in 1965 by Mariner 4, which showed objects two miles or more wide. The current Mariners 6 and 7 are expected to show objects that are a mere 1,000 feet wide. The signals will be received by the space agency's Goldstone, Calif., earth station, relayed to the Jet Propulsion Laboratory at Pasadena, Calif., where they will be released to networks.

Fewer complaints reach FCC's ear

Complaints sent to the FCC for the year ending June 30 show an impressive decrease of 10,984 from the previous year's total. In fiscal 1969, an election year, complaints totalled 21,542, compared to fiscal 1968's 32,526.

Programing complaints totalled 16,-

659 in fiscal 1969, compared with 23,481 in 1968. Programing complaints included issues of advertising, alleged violations of law or commission rules, and equal time and fairness requirements. Figured into the total decline is the dramatic decrease in equal time and fairness complaints—a decrease from 5,218 in fiscal 1968 to 1,998 in 1969.

In fiscal 1968, complaints, comments and inquiries totalled 67,710, compared with 57,938 this year.

WHDH Inc. to operate pending appeals decision

WHDH Inc. has been assured of being able to continue operating its WHDH-TV on Boston channel 5 until it has exhausted its court appeals of the FCC decision denying it a renewal of its license.

The commission last week granted WHDH's petition for a stay of that decision pending final disposition of any judicial review.

The petition had been opposed by Boston Broadcasters Inc., whose application for the Boston channel was granted by the commission in its unprecedented Jan. 23 decision.

The commission in that decision did not specify a termination date for WHDH-TV's operation since the United States Court of Appeals for the District of Columbia had not yet ruled on matters in the complex and drawn-out case over which it has retained jurisdiction.

The commission said that it does not believe a stay is necessary but that the grant of one would be in the public interest.

AFTRA gains, goals cited at N.Y. convention

Membership in American Federation of Television and Radio Artists has increased by more than 10% during the past year to "well over 20,000 members," Sanford Wolff, AFTRA national executive secretary reported last week during the union's annual convention in New York.

Mr. Wolff said there are now 42 locals and chapters in AFTRA and, as a sign of its progress, added:

"In the past 100 days approximately 14 new stations have been added to the list of those making pension and welfare fund contributions, and innumerable new producers are making similar contributions under freelance contracts."

The convention opened last Wednesday and was to end yesterday (July 27). A considerable number of closed sessions were devoted to proposals for contract negotiations with the TV-radio networks, set to begin this fall.

Speakers at the opening-day session included Herbert Klein, White House communications director, and New York Mayor John V. Lindsay.

"All communicators, including those from government, must 'tell it like it is,'" Mr. Klein told the union delegates. "We must all develop a two-way communication to the American people. Washington and New York are not the only centers of communications."

Mayor Lindsay acknowledged that both labor and management have accomplished "a great deal" in the advancement of broadcast opportunities for the disadvantaged citizens. But he said that "it is not enough that there is token integration."

Filmways spreads wings in TV

FCC okays \$3-million buy of three Cascade outlets; other purchases planned

Filmways Inc., New York-based diversified entertainment complex, last week entered the broadcasting business with the FCC's approval of its purchase of three television outlets.

Approved were the sales of KIMA-TV (ch. 29) Yakima, Wash., and its satellites, KEPR-TV (ch. 19) Pasco, Wash., and KLEW-TV (ch. 3) Lewiston, Idaho, from Cascade Broadcasting Co. in a stock transaction involving about \$3 million. Filmways will acquire all the stock of Cascade Broadcasting and in exchange Cascade's stockholders will receive all of the class B convertible preferred stock of Filmways.

Cascade is principally owned by Thomas C. Bostic (58.6%), John H. Reber (15%) and William F. Grogan (15%). Mr. Bostic, Cascade president and member of the CBS-TV Affiliates Advisory Board, will head the broadcast division of Filmways. Mr. Reber, Cascade vice president and general manager, and Mr. Grogan vice president,

sales, will remain with the broadcast division in management positions. The Cascade principals will retain their interests in KIMA-AM-FM Yakima, Wash., and KEPR-AM-FM Kennewick-Richland-Pasco, Wash.

Filmways, which is engaged primarily in motion picture and television program production, produces CBS-TV's *Petticoat Junction*, *The Beverly Hillbillies* and *Green Acres*. As of Aug. 31, 1968, it had total current assets of \$20,120,666 and total current liabilities of \$8,993,144. Long-term debt amounted to \$7,669,091. The company had net income of \$1.6 million or \$1.31 per share on revenues of \$38.47 million for the nine months ended May 31 (BROADCASTING, July 21). Cascade's net income last year amounted to \$470,420 after expenses.

When the sale of the Cascade stations was announced last year subject to FCC approval, Filmways President Martin Ransohoff said Filmways intends to buy other TV outlets and to expand to the full complement of five VHF and two UHF stations that is allowed by the commission (BROADCASTING, Sept. 30, 1968).

Vote on the sales was four-to-three with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee dissenting.

Changing Hands

Announced:

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

■ **WRIK-TV Ponce, P.R.:** 80.1% sold by Alfredo R. deArellano III to United Artists Broadcasting. Price was not disclosed, but is believed to be about \$7 million (see page 33).

■ **WEBB Baltimore:** Sold by Norman Fischer and others to James Brown and Gregory H. Moses Jr. for \$700,000. Mr. Brown is a rhythm-and-blues singer and has interests in recording and record publishing companies. Messrs. Brown and Moses own WJBE Knoxville, Tenn., and WRDW Augusta, Ga. WEBB is a daytimer on 1360 kc with 5 kw.

■ **KYET Payette, Idaho:** Sold by Clinton H. Bellows and others to Richard L. and Romona D. Swan for \$65,000. Mr. Swan is a salesman for KYET. KYET is full time on 1450 kc with 250 w. Broker: Chapman Associates.

■ **WGON Munising, Mich.:** Sold by Vernon H. Uecker and James E. and Leah D. Poeske to George Freeman for \$61,500. Mr. Freeman is general manager of WCCC-AM-FM Hartford, Conn. WGON is full time on 1400 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 62).

■ **KIMA-TV Yakima and KEPR-TV Pasco,** both Washington, and **KLEW-TV Lewiston, Idaho:** Sold by Thomas C. Bostic and others to Filmways Inc. for about \$3 million (see this page).

■ **WCME-AM-FM Brunswick, Me.:** Sold by Maurice L. Goulet and Roland G. Fortin to A. Abbott Coblenz for \$232,000. Mr. Coblenz owns 25% of WORC Worcester, Mass. WCME is a daytimer on 900 kc with 1 kw. WCME-FM is on 98.9 mc with 80 kw and an antenna height of 205 feet above average terrain.

■ **WSMT-AM-FM Sparta, Tenn.:** Sold by Dr. Sam J. Albritton to Joel L. Kuhn and Van Lee Slack for \$200,000. Mr. Kuhn is salesman for WSMT-AM-FM and Mr. Slack is commercial manager for those stations. WSMT is a daytimer on 1050 kc with 1 kw. WSMT-FM is on 105.5 mc with 3 kw and an antenna height of 36 feet above average terrain.

Cable Television:

■ **Jackson, Mich.:** Continental Cablevision of Michigan Inc. has purchased

HOPKINSVILLE TV CABLE COMPANY

OF HOPKINSVILLE, KENTUCKY HAS BEEN

SOLD TO TOWER COMMUNICATIONS, Inc.

Blackburn & Co. acted as brokers for both parties. The sellers were Charles O. Erickson and Charles F. Erickson; the buyer was Calude Stevanus.

69-20

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Jackson TV Cable Co. for \$2 million. Buyer is affiliate of Continental Cablevision Inc., Boston, multiple CATV owner, which now serves 33,000 subscribers in Ohio, Illinois, Iowa, New Hampshire and Michigan. Sellers were Charles F. Erickson, Time-Life Broadcast Inc., WKMH-AM-FM Jackson and others. Mr. Erickson and Time-Life are multiple CATV owners. Broker: R. C. Crisler and Co.

Court consolidates AFTRA arbitration

The New York State Supreme Court last week granted a motion by three TV-radio networks to combine their arbitration with advertisers and agencies in a proceeding centering around a demand by the American Federation of Television and Radio Artists for an increase in its minimum fees (BROADCASTING, July 21).

ABC, CBS and NBC had asked the court to consolidate arbitrations after the Advertiser/Agency Joint Policy Committee on Broadcast Talent Union Relations declined to join with the networks in the proceedings, claiming it had been the primary negotiator of the recorded-commercials contract. Justice Charles G. Tierney granted the networks' petition for consolidated arbitration, claiming this method would eliminate duplication of effort and promote efficiency in resolving issues that are common to networks and to advertisers and agencies.

The dispute arose after AFTRA requested a 10.1% rise in minimum fees, claiming this was consistent with its various contracts signed in 1966, under which the union could seek the increase if the Department of Labor's cost-of-living index rose as much as 10% over its level of Dec. 15, 1966. The union maintained that the index last April was 10.1% higher than on Dec. 15, 1966. All signatories to the codes rejected the union's request and AFTRA began its arbitration proceedings.

Though no date has been set, arbitration is expected to begin in early August.

UA to acquire WRIK-TV Ponce, P.R.

Transamerica Corp., which last month announced it and Metromedia had called off their \$300 million merger (BROADCASTING, June 16), is evidently still planning to expand its broadcast holdings in another way. It has announced the acquisition of its third TV station.

United Artists Broadcasting, which is wholly owned by United Artists Corp., a division of Transamerica, last week

announced it has signed an agreement to acquire controlling interest in WRIK-TV Ponce, P. R., subject to FCC approval. Price was not disclosed, but is believed to be in the neighborhood of \$7 million.

Alfredo R. deArellano III is president and 82.23% owner of Ponce TV Corp., licensee of the channel 7 independent. According to Mr. deArellano, he will acquire the remaining 17.77% from the other stockholders and will then sell 80.1% of his holdings to UA. Mr. deArellano will acquire 10% of the 17.77% from Angola Investment Inc. That stock was owned by Luis A. Ferre, but was turned over to Angola when Mr. Ferre took office in January as governor of Puerto Rico.

Mr. deArellano's father and family have a majority interest in WQBS and WKYN-FM San Juan, and WORA-AM-FM-TV Mayaguez, all Puerto Rico. They also control WSVI(TV) Christened, V.I., and own 49.8% of WPRP Ponce. Mr. deArellano III, however, has no stock interest in those stations.

UA Broadcasting operates WUAB(TV) (ch. 43) Lorain-Cleveland, and holds a construction permit for KUAB(TV) (ch. 20) Houston. Its parent, United Artists, is primarily engaged in motion-picture distribution for theaters and TV, and in the music publishing and recording fields.

WRIK-TV, which went on the air in February 1958, has 186 kw visual and an antenna height of 2,710 feet above average terrain.

FCC refuses to upset Santa Barbara renewal

A petition filed by KCOY-TV Santa Maria, Calif., for reconsideration of the FCC's grant without hearing of the license renewal of KEYT-TV that city, was denied last week by the commission.

The commission granted the KEYT-TV renewal last November. However, Central Coast Broadcasters Inc., licensee of KCOY-TV, alleged that KEYT-TV "pressured" two CATV systems into terminating nonduplication protection of KCOY-TV.

Cable TV of Santa Barbara Inc. and Cable TV of Santa Barbara County Inc. had afforded only KEYT-TV a form of partial nonduplication protection until Sept. 15, 1968. At that time, KCOY-TV was given protection to the extent that, during some network programming, nonnetwork commercials and announcements of KCOY-TV were inserted on duplicating network affiliates also carried by the cable systems.

It was said that KEYT-TV began contacting personnel of the systems, urging them to terminate their nonduplication of KCOY-TV, and on Nov. 15, 1968, the

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systems informed KCOY-TV it would end nonduplication protection for the station Nov. 17. The decision was stayed, however, when KCOY-TV obtained a temporary restraining order from the California courts pending litigation.

In the same action, the commission notified Key Television, licensee of KEYT-TV, that while it does not feel the station's "interference with the business relations of Central Coast is appropriate conduct for a licensee," it did not find it appropriate to reconsider its grant.

Question over site puts new N.M. TV into hearing

The FCC last week set for hearing an application by Sante Fe Television Inc. for a new TV station in Sante Fe, N. M. after two Albuquerque broadcasters challenged the proposed location of the channel 2 transmitter site.

New Mexico Broadcasting Co., licensee of KGGM-TV, and Hubbard Broadcasting Inc., licensee of KOB-TV, contend that Sante Fe's proposed signal would broadcast into their service area and could cut into their audiences and revenues.

The commission said the proposed site would be approximately 43 miles southwest of Sante Fe, but only 14 miles northeast of Albuquerque. Although the applicant's choice of transmitter sites would provide a signal over both cities, the commission said the signal over Albuquerque would be stronger than it would over Sante Fe. Both Hubbard and New Mexico had contended that granting Sante Fe's application would be a "de facto" reallocation of channel 2 from Sante Fe to Albuquerque.

The hearing was designated to determine whether the grant constitutes such a reallocation and whether the proposed operation would constitute a "fair, efficient and equitable use of the frequency." The FCC said that another consideration would be the impact the grant would have on potential UHF competition in Albuquerque.

In setting the application for hearing—in a 5-1 decision, with Commissioner James J. Wadsworth the lone dissenter—the commission said there are undisputed allegations that there are alternate sites available from which coverage of Sante Fe is possible.

EEN becomes EETN

The Eastern Educational Network has voted to continue their regional interconnection system by committing more than \$80,000 to the project. Also approved at a board meeting in Morgantown, W. Va., was an increased operating budget of around \$250,000 and a change in name to the Eastern Educational Television Network.

CATV gangs up on FCC's cable rules

Zone protection to TV permittees hit hardest as operators claim their growth will be stymied

The response was mostly negative last week as the FCC received comments on changes it made last May in its December 1968 overhaul of CATV regulations (BROADCASTING, May 19). Many respondents suggested the commission scrap its latest proposals altogether, and proffered their own alternative rules.

The comments dealt principally with proposed revisions which would accord zone protection to television-station permittees as well as licensees, change market listings in certain respects and modify the method of determining a station's 35-mile radius.

In a joint filing, several CATV systems opposed the commission's proposal to extend zone protection to construction permits for a period of 18 months after the CP grant or until Feb. 15, 1970, whichever is later. Under the proposal, CATV systems within 35 miles of the post office of any major city in the top-100 markets would have to get permission from a distant station before importing its signals.

The companies argued that this was inconsistent with the commission's previous treatment of permittees as authorized but inoperative facilities and would stymie CATV service in the affected area. The FCC "gambles away the provision of CATV service to underserved areas on the speculative presumption that the permittee will become operational," the companies claimed. Any protection afforded permittees, they added, should be limited to eight months.

Terming the commission's permittee protection proposal the most significant of its revisions, Cablecom-General Inc. denounced it, saying it would prove to be completely unworkable. As an alternative means of insulating local TV stations from the "alleged" economic impact of CATV without curtailing CATV's benefits, the company suggested the use of expanded nonduplication protection specifically designed to protect independent TV stations—existing and proposed—to provide relief based upon actual viewer loss to a local station resulting from the importation of distant signals.

In another joint filing, 10 CATV systems, including Jerrold Corp. and Cox Cable Communications Inc., asked the FCC to rescind its protection proposal, contending it was unworkable. Failing that, the companies asked for a six-month limitation.

The commission's proposals to modify market listings received an equally cool reception. One of the joint re-

sponses called the addition of some cities as market communities in five "hyphenated" markets (such as San Francisco-Oakland) "an unwarranted extension of major-market protection." Terming the designations arbitrary, the companies advanced their own proposal. They suggested that any CATV within the 35-mile zone of a major market be permitted to carry all stations assigned to any of the designated market communities making up that market, regardless of the stations' predicted contours.

A mixed but generally thumbs-down attitude was evinced toward the commission's proposal to base the 35-mile zone of protection on coordinates relating to airline distances between certain cities, and post-office locations of others. One group of companies essentially supported the proposal but said that in cases where the terminus of the zone intersects communities desiring CATV service, the rule should be applied in favor of the community licensing the system rather than favoring the TV station. It said the 35-mile zone should apply only when CATV's lie wholly within the zone, or at the very least "there should be a presumption in favor of the CATV system, with the burden on the TV stations to demonstrate actual, not theoretical, need for protection."

Other companies echoed this position. Griffin Coaxial Co. argued that it would be "quite possible and probable that a CATV system would be limited to carrying a few television signals, whereas across the street a CATV system could offer its subscribers a wider choice . . ."

Still other systems argued that the proposed coordinates should be scuttled in favor of geographical coordinates based on transmitter location and effective coverage rather than vague municipal boundaries.

The National Cable Television Association in its comments said the proposed changes generally would "clarify nothing" and would perpetuate an existing "freeze" on the cable industry. The association concurred with Commissioner Robert T. Bartley's dissent to the May proposals, in which he noted that the commission has four different criteria applicable to CATV cases: the 1966 Second Report and Order, the interim procedures issued last December, the May proposed changes and the public-interest standard applied on an *ad hoc* basis. The commission needs a whole new approach to CATV, NCTA concluded.

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

Gray Cablevision, Inc.
Albany, Georgia

As much football as traffic will bear?

As 1969 season opens, broadcast rights and income level off at 1968 peaks—but what about next year?

(Copyright 1969, Broadcasting Publications Inc.)

What do New York Jets coach Weeb Ewbank and pro football Commissioner Pete Rozelle have in common? They were both happy to see Joe Namath agree to sell his interest in Bachelors III and return to the New York Jets.

What do Buffalo Bills owner Ralph Wilson and Pete Rozelle have in common? They both want O. J. Simpson to sign his pro football contract. Mr. Wilson wants last year's number-one draft choice with the team. Like the Namath affair, Mr. Rozelle just wants the situation resolved.

Messrs. Namath and Simpson are money in the bank to Mr. Rozelle and the 26 members of the pro football fraternity. They are worth somewhere between \$2 million and \$3 million in potential television rights, according to one network source. So, Mr. Rozelle, who already has counted the \$34.7 million pro football is receiving from CBS and NBC this year, is looking ahead to 1970 and a new decade of escalating rights. For 1970 he is asking \$40 million for pro football.

The 1960's have been a profitable decade for football and in their closing year, radio and television stations, networks and independent packagers will be coming up with \$53,198,650 in game rights to professional and collegiate teams. The figure, compiled in BROADCASTING's annual survey, will be for football game rights to 26 professional teams, 125 major colleges and universities, and sponsors of 11 postseason collegiate bowl games.

This year's rights total shows an increase of only 0.8% over the adjusted 1968 figure of \$52,755,950.

In 1969, the figure breaks down to \$49,430,000 from the radio-TV networks for college and pro games; \$1,415,000 in local radio rights to the 16 National Football League teams; \$623,000 in local radio rights to the 10 American Football League teams; \$250,000 in preseason local TV rights to the NFL teams; \$125,000 in preseason local TV rights to the AFL teams, and \$1,355,650 in local radio and delayed TV rights to 124 colleges.

After they add the rights costs to talent (announcers and color commentators), production (cameras, micro-

phones, technicians and telephone lines), sales, publicity, and assorted and sundry expenses, the broadcasters will be asking advertisers to pay about \$107 million—the same as in 1968—for commercials aired during time outs, before and after the games and at half times.

The NFL games will be heard on 673 radio stations and the AFL games on 268. The locally originated preseason NFL and AFL games will be carried on 33 TV stations. The college radio networks will have 2,365 stations taking the games with 263 TV stations carrying collegiate games either whole or in part on a delayed basis (see page 40). The collegiate figures do not include the 250 radio stations that will pick up Mutual's Notre Dame feed or the 141 TV stations Hughes Sports Network has lined up for 90-minute Sunday rebroadcasts of Notre Dame games.

Although major league baseball's All-Star game played last week in Washington is still fresh in the minds of many, a big portion of the populace will be in front of their TV sets this Friday (Aug. 1) to watch an old-fashioned black-and-white football game. The New York Jets and the College All-Stars will meet at Soldiers Field, Chicago, and the game, on ABC-TV, will be this season's only network-originated collegiate or professional game not scheduled in color. The mammoth field in Chicago has inadequate lighting for color TV.

While all network salesmen are out pushing this year's crop of football goodies, most at prices within a thousand or two of those pitched in 1968, ABC-TV is the only network that can already look to 1970 and get its per-minute costs worked out. It has signed a new two-year contract with the National Collegiate Athletic Association at \$12 million a year (BROADCASTING, June 23) and it will be returning to the pro football wars, for the first time in six years, with a three-year pact to carry pro games on Monday nights for an estimated \$8.5 million a year (BROADCASTING, June 2).

The \$8.5 million ABC will pay to the National Football League (which is

what the merged NFL and AFL will be called), leaves Mr. Rozelle just \$31.5 million shy of the \$40 million he intends to get from the TV networks for pro football in the early '70's.

CBS, long-time holder of NFL rights, will get first crack at the National Conference in the new league and NBC, holder of AFL rights for the past four years, will get first option on the American Conference games.

CBS has been paying \$20 million a year for the NFL and NBC has been paying \$9 million for the AFL. If the two networks were to continue at those figures, it would still leave Mr. Rozelle about \$2.5 million short of his goal of getting at least \$1.5 million per team. But CBS and NBC will not continue to pay rights in the current ratio.

The American Conference will be gaining Baltimore, Cleveland and Pittsburgh from the present NFL and with them at least 2.8 million TV homes in the Area of Dominant Influence of those three markets. Should NBC get the American Conference rights, it will be expected to pay for those additional 2.8 million homes, while CBS—if it gets the National rights—will be expecting to pay less since the National Conference ADI homes total will drop by 2.8 million.

And that's where Messrs. Namath and Simpson come in. Joe Namath is a proved celebrity, who lifted the AFL from its me-too status to parity with the NFL when the Jets beat the Baltimore Colts in the last Super Bowl. That victory allowed NBC-TV to raise the cost of AFL minutes this year 43% from \$28,000 to \$40,000. Without Joe Namath, the AFL would still have parity, but it would not have a controversial superstar, superhero to pit against the Heidi's of the entertainment world.

Mr. Simpson, pride and joy of the University of Southern California, was one of the most lauded collegiate players to come down the pike in years—possible the most notable since Mr. Namath came off the Alabama campus. Buffalo needs O. J. as a drawing card and the AFL can use him to show the continuing high caliber of player the league has.

Pete Rozelle will have better leverage

for American Conference bargaining if both are in uniform. Assuming that Mr. Simpson will finally come to terms with Buffalo, pro football's commissioner can ask for—and probably get—about \$13.5 million for the American Conference and \$18 million for the National Conference.

Should O. J. and Buffalo not reach accord and he is traded to a National Conference team, the rights ratio could change by as much as \$1.5 million.

Even with all the glory attached to football and with all its heroes in uniform, CBS and NBC may not rush to give Mr. Rozelle his \$31.5 million. CBS last year was asking \$70,000 a minute for NFL coverage and was getting an estimated \$59,000 a minute for the games during October. NBC, which was offering the AFL schedule plus the Super Bowl for \$29,000 a minute in 1968, was getting about \$21,000 a minute in October.

One network executive last week noted that for several years the networks had been complaining about the high price they had been forced to charge sponsors for football coverage and said that the salesmen are finding, particularly in the current tight money market, that "the well is running dry. If we could just break even," he said, "we'd be happy."

Should CBS and NBC balk at new pricing arrangements, Howard Hughes is always available. He made his weight felt during the negotiations for the Monday night package when his Hughes Sports Network reportedly outbid ABC, but was turned down when research showed the ABC affiliate line-up could produce considerably more TV homes than a line-up put together by HSN would be likely to attract.

However, a Hughes-constructed Sunday afternoon station line-up could be expected to compare favorably with what CBS or NBC could offer the pro

teams.

The outside possibility, in all this thinking, is that anyone—CBS, NBC or HSN—could take the whole package. But from a plain economics view it seems highly unlikely.

Although the networks had hoped to get their 1970 scheduling underway before the 1969 football season formally begins, all indications now are that nothing will happen until November. The National Conference still has to realign its 13 teams, something it hasn't been able to do in several lengthy meetings, and the networks in the past six weeks have been too wrapped up in Apollo programing to worry about football in 1970.

Football, in 1969, however, is moving at full tilt. ABC will be carrying 37 NCAA games, two more than last year, with four of the games to be played at night. In 1968 there were only two night games. This year the network is again offering a wild card game, one it can choose late in the season.

It is packaging the NCAA with the North-South and East-West Shrine games and Sugar Bowl and offering them all at \$49,500 a minute, about the same as last year's package price.

The Sugar Bowl is a new entry on the ABC schedule this year and it gives the network a Jan. 1 feature for the first time since it lost the Orange Bowl to NBC several years ago. To make room for the Sugar Bowl, ABC gave up its rights to the Gator Bowl and NBC picked that one up.

Handling the collegiate games for ABC this year will be Chris Schenkel, Bill Fleming and Keith Jackson on play-by-play with Bud Wilkinson, Lee Grosscup, Dave Nelson and two others still to be named, handling color.

Still in the works is a Sunday series on ABC, *NCAA Football Highlights*, which will be aired 12-1 p.m. NYT. Marvin Sugarman, New York, is han-

dling 45-minute tapes from regional games played the day before with ABC adding 15-minutes of tapes from games of national interest. No sponsors or announcers have been announced for the series.

CBS is planning NFL coverage of five preseason games, 111 regular-season games, including two on Saturday afternoons and one on Monday night, the postseason contests and Super Bowl.

Including the Super Bowl in the package, it is pricing the basic NFL coverage at \$75,000 a minute (up from the \$70,000 it asked without the Super Bowl last year). A secondary package of 12 NFL dates is going for \$50,000 (last year 11 dates were offered for that price) and the preseason package is priced at \$35,000 a minute (the same as 1968).

CBS is offering its pregame program at \$30,000 a minute and the postgame show for \$40,000.

The only nonpro games on CBS-TV's schedule this season are the Sun Bowl and Cotton Bowl. The Blue-Gray game, which has had a checkered network career will not be on CBS this year. The game had been on NBC until 1962 when that network dropped it from the schedule although NBC continued to pay yearly rights under its contract. CBS picked the game up in 1965 under a five-year contract which would have ended with this year's game. Reportedly, the game has been one of the weakest postseason games in audience ratings.

CBS this year will retain its eight teams of play-by-play and color announcers: Chuck Thompson and Jerry Kramer; Don Criqui and Frank Clarke; Jack Whitaker and Frank Gifford; Ray Scott and Paul Christman; Lindsey Nelson and Tom Brookshier; Jack Drees and John Sauer; Frank Glier and

What networks pay for football

ABC-TV

Coaches All-American Game	\$	95,000	June 28
College All-Star Game		240,000	Aug. 1
NCAA College Games		10,200,000	Sept. 13
NCAA College Championships		100,000	Dec. 13
Liberty Bowl		110,000	Dec. 13
North-South Shrine Game		85,000	Dec. 25
East-West Shrine Game		350,000	Dec. 27
Sugar Bowl		350,000	Jan. 1
Hula Bowl		50,000	Jan. 10
Total		\$11,580,000	

CBS Radio

NFL Western Championship	(1)	Dec. 27
NFL Eastern Championship	(1)	Dec. 28
NFL Playoff Bowl	(1)	Jan. 3
NFL Championship	(1)	Jan. 4
NFL-AFL Super Bowl	(1)	Jan. 11
NFL Pro Bowl	(1)	Jan. 18

CBS-TV

NFL Preseason Games	(2)	Aug. 10
NFL Games	\$20,000,000	Sept. 21
Sun Bowl	150,000	Dec. 20
NFL Western Championship	(2)	Dec. 27
NFL Eastern Championship	(2)	Dec. 28
Cotton Bowl	500,000	Jan. 1
NFL Playoff Bowl	500,000	Jan. 3

CBS-TV (Continued)

NFL Championship	2,000,000	Jan. 4
NFL-AFL Super Bowl	2,500,000	Jan. 11
NFL Pro Bowl	700,000	Jan. 18
Total	\$26,350,000	

Hughes Sports Network

Notre Dame Football	\$	100,000	Sept. 20
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MBS

Notre Dame Football	\$	50,000	Sept. 20
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NBC Radio

AFL Championship	(1)	Jan. 4
Rose Bowl	(1)	Jan. 1

NBC-TV

AFL Games	\$	9,000,000	Sept. 14
AFL Division Playoffs	(3)		Dec. 20-21
AFL Championship	(3)		Jan. 4
AFL All-Star Game	(3)		Jan. 17
Gator Bowl	\$	200,000	Dec. 27
Rose Bowl		1,400,000	Jan. 1
Orange Bowl		700,000	Jan. 1
Senior Bowl		50,000	Jan. 10
Total		\$11,350,000	
Networks Total		\$49,430,000	

- (1) Radio rights included in TV contract.
- (2) Rights included in NFL package.
- (3) Rights included in AFL package.

Eddie LeBaron; Jack Buck and Pat Summerall.

NBC will again cover the full AFL schedule including three Saturday night and two Saturday afternoon games. NBC is offering the AFL regular-season games, AFL All-Star game, the Gator and Senior Bowls as a package at \$40,000 per minute. Its \$29,000 a minute package last year included the Super Bowl.

The network is asking \$120,000 per minute for the Rose Bowl, by far the highest per-minute price ever asked for a football game. (The highest price ever asked for a Super Bowl was \$85,000 by CBS for the first Super Bowl.) Already on the dotted line for an undisclosed amount of minutes in the Rose Bowl are Chrysler, Eastern Air Lines and Gillette. For the Orange Bowl, NBC's rate card calls for \$63,000 a minute and United Air Lines, Allstate Insurance, R. J. Reynolds and Pontiac have signed up.

Handling the on-air work for NBC will be Curt Gowdy, Jim Simpson, Pat Herson, Jay Randolph and Bill Enis on play-by-play, and Kyle Rote, Al DeRogatis, George Ratterman, Elmer Angsman and one more man to be named on color.

Although ABC-TV, CBS-TV and NBC-TV are the only networks planning live football coverage this year, Hughes Sports Network will again be feeding Notre Dame games on delayed basis to 141 stations on Sundays, 11:30 a.m.-1 p.m. NYT. Lindsay Nelson will call those games.

Mutual again has radio network rights to the 10-game Notre Dame schedule and has sold the network's half to B.F. Goodrich and State Farm Insurance. The other half is sold locally. In addition, Mutual will again feed the pregame *Ara Parseghian Show*, which is sponsored by Ford Motor Co. Van Patrick will do play-by-play with Al Wester handling color on the games.

Hughes also will be feeding about 150 stations the weekly *This Week in Pro Football*, produced by AFL/NFL Films. Chrysler, Kemper Insurance and Haggard Slacks have bought into that package. Pat Summerall and Charlie Jones will announce the composite programs.

One bowl game being handled outside the networks this year is the Peach Bowl from Atlanta on Dec. 30. Vic Piano, New York-based station rep, has bought rights to the game through its Mizlou Productions and has already signed 72 stations. Pat Summerall and Jack Drees will call the game. Sponsors have not yet been announced.

As of last week, 89 sponsors had signed for network football coverage and the biggest single category was insurance. There were 10 insurance companies committed to football coverage, plus the National Association of Inde-

Fordham-Waynesburg TV classic discovered

ABC Sports, which is looking into its archives and has asked colleges and universities to rummage through theirs for vintage football films, has unearthed the date, site and score of the first televised collegiate football game.

The hunting expedition is a part of college football's 100th anniversary and ABC-TV will help the National Collegiate Athletic Association celebrate by producing a special using some old footage.

The first televised game, ABC found, was on Sept. 30, 1939, when Fordham beat Waynesburg of Pennsylvania, 34-7 at Randall's Island Stadium, New York. However, ABC didn't handle that first telecast. NBC and RCA, which had telecast a baseball game earlier that year, and which did "most of the TV work at that time," according to ABC Sports, fed the telecast. Some 2,000 persons watched the game on fewer than 1,000 television sets.

The TV crew at the stadium used only one camera, which was set on a tripod on ground level at the 40-yard line next to the Fordham bench.

pendent Life Insurance Agents.

Only two advertisers have made buys on more than two networks. R. J. Reynolds has bought on ABC-TV, CBS-TV, NBC-TV and Hughes Sports Network with Allstate Insurance buying on ABC, CBS and NBC. Another 12 sponsors have bought time on at least two networks.

By groups, the networks have signed: six auto makers, six airlines, six breweries, six cigarette makers, four oil companies and four tire makers.

A good example of the diversity in football advertisers this season can be found in the CBS line-up. Among its sponsors are Wembley Ties and Univac.

AMERICAN LEAGUE

Boston Patriots

WBZ Boston will originate five preseason and 14 regular-league games for a five-station network in Massachusetts and Maine. Negotiations are under way with eight other stations. Bob Starr and Gil Santos will call the games. Sponsors thus far are Dodge Dealers and Liberty Mutual, both through BBDO.

No exhibition TV games are set.

Buffalo Bills

WBEN Buffalo will originate six preseason and 14 regular-league games for a

25-station statewide radio network. Van Miller, Stan Barron and Dick Rifenberg are on the announcing team. Sponsors are Mobil Oil through Doyle Dane Bernbach, Ford Dealers through J. Walter Thompson, and Marine Midland Trust Co. of Western New York through BBDO. Sponsors of the pre- and post-game shows alternate locally with Milk for Health on the Niagara Frontier Inc., placed direct and Sears Roebuck and Co. through J. G. Kelly Co. WBEN-FM sponsors of the games are Bisonite Paint through J. G. Kelly and Mason Photo Studio, placed direct.

WKBW-TV Buffalo will carry six preseason games in color. All but two games will be live. One game will be live and then repeated the next day because of a late start on the West Coast. Rick Azar will handle the games. Sponsorship is incomplete.

Cincinnati Bengals

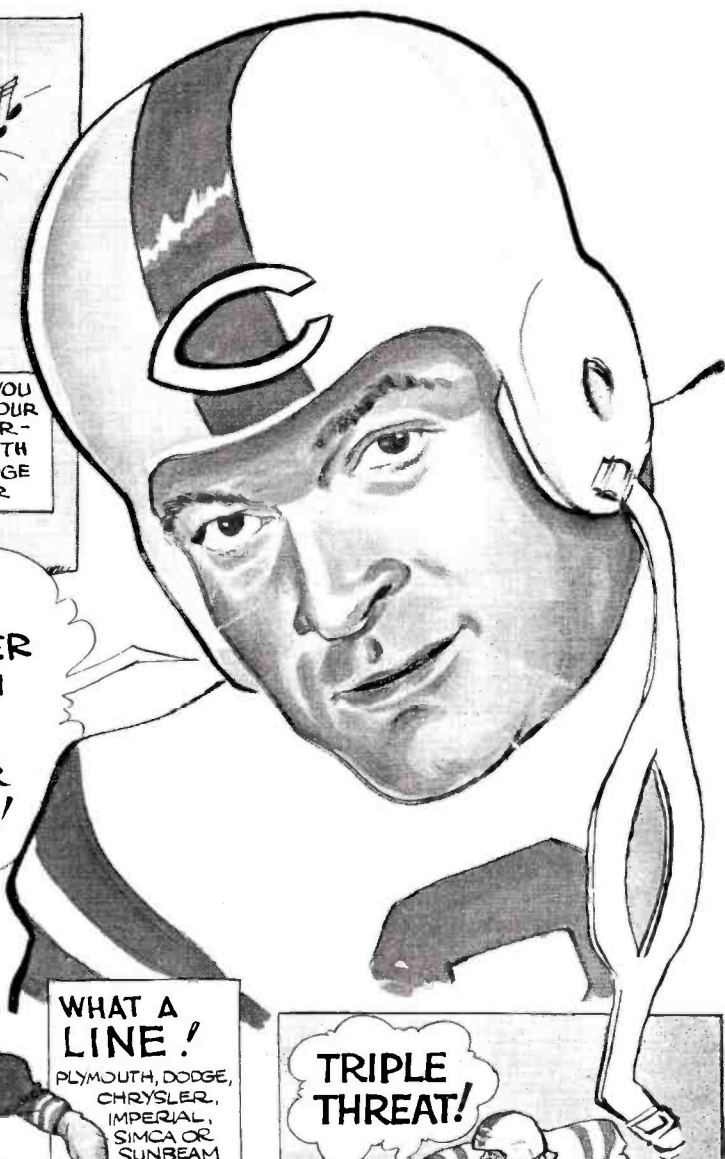
Avco Broadcasting Corp. goes into second year of a three-year rights contract. Avco's WLW Cincinnati will feed five exhibition events and regular-season games to a regional radio network of about 40 stations (network last year totaled 30-plus). WLW also is airing a daily *Paul Brown Show* for 26 weeks (began June 30) and feeding it to a network of 10 stations on local sponsor basis. One-quarter sponsors of the Bengal games on WLW will be Burger Brewing through Midland Advertising; Tresler-Comet Gasoline through J.E. Freedman Advertising, and Chrysler-Plymouth Dealers through Young & Rubicam, with one-eighth portions taken by Union Central Life Insurance through Adams Gaffney Grant and Ohio Appliance Co. through Byer & Bowman. WLW will have three pregame features. The preview show will be sponsored by Cinderella Cleaners through Jackson, Aristotile & Behan; the *Coach's Corner* will be sponsored by First National Bank of Cincinnati through Northlich-Stolley and the warm-up feature will be sponsored by Partridge Meats through Allen, Anderson Niefeld & Paley. WLW's two half-time features will be sponsored by Central Trust Bank through Stockton West Burkhart and Shillito's Men's Store through Carl Press Inc. Postgame highlights show will be sponsored by Carter's Restaurants through Early-Selmeler. Postgame *Star of Game* show will be sponsored by First National Bank of Covington, Ky., placed direct. Phil Samp will do play-by-play and Jimmy Crum will handle color.

Avco's four TV stations will air three exhibition games. Those games on WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLCW(TV) Columbus and WLWI(TV) Indianapolis will be sponsored

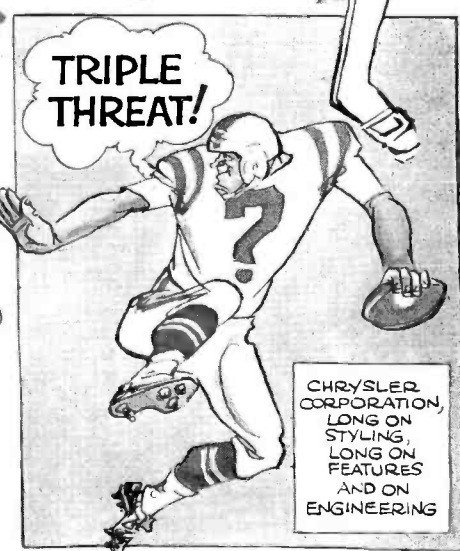


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OF ATTENTION
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locally in each market for one-half. Quarter sponsorships each are expected to be renewed by Burger Brewing through Midland and Marathon Oil through Campbell-Ewald. Mr. Samp and Omar Williams are slated to do the announcing of the exhibition games.

Denver Broncos

KTLK Denver will feed the 20-game exhibition and regular-season schedule to a 53-station radio network in Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, Utah and Wyoming. One-fourth sponsors will be Humble Oil through McCann-Erickson; Jos. Schlitz Brewing through Leo Burnett; Public Service Co. of Colorado, placed direct and Empire Savings & Loan, placed direct. The pregame and postgame programs will be sponsored on KTLK by Roger Mauro Chrysler through AMA Advertising. Joe McConnell will handle play-by-play with Bob McCullough on color.

KOA-TV Denver will carry one preseason game, which has been sold to multiple sponsors. Bob Martin will call the game.

Houston Oilers

Majestic Advertising, Milwaukee, in the second year of a three-year broadcast rights agreement for the Oilers games (covering all radio plus preseason TV), will again package a radio network of 19 stations for five exhibition games plus regular play. Network sponsors for five-nineteenths each will be Texaco through Benton & Bowles and Jos. Schlitz Brewing through Majestic. The remaining shares go to participating sponsors. Jim Norton will do play-by-play with Dickie Maegle on color. Majestic also will deliver pregame and postgame shows to the network for local sale plus a halftime show sponsored by Southwestern Bell, placed direct.

Majestic, because of a league ruling curbing regional TV networking of preseason games, has sold off its TV rights this year to KPRC-TV Houston, which locally will air tape delays of four home exhibition games plus live coverage of a fifth preseason road game. Bill Ennis will do play-by-play. KPRC-TV is selling the exhibition events on participating basis.

Kansas City Chiefs

KCMO Kansas City in the second year of a three-year agreement once again will originate a regional radio network of some 45 stations for six exhibition games plus the regular season. Locally KCMO aired an additional "rookie" game last Saturday (July 26). On KCMO one-fifth sponsors will be Interstate Securities through Ballantine Radford; Jos. Schlitz Brewing-Kansas City Wholesalers through Mace Advertising; Country Club Dairy through Bozell & Jacobs, and Vickers Oil Co. through Barickman & Selders. One-tenth shares each are being taken by U.S. Supermarkets through Vern Siddall Associates and Southwestern Bell, placed direct. Interstate, Schlitz and Vickers each will take one-fifth on the network and Country Club foods will take one-tenth. The rest of the network will be locally sponsored. On KCMO the pregame *Scouting the Chiefs* has been renewed by City National Bank through Oliver Advertising. The postgame *Scoreboard* has been renewed by Aamco Transmissions through Sher & Jones while the postgame locker-room show after home games again is signed by Swift Dodge through Martin Fromm. Play-by-play will be done by Tom Hedrick with Bill Grigsby on color.

KMBC-TV Kansas City will air six exhibition events. KMBC-TV previously had organized preseason regional TV networks for both the Chiefs and the Houston Oilers, but league rules now preclude this. The rules, though, allow importation for hometown airing plus feeding to any station within 75 miles. Thus KMBC-TV will feed the Aug. 2 Oakland Raiders game to WIBW-TV Topeka, Kan., and the Aug. 16 Cincinnati Bengals game to KTSB-TV Topeka. On KMBC-TV, the exhibitions will be sponsored one-quarter each by Wilson & Co. through Campbell-Mithun; Falstaff Beer through Foote, Cone & Belding; Sears, Roebuck & Co., placed direct, and Bankmark Credit Card through Bruce B. Brewer. Charlie Jones and John Sanders will split play-by-play on games with color by Galin Fiss.

Miami Dolphins

WIOD Miami, in its fourth year with the team, will originate the Dolphins' 14

regular-season and six preseason games for a 10-station Florida radio network. Sponsors on WIOD include Buick Dealers through McCann-Erickson; Household Finance through Needham, Harper & Steers and Northeast Airlines, through Carl Ally. Bob Gallagher will do play-by-play and Henry Barrow will handle color.

WTVJ-TV Miami will televise three preseason games, two of them in color. Mr. Gallagher and Bob Halloran will handle the play-by-play and color. Major sponsors are Nissan Motors, through Park Advertising, and Johnny & Mack, through Ross Hancock, each with one-fourth of the games, and Burdine's Department Store, through 22 East Agency for one-fourth of one game. The remainder has been sold to spot advertisers.

New York Jets

WABC New York will cover five exhibition and 14 regular games in the fifth year of its six-year contract. Sponsors will be Chevron Oil and F&M Schaeffer Brewing, both through BBDO; Manufacturers Hanover Trust through Young & Rubicam, and Buick Dealers through Communications Counselors. Merl Harmon will do play-by-play and Sam de Luca will handle color. Sponsor for the pregame and postgame shows will be Gimbels through Allerton, Berman & Dean.

Like its older competition in New York, the Giants, the Jets this year will get a radio network of some 35 stations in New York, Pennsylvania, Connecticut and Rhode Island. The network is operated by Trans National Communications, New York, which also handles the Giants' radio network. Of the two-thirds available for network sale, Bristol-Myers through Wells, Rich, Greene and Young & Rubicam, has purchased a half, with a half still open. Announcers for the Giants' radio network still have not been announced.

WOR-TV New York is broadcasting five preseason games. Sponsors are Mobil Oil and Bankers Trust, both through Doyle Dane Bernbach; Rheingold Beer and Canada Dry, both through Grey Advertising; Miles Labs through J. Walter Thompson; Chrysler-Plymouth Dealers through Young & Rubicam, and Wilkinson Blades through Ted

Radio and local TV revenues of major colleges

Conference	Schools	Radio Stations	TV Stations	Total Rights	Conference	Schools	Radio Stations	TV Stations	Total Rights
Atlantic Coast	8	264	24	\$ 89,500	Southwest	8	200	19	112,500
Big 8	8	232	26	81,000	Western Athletic	8	82	7	55,600
Big 10	10	284	15	170,300	Independents*†	37	588	82	243,500
Ivy League	8	50	3	19,600	Totals	124	2,365	263	\$1,355,650
Mid America	7	49	8	11,450	* Does not include Notre Dame revenues from Mutual or Hughes Sports Network				
Missouri Valley	5	20	1	14,500	† Includes four teams from conferences where less than three schools had radio-TV revenues				
Pacific 8	8	126	16	325,000					
Southeastern	10	435	61	225,500					
Southern	7	35	1	7,200					

Bates. Charlie Jones and George Ratterman will call the games.

Oakland Raiders

KNEW Oakland is feeding five preseason games and 14 regular-season games to a 16-station radio network in California and to one station in Reno. Bill King will do the play-by-play with Scotty Stirling on color. One-quarter sponsors of the games will be: Smiths Clothiers through Wenger/Michael; Central Valley National Bank through Meltzer, Aron & Leman; Union Oil through Leo Burnett; and United Vintners through Honig-Cooper & Harrington. The 20-minute pregame show will be sponsored by Foremost Dairies, Yami yogurt and Kilpatrick's bread, all through Gross, Pera & Rockcy. The postgame show will be sponsored by Lincoln-Mercury through Kenyon & Eckhardt, and Treesweet Products through Marsteller. A 20-minute *Locker Room* show following the postgame show, will be fed to the regional network with Volvo and Canadian Pacific Airlines as co-sponsors. KNEW, throughout the season on Monday evenings, will carry a half-hour *Ask the Raiders* program, sponsored by E.C. Wenger Electronics, Wiseman's Home Furniture and S & K Auto.

The games and highlights are being offered to other stations. KTXL(TV) Sacramento, Calif., is picking up both, with KTVW(TV) Seattle-Tacoma taking the highlights package. Announcers for the games have not been set.

San Diego Chargers

The Chargers have signed a new five-year contract with KDEO El Cajon, Calif., for the broadcast rights to both preseason and regular season games. KDEO also will originate 19 games, including five preseason, for a radio network of 18 stations in California and Arizona. Stu Nahan will do play-by-play with Johnny Parker and Emil Karas, handling color. Chargers coach Sid Gilman will do a 10- or 15-minute pre-game show. There also will be 15-minute *Charger Warmup* pregame show and 15-minute *Charger Report* postgame show. Texaco through Benton & Bowles will be one-fourth sponsor of the games, and Karl's Shoes through Holzer, Taylor, McTighe & Dawson will be one-eighth sponsor. Sears, Roebuck through Teawell Inc. will sponsor the pregame shows which are fed to the network.

KCST(TV) San Diego, which last year began covering preseason games of the Chargers, has come up with another one-year contract. The independent UHF will carry the five preseason games, all in color, and all on a tape delayed basis. Bob Chandler will do

play-by-play. KCST is selling spots on the preseason games to participating advertisers. KCST will carry weekly highlights of all Chargers games throughout the season and will also carry a weekly Sid Gilman show.

NATIONAL LEAGUE

Atlanta Falcons

WQXI Atlanta will feed the Falcons' 20-game exhibition and regular-season games to a network of about 65 stations in seven Southern states: Alabama, Florida, Georgia, North and South Carolina, Tennessee and Mississippi. The games are being sponsored on WQXI by Ford Dealers through J. Walter Thompson; Bristol-Myers through Young & Rubicam; Citizens & Southern National Banks through Burke, Dowling, Adams; and BT Oil Co., Arby's Roast Beef Restaurants and Ellman's of Atlanta. Jack Hurst will do play-by-play with Alex Hawkins on color. Also fed to the network for local sale are the 15-minute pregame and postgame shows. Network stations may also pick up the pre-pregame *Norm Van Brocklin Show*.

WAGA-TV Atlanta will carry the six exhibition games, four of them live and two taped the night before airing. Ed Thilenius will call the games, which will be sponsored by Atlanta Buick Dealers through Scofield, Brazelton & Williams; Goodbody & Co. through Doremus & Co.; Western Electric through Cunningham & Walsh; Cotton States Insurance Co. and Kahn's Meats, both through McRae & Bealer.

Baltimore Colts

WCBM Baltimore, under a new three-year contract, is feeding the Colts' 20-game schedule, including six exhibitions, to a radio network of about 40 stations in Pennsylvania, Maryland, Delaware, Virginia and West Virginia. The games will be equally sponsored by National Brewing and Commercial Credit, both through W.B. Doner; Ford Dealers through J. Walter Thompson; Humble Oil through McCann-Erickson, and Baltimore Sunpapers through VanSant, Dugdale. Joe Croghan and Charley Eckman will handle play-by-play and color. The local pregame shows are the 10-minute *Johnny Unitas Show*, sponsored by Eastern Air Lines through Young & Rubicam and the 15-minute *Colts Kick-Off*, sponsored by Thompson's Sea Girt Restaurant through Bernard Sandler Advertising. The postgame shows are the 10-minute *Colts Scoreboard*, sponsored by United Clay and Supply and Carrier Air Conditioning, both through Emery Advertising, and the 15-minute *Colts Locker*

Room with Jimmy Orr, sponsored by Maryland Cooperative Milk Producers, placed direct.

WMAR-TV Baltimore will carry three Colts' preseason games, all live and in color. The preseason rights are owned by Dennis Dunn Inc. F&M Schaefer Brewing through BBDO; Western Electric through Cunningham & Walsh; Coca-Cola through McCann-Erickson, each with one-quarter; Baltimore Gas and Electric, through Doner, and STP through Media Buyers, each with one-eighth, will sponsor the games. Jim Gibbons will do play-by-play and Jim Mutscheller will handle color.

Chicago Bears

WGN Chicago will air three exhibition games and the bulk of the regular-season schedule. Since WGN has a baseball coverage conflict, the first two regular-season games will be aired by WCFL Chicago with same regular-season sponsors. WGN also is feeding a regional radio network of 16 in Illinois, Indiana and Iowa, all locally sponsored. For the 24th year the basic rights owner, Standard Oil division of American Oil Co., takes one-third regular-season sponsorship on WGN with a third each also renewed by G. Heileman Brewing through McCann-Erickson and Household Finance through Needham, Harper & Steers. The first exhibition game will be sponsored by Heileman and by Statistical Tabulating Corp. through Haddon, Burns & Cohen. The other two exhibition games will be sponsored by the three regular-season advertisers. The pregame warmup show for the first exhibition game will be sponsored by M. Hyman & Sons through the Haddon Agency; the halftime show by Flame Steak House, also Haddon, and the postgame scoreboard by Montgomery Ward through Lilienfeld. For the other two exhibition games and the regular-season warmup, the sponsor is Robert Hall through Arkwright; halftime, Flame Steak House, and scoreboard by Wards. Play-by-play will be handled by Jack Brickhouse with color by Irv Kupcinet.

WBBM-TV Chicago will air five exhibition events with Shell Oil taking one-quarter through Ogilvy & Mather. The remainder is being sold in participations. Play-by-play will be handled by Ray Scott with George Connor on color.

Cleveland Browns

WVK Cleveland is in the second year of a three-year contract and will be originating a radio network which this year is expected to grow to 52 stations for six exhibition games plus the regular season. All 1968 sponsors have renewed or are about to renew. Two sponsors with one-quarter each on the network will be

Radio-TV network sponsors for football

AC Spark Plugs (Burnett): ABC-TV, NCAA pre- and postgame; CBS-TV, NFL pregame and games.

Allstate Insurance (Burnett): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl; CBS-TV, Cotton and Sun Bowls; NBC-TV, Orange Bowl.

American Airlines (DDB): CBS-TV, NFL, Cotton Bowl.

American Motors (WRG): HSN-TV, Notre Dame.

American Oil (D'Arcy): CBS-TV, NFL.

AT&T (Ayer): ABC-TV, NCAA, pre- and postgame on East-West Shrine game and Sugar Bowl.

AT&T (C&W): ABC-TV, North-South Shrine game; CBS-TV, NFL preseason.

American Tobacco (BBDO): CBS-TV, NFL preseason.

Ampex (Albert Jay Rosenthal): CBS-TV, NFL pregame and games.

Aurora Plastics (Adams, Dana, Silverstein): CBS-TV, NFL.

Bell & Howell (M-E): CBS-TV, NFL.

Benjamin Moore (Dreher): CBS-TV, NFL preseason.

Brown & Williamson (Bates): CBS-TV, NFL preseason.

Buick (M-E): CBS-TV, Cotton and Sun Bowls.

Bulova (DDB): CBS-TV, NFL pregame.

Champion Spark Plugs (JWT): CBS-TV, NFL.

Chevrolet (C-E): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl.

Chanel (NC&K): CBS-TV, NFL.

Chrysler (Y&R): NBC-TV, AFL, Rose Bowl.

Cluett-Peabody (Y&R): NBC-TV, AFL.

Consolidated Cigar (David, Oksner & Mitchell): CBS-TV, NFL postgame; NBC-TV, AFL.

Continental Insurance (DDB): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl.

DuPont (Ayer): CBS-TV, NFL preseason.

Eastern Air Lines (Y&R): NBC-TV, Rose Bowl.

Emerson (Daniel & Charles): CBS-TV, NFL.

Firestone (C-E): ABC-TV, NCAA pre and postgame; CBS-TV, NFL pregame.

Ford (JWT): CBS-TV, NFL pregame, games and postgame; Mutual, Notre Dame pregame.

Foundation for Full Service Banks (DFS): CBS-TV, NFL pregame, games and postgame.

General Aniline (Daniel & Charles): CBS-TV, NFL pregame and games.

General Cigar (Y&R): CBS-TV, NFL.

General Motors (MJ&A): ABC-TV, NCAA.

Gillette (BBDO): NBC-TV, Rose Bowl.

Goodrich (BBDO): Mutual, Notre Dame.

Goodyear (Y&R): ABC-TV, NCAA; CBS-TV, NFL preseason and games.

Haggar Co. (Tracy-Locke): CBS-TV, NFL preseason.

John Hancock (M-E): CBS-TV, NFL postgame.

Hertz (Ally): CBS-TV, NFL pregame and games.

Heublin-Hamms (Marschalk): ABC-TV, NCAA pre and postgame (regional).

Institute of Life Insurance (JWT): ABC-TV, NCAA.

Kentucky Fried Chicken (Burnett): CBS-TV, NFL preseason.

H. D. Lee (Grey): CBS-TV, NFL preseason.

Lincoln Life Insurance (Bonseb): ABC-TV, NCAA pre and postgame.

P. Lorillard (B&B): CBS-TV, NFL.

Magnavox (K&E): CBS-TV, NFL.

Maytag (Burnett): CBS-TV, NFL preseason.

McDonald's (D'Arcy): CBS-TV, NFL pregame.

Metropolitan Life (Y&R): NBC-TV, AFL postgame.

Miles Labs (Tinker): HSN-TV, Notre Dame.

Miller Brewing (Mathisson): CBS-TV, NFL preseason.

Mobil Oil (DDB): ABC-TV, NCAA pre-and postgame; CBS-TV, NFL preseason.

Monroe (Aitken-Kynett): CBS-TV, NFL preseason.

National Association of Independent Insurance Agents (Doremus): ABC-TV, NCAA pre- and postgames; CBS-TV, NFL pregame.

National Brewing: ABC-TV, NCAA pre and postgame.

National Cash Register (M-E): ABC-TV, NCAA; CBS-TV, NFL pregame and games.

New York Life (Compton): CBS-TV, NFL.

Norwich Pharmacal Co. (B&B): CBS-TV, NFL pregame.

Pabst (K&E): CBS-TV, NFL preseason and pregame.

Pan American Airways (JWT): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl.

Philip Morris (Burnett): CBS-TV, NFL post-

game.

Polaroid (DDB): CBS-TV, NFL.

Pontiac (MacManus): NBC-TV, Orange Bowl.

Qantas (C&W): CBS-TV, NFL preseason.

Ray-O-Vac (Monk): CBS-TV, NFL.

RCA (JWT): CBS-TV, NFL; NBC-TV, AFL.

R. J. Reynolds (Esty): ABC-TV, NCAA, Sugar Bowl; CBS-TV, NFL preseason and games; NBC-TV, Orange Bowl; HSN-TV, Notre Dame.

Rockwell Manufacturing (Marsteller): ABC-TV, NCAA pre- and postgame.

Samsonite (Grey): CBS-TV, NFL.

Schick (Compton): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl; CBS-TV, NFL.

Schlitz (Burnett): CBS-TV, NFL.

Scripto (Daniel & Charles): CBS-TV, NFL pregame.

Sears, Roebuck, tire-battery division (FC&B): ABC-TV, NCAA.

Sentry Insurance (Grey): CBS-TV, NFL preseason.

Shell Oil (O&M): CBS-TV, NFL pregame and preseason.

Simoniz (JWT): CBS-TV, NFL preseason.

State Farm Insurance (N.H.&S): Mutual, Notre Dame.

STP (Atwood-Richards): CBS-TV, NFL preseason and games.

Stroh Brewery (DDB): ABC-TV, NCAA pre-and postgame (regional).

Sun Oil (Esty): ABC-TV, NCAA, East-West and North-South Shrine games, Sugar Bowl (regional).

Sunbeam (FC&B): CBS-TV, NFL.

Trans World Airlines (WRG): NBC-TV, AFL.

Travelers Insurance (Y&R): CBS-TV, NFL preseason.

Union Carbide (Esty): ABC-TV, NCAA; CBS-TV, NFL.

United Air Lines (Burnett): CBS-TV, NFL preseason, pregame and games; NBC-TV, Orange Bowl.

Univac (Ayer): CBS-TV, NFL preseason.

Wembley Tie (Mayer): CBS-TV, NFL pregame.

J. B. Williams (Parkson): CBS-TV, NFL preseason.

Wilson & Co. (C-M): ABC-TV, NCAA (regional).

W. F. Young (JWT): CBS-TV, NFL preseason.

Zenith (FC&B): CBS-TV, NFL.

Standard Oil of Ohio through Marschalk and Dusquesne Brewing through Admark. On WHK sponsors taking one-quarter each are Household Finance through Needham, Harper & Steers, and Cleveland Oldsmobile Dealers through Grider Associates. A pregame and postgame package on WHK will be sponsored by Retail Clerks Local 880 through Jack Sharp Associates; Sylvania through Baisch, Blake & Gabriel; Palevsky Hardware through Axel & Brown, and East Ohio Gas Co. through D'Arcy. A pregame *Blanton Collier Show* on WHK will be sponsored by Arby's Restaurants through B & R Advertising while a Monday-Friday nighttime show by Mr. Collier will be sponsored by Union Commerce Bank through Meldrum & Fewsmith. Two half-time features also will be sponsored locally on WHK. A half-time news show has been renewed by Uncle Bill's Stores through Lawrence Goldstein Advertising while the half-time sports scores show has been renewed by Chrysler-Plymouth Dealers through Young & Rubicam. Radio announcers

will be Gib Standly and Jim Graner.

WKYC-TV Cleveland will carry the Browns' Aug. 23 exhibition game and the Sept. 6 exhibition event will be aired by WEWS(TV) there, both on participating basis. Gib Standly will announce for WEWS with Dick Hammer for WKYC-TV.

Dallas Cowboys

With a three-section network, the Cowboys can boast pro football's largest radio hookup—at least 146 stations. The Texas State Network in Fort Worth handles the pickup for all sections, but the network is divided into three parts for sales purposes. In the TSN section are 92 stations in Texas, New Mexico and Louisiana. The Oklahoma portion, handled by the Oklahoma News Network in Oklahoma City, will have 34 stations in that state. The Arkansas section of 20 stations in that state is handled by the Arkansas News Network of Little Rock. Game sponsors on the Texas leg are Lincoln-Mercury through Kenyon & Eckhardt and Jos. Schlitz

Brewing through Leo Burnett (each four spots per game), and Texaco through Benton & Bowles (one spot per game). Hanes Mills through N.W. Ayer will sponsor the pregame show and Texaco will sponsor the postgame program. On the Oklahoma leg, Texaco and Schlitz each have four spots within the game; McCullough Chain Saws through McCann-Erickson has one spot in the game plus the pregame show, and Wilson & Co., through Campbell-Mithun will have the postgame show. On the Arkansas network, Schlitz has five spots in the game and Texaco has four spots. The pregame and postgame shows are not yet sold. The network sponsors account for one-half availabilities in the games, with the other half for local sale. Bill Mercer, who will call the games, also will be on a Monday-Saturday five-minute show fed to many of the stations on the Texas leg of the network. One-half of this program, to be sold by the network, is uncommitted.

KRLD-TV Dallas will carry three live and two delayed colorcasts of exhibi-

tion games. The two taped games will be shown the day after they are played in Dallas. Sponsors for the games will be Lone Star Brewing through Glenn Advertising (for one half); and participating sponsors: Humble Oil through McCann-Erickson; Goodbody & Co.; Sanger-Harris Department Stores; Gordon's Jewelers; Delta Steel Buildings; Conoco; Runaway Bay Resort; Linz Jewelers; Jas. K. Wilson Men's Stores and Western Co. Frank Glieder will do play-by-play and Eddie LeBaron will handle color.

Detroit Lions

Wxyz Detroit picked up its coverage option for a second year and has acquired an option as well for 1970. It will originate a regional network of about 40 stations for six exhibitions and the regular season. The team retains its radio rights and sells them to the advertisers with wxyz providing radio-TV and other promotion plus engineering package that has achieved economies over previous networks. Marathon Oil through Campbell-Ewald again will take one-half sponsorship on the network. One-quarter each on the network will be taken by Ford Motors and Theo Hamm Brewing, both through J. Walter Thompson. Pregame and postgame shows are sold out on rotating participation basis. Pre-pregame show with Lions Coach Joe Schmidt will be sponsored by Robert Hall Clothes through Arkwright. Van Patrick will do play-by-play with Bob Reynolds on color.

WJBK-TV Detroit this year will air three exhibition games. Sponsors with one-quarter each are Ford through JWT, Marathon Oil through C-E and Little Caesar's Pizza Parlors through Fred Yaffee Advertising. The remaining one-quarter is sold to participating sponsors. Preseason play-by-play will be handled by Mr. Patrick with Sonny Grandelius doing color.

Green Bay Packers

WTMJ Milwaukee, which has aired Packers games since 1929 with only two years interruption, again will originate for a regional basic network of half-dozen stations plus a bonus network of about two dozen stations for six exhibition games plus regular season. Thorp Finance has renewed on the network for one-half through Klau-Van Pietersom-Dunlap while Blatz Beer through Kenyon & Eckhard and Humble Oil through McCann-Erickson each renewed one-quarter on the network. The pregame *Packers Preview* will be sponsored on WTMJ by Montgomery Ward through Ridgway Advertising. Postgame *Packer Playback* will be sponsored on WTMJ by Ruby Chevrolet through Marvin Frank Agency. Both

features will be fed to the network for local sponsorship. Jim Irwin color and Ted Moore play-by-play.

WBAY-TV Green Bay is again packaging three video-taped exhibition games for a five station network. The games are sponsored locally. On WBAY-TV these will be sponsored one-quarter each by Ford Dealers through J. Walter Thompson; Kerr-McGee Deep Rock Oil through Lowe Runkel; Curtis Mathes TV Dealers, placed direct, and Area Savings and Loan members, also direct. WBAY-TV also is packaging on tape two weekly shows featuring Packers' coach Phil Bengtson, one a Saturday night predictions program sponsored locally on WBAY-TV by Arctic Cat Snowmobile dealers, placed direct, and a Monday night program sponsored by Old Milwaukee Beer through Cunningham & Walsh. Exhibition game play-by-play will be done by Chuck Ramsay.

Los Angeles Rams

Radio listeners from Alaska to Arizona will hear the Rams' games this year. There will be 23 stations, including three in Alaska, four in Arizona and one in Nevada, the largest radio network ever for Rams play-by-play broadcasts. Originating is KMPC Los Angeles, which has carried the Rams continuously since 1954. Dick Enberg, Steve Bailey and Dave Niehaus will call the six preseason and 14 regular-season games. Continental Air Lines and Household Finance, both through Needham, Harper & Steers; Standard Oil of California through BBDO; and Jos. Schlitz Brewing through Leo Burnett will each be one-quarter sponsors. Pregame and postgame programming will be sponsored by Kentucky Fried Chicken of California through Davis Johnson Mogul & Colomatto Inc.; and Bluett-Grodins men's stores through Wyman/Anderson-McConnell Advertising. This programming is fed to the regional network on a co-op basis.

KNXT(TV) Los Angeles is carrying six preseason games, all in color on a delayed basis. Gil Stratton will do play-by-play with Don Paul providing color. The preseason play-by-play telecasts are being sold to multiple advertisers on a participating basis.

Minnesota Vikings

Wcco Minneapolis-St. Paul, which holds the basic radio rights, will have 39 stations on the line for all of the exhibition games plus the regular season. Packaging of network apart from wcco again will be provided by North Star Features, headed by Robert Wold, former Campbell-Mithun executive who now is vice president and manage-

ment supervisor at N. W. Ayer, Los Angeles. On wcco, games have been renewed one-half each by Twin City Ford through J. Walter Thompson, and Midwest Federal Savings and Loan through M. R. Bolin. Pregame *Bud Grant Show* and Postgame *Scoreboard* have been signed by Jacob Schmidt Brewing Co. through Burton Schagian Inc. Pregame *Fan in the Stands* has been renewed by Blue Flame Gas through Kaufman Agency and F. C. Hare-RCA through Strandberg Associates. New third sponsor of this feature is Muska Lighting, placed direct. Ray Christiansen will handle play-by-play with Paul Giel on color.

Wcco-TV Minneapolis-St. Paul may air some exhibition games but this was not settled last week. Last year KSTP-TV there aired two exhibition games.

New Orleans Saints

WWL New Orleans will originate the Saints 20-game regular-season and exhibition schedule for a 45-station radio network in Louisiana, Mississippi, Florida, Alabama, Texas and Arkansas. Falstaff Brewing, through Foote, Cone & Belding, is the rights holder and will be one-fourth sponsor. There are multiple other sponsors. A 15-minute pregame and 15-minute postgame show will be fed to the network. On a Monday-Friday schedule, WWL will be offering shows featuring the team coaches and *I Married a Saint*, featuring interviews with players' wives. Al Wester and Maury Magill will do play-by-play and color.

WWL-TV New Orleans will carry the Saint's six exhibition games live with KNOE-TV El Dorado, Ark.-Monroe, La., carrying them on tape delay. Falstaff will be the prime sponsor with a fourth. John Ferguson will do play-by-play and Robert Khayat will handle color.

New York Giants

WNEW New York, for the ninth consecutive season, is covering five preseason and 14 regular-season games. Calling the games will be Chip Cipolla and Marty Glickman. Sponsors for the games will be Trans World Airlines through Wells, Rich, Greene, F&M Schaefer Brewing through BBDO; Manufacturers Hanover Trust through Young & Rubicam; Getty Oil through Smith Greenland; American Express through Ogilvy & Mather; Equitable Life Assurance Society through Foote, Cone & Belding, and Volvo through Scali, McCabe & Sloves.

Trans National Communications is again packaging a special Giants radio network for a feed to 75 stations in the Northeast. Mobil Oil and Volkswagen, both through Doyle Dane Bernbach, and Utica Club beer, through Delhan-

ty, Kurnit & Geller, each has one-fourth sponsorship, with one-fourth open. Bill McColgan will handle play-by-play with Dick Lynch and Joe Hasel on color.

WCBS-TV New York will carry four preseason games, (two of them on a tape delay). Jack Whitaker and Frank Gifford are calling the games. Sponsors are Northeast Airlines and Hertz, both through Carl Ally; Shell Oil and Bristol-Myers, both through Ogilvy & Mather, Carter Wallace through William Esty, First National City Bank through BBDO, and P. Ballantine through Thyme Inc.

Philadelphia Eagles

WIP Philadelphia, in the first year of a three-year agreement, will broadcast five preseason and 14 regular-season games to a 15-station radio network in Pennsylvania, Delaware and New Jersey. Charlie Swift will call the games with Clarence Peaks and W. Thacker Longstreth handling the color. F&M Schaeffer Brewing through BBDO, Horn & Hardhart through T. L. Reimel, and Gerard Trust Bank through Aitken-Kynett, each will have one-fourth of the games. The remaining fourth is open. The network will also carry 20-minute pregame and postgame shows as well as a seven-part interview series with Eagle coach Jerry Williams. The Williams show will be spotted each weekend, starting Friday evening and running to game time on Sundays.

WCAU-TV Philadelphia is telecasting five preseason games. Sponsors include Coca-Cola through McCann-Erickson; Piels Beer through Papert, Koenig, Lois; Dodge through BBDO, and Household Finance Corp. placed direct. Tom Brookshirer will call the games.

Pittsburgh Steelers

KDKA Pittsburgh will carry a 19-game exhibition and regular-season schedule this year with no immediate plans for a Steelers' radio network. Ford Dealers through J. Walter Thompson and Koehler Beer through Lando, each has one quarter sponsorship. The remainder is being sold in participations. Tom Bender and Jack Fleming will handle play-by-play and color.

KDKA-TV Pittsburgh will cover five exhibition games, all on tape delay. Three of the games will be shown in color. Sponsors signed to date are Mellon Bank through Fuller & Smith & Ross, and Koehler through Lando, each for one-fourth. Dick Stockton will do play-by-play with James Butler handling color.

San Francisco 49ers

KSFO San Francisco will feed the six preseason and 14 regular-season games

NBC-TV buys MGM film package

Metro-Goldwyn-Mayer Inc. will receive \$17.8 million from NBC for rights to present 25 pictures on the television network, beginning in the fall of 1969.

Under the terms of the licensing agreement, NBC will carry 19 features not previously shown on TV and six that have already been telecast. The first-run films are *Grand Prix*, *An American in Paris*, *Gigi*, *Far from the Madding Crowd*, *Lady L*, *Mayerling*, *A Patch of Blue*, *The Guns of San Sebastian*, *Showboat*, *The Subject Was Roses*, *25th Hour*, *The Unsinkable Molly Brown*, *Where Were You When the Lights Went Out?*, *Operation Crossbow*, *Plymouth Adventure*, *The Seven Faces of Dr. Lao*, *Spinout*, *Speedway*, and *I Thank a Fool*.

The six features previously shown on TV are *The Americanization of Emily*, *Cat on a Hot Tin Roof*, *Double Trouble*, *The Glass Bottom Boat*, *The Night of the Iguana* and *The Singing Nun*.

MGM said that the income after applicable expenses and taxes from these licenses will be reflected in earnings over approximately a three-year period commencing in the fall of 1969.

to a 13-station California and Nevada radio network. One-fourth sponsors will be Standard Oil of California through BBDO; Bristol-Myers and Chrysler-Plymouth Dealers, both through Young & Rubicam; and United Vintners through Honig-Cooper & Harrington. The pregame and postgame shows will be fed to the network for local sale. On KSFO those programs will be sponsored by Household Finance through Needham, Harper & Steers, and Spreckels Dairies through Stanford Agency. Lon Simmons and Hugh McElhenny will call the games.

KTVU(TV) Oakland-San Francisco will carry two exhibition games live in color. Bud Foster and Gordy Soltau will handle play-by-play and color. The games are sold on a participating basis.

St. Louis Cardinals

KMOX St. Louis again will originate a radio network of some 40 stations in six states for five exhibition games and regular play. On KMOX the games have been sold one-quarter each to General Finance Corp. through Post-Keyes - Gardner; Anheuser - Busch through Gardner Advertising; Kroger placed direct, and General American Life through The Frank Block Agency. KMOX has three pregame features. Pregame *Cardinal Spotlight* been sold to Goldbeck Motors, placed direct.

Pregame *Jack Buck Show* will be sponsored by Hamilton Jewelers, placed direct, and Associated Finance through Campbell-Mithun. The pregame *Coach's Corner* will be sponsored by Tower Grove Bank, placed direct. The postgame *Star of the Game* show will be sponsored by South County Plymouth Dealers, placed direct. Ray Geracy will handle play-by-play with Jim Butler on color.

KMOX-TV St. Louis will air six exhibition games. One-quarter sponsors will be Southwestern Bell and Laclede Gas, both through D'Arcy Advertising and Falstaff beer through Foote, Cone & Belding. The remaining quarter will be participations. Play-by-play will be handled by Bob Wilson.

Washington Redskins

WMAL-AM-FM Washington, in its sixth year as the Redskins' rights holder, will feed the 20-game schedule, including six exhibitions, to a 32-station radio network in Maryland, Virginia, Pennsylvania and North Carolina. One-fourth sponsors of the games will be: Household Finance through Needham, Harper & Steers; Ford Dealers and Washington Gas. Co., both through J. Walter Thompson, and National Beer through W.B. Doner. Steve Gilmartin and Mal Campbell will do play-by-play and color. The locally produced pregame *Bobby Mitchell Show* will be sponsored by Pepsi-Cola through Kal & Merrick and the pregame show will be sponsored by Hickory Farms of Ohio through S-M Advertising. The *Postgame Show* will be sponsored by Goodyear, placed direct, and the postgame *Locker Room Reports* will be sponsored by Koons Ford through Kal & Merrick. On WMAL-FM the pregame show will be sponsored by Heathkit Electronics, placed direct.

WTOP-TV Washington has scheduled five exhibition games in color: the three road games will be live and the two games played in Washington will be carried on a delayed basis the same night. Jim Karvellas will do play-by-play and Warner Wolf will handle color. Sponsors for the exhibitions include F&M Schaefer Brewing through BBDO; Canada Dry through Grey Advertising; Humble Oil through McCann-Erickson; Pontiac Dealers through MacManus, John & Adams; Gino's restaurants through Lewis & Gilman; Lake Monticello through Duboy Templeton, and Dave Pyles Pontiac through R. H. Morrison.

(The foregoing special report was compiled by Sherm Brodey, senior editor, Washington, with reporting assistance from Lawrence Christopher, senior editor, Chicago; Morris Gelman, senior editor, Los Angeles, and Hazel Hardy, staff writer, New York.)

Land-mobile advocates get another round in House

Representative John D. Dingell (D-Mich.), a consistent champion of land-mobile radio users in their quest for more spectrum space, last week scheduled for tomorrow (July 29) a final hearing on that problem before his Small Business Subcommittee on Regulatory Agencies.

Three of the witnesses are likely to address themselves to the question of who should manage the allocation of spectrum space: Secor D. Brown, assistant secretary for research and technology, Department of Transportation; Dr. Myron Tribus, assistant secretary for science and technology, Department of Commerce, and General James O'Connell, director of the Office of Telecommunications Management, which oversees government frequencies.

Representative Dingell has recommended that spectrum allocation and management responsibilities be taken away from the FCC. At hearings last month on land mobile, the congressman was told by Alan Novak, former executive director of the President's Task Force on Telecommunications Policy, that the Departments of Commerce and Transportation might be the most appropriate executive-department administrators of spectrum space. Both will be represented tomorrow.

A fourth witness may introduce a dissonant strain into the proceedings. Robert Radcliffe, WKPT-TV (ch. 19) Kingsport, Tenn., is expected to describe the threat to that station posed by the land-mobile users' request that the FCC allocate UHF channels 14-20 directly to them (BROADCASTING, Feb. 10 et seq.). Mr. Radcliffe's station is located in a mountainous Tennessee area, and he is expected to argue that under such difficult conditions, a move to a higher frequency would make it impossible for the station to provide adequate reception. Through a request made to the subcommittee by his congressman, Representative James H. Quillen (R-Tenn.), Mr. Radcliffe won an opportunity to make his case before the land-mobile-oriented sub-committee.

Technical briefs:

Class A FM antenna ■ Gates Radio Co., Quincy, Ill., has introduced a circularly polarized FM antenna for low-powered FM stations. The antenna, aimed at the lower-powered Class A FM stations, is available in configurations up

to and including 5 kw. It can also be supplied with null fill and beam tilt. Circular polarization results in improved FM reception by receivers using vertical receiving antennas, such as portables and car radios, as well as many table and console models.

Wide angle ■ Angenieux Corp. of America, Oceanside, N.Y., has introduced a new extreme wide angle lens,

the R7, for vidicon TV cameras. It has a 94-degree field angle and weighs 14 ounces.

Hi-fi m ike ■ Turner Co., Cedar Rapids, Iowa, announces the availability of high quality, omnidirectional dynamic series 2300 microphone designed for live recording. Model 2300 is high impedance; model 2302 is for 150-ohm impedance. Each sells for \$75.



The WJEF Countryopolitans

They're tuned in to the good life

And why not? The man of the house may be a banker, businessman or farmer. But more likely, he's one of the 70 thousand or so with well paying jobs in the 880 manufacturing plants providing for one out of every three jobs in the two-county area.

The average Countrypolitan also owns his own home, has two cars

and three children. And because he's still under thirty, in a highly acquisitive stage of life, he uses his buying power to get more out of life.

Ask Avery-Knodel how you can tune in on the WJEF Country-politans, who stay tuned to WJEF for their favorite music, sports, local and CBS news.



Back to the proxy wars for MGM

Bronfman and Polk urge stockholders to snub \$35-million tender offer of financier Kerkorian

Metro-Goldwyn-Mayer Inc. became the target of a potential take-over last week when financier Kirk Kerkorian made a tender offer to buy up to 1 million shares of MGM common stock at \$35 a share.

The offer became effective last Wednesday (July 23) and will expire on Aug. 4. If successful, the \$35-million tender offer would give Tracy Investment Co., Los Angeles, of which Mr. Kerkorian is sole owner, control of about 17% of the outstanding shares of MGM.

This percentage is about the same as that owned by MGM Board Chairman Edgar Bronfman, who also is president of Joseph E. Seagram & Sons. The MGM management, headed by Mr. Bronfman and Louis F. Polk Jr., president, served notice on Mr. Kerkorian on Wednesday that he will be in for a fight. In a joint statement, Mr. Bronfman and Mr. Polk urged stockholders to reject the tender offer, calling the \$35 per share figure "inadequate." And they said "the management will vigorously oppose this attempt to take control of MGM."

James A. Linen, president of Time Inc., which owns 5% of MGM stock, lined up behind the MGM management, and said Time does not plan to tender its shares.

The Tracy tender announcement issued last Tuesday, for release on Wednesday, coincided with two announcements made by MGM. One placed MGM's losses for the 40-week period ended last June 5 at more than \$40 million, and the other said the major motion picture-television company had licensed 25 feature films to NBC-TV for a total of \$17.8 million (see page 44).

The Kerkorian offer was viewed in the financial community as an effort to wrest control of MGM at a time when the stock is depressed. MGM's stock did not open on the New York Stock Exchange on Tuesday when news of the offer began to circulate, but on July 18, it closed at 27¼, near its low for the year and down from a high of 64¾ in 1967. On Wednesday, when the tender offer was published, MGM stock rose by 6%, closing at 34¼. Its high during 1969 was 44¼. MGM

announced last week that its loss for the 40 weeks ended June 5 was \$14,412,000 or \$2.49 per share after giving effect to an extraordinary gain of \$507,000 or 9 cents a share on a sale of a 50% interest in Videotape Productions, New York.

Tracy is the principal shareholder of International Leisure Corp., which operates the International hotel and the Flamingo hotel in Las Vegas. Mr. Kerkorian also is a major shareholder of Western Airlines and is a member of its board. In 1968 he sold his Trans International Airlines to Transamerica Corp., San Francisco, for \$90 million worth of Transamerica stock.

The formal invitation for tender issued by Mr. Kerkorian states that the purpose is to "acquire working control" of MGM and "to seek appropriate representation on the board of directors and in the management of MGM." It noted that it "may seek to cause MGM to sell assets not deemed essential to efficient operation or where the proceeds therefrom can be more advantageously employed."

From about 1960 through 1967, MGM survived five proxy battles, instigated by dissident stockholders. Mr. Bronfman bought a large portion of his MGM holdings in 1967 at \$59 a share from Philip Levin, a New Jersey real estate operator, after the latter made several attempts to seize control of the company. At that time, Mr. Bronfman said he was buying the stock to "stop all this nonsense . . . and put all the wars and battles behind MGM."

Mr. Bronfman reportedly was the catalyst in forcing Robert H. O'Brien to resign as president of MGM last January and is credited with having selected Mr. Polk as president.

Northeast losses hurt Storer's 1st-half '69

Storer Broadcasting Co., Miami Beach-based group station owner, last week reported a decrease in net income for the first six months of 1969. Gross revenues from broadcasting operations, however, registered a gain of over \$700,000.

The decline in earnings amounted to over \$2.5 million and was attributed pri-

marily to the unfavorable financial status of its 86.1%-owned subsidiary, Northeast Airlines. For the six months period, Northeast suffered a loss of \$1,110,268 compared to a profit of \$1,834,552 in the same 1968 period.

For the six months ended June 30:

	1969	1968
Earned per share	\$1.21	\$1.84
Broadcasting revenues	32,413,000	31,681,200
Pretax income	7,610,108	10,852,867
Net income	5,093,908	7,728,767
Average shares outstanding	4,219,963	4,194,014

Record 2d quarter scored by CBS Inc.

The highest second-quarter net income and sales in the history of CBS Inc. were reported last Thursday (July 24) by William S. Paley, board chairman, and Frank Stanton, president.

CBS achieved a 38% increase in earnings and an 18% increase in revenues over the second quarter of 1968. Comfortable gains were also registered in net income and net sales for the first six months of this year over the comparable 1968 period.

"CBS/Broadcast Group sales for the first half were ahead of last year, reflecting the vigorous performance of TV," they stated. Advertising on CBS owned radio stations also increased.

For the six months ended June 28:

	1969	1968
Earned per share	\$1.12	\$0.91
Net sales	519,403,000	457,224,000
Net income	30,222,000	24,582,000

Company reports:

John Blair & Co., New York, reported record revenues and a record 46% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.81	\$0.55
Revenues	18,503,000	14,552,000
Net income	1,841,000	1,263,000

Time Inc., New York, publisher and group broadcaster, reported last week an increase in revenues but a decrease in net income for the second quarter and first half of 1969.

Net income in the second quarter was \$10,544,000 or \$1.45 per share on revenues of \$164,757,000 — compared to \$14,626,000 or \$2.03 per share on revenues of \$152,035,000 in the 1968



What's it mean—a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.



This is our masthead

For a free copy of This is Lederle, write to Public Relations Department



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York

period.

James A. Linen, Time president, and Andrew Heiskell, chairman of the board, reported that second-quarter magazine advertising revenues were up approximately 5% over last year, and that revenues from broadcasting were above last year's level.

Included in the net income for the first half are extraordinary items amounting to \$5,305,000—principally from the sale of the Chicago Time & Life building and the sale of two CATV systems.

For the six months ended June 30:

	1969	1968
Earned per share	\$2.14	\$2.88
Revenues	292,819,000	274,962,000
Net income	15,454,000	20,745,000
Shares outstanding	7,238,000	7,190,000

Capital Cities Broadcasting Corp., New York, publisher and group broadcaster, reported a 26% increase in net income for the first half of 1969. In making

his report, Thomas S. Murphy, president, noted that gains were "mainly attributable to increases in national and local TV sales, as well as continued progress in Fairchild Publications."

For the six months ended June 30:

	1969	1968
Earned per share	\$0.83	\$0.67
Revenues	41,031,000	36,079,000
Net income	5,730,000	4,543,000

Cox Broadcasting Corp., Atlanta, reported increased revenues and earnings for the first six months of 1969.

Cox also announced it had acquired Verlan Publications Inc. and Associated Co.'s of New York, publisher and distributor of photography and photographic equipment, for an undisclosed amount of cash and notes. Verlan had sales last year of approximately \$1 million.

For the six months ended June 30:

	1969	1968
Earned per share	\$1.41	\$1.24
Revenues	30,537,879	25,233,195
Net income	4,894,000	4,295,000

Gannett Co., Rochester, N. Y., newspaper chain and group broadcaster, reported a 19.4% increase in revenues and an increase in net income for the six months ended June 29:

	1969	1968
Earned per share	\$0.89	\$0.82
Revenues	71,227,728	59,631,277
Net income	4,200,842	3,860,883
Average shares outstanding	4,737,936	4,735,700

Who traded stock during June

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for June (all common stock unless otherwise indicated):

■ ABC—James C. Hagerty sold 1,000 shares, leaving 1,031.

The Broadcasting stock index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

	Stock Symbol	Ex- change	Closing July 24	Closing July 17	Closing July 10	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Broadcasting									
ABC	ABC	N	57½	63½	607½	76½	56½	4,796	\$ 306,900
Atlantic States Ind.		O	8	8½	9½	15½	8½	1,798	17,100
Capital Cities	CCB	N	30½	32½	31½	37½	30½	5,748	192,600
CBS	CBS	N	47½	53	52½	59½	44½	25,378	1,341,900
Corinthian	CRB	N	23	24½	25½	37½	22½	3,384	89,700
Cox	COX	N	40	41½	41½	59	39½	2,891	120,300
Gross Telecasting	GGG	A	17½	18½	18½	24½	16	805	16,100
Metromedia	MET	N	20½	21½	21½	53½	19½	5,507	142,500
Pacific & Southern		O	16	16	16½	26½	16	1,616	27,500
Reeves Telecom	RBT	A	15½	17½	18½	35½	15½	2,230	39,600
Scripps-Howard		O	24	24½	23½	31½	23	2,589	64,700
Sonderling	SDB	A	35½	37½	36½	47½	32½	985	37,700
Starr Broadcasting		O	7½	7½	7½	7½	6½	338	2,300
Taft	TFB	N	34½	37½	37	43½	34½	3,415	124,600
						Total		61,480	\$ 2,522,900
Broadcasting with other major interests									
Avco	AV	N	25½	26½	25½	49½	25	12,872	\$ 352,300
Bartell Media	BMC	A	10½	11½	12½	22½	10½	2,292	26,900
Boston Herald-Traveler		O	NA	30	30	71	29	574	17,200
Chris-Craft	CCN	N	13½	15½	16½	24½	13	3,201	53,200
Cowles Communication	CWL	N	10	11½	11½	17½	10	3,620	43,900
Fuqua	FQA	N	33½	34½	36½	47	33½	5,073	185,500
Gannett	GCI	N	35½	36	37½	42	35	4,736	172,900
General Tire	GY	N	19	20	20	34½	19	17,914	387,400
Gray Communications		O	8½	9	9½	12½	8½	475	4,600
Lamb Communications		O	4½	4½	4½	10	4½	2,650	13,300
Liberty Corp.	LC	N	16	15½	15½	23½	15½	6,743	107,900
LIN		O	8½	9½	10½	32½	8½	1,890	21,000
Meredith Corp.	MDP	N	35½	37½	41½	59½	34½	2,762	111,500
The Outlet Co.	OTU	N	19	20	20½	30½	19	1,332	28,000
Plough Inc.	PLO	N	59½	62	65½	72½	59	6,788	463,300
Post Corp.		O	16	16	17	40	16	566	10,500
Rollins	ROL	N	34½	34½	36	38½	30½	7,942	289,900
Rust Craft	RUS	A	27	28	30	38½	27	1,169	33,900
Storer	SBK	N	25	30½	32½	62	24½	4,213	151,700
Time Inc.	TL	N	40	41½	48½	100½	39½	7,238	363,700
Wometco	WOM	N	18½	18½	18½	23½	17½	5,860	117,200
						Total		99,910	\$ 2,955,800
CATV									
Ameco	ACO	A	9½	10½	10½	14½	9½	1,200	\$ 13,200
American TV & Communications		O	14½	14½	14½	15	11½	1,775	24,400
Cable Information Systems		O	4½	3½	2½	5	2½	955	3,300
Columbia Cable		O	10½	10½	10½	15½	10½	580	6,700
Cox Cable Communications		O	16½	17	17½	21½	16½	3,550	63,900
Cypress Communications		O	12½	12½	13	23	12	808	10,700
Entron		O	3½	3½	3½	10½	3½	607	2,400
H & B American	HBA	A	14½	14½	15½	20½	13½	5,016	80,300
Sterling Communications		O	6½	17½	7½	10½	6½	500	3,800
Teleprompter	TP	A	53½	55½	55½	70½	46½	1,006	52,600
Television Communications		O	14	14	16½	20½	11½	2,090	31,400
Vikoa	VIK	A	24½	24½	26½	33½	23½	1,795	51,200
						Total		19,882	\$ 343,900

■ John Blair & Co.—T. C. Harrison sold 20,000 shares, leaving 50,000. Robert A. Hemm sold 6,600 shares, leaving 20,000. E. A. Henry received as compensation 186 shares, giving him a total of 286. Francis Martin Jr. sold 20,000 shares, leaving 78,000 held personally, 200 held by wife and 100 held by wife as custodian. Harry M. Sibley bought 286 shares, giving him a total of 486.

■ Boston Herald-Traveler—George E. Akeron bought 100 shares, giving him a total of 11,878.

■ Capital Cities Broadcasting—Louis Faust exercised option to buy 12,000 shares.

■ Commonwealth United—B. F. Breslauser exercised option to buy 1,300 shares, giving him a total of 15,000. Peter Gettinger sold 1,549 shares, leaving 116,494.

■ Corinthian Broadcasting—Harry A. Watkins bought 100 shares, giving him a total of 1,800.

■ Cox Cable Communications Inc.—M. Bartlett sold 100 shares, leaving 400. C. M. Kirkland Jr. sold 200 shares, leaving 300.

■ Cypress Communications—David Graham through trading account bought 24,543 shares and sold 19,055, giving him a total of 56,348 held through trading account and 1,193 held personally.

■ Doyle Dane Bernbach—C. G. Collins sold 1,000 shares, leaving none. Leonard Sirowitz sold 2,000 class A shares, leaving 6,700 class A shares held personally. 100 class A shares held by wife and 200 class A shares held by children.

■ Four Star International—D. B. Charnay through one company bought 15,000 shares, giving him a total of 21,206 held through that company, 37,000 held through another company and 142,500 held personally.

■ Gannett Co.—Paul Miller bought 7,500 shares, giving him a total of 50,672.

■ Grey Advertising Inc.—E. E. Feistel Jr. sold 120 shares, leaving 6,355.

■ Gulf & Western Industries—Mrs. P. J. Levin bought 25,000 shares, giving her a total of 305,052. Mr. Levin who holds 279,949 shares, bought 50,000 warrants, giving him a total of 85,000 warrants.

■ MCA Inc.—Max Adler sold 5,000 shares, leaving 126,750 held personally, 1,900 held by wife, 4,051 held by trusts and 2,250 held by foundation. F. E. Witt sold 2,765 shares, leaving 10.

■ Ogilvy & Mather International—James Benson sold 500 shares, leaving 6,265. William E. Phillips disposed of 1,000 shares, leaving 1,870.

■ Papert, Koenig, Lois—John A. Collins sold 105 class A shares, leaving 200 class A shares. John F. Shima bought 200 class A shares, giving him a total of 300 class A shares.

■ RCA Corp.—E. B. Gorin sold 2,367 shares, leaving 8,096 held personally and 204 held by wife.

■ Rollins Inc.—O. Wayne Rollins sold 18,600 shares, leaving 3,333,240.

■ Sonderling Broadcasting—Alan Henry bought 3,500 shares. Egmont Sonderling bought 27,000 shares, giving him a total of 222,250.

■ Teleprompter Corp.—Jay J. Merkle sold 500 shares, leaving 4,000.

■ Transamerica Corp.—Arthur B. Krim sold 300 shares, leaving 360,182 held personally and 3,304 held by foundation.

■ Vikoa Inc.—Arthur Baum sold 12,000 shares, leaving 97,506 held personally, 205,599 held as trustee, 60,766 held as co-trustee and 128,221 held by wife. Robert Baum sold 1,300 shares, leaving 175,994 held personally, 3,162 held as trustee, 119,638 held by trusts and 1,250 held as custodian. Theodore Baum sold 4,000 shares, leaving 191,074 held personally, 65,940 held by family and 85,961 held by trusts. W. Bodenstein sold 5,450 shares, leaving 37,596.

■ Wometco Enterprises—W. R. Brazzil sold 200 shares, leaving 1,064. Van Myers received as bonus 123 shares, giving him a total of 4,740 held personally, 1,282 held by wife and 157 held by son. Ralph A. Renick bought 104 shares, giving him a total of 4,683. Stanley L. Stern received as bonus 108 shares, giving him a total of 4,236.

■ Wrather Corp.—J. D. Wrather Jr. bought 1,460 shares personally and through company sold 1,460 shares, leaving 410,778 held personally, 324,219 held through company, 6,700 held by trusts, 45,500 held by estate. 3,900 held by wife and children and 20 held as custodian.

	Stock Symbol	Ex- change	Closing July 24	Closing July 17	Closing July 10	1969		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	30	31	31¾	42	29¾	5,863	\$ 194,900
Commonwealth United	CUC	A	8½	8¾	9¾	24¾	8¾	12,428	132,000
Disney	DIS	N	75¾	75	76¾	86¾	69¾	4,367	327,500
Filmways	FWY	A	23¾	25¾	24¾	38¾	23	1,120	28,800
Four Star International		O	4¼	4¼	5	10	3¾	666	3,200
Gulf & Western	GW	N	21¾	23¾	23¾	50¾	21¾	16,061	421,600
Kinney National*	KNS	N	21	23¾	22	39¾	20¾	4,120	113,800
MCA	MCA	N	27	28	26¾	44¾	24	8,059	255,900
MGM	MGM	N	35	29¾	29¾	44¾	25	5,762	158,500
Transamerica	TA	N	25¾	27¾	25¾	38¾	23¾	61,869	1,817,400
Trans-Lux	TLX	A	24¾	26¾	27¾	58¾	22¾	979	22,900
20th Century-Fox	TF	N	20	19¾	19	41¾	18¾	8,006	182,100
Walter Reade Organization		O	9¾	9¾	10	15¾	8¾	2,083	21,900
Wrather Corp.		O	10¾	11	12	23	10¾	1,760	22,000
						Total		133,143	\$ 3,702,500
Service									
John Blair	BJ	N	22½	23½	24	28½	22½	2,265	\$ 62,300
Comsat	CQ	N	45½	47½	45½	55½	41¾	10,000	510,000
Creative Management		O	14	14	14½	20½	13	1,020	15,300
Doyle Dane Bernbach		O	22	22½	21½	32½	21¾	2,104	52,600
Foot, Cone & Belding	FCB	N	12	12	12	15½	11½	2,147	26,000
Grey Advertising		O	16	15½	15½	18½	13	1,163	17,400
Movielab	MOV	A	7½	8¼	8¼	14¼	7½	1,407	13,400
MPO Videotronics	MPO	A	9¾	10	10¾	22¾	9¾	542	6,000
Nielsen		O	30	32	32¾	37½	31½	5,240	174,200
Ogilvy & Mather		O	20¾	20¾	23¾	35	20¾	1,090	30,500
Papert, Koenig, Lois	PKL	A	19¾	21¾	21	30½	10¾	721	16,100
J. Walter Thompson		O	26	26½	29¾	41	26	790	23,100
Wells, Rich, Greene		O	9¾	11½	11½	18	9¾	1,501	18,000
						Total		29,990	\$ 964,900
Manufacturing									
Admiral	ADL	N	16	16¾	61¾	21¾	15	5,110	\$ 85,600
Amplex	APX	N	40	43¼	42	44¾	32¾	10,571	465,100
General Electric	GE	N	84¾	87¾	85	98½	84¾	91,025	8,192,300
Magnavox	MAG	N	43¾	44¾	44¾	56¾	42½	16,561	776,300
3M	MMM	N	105	105	101½	112¾	94	54,388	5,493,200
Motorola	MOT	N	113	113	114	133¾	102¾	6,148	719,300
RCA	RCA	N	38¾	39¾	38¾	48¾	36¾	62,713	2,594,800
Reeves Industries	RSC	A	5½	5¾	5¾	10½	5½	3,437	20,200
Visual Electronics	VIS	A	12¾	13¾	17¾	37	12	1,326	22,500
Westinghouse	WX	N	58½	58¾	58	71¾	55¾	38,509	2,387,600
Zenith Radio	ZE	N	48½	43¾	43¾	58	41	18,935	823,700
						Total		308,723	\$21,580,600
						Grand total		653,130	\$32,070,600
Standard & Poor Industrial Average			101.48	104.84	104.12	116.85	101.48		

N-New York Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of June 30
* Reflects merger of Warner-Seven Arts into Kinney on July 8.

Will FCC finally give up on 50-50?

Critics think it too lenient for networks,
but networks argue it would be too harsh

The FCC's 50-50 rulemaking neared the end of the line last week, as friendless as it was when the proposal aimed at breaking up what the commission considered the networks' control of television programing was issued four and a half years ago.

This lack of support for the proposal, contrasted with some support for an alternative plan advanced by Westinghouse Broadcasting Co., was the most striking aspect of the oral argument the commission held on both, last week—this and a surprise appearance by Mason Williams, beard, love beads, guitar and all.

Mr. Williams, chief writer for the ill-fated *Smothers Brothers Comedy Hour*, poet, folk singer and composer, entertained the commissioners and the audience that quickly collected in the commission meeting room once his presence became known, with music and his comments on television. For about 90 minutes he expressed his distaste for the manner in which the medium is being used, in a series of aphorisms and observations that he read from a handwritten "The Mason Williams FCC Report" (see page 51).

The other witnesses were more pedestrian, but no less earnest, and focused attention on the fact that the one proposal for providing diversity in programing that has any support—

at least expressed support—outside the commission is the one advanced by Westinghouse. That plan would prohibit stations in any of the top 50 markets containing at least three stations from taking more than three hours of network programing, other than news, between 7 and 11 p.m.

The Department of Justice, which cancelled out of a scheduled appearance at the argument, has endorsed the Westinghouse plan as well as provisions of the commission proposal, exclusive of the principal one, which would prohibit networks from owning or controlling more than 50% of their prime-time entertainment programing. The provisions favored by Justice would bar networks from engaging in domestic syndication and from acquiring any subsidiary rights in the independently produced programs they air.

The National Citizens Committee for Broadcasting, established to keep close tabs on developments in television, has endorsed the WBC proposal as a means of providing diversity in programing (BROADCASTING, June 23). "The ideas and experiences reaching most of the American people most of the time," Earle K. Moore, board member and general counsel for the committee, told the commission, "are now selected by three small groups of men in offices on the east side of Sixth Avenue in Man-

hattan between 49th and 54th Streets."

The flaw in the 50-50 proposal, he said, is that "so long as a network has the power to select programs, it will use the same mass-audience formulas as it uses in its own productions." The Westinghouse plan, he noted, would give the power of selection to the individual stations.

Commissioner Nicholas Johnson apparently had similar feelings. In questioning witnesses critical of the networks he repeatedly asked what good the 50-50 rule would accomplish if the networks were left free to use the same criteria they do now in selecting their programing.

None of those he asked had a ready answer. Evelyn Burkey, executive director of the Writers Guild of America, East, said the guild is relying principally on the proposed ban on network syndication. She said independent producers would be in a stronger position to syndicate their product if networks were not in that market. "The 50-50 proposal and the Westinghouse plan are not going to help much," she said.

Robert Montgomery, former actor and TV producer, who has regularly denounced the networks as monopolists since his own program went off the air, recommended the total separation of program production from presentation—at the station as well as at the net-



Robert Montgomery (far right), a consistent critic of television programing since his Robert Montgomery Presents left the medium years ago, argued for total separation of the networks from control over programing they carry. He said

the FCC's 50-50 plan would not go far enough. Listening are the FCC members (l to r) Nicholas Johnson, Kenneth Cox, Robert Bartley, Rosel Hyde, Robert E. Lee, James J. Wadsworth and H. Rex Lee.

work level. But, as between the two proposals before the commission, he saw "less danger"—that is of network interference in programing—in the Westinghouse than in the commission plan.

But perhaps of even greater significance is ABC's qualified acceptance of the Westinghouse plan, first hinted at in a comment filed in an early round of pleadings, in June 1966, and expressed somewhat more strongly in a comment last May (BROADCASTING, May 26).

James McKenna Jr., counsel for ABC, said last week that if the commission decides the WBC plan is needed "we will not oppose its adoption and will cooperate in its implementation." He called the WBC plan "the least of all possible evils."

He joined counsel for CBS and NBC and their affiliate groups in opposing the 50-50 proposal and its companion ban on network syndication. He said the former seeks to turn the clock back to "the pattern of supply that existed at the time of television's infancy," when advertisers supplied a greater amount of programing. Conditions have changed since then, he said.

Mr. McKenna said ABC opposes the proposed ban on network syndication because the proposal appears to be based on what he feels is the erroneous assumption that all networks are "too fat and too rich"—a characterization, he said, that does not apply to ABC.

He said that the ABC network lost \$27.6 million over a four-year period ending in 1966 and that a trade-press report put the network's loss in 1967 at \$17 million. Consequently, he said, the loss of its syndication operations would be a serious blow to ABC, even though such operations do not produce much revenue for the network—about 1% of its total. (ABC is not losing money, over-all. Mr. McKenna noted that its owned-and-operated stations earned \$29 million in 1967 on gross revenues of \$73 million.)

Only counsel for CBS and NBC and their respective affiliate groups had no legislative proposal to suggest as a means of providing greater diversity in programing sources. They saw the industry developing in what Jerome Shestack, representing NBC, said was a "healthy way."

This attitude, after it was expressed several times, appeared to annoy Commissioner Kenneth A. Cox, who clearly did not think the situation was beyond commission-induced improvement. "Producers now have nowhere to go but to three buyers," he said, in reference to the networks. "Is there no mechanism by which programs of comparable cost can be offered to the public other than by the system we have?"

Mr. Shestack and Lloyd Cutler, representing CBS, urged the commission to

Bearded minstrel puts wasteland to music

After four and a half years, the FCC rulemaking proceeding aimed at limiting network control of programing had become a tired, dull show. It needed a change of pace, a shot of pizzazz. Last week Mason Williams provided it.

Mr. Williams, folk singer and composer, chief writer for the now-cancelled *Smothers Brothers Comedy Hour*, winner of two Grammy Awards and one Emmy, poet, philosopher and self-described artist, was the concluding "party" at the commission's oral argument on the proposed rule.

He had come, he told the commissioners, to "represent the people who put programing together." And the contrast he presented to the lawyers, who had held forth all day Tuesday and half of Wednesday, was marked.

He appeared, bearded and beaded and wearing black bell-bottoms. And where the lawyers had relied on charts and statistics and legal arguments, he came equipped with his guitar, music and a thick document he called "The Mason Williams FCC Rapport," a collection of random thoughts and jotting, most of which put down television as a waste of time.

He had nothing to offer specifically on the proposals at issue. And FCC Chairman Rosel H. Hyde did not try to hold him to a discussion of them. But he had an opinion on what he feels ails the television business—it's business. "Why don't you work on letting somebody who knows how to give instead of sell help run it?" he said.

Although he appears to take what he would call an "unstructured" approach to life, his presentation, like any good show, had a beginning, a middle and an end.

"This is exhibit A," he said, and held up his guitar "and a piece of music." Then, foot on chair, he launched into "Jose's Place," which he had written for Jose Feliciano.

He closed by singing and playing his "Cowboy Buckaroo," a song, he said, that tells the story of his life—"I'm telling you the truth/I am like the entertainment/I grew up on."

Both pieces drew enthusiastic applause from the audience that had collected in the commission hearing room.

And in between, he read from his "Rapport," which was handwritten because "a typewriter is not a human value; the machine gets in the way."

rely on developing technology and existing trends in the industry—CATV, pay television, government-supported public television—as means of providing alter-



Mr. Williams before the FCC

■ "Television," he said, "doesn't have a job, it just goofs off all day."

■ Winning an Emmy, apparently, brings no satisfaction. It is, he said, "like getting a kiss from somebody with bad breath."

■ What is a truly socially conscious network? One "that warns you against watching it all the time."

■ "Television," he said, at another point, "is doing to your mind exactly what industry is doing to the land. Some people already think like New York City looks."

He also gave his version of why the *Smothers Brothers* show was dropped by CBS. It wasn't "kicked off" for contract or censorship reasons, he said. "It was kicked off for not pacifying. It didn't divert your attention away from social problems; it called your attention to them. It's hard to sell you something when you're thinking."

In all, Mr. Williams' bit ran some 90 minutes, about twice as much time as he said he would need when the commission agreed to fit him in at the end of the argument.

What's more, his appearance ran through the lunch hour, ending about 2 p.m. But the commissioners appeared to be enjoying the presentation.

But Commissioner James J. Wadsworth, apparently concerned about a missed luncheon date, asked: "Will the chairman make it right with those we had appointments with?"

"I'll give you each a note," the chairman replied, delighting his audience, including Mr. Williams.

"We should do a show together," said Mr. Williams.

native sources of programing.

Mr. Shestack, who focused his comments on the Westinghouse plan, said there was no need for it and that it

would have an adverse impact on small stations. Relying on data in a study made by the Arthur D. Little Co., of Cambridge, Mass., for all three television networks, Mr. Shestack said there is more independent product available than ever and more new stations on which it can be shown. He also said the incidence of nonclearances of network programming by affiliated stations is on the increase.

"So why adopt a rule which is anti-competitive?" he asked.

He also warned that if the rule were adopted, networks would produce fewer programs—which, he said, would hurt stations in the smaller markets not barred by the rule from filling four hours of prime time with network material.

Bernard Koteen, representing the NBC affiliates, said the rule would deny his clients a measure of their freedom of choice of programming. And he warned that if they were forced to buy programming from syndicators, they "will skim the cream" off what is available—leaving the remainder to independents.

But John D. Lane, counsel for Westinghouse, found most of these arguments fanciful. He said the amount of network programming is on the rise, with clearances running at a rate of 92%. Any increase in independent product is accounted for by an increase in independent stations, he said. And he

disputed the argument that networks would produce fewer programs if the Westinghouse plan were adopted; there are many independents in major markets to clear programs pre-empted by affiliates, he said.

Mr. Cutler, who carried the burden of the attack on the 50-50 proposal, said the conditions it is designed to alter are natural to a high-cost industry.

"The basic problem is the problem of programming for 22 million people at a cost of one cent or two cents per home," he said. He added that the same problem would exist no matter if the programs were distributed by advertisers, producers or independent stations.

It is true, he said, that this means "lowest-common-denominator" programming. But he also said it permits networks to spread risks over a number of different programs and thus take chances of innovative programming they could not otherwise afford.

Commissioner Johnson, however, saw the problem as one in which advertisers "who say: 'We don't want only the largest audience; we want to reach an audience with a meaningful message'" are unable to obtain network time for their programs.

Mr. Cutler replied: "Send them to us." He argued that the networks gain nothing from refusing advertiser-producer programs. "When we make these sales we transfer the risk of loss." But, he said, advertisers find present pro-

duction costs too high and prefer to buy spots in a variety of programs and thus spread their risk.

This is true, he said, even of General Foods, which "is big enough not to be pushed around by the networks." When GF supplies a program, he said, "it asks us to sell off time to others. So even GF wants to spread its risk."

If the commission should adopt either of the pending proposals, or a combination of them, one reason could be that some commissioners have become disillusioned as a result of developments over the past several years.

At one point, Commissioner Robert T. Bartley said he had been among those who thought that "the magazine type of advertising would result in greater diversity of programming." But, he added, "I was wrong."

And Commissioner Robert E. Lee recalled that he had accepted the networks' "dire predictions" in the early 1960's that the abolition of option time "would mean the end of networking as we knew it." He noted that he had written a strong statement dissenting to the commission action ending option time.

But, he said, the networks "have thrived, and business was never better. I felt kind of silly." He wondered how much credence could be given the networks' predictions as to what would happen if the commission acted now to curtail their control of programming.

Justice warns of phone firms in CATV

Expresses concerns over anticompetitive dangers; says FCC might consider banning cable ownership

The Justice Department has urged the FCC to adopt tough regulations to prohibit telephone companies from using their leverage as existing local monopolies to "prevent the development of an independent CATV industry." The department termed the problems involved as "pervasive and serious," and said the commission might want to consider barring completely telephone company construction of CATV facilities.

The department expressed its views in comments filed by its antitrust division in a commission inquiry directed at policy questions raised by telephone company ownership of CATV systems. The commission itself expressed concern over the anticompetitive dangers it saw in telephone company activities in the CATV field (BROADCASTING, April 7).

The department, which noted it has received complaints from independent CATV operators about such alleged telephone company practices, made four suggestions:

- It said the commission should re-

quire telephone companies to offer pole space (or conduit space) to all applicants on an equal and nondiscriminatory basis—unless the telephone company can show there is a technical necessity for limiting access. The commission has noted that telephone company control of the poles CATV systems need to provide service enables them to protect their CATV affiliates from competition.

- It said the commission should prohibit telephone companies from restricting a CATV system's use of leased cables "except where necessary to protect the technical integrity of the communications network." The department said telephone company practice of prohibiting CATV systems leasing poles from using channels for anything but CATV service "appears designed to protect the telephone companies' present and future markets."

- The department, pointing to the dangers it sees in a regulated company engaging in a nonregulated business, said the commission should prohibit telephone companies from offering

CATV services directly as part of its rate-regulated telephone undertaking. Under present conditions, the department said, the telephone companies in CATV can enhance their position in the nonregulated market by charging various costs to its regulated business.

- And it said the commission should consider permitting a telephone company to "establish separate segregated CATV affiliates"—but only on condition they do not operate in any territory served by the telephone company. The department noted that this would not only prevent a company from favoring an affiliated company in allocating limited pole space but would "avoid the risk of a powerful regulated utility controlling access to ideas in its service area. . . ."

The department, in addition, urged a freeze on all new telephone-company construction of CATV facilities until its proposals have been put into effect. It said the commission may decide that the proposals are inadequate or that the proposal may prove in practice to be

inadequate.

"In such circumstances," the department added, "the commission may have to adopt a permanent policy" of refusing telephone companies authority to build broad-band cable systems.

The department's concern—as the commission's—is not confined to potential competition between nonaffiliated and telephone-company-affiliated cable systems for conventional CATV business. CATV systems, the department noted, offer an alternative to the telephone company in providing a variety of other communications services, including all uses of broad-band coaxial cable.

"The cable which now brings distant television signals into the home has the potential for a multitude of communication services—particularly in the field of data transmission," the department said, adding that CATV systems' potential for providing such service is one factor in explaining telephone company practices that have been the subject of complaints by CATV systems.

The department, asserting that independent cable operators, unlike telephone companies that "have a very heavy commitment to existing technology," are both a source of service innovation and potential customers for nonaffiliated equipment manufacturers.

"These operators," the department concluded, "should be allowed full opportunity to make their way in the market place, free of any restrictions imposed by the companies now dominating communications in the United States."

The comments were the second set that the department has filed with the commission in three months urging it to encourage development of CATV. In April, the department suggested the commission relax its CATV restrictions so that cable companies might offer broadcasters a sharper competitive spur (BROADCASTING, April 14).

In reply comments filed in the proceeding about the same time that Justice was making its views known, Continental Telephone Corp. said that the commission should not bar telephone company ownership of CATV systems in areas where the potential number of subscribers is less than 10,000. Continental said rural CATV systems, in contrast to urban systems, often need economic assistance. Justice, in recommending that telephone companies be barred from owning cable systems in areas where they operate, said exceptions might be made in rural areas.

The National Association of Educational Broadcasters endorsed the commission's inquiry into CATV-telephone company relationships. It said: "NAEB views with alarm the specter of domination by telephone companies of the developing CATV industry."

Program notes:

Late night syndication ■ *The Barry Farber Show* on WOR New York, in addition to an early evening syndication by 20 stations, is now available in a mid-night to dawn version. Syndication for the two-and-one half-hour panel discussion is handled by Syndicated Features Inc., 227 West 45th Street, New York. First buyer was WMAL-FM Washington.

Just for laughs ■ Four Star Entertainment Corp., Hollywood, will release a half-hour, five-times-a-week comedy series, *Can You Top This*, in syndication, starting in January 1969. Morey Amsterdam will be the regular on the program, which will have three guest comedians on each show.

First recipient ■ Metromedia Radio News' audio news services will be carried by New York-owned WNYC-AM-FM, starting today (July 28). The stations will receive the service at no charge in line with an MRN policy of making it available to noncommercial educational radio stations that request it. Metromedia's WNEW New York has been carrying the service exclusively in the city.

New D.C. news base for Cox nears completion

Cox Broadcasting Corp.'s new Washington news office has announced names and assignments for its first staff, which will be in operation when Congress returns from its summer recess on Sept. 2.

Three of the four appointees will go to Washington from news positions with Cox-owned radio and TV stations. The assignments are: Thomas Frawley, director, formerly news director at WHIO Dayton, Ohio; James Giltmier, correspondent, formerly with WSB-TV Atlanta; James Eury, chief photographer, wsoc-TV Charlotte, S.C., and Hal Cessna, correspondent, joining Cox from Westinghouse Broadcasting Co. news bureau in Washington.

The Washington news office for Cox will supply news to all CBC stations. The office will be at 1735 DeSales Street, N.W.

Clark radio subsidiary to offer auto-racing

Dick Clark Enterprises, Los Angeles, last week announced the formation of American Racecasters Inc. to broadcast auto racing and features related to that sport.

The new division's first broadcasts will be descriptions of the last three races this season in the Canadian-American Challenge Cup series. They will be from Laguna Seca Racetrack,

NBC on pollution ■ The pollution of Lake Erie will be investigated by NBC News in a one-hour special, *Who Killed Lake Erie* on NBC-TV Friday, Sept. 12 (7:30 p.m. EDT). The program will be the first in a series of specials on the polluted environment.

New show ■ *The Bob Prince Show*, a syndicated three-minute-plus daily sports program, is available to radio stations from Gateway Reps Inc., Pittsburgh. The show features Bob Prince, play-by-play announcer for the Pittsburgh Pirates.

First offering ■ "Appalachian Autumn," an original 90-minute drama will be the first presentation on *CBS Playhouse* Tuesday, Oct. 7, (9:30 p.m. EDT) on CBS-TV.

New production house ■ Saturn Pictures Corp., New York, has been formed by William P. Wilson, formerly with ABC-TV, CBS-TV, NBC-TV and Screen Gems International, to produce motion pictures and television programming. Saturn will make its headquarters at 10 West 56th Street, New York 10019.

Monterey, Calif., Oct. 12; Riverside International Raceway, Riverside, Calif., Oct. 26, and Texas International Speedway, College Station, Tex., Nov. 9. Combined series prizes exceed \$1,000,000.

Coverage of these events is being offered to radio stations on a live, continuous two-and-one-half hour basis, or on a periodical basis, lifting short reports from the continuous coverage. Ralph Lawler, Southern California sportscaster, heads the 14-man race broadcasting team.

Dick Clark is president of ARI; vice president is Jack Mann; vice president-general manager is Fritz Duda, and Francis LaMaina is secretary-treasurer.

Bachelor Namath makes pitch for Heidi

Joe Namath and the New York Jets got zapped by Heidi again last week—but this time it happened at the Americana hotel in New York and only drew laughs from the viewers.

It came at the end of a half-hour film prepared by WNBC-TV New York and NBC Television Spot Sales to show some of NBC's new fall line-up for NBC-owned stations. After giving a preview of seven new shows, the camera picked up quarterback Namath dropping back and getting off a long pass against Oakland. The ball never reached the receiver. The film cut quickly to the beginning of last year's *Heidi* show.

A too-heavy hand on Canadian CATV?

Conditions tagged onto new grants prompt operator questions; CBS, Paramount affected

Canadian cable TV operators, alarmed at some of the conditions being placed on CATV franchises by the Canadian Radio-TV Commission, plan to meet with CRTC Chairman Pierre Juneau soon.

What disturbs Canadian CATV owners is the series of conditions imposed by the commission earlier this month in making some of the grants for the Toronto area.

"They seem to go much farther than the commission announced last May," a spokesman for the Canadian Cable TV Association said last week. He explained that policies enunciated by CRTC in the Toronto decisions cover conditions that were not mentioned in the commission's national CATV policy statement last May.

In several of the grants earlier this month the commission made grants that were conditioned on ownership divestiture by broadcasters, newspapers or other CATV groups in the winning applicant.

In other cases, the commission denied applicants, some holding Department of Transport CATV licenses, who wished to expand their present systems, or who planned to sell stock in their systems. Prior to CRTC assuming jurisdiction over CATV the Department of Transport issued licenses.

In discussing the divestiture policy, Mr. Juneau pointed to the grant to Rogers Cable TV Ltd. for a section

of Toronto, which was conditioned on stockholder Glenn Warren Productions Ltd. relinquishing its 50% ownership. John Bassett, principal owner of Glenn Warren, is the principal owner of CFRO-TV (ch. 9) Toronto's only privately owned TV stations, and is publisher of the *Toronto Telegram*, one of the city's three daily newspapers. E. S. Rogers, president of Rogers Cable TV, owns two radio stations in Toronto.

This sort of thing, Mr. Juneau said, "presents real problems to the commission."

CRTC warned also that the current brisk buying and selling of cable TV systems would be scrutinized carefully. The commission noted that it must approve all transfers of ownership or stock in CATV systems.

In its July 10 statement the commission said it believes it would better serve the public interest to leave room for a larger number of firms to play a role in CATV. It said it was also concerned with providing adequate service areas to companies that have invested large resources in CATV.

To accomplish these goals CRTC said it was leaving some large geographic areas unlicensed and was denying some proposals for expansion of systems already operating under Department of Transport licenses. In some cases, it added, it was reducing such service areas.

CRTC licenses for CATV are for two

years.

Earlier, CRTC set forth its cable TV policy that, among other things, held that Canadian CATV's must be at least four-fifths owned by Canadian interests, and set September 1970 as the deadline for meeting this requirement. Two U.S. companies have significant investments in Canadian CATV. CBS owns amounts varying from 25% to 49% in conjunction with Sydney W. Welsh in CATV systems in Victoria, B. C., Vancouver, Toronto, Montreal and Quebec City. A CBS spokesman last week said that the company is aware of the CRTC ruling and "is studying their effects on our holdings." The other U. S. company with a large stake in Canadian CATV is Paramount Pictures Inc., which has a major interest in Famous Players Canadian Corp., owner of a chain of motion picture theaters in Canada and the parent company of multiple CATV systems there.

Among other guidelines issued by CRTC last spring (BROADCASTING, May 19): a ban on advertising on CATV, a prohibition on interconnecting CATV systems to form networks, the encouragement, however, of local program origination by CATV's, and the establishment of priorities for carriage that requires CATV's to first carry the English and French network programs of the Canadian Broadcasting Corp., then private Canadian networks, independent Canadian TV stations, local and educational programming, "non-Canadian" TV stations, and finally "duplicate" stations (meaning a second station carrying a program already being broadcast by a higher-priority station).

Last week CRTC issued two licenses, both for Victoria. They were to Victoria Cablevision Ltd. (owned by the Welsh group), and to Davin Enterprises Ltd. The commission also approved the purchase of Community TV Ltd., London, Ont., by the Maclean-Hunter group (multiple CATV owners as well as publishers), and stock purchases by the Maclean-Hunter group in the Peterborough (Ont.) Cable TV Ltd., and in South Aberdeen Cable TV Ltd., Hamilton, Ont.

Grants earlier in the month, in ad-

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dition to Rogers Cable TV, went to Maclean-Hunter Cable TV Ltd., Coaxial Colourview Ltd., John E. Feltmate and associates, Willowdowne Cable Vision Ltd., York Cablevision Ltd., Hesick Television Co. Ltd., and Metro Cable TV Ltd., all for Toronto and environs.

And in lower British Columbia to National Cablevision Ltd., Coquitlam; Surrey Cablevision Ltd., Surrey; Delta Cable Television Ltd., Fraser River delta; M. S. A. Cablevision Ltd., Abbotsford-Clearbrook-Huntington; White Rock Cablevision Ltd., White Rock; West Coast Cablevision Ltd., Burnaby; Express Cable Television Ltd., North Vancouver; Western Cablevision Ltd., New Westminster; Canadian Wirevision Ltd., Vancouver; North West Community Video Ltd., West Vancouver-North Vancouver.

Also, 30 other grants all in Ontario outside the metropolitan Toronto area.

CATV problems cloud record Canadian rights

The price of Canadian football went up this year as the CTV Network acquired television rights to the Canadian Football League for \$1,009,000. The 1968 rights went for \$971,000.

CTV will carry 25 games, at least 20 of them in color. The first game will be telecast Wednesday (July 30).

Al McCann and Gene Filipiski will do play-by-play and color in the Western Conference, and Johnny Esaw and Bill Bewley will call the games in the Eastern Conference.

Although the games brought a record price this year, CFL Commissioner Jake Gaudar has expressed concern about the inroads CATV is making in Canada. He called CATV the league's "most serious problem" and one that could ruin the league. If Canadian football can't "protect our blackout areas,"

he said, "we'll fall to the level of semi-pro or lower."

Mr. Gaudar said the problem had been taken to the Canadian Radio-Television Commission, but that the commission told the league to work out the problem with CTV, the Canadian Broadcasting Corp. and the CATV representatives.

He added that the CFL is now negotiating with the CTV and CBC to remove seven Ottawa Rough Rider games from stations in Peterborough and Kingston, both Ontario, which are picked up by CATV's in the Ottawa area.

New Paris venture

Parker-Rumrill-Publiel has been formed in Paris, through the efforts of Parker-Rumrill International Inc., a company owned jointly by Rumrill-Hoyt Inc., New York, and Rolls & Parker Ltd., London.

Fates & Fortunes

Broadcast advertising



Mr. Kirby

Y. Thomas Kirby, director of research, ABC Owned Radio Stations, New York, named director of national sales. He succeeds **Christopher Denison** who resigned.

James Fuller, with WYSL Buffalo, N. Y., joins WMCA New York as national sales manager.

Sid Connolly, sales manager KGSC-TV San Jose, Calif., appointed general sales manager. **Thomas Maguire**, with KGSC-TV, appointed local sales manager.

Jerry Jordan, VP-passenger sales and advertising, American Airlines, New York, named VP-market planning and development.

Richard Meeder, assistant general manager, Tidewater Professional Sports Inc., Norfolk, Va., joins WATL-TV Atlanta as sales manager.

Herbert Fields, with NBC-TV Spot Sales, New York, appointed eastern sales manager.

Rudolph Maffei, member of executive committee, Gardner Advertising, New York, named executive VP and general manager of New York office. **John Timko**, assistant programming director for Gardner in New York, appointed

associate programming director.

Richard Eskilson, with Doyle Dane Bernbach, New York, joins Dodge &

Delano there as VP and creative group head.

Raymond Krivacsy, television art pro-

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ducer-director, Dancer-Fitzgerald-Sample, New York, named VP.

William Klokow, writer-producer, MacManus, John and Adams, Bloomfield Hills, Mich., joins Campbell-Ewald, Detroit, as broadcast producer. **Charles Brom** with Campbell-Ewald, Detroit, appointed account supervisor.

Anthony Battaglia, regional sales manager, WHEN-TV Syracuse, New York, appointed national sales manager.

Mike Gold, creative group co-director, Cunningham & Walsh, New York, named VP.

Richard Kale, director of special sales, The Katz Agency, New York, joins KEX Portland, Ore. as general sales manager.

Robert Kuelper and **Thomas Laughlin**, VP's and associate creative directors, Leo Burnett Co., Chicago, appointed creative directors.

William Seamans, with Creamer, Trowbridge, Case & Bassford, Providence, R. I., joins WICE there as regional sales manager.

Dayton Ball, VP and copy director, Warwick & Legler, Inc., New York, joins Lewis & Gilman, Philadelphia, as copy director. **Bernard Ostrof** and **Frank Bardack**, copy supervisors, appointed to newly created positions of associate copy directors. **J. Gerard Boehling**, VP and account supervisor, Aitkin-Kynett, agency, Philadelphia, joins Lewis & Gilman as account supervisor. **Frank Larkin**, with Lewis & Gilman, named VP and management group supervisor. **Thomas Endicott**, food service director, elected VP and director, food service division.

Media



Mr. Haeg



Mr. Van Konyenburg



Mr. Dornseif

F. Van Konyenburg, president, Midwest Radio-Television Inc., licensee of WCCO-AM-FM-TV Minneapolis-St. Paul, named chairman company's executive committee. He is succeeded as president by **Lawrence Haeg**, executive VP. **Henry Dornseif**, VP, named executive VP.

Donna Campbell, with KSAN-FM San Francisco, appointed business manager.

Louis Greco, acting station manager, KCFI Cedar Falls, Iowa, appointed station manager.



Mr. Cohlmi
mi, who resigns.

Richard David, with KTTV (TV) Los Angeles, appointed business manager.



Mr. Mahlman as director of station acquisitions, and **Steve Lindberg**, member of station acquisition staff since January, becomes manager of that department. It was indicated Mr. Mahlman will gradually assume the responsibilities of Earl Mullin, VP-station relations, who continues in that position until retirement at end of year.

Henry Harris, formerly secretary, treasurer and controller, Cox Cable Communications Inc., Atlanta, named VP and director of operations. **Thomas Dowden**, with Cox Cablevision Corp., appointed secretary and director of development, Cox Cable Communications Inc., parent company. **William Pitney**, operations manager, Cox Cablevision, Atlanta, named VP and general manager. **Henry Goldstein**, VP, Transvideo Corp., San Diego, named VP and general manager. **Albert Bloom**, VP and operations manager, Telesystems Corp., Philadelphia, named VP and general manager. Both Transvideo and Telesystems are also division of Cox Cable Communications, Atlanta.

Don Thomson, president and general manager, KPAZ-TV Phoenix, joins KGSC-TV San Jose, Calif., as general manager.

Ancil Payne, general manager, KGW-AM-TV and KINK-FM, all Portland, Ore., also named VP of parent company, King Broadcasting, Seattle. **Eric Bremner**, station manager, King Broadcasting's KING-TV Seattle appointed general manager, KING-AM-FM-TV.

Casey Cohlmi, director of advertising and sales promotion, Kerr-McGee Corp., petroleum marketing division, Oklahoma City, joins KHON-TV Honolulu, as station manager. He succeeds **Daniel Kawaka-**

Richard McKee, general manager, KQXI Arvada, Colo., resigns. Future plans unannounced.

A. E. Pavey Jr., with KPRC Houston, joins KMSC (FM) Clear Lake City, Tex., as general manager.

Eugene Umlor, general manager, WTTF-AM-FM Tiffin, Ohio, appointed VP of parent WTTF Inc.

John Crabbe, general manager, non-commercial KVIE (TV) Sacramento, Calif., resigns.

Programing

Paul Weiss, midwestern division manager, Screen Genis, Chicago, appointed regional sales manager for West and Midwest, with headquarters in Los Angeles.



Mr. MacCallum been handling programing for American Contemporary Network, becomes program manager of ABC Radio.

Robert Shay, program manager, WNEW-TV New York, appointed VP-program manager. **Pat Falco**, assistant film manager, appointed film director and **Irv Schecter**, assistant production manager, appointed manager of film operations.

Craig Eaton, with KCFI Cedar Falls, Iowa, appointed program director.

Marion Watson, with KUOM Minneapolis, appointed program director.

Randy Prewitt, with WWL New Orleans, joins WGAP Maryville, Tenn., as program director.

Jeff Starr, with WORC Worcester, Mass., joins KTLK Denver as music director.

John Patton, program director, WBEN Buffalo, N. Y., joins WKRC Cincinnati as program director.

John Koutnik, general manager of Film Express, subsidiary of Filmex Inc., New York, joins Lewron Television there as head of traffic department.

News

Robert Lunquist, with WOAI-AM-TV San Antonio, Tex., appointed news director. He succeeds **Harold Baker**, who now heads special investigative-documentary unit in news department.

Charles Ryan, supervising news editor,

WSAZ-TV Huntington, W. Va., joins WCHS-TV Charleston, W. Va., as news director.

James Baker, with AP, joins WTMJ-AM-TV Milwaukee, as newsman-writer-editor.

Jim Vance, newsman, WKBS-TV Burlington, N. J.-Philadelphia, joins WRC-TV Washington in same capacity.

John Rhodes, with KOIL Omaha, joins K TSA San Antonio, Tex., as news director.

Bob Nicholas, newsman, WSOC-TV Charlotte, N. C., joins WKYC-TV Cleveland in same capacity.

Promotion

Reg Stagmaier, promotion manager, Rust Craft's WRCB-TV Chattanooga, appointed corporate director of advertising and promotion. He will remain in Chattanooga.

Clark Vilas, promotion manager, KEMO-TV San Francisco, joins KCBS there as director of information services.

Joseph Ondrick, producer, WPGH-TV, Pittsburgh, appointed promotion manager.

C. K. Carinichael, with Geyer-Oswald, New York, joins Association of American Railroads, Washington, PR director-New York.

Equipment & engineering

Stuart L. Bailey, general manager of electronics and communications division, Atlantic Research Corp., Washington, has been named member of Joint Technical Advisory Council, succeeding **Dr. John G. Truxal**. Mr. Bailey is also vice president of Susquehanna Corp., parent of Atlantic Research. JTAC was formed in 1948 at request of FCC, to handle communications problems.

George Wetmore, chief engineer, WTOP-TV Washington, joins WJXT-TV Jacksonville, Fla., in same capacity. He succeeds **Ernest Vordermark**, who retires due to illness. Both are Post-Newsweek stations. Mr. Wetmore is succeeded at WTOP-TV by **Ralph Mlaska**, VP, Aurovideo Co., Waltham, Mass.

Douglas Talbott, VP and general manager, and **Richard Hickman**, chief engineer, both Cox Cablevision Corp., Atlanta, named VP and director of operations and chief engineer, respectively, of parent Cox Cable Communications Inc., Atlanta.

Ned Cogswell, VP-engineering, General Television Inc., CATV operators, Salisbury, Md., named executive VP and general manager.

G. A. Dodds Jr., Midwest sales engi-

neer, Visual Electronics Corp., New York, appointed video-tape national sales manager.

Allied fields

Clifford Alexander Jr., who resigned last April as chairman of Equal Opportunity Commission, joins Arnold & Porter, Washington law firm, as partner.

Cal Watson, associate professor of communications, Washington State University, Pullman, appointed manager of university's radio-television services.

Jack Murphy, VP-news and public affairs, KOOL-AM-FM-TV Phoenix, joins U.S. Information Agency, as senior television adviser to government of South Viet Nam.

Michael Boyd, VP, Hollywood office, Audience Studies Inc., New York, named VP-West Coast operations. **Donald Keane**, with ASI, named VP in Hollywood office.

Deaths

Helen de Young Cameron, 86, part owner and member of board of directors of Chronicle Publishing Co., operators of KRON-FM-TV San Francisco, died July 22 at her home in Hillsborough, Calif. Mrs. Cameron was eldest daughter of M. H. de Young, *San Francisco Chronicle's* founder. Charles de Young Thieriot, present editor and publisher of paper, is nephew of Mrs. Cameron.

Stanley Niss, 53, TV writer-producer, died July 22 in Cedars of Lebanon hospital, Los Angeles, of brain tumor. Joining CBS in 1949, he wrote for *Studio One*, *Suspense*, *The Web*, *Climax*, and *21st Precinct*. He also developed for network *The Verdict Is Yours*, early TV courtroom drama. Later with Desilu, he wrote for *Walter Winchell File*, *The Detectives*, and *Desilu Playhouse*. Joining Warner Bros. in 1965 he created TV series, *Hawaiian Eye*. He is survived by his wife, Nancy, and one son.

Edward J. Staubitz, 77, retired sales manager, tower division, Blaw-Knox Co., Pittsburgh, died July 7 after heart attack. Mr. Staubitz retired in 1952 but continued as consulting engineer. He leaves three daughters and one son.

E. Z. Jones, 66, executive VP and general manager of WBBB-AM-FM Burlington-Graham, N. C., prior to a stroke a year ago, died July 11 at home in Alamance, N. C. He is survived by his wife, Eloise, two daughters and one son.

Dean Gysel, 36, TV-radio columnist for *Chicago Daily News*, was killed in auto accident July 17.

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As compiled by BROADCASTING, July 15 through July 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

Final action

■ Winona, Minn.—Big Chief Television Co. Broadcast Bureau granted UHF ch. 44; ERP 55.8 kw vis., 11 kw aur. Ant. height above average terrain 140 ft.; ant. height above ground 166 ft. P.O. address: J. F. Murray, 118 South Main Street, River Falls, Wis. 54022. Estimated construction cost \$214,512.10; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 44° 03' 11" north lat.; 91° 38' 20" west long. Type trans. RCA TTU-2a. Type ant. RCA TFC-30J. Legal counsel none, consulting engineer Terrell W. Kirksey, Hopkins, Minn. Principals: William C. Reeves (51%), James J. Delmont (19%), et al. Mr. Reeves owns construction company, 20% of applicant for AM at Charlton, 30% of applicant for AM at Mt. Pleasant, both Iowa and 25% of applicant for AM at River Falls, Wis. Mr. Delmont owns 25% of film production firm. Granted July 3.

Other action

■ Review board in San Francisco, TV proceeding, Doc. 18500, denied motion for extension of time to appeal memorandum opinion and order released July 10 by hearing examiner, filed July 16 by Albert Kihn. Action July 17.

Call letter application

■ State Educational Radio & Television, Iowa City. Requests *KIIN-TV.

Existing TV stations

Application

■ KHMA(TV) Houma, La.—Requests mod. of permit to change ERP to 116 kw vis., 23 kw aur.; trans. and studio location to U.S. Highway 90, southwest of Houma; type trans. to GE TT-510B; type ant. to GE TY-70-H(R); ant. height above average terrain to 459 ft. Ann. July 15.

Final actions

■ Broadcast Bureau granted licenses covering permits for changes in the following stations: KTLA(TV) Los Angeles; KDIX-TV Dickinson, N.D.; KWEX-TV San Antonio. Tex. Actions July 15.

■ WHMA-TV Anniston, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1970. Action July 9.

■ WMAL-TV Washington—Broadcast Bureau granted mod. of license covering reduction of aur. ERP to 48 kw. Action July 9.

■ WTOG(TV) St. Petersburg, Fla.—FCC denied petition by Hubbard Broadcasting Inc., licensee, to reject, or alternatively, to issue order to show cause against proposal by Venice Central Antenna Network Inc., Venice, Fla., to carry WLCY-TV Largo; WSUN-TV and WTOG(TV), both St. Petersburg; *WEDU(TV), *WUSF-TV, WFLA-TV and WTVT(TV), all Tampa, and WINK-TV Fort Myers, all Florida. Action July 15.

■ WBBM-TV Chicago—Broadcast Bureau granted CP to install auxiliary ant. at the main trans. site. Action July 15.

■ KCRG-TV Cedar Rapids, Iowa—Broadcast Bureau granted license covering permit for changes. Action July 9.

■ WKTU(TV) Utica, N.Y.—Broadcast Bureau granted CP to change ERP to 34.7 kw vis., 6.9 kw aur.; and other changes. Action July 10.

■ WKTU(TV) Utica, N.Y.—Broadcast Bureau granted CP to change ERP to 6.9 kw aur.; install present main and alternate main trans. for aur. operation. Action July 14.

■ KXMB-TV Bismarck, N.D.—Broadcast Bureau granted license covering permit for changes. Action July 9.

■ KXMB-TV Bismarck, N.D.—Broadcast Bureau granted CP to change ant. system; change ant. structure; ERP 278 kw vis., 44.1 kw aur.; ant. height to 1530 ft. Action July 16.

■ WJET-TV Erie, Pa.—Broadcast Bureau granted CP to make changes in trans. equipment. Action July 15.

■ WNET(TV) Providence, R.I.—FCC denied petition by Channel 16 of Rhode Island Inc., permittee, asking reconsideration of FCC's denial of application for extension of time to complete construction and for other relief (Doc. 18420). Action July 15.

■ KWEX-TV San Antonio, Tex.—Broadcast Bureau granted license covering utilization of formerly licensed main trans. at 411 East Durango Boulevard, San Antonio, as auxiliary trans. Action July 16.

■ KKBC-TV Lubbock, Tex.—Broadcast Bureau granted license covering permit for a new station. Action July 9.

■ KAEC-TV Nacogdoches, Tex.—Broadcast Bureau granted mod. of CP to change type of trans. and type ant. Action July 9.

■ KTWO-TV Casper, Wyo.—Broadcast Bu-

reau granted mod. of license to reduce aur. ERP to 10.2 kw. Action July 9.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart of the Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, on motion by Broadcast Bureau, extended to July 31 time for filing response to Heart of the Black Hills' motion to reopen record and extended time for filing proposed findings to date seven days after ruling is made on motion to reopen record, or in alternative, the date on which record is finally closed, whichever action occurs first (Docs. 18358-9). Action July 15.

■ Hearing Examiner Millard F. French in Houma, La. (St. Anthony Television Corp. [KHMA-TV]), TV proceeding, granted petition by Broadcast Bureau and extended to Aug. 11 time for filing responses to petition for clarification of issue 1(b) (Doc. 17446). Action July 17.

■ Chief Hearing Examiner Arthur A. Gladstone issued order setting comparative hearing between KNBC(TV) Los Angeles and Voice of Los Angeles Inc., for Los Angeles ch. 4, to begin Oct. 13 in Los Angeles (Doc. 18602-3); prehearing conference will be held Aug. 25 in Washington. Action July 16.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, reopened record and received in evidence applicant's exhibit No. 11 and again closed record; ordered that applicant have until 14th day after the release date of order to move for further reopening of record for purpose of receiving in evidence data requested by Broadcast Bureau; extended to Sept. 2 time for filing proposed findings of fact and conclusions of law and to Sept. 16 time for reply briefs (Doc. 18376). Action July 11.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], Washington Community Broadcasting Co. and United Broadcasting Co. [WOOK]), AM-TV proceeding, on hearing examiner's own motion, continued to July 22 prehearing conference and oral argument (Docs. 18559-63). Action July 17.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, granted petition by Reeves Broadcasting Corp. and rescheduled prehearing conference for Sept. 11; continued date for evidential phase of hearing to Oct. 8 (Docs. 18569-72). Action July 16.

Call letter application

■ KHER(TV), Radio Longview Inc., Longview, Tex. Requests KHER-TV.

Call letter action

■ *WFPK-TV, Broadcasting of Education of Jefferson County, Louisville, Ky. Granted *WKPC-TV.

Designated for hearing

■ FCC set for hearing application by ABC Inc. for renewal of authority to deliver network radio and TV programs to XETV-TV Tijuana, Mexico. In same action FCC granted ABC's renewal application to provide network radio and TV programs to stations in Canada. Action July 15.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

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Summary of broadcasting

Compiled by FCC, July 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,242 ¹	4	8	4,254	67	4,321 ¹
Commercial FM	1,985	1	32	2,018	163	2,181
Commercial TV-VHF	494	2	10	506	16	522
Commercial TV-UHF	123 ²	0	53	174	158	332 ²
Total commercial TV	617	2	63	680	174	854
Educational FM	358	0	7	375	47	422
Educational TV-VHF	71	0	6	77	5	82
Educational TV-UHF	89	0	11	100	13	113
Total educational TV	160	0	17	177	18	195

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

■ KENI-TV Anchorage (Midnight Sun Broadcasters Inc.). Contract dated April 30, 1969, replaces one dated Aug. 22, 1967; effective May 1, 1969, to May 1, 1971, and self-renewable. First call right. Network rate, \$200; compensation paid at 30% prime time.

■ KFAR-TV Fairbanks, Alaska (Midnight Sun Broadcasters Inc.). Contract dated April 30, 1969, replaces one dated Aug. 22, 1967; effective May 1, 1969, to May 1, 1971, and self-renewable. First call right. Network rate, \$200; compensation paid at 30% prime time.

■ KBTW-TV Denver (Mullins Broadcasting Co.). Contract dated June 18, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$1,100; compensation paid at 30% prime time.

■ KCAU-TV Sioux City, Iowa (Forward of Iowa Inc.). Contract dated June 18, 1969, replaces one dated Aug. 24, 1967; effective Sept. 1, 1969, to Sept. 1, 1971. First call right. Programs delivered to station's control board. Network rate, \$900; compensation paid at 30% prime time.

■ WWAY-TV Wilmington, N.C. (Clay Broadcasting Corp.). Contract dated June 23, 1969, replaces one dated July 12, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to Raleigh, N.C., studios. Network rate, \$275; compensation paid at 30% prime time.

■ WDHO-TV Toledo, Ohio (D. H. Overmyer Television Co.). Contract dated June 12, 1969; effective June 15, 1969, to June 15, 1971. First call right. Programs delivered to station's control board. Network rate, \$150; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WBMG-TV Birmingham, Ala. (Birmingham Television Corp.). Contract dated June 17, 1969; effective July 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$175; compensation paid at 30% prime time.

■ WAGA-TV Atlanta (Storer Broadcasting Co.). Amendment dated July 4, 1969, amends contract dated Sept. 11, 1968; effective Sept. 11, 1968 to Sept. 10, 1970. First call right. Programs delivered to station. Network rate, \$1,450 (\$1,500 as of Jan. 4, 1970); compensation paid at 32% prime time.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.). Contract dated June 5, 1969, amends one dated July 2, 1967; effective June 5, 1969, to July 1, 1970. First call right. Programs delivered to station. Network rate, \$300; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KRON-TV San Francisco (Chronicle Broadcasting Co.). Contract dated July 1, 1969, replaces one dated Dec. 1, 1967; effective July 1, 1969, to July 1, 1971. First call right. Programs delivered to station. Network rate, \$2,750; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly multiplied by prime time rate.

New AM stations

Other actions

■ Review board in Tempe, Ariz., AM proceeding, Doc. 17777, scheduled oral argument for Aug. 12 in Washington. Action July 16.

■ Review board in Medford, Ore., AM-FM proceeding, Docs. 18349-53, granted motion to enlarge issues filed June 2 by Radio Medford Inc. Action July 18.

■ Review board in Medford, Ore., AM-FM proceeding, Docs. 18349-53, granted to extent indicated and denied in all other respects, petition to enlarge issues filed May 26 by Ralph J. Silkwood, W. H. Hansen, R. W. Hansen and Medford Broadcasters Inc. Action July 22.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood, and Somerville, all New Jersey (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co.), AM proceeding, granted motion by Mid-State Broadcasting Co. and extended to July 21 time for filing responses to Lake-River petition for acceptance of amendment (Docs. 18251-3 and 18256-7). Action July 16.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk, and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, granted in part petition by James River Broadcasting Corp. and continued to July 22 time for exchange of exhibits; ordered that date for notification of witnesses and hearing date remain unchanged (Docs. 17605-6 and 18375). Action July 14.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, continued without date hearing conference scheduled for July 21 (Docs. 18503-4). Action July 15.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, on request by Radio Greenwood, Inc., scheduled further prehearing conference for July 18 (Docs. 18503-4). Action July 17.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, rescheduled further hearing for July 21 (Doc. 18225). Action July 15.

Rulemaking petition

■ FCC proposed amendment of rules for determination of power of AM stations to provide other, more accurate means for determining efficiency factor in cases where "indirect method" for determining power is employed. Action July 15.

Call letter application

■ Outer Banks Radio Co., Wanchese, N.C. Requests WOBR.

Call letter application

■ Lauderdale Broadcast Inc., Fort Lauderdale, Fla. Granted WAVS.

Existing AM stations

Final actions

■ Broadcast Bureau granted renewal of licenses for following stations and their co-responding auxiliary: WCME-AM-FM Brunswick, Me. Action July 14.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KAUS Austin, Minn., to Jan. 11, 1970; WTHE Mineola, N.Y., to Dec. 21. Action July 15.

■ WAYK Lehigh Acres, Fla.—Broadcast Bureau granted mod. of CP to change name of permittee to Broadcast Management Inc. Action July 15.

■ WIBB Macon, Ga.—Broadcast Bureau granted CP to change location of auxiliary trans. to main trans. location; remote control permitted from main studio. Action July 10.

■ KKAT Roswell, N.M.—Broadcast Bureau granted CP to install new trans. at main trans. location, to be alternate-main nighttime and auxiliary daytime trans. Action July 14.

■ WBMJ San Juan, P.R.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action July 10.

■ KOMW Omak, Wash.—Broadcast Bureau granted CP to install new alternate-main trans. Action July 10.

■ WCIR Beckley, W. Va.—Broadcast Bureau granted mod. of license to change name of licensee to Waldron Broadcasting Corp. Action July 15.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Superior, Wis. (WWJC Inc. [WWJC]), AM proceeding, on request of WWJC Inc., vacated Aug. 18 hearing date and continued prehearing conference to Aug. 21 (Doc. 18567). Action July 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, continued prehearing conference to July 23 (Docs. 17624-5). Action July 17.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N.C. (Seaboard Broadcasting Inc.), proceeding on revocation of WLAS, scheduled further prehearing conference for Sept. 8; ordered that parties complete all intermediate and interlocutory procedural actions on or before that date and come to further prehearing conference prepared to fix reasonably prompt hearing date or to project other disposition of proceeding (Doc. 18549). Action July 14.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding, dismissed with prejudice application of W. H. Hansen for CP for new FM in Medford (Doc. 18352); severed from proceeding application of Radio Medford Inc. for CP for new FM in Medford, but retained it in hearing status for issuance of separate initial decision upon single issue affecting it (Doc. 18353). (Docs. 18349-53) Action July 17.

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc. Arcibio Broadcasting Corp. [WMNT] and Zaba Radio Corp.), AM proceeding, on request by Radio Antilles Inc., rescheduled prehearing conference for July 24 (Docs. 18564-6). Action July 16.

■ Hearing Examiner Forest L. McClennan in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, granted petition by Jackson Missouri Broadcasting Co. for leave to amend financial proposal and to amend application to provide additional survey and programing data relevant to issue 5 (Docs. 18354-5). Action July 10.

(Continued on page 67)

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

Pennsylvania powerhouse seeks general manager with strong sales record, ability to handle staff talent. Top station, solid non-metro growth market. Sales up 30% this year. Salary, incentive. This position open only twice in 20 years. Send full background, present earnings, strict confidence, to Box G-93, BROADCASTING.

Manager to run stereo FM station in top 25 mid-west market for major broadcast company. Send resume to Box G-170, BROADCASTING.

Sales Manager—west coast, imaginative, creative, fast growing young multiple group, excellent opportunity, fringe benefits. Box G-206, BROADCASTING.

Assistant manager job open. Small rural south Florida AM-FM. "He has about five years experience in radio. He is working now at a larger market station where announcing is all they want him to do. He could sell if given the chance. He wants to manage a small rural station someday. He has a first ticket." Our present manager is waiting to train him to take his job when he takes over our CATV operation. If you are this man we have described . . . write Box G-234, BROADCASTING in strict confidence.

We are looking for a man that cannot only sell but can motivate other people to sell. The man we want is now a sales manager or a general sales manager. We will bring him to our organization as General sales manager, expecting him to take over full management of the station in less than six months. Our company has just purchased another radio station and the general manager must be moved to the new facility. The man we select will have a vast background in radio, sales, as well as management. The man we will select will have stock equity in our company, in less than one year's time. Please send complete resume and recent photo. Box G-235, BROADCASTING.

Sales manager—for major black-oriented station in one of nation's leading markets. Must have verbal and writing skills, thorough understanding of ratings. If you are a hard worker, know how to handle a sales force and are a top closer, then write and tell us about yourself. This is the job you've dreamed about. Box G-260, BROADCASTING.

Sales Manager—Assistant General Manager—experienced—successful—excellent opportunity for right person. Location, West Central Kentucky. Phone (502) 259-3165.

Sales

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

If you're an aggressive, professional time salesman, we want you to sell for a Pulse-rated #1 contemporary music station on the west coast. Your references will be checked. Send resume and salary requirements to Box G-261, BROADCASTING.

Major midwest market station offers modest salary plus percentage of station gross. Big money for producer. Box G-268, BROADCASTING.

Sales manager for aggressive AM-FM station in major Pacific northwest market. Give complete resume: including education, experience, sales record, family, salary needs, other pertinent data. R. M. Brown, KPOJ, 1019 S.W. 10, Portland, Oregon.

Immediate opening—sports director-salesman. Good salary, fringe benefits. Must know play-by-play basketball, football. Write Manager WITY Danville, Ill.

Automation equipment salesman who wants to share unusual compensation plan in number one line, contact L. Wortman, Shafer Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

Announcers

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

Los Angeles . . . Need big-voiced, fast-paced personalities for contemporary non-rock. Experience necessary. Top 40 background helpful. Third phone. AFTRA. Send tape, resume and expected salary to Box G-35, BROADCASTING.

You're probably 25-30 years old, been in radio 5 years or more, sold on personality approach, love Burt Bacharach, in or ready for major market, insist it be done right, happy where you are now but read the ads looking for something better or bigger. You're in up-tempo MOR, or looking for that, you have a major market voice and would go to MOR major market personality station that knows what's happening. Send me your tape, history, and price. Box G-60, BROADCASTING.

Western Penna. Fulltime—needs Housewife audience air personality. Must have experience. Box G-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for beginner with good voice and reading ability. Box G-110, BROADCASTING.

Announcer: Small city eastern Virginia. Relaxed "contemporary" format. No "screamers" please! 6 to midnight shift. Start \$100 plus generous benefits; more if you have capability play-by-play basketball, football. Send full story; tape, which we return; references, which we'll check. Box G-128, BROADCASTING.

Near St. Louis. Experienced, versatile announcer. No beginners. To \$125. Tape, resume, photo. Box G-144, BROADCASTING.

Experienced announcer needed immediately at established MOR ABC Virginia station. \$125.00 weekly. Telephone 703-886-3010 or write Box G-169, BROADCASTING.

Maryland station. Announcer with some experience willing to work any shift. Send tape, photo and resume. Box G-176, BROADCASTING.

Top 30 Station, top rated, top 30 market has immediate opening. Modified Drake format. Box G-181, BROADCASTING.

Announcer—immediate opening for stock market news-major market UHF send tape and resume to Box G-200, BROADCASTING.

North Carolina single market daytime needs morning announcer who can double as copywriter, engineer or regional salesman. Desire young stable family man ready to settle down and become part of community. Good salary and benefits to right man. Send full details to BROADCASTING, Box G-208.

Announcer—with first phone. No maintenance. Small station market near New York City. Box G-215, BROADCASTING.

Dynamic soul sister wanted for morning show in major market. Good pay, wonderful opportunity, fringe benefits. Send audition tape to Box G-218, BROADCASTING.

First phone announcer—with good voice and some news experience. MOR—midwest market in excess of 100,000. Good benefits and working conditions. Send resume and tape to Box G-222, BROADCASTING.

Good morning and afternoon air personalities for MOR station in southeast, top 100 market. Send resume and tape to Box G-224, BROADCASTING.

Versatile, aggressive announcer, salesman, newsmen wanted immediately. Excellent working conditions . . . fine community . . . 10,000 w station in south. Rush tape, photo, resume to Box G-227, BROADCASTING.

Up tempo personality DJ with top 40 background wanted for 10 a.m.-3 p.m. shift on contemporary, MOR, good life station in top 50 market east coast. Send tape and resume to Box G-229, BROADCASTING.

Announcers continued

Nightman to run tight-formatted top 40 segment with strong midwest station. Progressive member of established chain operation . . . opportunity for advancement outstanding. Salary, benefits, and bright future for right third endorsed. Send tape and resume. Strong production a must. Box G-231, BROADCASTING.

Pennsylvania—Immediate opening for 1st phone combo. Most compatible staff. Phone 717-397-4220 or write Box G-245, BROADCASTING.

Immediate opening—rockjock—music director—first phone—medium midwest market. Fringe benefits. Must know music. Write G-265, BROADCASTING.

Wanted immediately: Combination chief engineer-announcer. Midwest MOR—fulltime. Pleasant working conditions. Box G-273, BROADCASTING.

Announcer with first phone who would like to move ahead in small market. Some experience preferred MOR/NBC affiliate. KOJM Havre, Montana 59601 Phone (406) 265-7841.

WCOA Radio—one of the south's most respected stations. Up to date MOR NBC station seeking friendly reliable air host. Work in a splendid vacationland on Florida seacoast, with a staff of 30 radio professionals. Stable staff. Send tape, resume, photo, to Dave Pavlock, WCOA Radio, Box 1669, Pensacola, Florida 32502.

First phone announcer for established Wisconsin AM/FM operations prefer experienced announcer who wishes to settle in small southwest Wisconsin community. Send complete resume and audition tape to WFWW, P.O. Box 1, Platteville, Wis.

"New York State!" Progressive group owned station looking for bright up and coming MOR announcer. Immediate opening. Send tape and brief resume, program director, WINR AM-TV, Binghamton, New York 13902.

First phone announcer . . . No maintenance . . . nighttime top 40/MOR . . . \$600 area . . . send resume, tape to: Ritchie Haney, WINA, Charlottesville, Virginia. Equal opportunity employer.

We need a first phone announcer who will do a solid job for us in return for good pay, exceptional benefits; some experience and a professional sound a must. Contact: Jack Speech, WNAM, Neenah, Wisconsin. 414-722-6471.

Immediate opening for an announcer who can do news and production. Opportunity to learn all phases of radio. Great opportunity for right man. Contact Blair Eubanks at Radio Station WPAQ, Mount Airy, N.C., immediately. Call collect. (919) 786-6111.

WRMF, Titusville, Florida, at Cape Kennedy . . . has opening for announcer. Immediate. Permanent.

Top pay for enthusiastic professional with big, mature voice at unique MOR operation. 8 to 5 five days in beautiful new stereo center. Group owner, growth potential. Home of MSU. Tape, resume to: WSWM, Box 289, East Lansing, Michigan 48823.

Immediate opening for morning man who can write local news. Contact General Manager, WVXA, Charles Town, W. Va. 25414.

Looking for an experienced, creative afternoon traffic personality & some news, who can produce numbers. Starting pay at least \$160. Contemporary MOR. WRIE, Erie, Pa. 5000 watts. Send tape or phone Bill Erb, Station Mgr. for more info. 814-864-0601.

Announcer resigning to complete college. To apply send tape, resume, photo. No collect calls, please. Hayward Talley, WSMI, Litchfield, Illinois.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Cold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Announcers continued

Bustling—MOR AM-FM with TV pending needs talented 1st phone for air shift and production. Expanding group on east coast. J. Strider Moler, 301-739-8016.

Philadelphia suburban station has opening for good staff man. Well established adult operation. Play-by-play sports. Good fringe benefits. 215-696-3690.

Wanted for major market a modern CGW dj with 1st phone, with strong production background. Must be able to come-on strong. Call 919-724-5081. Salary . . . \$130 plus bonus and sales opportunity.

Technical

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING.

Chief engineer. Full time SKW directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some travelling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief engineer: Unusually attractive responsible position. Successful experience in effective supervision, directionals, multiplex necessary. Follow up on this one—you'll be surprised. Box G-149, BROADCASTING.

Detroit FM is seeking high calibre 1st class engineer. Box G-172, BROADCASTING.

Chief Engineer needed for AM-FM major market facility. Small staff, full-charge. Will have part-time help. People-oriented operation. Box G-189, BROADCASTING.

First phone maintenance . . . chief engineer . . . disk jockey . . . immediate opening . . . Write Box G-264, BROADCASTING.

Engineer with FCC 1st class license to assume chief's position. Operation consists of two stations (1000 watts AM and 55,000 FM stereo) plus business music. Contact KXEO/KWWR-FM, Box 475, Mexico, Mo. 65265.

Immediate opening for chief engineer with Class IV contemporary station. Contact John Bomer, WBRS, Pensacola, Fla. An equal opportunity employer.

Chief Engineer for AM-FM Stereo small market station. Small amount of air work. Salary open. Good opportunity with established community-minded station. WBYS Radio, Box 600, Canton, Illinois 61520.

Chief engineer for fulltime AM and 30,000 watt FM-stereo. Maintenance is primary job. Good salary, plus extra money on background music installations. WLAG, LaGrange, Georgia.

Excellent opportunity available for qualified, experienced engineer with 1st phone. 5kw, located 12 miles from city on main U.S. highway. Two bedroom, unfurnished apt. furnished with heat, electricity and telephone. Location is Fargo, N.D. Call Norris Pederson, person to person, area code 701-237-5245.

Field service engineer, full or part time openings throughout U.S. enable you to share in exciting new Automation generation. Write L. Wortman, Shafer Electronics, 9119 DeSoto Ave., Chatsworth, Calif. 91311.

NEWS

Radio-TV newsman needed in top southeastern market. Must be experienced in reporting, writing and on air work. Must have leadership ability and desire to advance. Send complete resume, picture, and audio or video tape first letter to Box G-96, BROADCASTING.

One news man and one staff announcer needed for expansion of 5kw in ideal community near both New York and Philadelphia. Rush full details with tape which will be returned. Box G-184, BROADCASTING.

Excellent opportunity—Immediate opening for newsman. Send tape, resume and picture. Air mail to KEWI, 700 Kansas. Topeka, Kansas 66603

Immediate opening for a news director, 1000 watts AM, 55,000 watts FM stereo. Operation base city 13,000 plus supervise correspondents in area towns. Prefer journalism degree. Experience a must. Fully equipped to include mobile units. KXEO/KWWR-FM, Box 475, Mexico, Mo. 65265.

News continued

News Director for strong local news operation. Take charge of smooth functioning local news bureau. Above average pay for man unafraid of hard work with ability to gather, write and deliver local news. Opportunity for play-by-play sports. WCOJ, Coatesville, Pa. 215-384-2100.

Crack newsman needed at once for one of Florida's top news departments. 500,000 metro market. Thoroughly experienced newsman only with mature voice and plenty of hustle. Send tape, resume, photo to Bob Raymond, News Director, WDBO, Orlando, Fla. 32802.

Two openings in our Newsroom. Good opportunity. Prefer someone with New York State background but will consider all applicants. Six days a week but good benefits. Moderate starting salary for our market size. Apply WCHQ, Kingston, New York, Harry M. Thayer, Chairman.

Need aggressive news director, September first. 100,000 university town market, New York State. News is our bag. If its yours send us resume and air check. Robert Newman, WTKO, Ithaca.

Programing, Production, Others

News and sports director for Maryland AM-FM. Recognized area leader in local news and play-by-play sports. Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-398, BROADCASTING.

Good staff and production man for 5kw fulltime in eastern market. Must have two or three years minimum experience in "MOR". Station active in sports and heavy news. Salary \$125-\$140 based on experience. Excellent growth opportunities with group. Send audition tape and resume to operations manager, Box G-183, BROADCASTING.

Copywriter with proven production skill for top rated major New England AM FM send resume, samples and tapes. Box G-202, BROADCASTING.

Program director-deejay—first ticket—no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to 10,000 to start. Great opportunity. Letter and tape first time. Box G-263, BROADCASTING.

First phone-sports-maintenance-sales is there such a man? If so and you'd like above average earnings—write BROADCASTING Box G-266.

Producer-director, 1-2 years exp. to join noncommercial community supported Florida station expanding in local live remote, and in-school programming. Send resume, salary requirements. Audition VTR if possible. Box G-276, BROADCASTING.

Energetic, experienced production continuity man with young ideas. Needed at once for modern country sound. No floaters. Good starting salary. Contact Gary Hagerich, General Manager, WCNW, 8686 Michael Lane, Fairfield, Ohio.

Need copywriter-traffic combination. Some air work if desired. Male or female. WLAG, LaGrange, Georgia.

Situations Wanted Management

Aggressive manager. 33, experienced in AM & FM administration, sales, programming and automation. Full knowledge of FCC regulations and budget control. 15 years experience, 7 with present group owned station. Married. Desire association with responsible expanding company which demands excellence and responds with commensurate salary and benefits. Strictly confidential. Box G-138, BROADCASTING.

Manager/salesman/first phone . . . programming/copywriter. Husband/wife team. Ownership experience Available soon. West. Northwest preferred. Reply Box G-213, BROADCASTING.

New England—manager—good! Presently employed. A-1 producer. Box G-239, BROADCASTING.

Need Help? Get together with a professional. General Manager, sales manager-major market personality—program director—chief engineer—newsman—documented management record—innovative production—community involvement—watch local sales soar—increase national and regional sales—near inventive sounds that pull big numbers—young-problem solver. You have everything to gain by contacting Buddy Van Cleave. 601-582-5794 for resume.

See "Major Market announcer" advertisement under the heading Programing.

Announcers

Experienced New York soul jock seeking employment (212) JA 6-6553 or Box F-328, BROADCASTING

Announcers

continued

DJ, tight board, good news, commercials, 3rd phone. Box G-14, BROADCASTING.

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box G-63, BROADCASTING.

Soul jazz dj, newscaster, salesman. Married, 26. Third endorsed, tight board, draft exempt; dependable, versatile, creative. Will relocate. Box G-88, BROADCASTING.

Experienced DJ, tight board, production, solid news. Will relocate immediately. Box G-158, BROADCASTING.

Young sports broadcasting team seeking position calling football, basketball games. Three years college experience; references, tapes. Box G-166, BROADCASTING.

Communicator, exp. most phases broadcasting, want to move back South. Prefer La., will consider others. Am not cheap, but am valuable. First ticket, Radio or TV. Box G-167, BROADCASTING.

Sports director, nine year professional broadcasting veteran. Heavy on play-by-play, high school and/or college ball. Family man. Box G-180, BROADCASTING.

Play-by-play all sports, looking for college opportunity. Degree married, family, 11 years radio-TV, Loyal-industrious. Box G-199, BROADCASTING.

DJ, tight board, good commercials, news, ready now. Box G-205, BROADCASTING.

Disc jockey - announcer - newscaster experienced—tight board - third endorsed - dependable - creative - versatile. Box G-209, BROADCASTING.

Sports Personality—complete military obligation early October. Radio-TV sports announcer with American Forces Vietnam Network, Saigon. Play-by-play varsity sports while attending Univ. of Md. Part time civilian newscaster. Sharp interviewer. Good camera appearance. Crisp delivery. Knows sports. Box G-211, BROADCASTING.

1st phone-announcer, mature voice, two years experience excellent references, available Sept. Interested in personality radio. Night people all the way. Write, produce spots; will sell my show. Dependable, hardworking, but I don't like peanuts. Box G-212, BROADCASTING.

Young, mature, vet, college grad, seeks starting position, 3rd endorsed. Good voice, anywhere. Box G-219, BROADCASTING.

Californian: First phone announcer, sales experience. RAB trained. Currently employed in east wants to come home. Winters to cold, summers to hot. Married, family, college. Prefer southern California but will accept anywhere in California. Box G-220, BROADCASTING.

DJ/newscaster—experienced, creative and versatile with genial personality. Articulate, authoritative news delivery. Tight board. DJ technique. Seeks progressive MOR station in major market. Veteran. 28 years old. Resume and tape on request. Box G-221, BROADCASTING.

Personality MOR announcer with college degree. 10 years experience. 3rd endorsed, seeking permanent home radio-TV, northeast area. Authoritative voice. creative and reliable. Box G-225, BROADCASTING.

Beginner—wishes chance in small station. Hard worker. 3rd ticket. Box G-226, BROADCASTING.

Gemini-born first phone dj with art, production and promotion abilities seeks creative position with group. Five years experience. Box G-228, BROADCASTING.

First phone jock, available immediately, major market contemporary. Box G-242, BROADCASTING

Experienced announcer-dj-engineer available for full or part-time position in metro N.Y., N.J., L.I., Westchester area College grad. Draft exempt. 3rd phone endorsed, working toward first. Box G-244, BROADCASTING.

New first phone. Ready to work for you. Beginner, but willing to learn!! Prefer midwest area. Available now. Box G-246, BROADCASTING.

Lively. Alert dj—runs tight board. Authoritative newscaster. 3rd phone. Telephone 212-926-1093 or Box G-249, BROADCASTING.

Top sportscaster with professional & major college play-by-play experience. Box G-250, BROADCASTING.

Announcers continued

Too much? Announcer/DJ (MOR, Classical, CGW, jazz), copywriter, accountant, assistant manager, traffic director, public service director . . . all in a major market. Good administrator & detail man; know FCC rules and reg. First phone. Single Young. Fun-lover who thinks work is fun; radio, life. Majors say "too much" (experience); minors afraid "Too much" (money). I say, "Seek, and ye shall find. . . ." Box G-251, BROADCASTING.

DJ/announcer—thoroughly trained beginner. Veteran. 3rd. endorsed. Prefer MOR. Box G-254, BROADCASTING.

Super heavyweight. Now available, experienced, third, contact: Shannon-315-841-8269 or Box G-256, BROADCASTING.

Quite frankly, I'm very good at what I do. Give me 11-13,000. A top 30 market, MOR or Non-Drake rock. . . I'll give you a 26 year old, 100% personality. Married, Master's Degree. Experienced. Box G-258, BROADCASTING.

Personality geared to MOR sound. Personable . . . voice . . . production . . . copy . . . third endorsed . . . single . . . veteran. Available now. Box G-267, BROADCASTING.

Sincere warm announcer, family man, want to settle. Box G-269, BROADCASTING.

First phone soul combo beginner will relocate anywhere. Box G-271, BROADCASTING.

Newsman/announcer two years experience, wants to go back east. Presently news director/PD of 1000 watter, also air shift, 3rd endorsed. Box 272, BROADCASTING.

Communicator in the tradition of the great Paul Gibson. Box G-274, BROADCASTING.

2 yrs. experience, excellent flexible voice, 26, 3rd endorsed, tight board, northeast preferred. Box G-277, BROADCASTING.

Soul jock, 1st phone, willing worker. Waiting for the right station. Box G-278, BROADCASTING.

First phone. 2 years experience. Howard Thayer. LaMoille, Illinois 61330.

Soul jock, experienced, draft exempt, first phone. D.M.S. Herb Moral, Ebony Showcase, REI, 3 yrs. college, available August 2nd. Don St. John, P.O. Box 60928, L.A. 90054.

Young rock announcer looking for medium market college city, third phone, music director experience, Bob Olson, 610 S. Main, Pleasantville, N.J.

Mature, hard-working DJ, four years experience, first phone. 24, single, draft exempt. 309-797-3626.

22, ex-GI 3rd phone, broadcast school, some college seeks first job anywhere. Prefer rock. Bob Heenan, 6340 Geary Blvd., San Francisco. 415-387-0849.

First phone—6 years experience. P.D.—M.D.—Sales—engineer—announcer—manager. Minor—medium—major markets. College. Married. Capable. References. 901-363-9265.

Experienced first phone announcer available for immediate full-time employment. Call 914-452-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, N.Y. 12603.

First-phone announcer-DJ. Top ratings. Mature. Sober. Respected in community. CGW, MOR, top 40. Midwest. Phone 618-244-0472 before 1:00 p.m. or after 9:00 p.m. or write P. O. Box 656, Mt. Vernon, Illinois 62864. Seeking stable operation.

Beginner: no experience eager to learn radio 3rd endorsed military obligation fulfilled: will travel anywhere. Tape and good character references upon request contact Joseph Wayne Norman, 616 West 46th Street. Davenport, Iowa.

1st phone announcer—with experience—wants Ohio, Indiana or Southern Michigan—write Box 23, Gaithersburg, Maryland 20760.

N.Y.C. market jock wants work at your eastern seacoast radio station Aug. 5 through Aug. 22. Top 40, R&B, news, or production. Call 201-673-5823, early morning or late evening.

Young Ambitious DJ, rock music, has 3rd class FCC license. Leonard Harvey, 216-08-132 Ave., Springfield Gardens, Long Island, New York 11413.

Technical

Chief Engineer—announcer desires employment with quality station in the Middle Atlantic States. Box G-146, BROADCASTING.

Experienced engineer/chief available—\$140. Midwest—Northeast. Box G-216, BROADCASTING.

Technical continued

Engineering + operations. Twenty five years top level experience in all phases of broadcasting and advanced electronics heavy on construction maintenance and organization—thoroughly familiar with color—energetic looking for top spot. Box G-233, BROADCASTING.

NEWS

Sports. Football. Basketball, baseball. Pro experience. Now in newspaper end. Wish to return to radio. Box G-153, BROADCASTING.

News-caster—announcer, DJ experienced, 3rd endorsed, voice of authority, military completed—dependable, tape and resume. Box G-191, BROADCASTING.

Experienced Journalist, idealist wants in-depth position in urban affairs area. BS, MA. Box G-230, BROADCASTING.

Newsman position sought by recent journalism grad., aged 27. Extensive western and central European travel. Speaks some German; has 2 years formal Spanish. Willing to relocate anywhere in U.S. But Pittsburgh, New York, Boston or Europe preferred. Write Box G-240, BROADCASTING.

Newsman 39, mature voice, authoritative delivery, heavy on actuality technique. Interested far-west, locate anywhere for right opportunity. For tape, resume, call: (505) 855-4551, Joe Healy, News Director. KZIA, Box 1047, Albuquerque, New Mexico.

Clean-cut, experienced radio-broadcast newsman. Mobile, 24, instinctively competitive drive, seeks challenging slot, inside or out, anywhere, anytime, with contemporary, medium-metro news operation. Box 151, Ocean City, 21842.

Experienced news director in major eastern market seeks strong news station. Phillip Keirstead, 31 Woodland, Hartford, Conn. 06105.

Programing, Production, Others

Program/operations director—Strong on programing/administration/FCC rules & regulations. Presently employed. Outstanding qualifications/references. 1st phone, major/medium markets only. Box G-238, BROADCASTING.

Program problems solved. Looking for troubled facility offering big challenge and reward. Major markets. Box G-247, BROADCASTING.

You and I can beat "boss radio." That includes "Drake." Box G-248, BROADCASTING.

Major market announcer presently with one of the nation's most respected broadcasting companies looking for a challenge. I want to program a station in one of the top 50 markets with a proven good music format which I will set up. This is an opportunity to become the "prestige" station in your community with big ratings and big money. I'm in no hurry, so this ad may appear several times before I connect. Married, age 27, first-phone. Starting salary \$15,000 minimum. Call 618-451-7511. Sorry, no daytimers or F.M. only.

Program director (D.J.) available late August: Take complete charge; Top 40 only; Drake personality; age 27, 3rd class; married; 8-10 yrs. experience; employed 500,000 market; (Specialize in new or changing to Top 40) R. Kirby, 3709 Drake Ave., Cincinnati 9, Ohio.

TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Sales

Local UHF needs creative, imaginative local salesman. No limit on earnings in this fast growing market, near Chicago. Box G-259, BROADCASTING.

Sales service manager wanted. Immediate opening for experienced individual to be responsible for inventory control of spots and programs, local and national. Send resume and salary requirements to: Julian Kanter, General Manager, WAST-TV, Box 4035, Albany, N. Y. 12204.

Position now open for TV salesman at WXEX-TV, Richmond, Va. Good salary and excellent commission arrangements. Fringe benefits like pension plan, hospitalization, life insurance, plus working for a chain operation, offers opportunities for the future for the right man. Radio salesman will be considered. WXEX-TV is a nationwide communications station. Contact Edward J. Ruppe, local sales director.

Announcers

Immediate opening for 1st phone man—experience in UHF, VTR & live color preferred—new station, total color, excellent working conditions, salary commensurate with experience and abilities—contact H. J. Eskew, Chief Engineer, WJYY-TV, Jacksonville, Ill. 62650 Phone area 217-243-3367.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime radio. Maintenance and operation. All new equipment. Position requires experience in high-band VTR, live color cameras. Southwest area. Excellent fringe benefits. Reply with resume and requirements to Box G-108, BROADCASTING.

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. 712-1122

TV studio technicians. Two years operation and maintenance experience. Color TV studio and maintenance experience. Color TV studio equipment and Videotape. Salary range \$159 to \$224 for 40 hour week. Regular six months increases plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis 55402.

Needed: young man ready to move up to assistant chief. Stable AM-FM now building UHF TV. Contact Larry Taylor C. E. WENY, Elmira, N. Y.

Transmitter supervisor, channel 3, Escanaba, Michigan. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions? Relocate in ideal hunting, fishing and recreation area. Excellent promotion potential. Contact Harry Hill, WFRV-TV, Green Bay, Wisconsin. Phone 414-437-5411.

Experienced TV transmitter technician wanted. Please send experience resume to Director of Engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Immediate opening for TV engineer with 1st class FCC license. Studio and transmitter maintenance or operators experience desirable but electronic background essential. Will train the right man if willing to learn. Send complete resume to Chief Engineer. WUSN-TV, P. O. Box 879, Charleston, S. C. 29402.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625, Tel.: 312-583-5000.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's upper peninsula. No experience necessary. Good pay and many company benefits. Excellent hunting and fishing area. Write P.O. Box 627, Cadillac, Michigan or phone 616-775-3478 collect.

Engineers for studio and transmitter operation—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 147B, Owings Mills, Maryland 21117.

Immediate opening for engineer with first class license and videotape recorder experience. Growing Michigan ETV station—contact Frank Tefft, WCMU-TV, Central Michigan University, Mt. Pleasant, Michigan 48858. Equal opportunity employer

NEWS

News-caster-Commentator top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

West coast network VHF need sharp market. Should be familiar with features, news operation and be creatively interested in local Prod. Most interested in an individual with a record of outstanding performance under competitive conditions, regardless of size of present market you're working in. Incl. full details first letter and reply immediately to Box G-252, BROADCASTING.

Midwest NBC affiliate needs TV newscaster. Must be confident on the air and well rounded in journalism. Send VTR or tape and picture and resume to Jack Hoskins, Program manager, WCIS-TV, 2680 E. Cook, Springfield, Illinois.

News continued

News photographers, writer-researcher, and girl Friday—all with journalism degree or comparable experience, for expanded news-documentary department. Contact: Gene Strul, News Director, WCKT-TV, Miami, Fla. PL 1-6692. Equal opportunity employer.

Programing, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Major midwest university owned VHF television station has immediate opening for experienced television artist with some studio staging and lighting capability. Complete color facilities. Must have at least college Bachelor's degree. Salary range \$9,500+. Write Box G-114, BROADCASTING.

Progressive, established NBC-TV affiliate seeks experienced man for position of production supervisor. Must be creative, tactful and a leader. Send full background, info, and salary requirement to Box G-140, BROADCASTING.

NBC-TV affiliate wants experienced man to become top-flight producer-director. Medium size, midwest market. Send background, salary requirements, etc. to Box G-141, BROADCASTING.

Midwest University—with complete broadcasting instructional program and professional radio and TV operations—Seeks two staffers with M.A. degrees and minimum ten years practical experience.. Box G-142, BROADCASTING.

Midwest NBC affiliate needs creative commercial director. Send resume to Box G-157, BROADCASTING.

Leading VHF in northern midwest market going all color, needs man experienced in full color production, commercial and programing. Send full resume and salary requirements to Box G-232, BROADCASTING.

TELEVISION

Situation Wanted Management

Program Director/Management—large midwest to west coast market or group operation. Solid New York net and local experience. Seeking dedicated, with it operation that faces up to today's challenges to broadcast industry. Young, married, college grad. Outstanding references. Box G-207, BROADCASTING.

Sales and/or management. Number 1 or number 2 man? A seasoned, experienced, professional broadcaster will soon be available. Personal sales effort at the local or agency level. Organizational ability from initial application, construction, to on-air and daily operations. Knowledgeable film buying, network negotiations. Cost conscious administrator accustomed to working within limited budgets. Industry references available. All inquiries receive thorough consideration and prompt reply. Box G-241, BROADCASTING.

General Manager. VHF or UHF. Experienced all areas. Knows bottom line needs. Well known. Family. College grad. Fine p.r. man. will upgrade your station, both sales and image. Box G-257, BROADCASTING.

Announcers

Kid's show-producer emcee. Staff versatility, college, mature. Fall availability. Prefer southwest. Box G-210, BROADCASTING.

TV announcer seeks move after eight years. State salary. Box G-214, BROADCASTING.

Technical

Former Chief Engineer Radio-TV; 20 years experience; BSEE. Available short term projects. Contract or per diem basis. Installation; equipment modification. Box G-85, BROADCASTING.

Chief Engineer. Available in August. 10 years experience in all phases of broadcasting. Solid gold references. All inquiries receive a resume. Salary negotiable. Box G-91, BROADCASTING.

First phone, experienced AM-TV, prefer transmitter, East. Box G-154, BROADCASTING.

Florida only—Three years radio & Ed. TV studio operations. Light maintenance. First phone. State salary etc. Box G-217, BROADCASTING.

Experienced film lab technician. Can set up and manage color or b/w newfilm and production operation. Background includes television news photography and journalism. Box G-255, BROADCASTING.

Experienced TV engineer, first phone, UHF & VHF studio and UHF transmitter operations, Box G-270, BROADCASTING.

Technical continued

First phone. 11 years radio. Have sincere desire to learn television. 618-877-2085.

News

Investigative reporter, expert in film technique seeks position with professional, dedicated news organization of highest caliber. 4 years in a leading market, master's degree, married. Box G-5, BROADCASTING.

Programing, Production, Others

Looking for a TV children's personality?? Clown-ventriloquist-cartoonist-puppeteer. Plus ratings! Plus 3 yrs. TV weatherman! Plus 5 yrs. D.J. Plus 3rd endorsed! Presently employed. Married. Dependable. Box G-131, BROADCASTING.

Versatile children's entertainer. Highly experienced magician, ventriloquist, clown. Currently producer/host of imaginative children's show in top 50 market. Many creative ideas. Resume and VTR available upon request. Box G-201, BROADCASTING.

Production manager/executive producer. I'm the senior producer-director in a top ten market station, but I need a place to grow and learn more. Ready to move up to key management position. Fully experienced in live, VTR, film, radio, and have public relations experience also. You'll find me creative, versatile, capable and striving for the best product. Box 237, BROADCASTING.

Want to upgrade local programing? Documentary and public affairs producer in medium midwest market available now. Experienced all phases local programing including news. Strong on air. Five figure salary. Box G-262, 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 Turbide St., Laredo, Texas 78040.

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. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho. 208-743-1551.

RCA 1 kw Mod 1R1 transmitter in "Mint" condition available 1st week in August. Contact Ed Dela Pena, KHJ-AM, 5515 Melrose Ave., Los Angeles, Calif. 90038. Phone 213/462-2133.

TV transmitting tower, guyed excellent—available 30 days dismantled on the ground ready to ship. Johnny Andrews 772-44" face-square, includes guyes, ladder, hardware, complete with lighting. Presently supports the following: 1-G.E. 8 bay VHF TY70B Ch. 13 antenna; 1-G.E. 2 bay VHF TY70B Ch. 13; 1-12 bay RCA FM-BTF-12/ERI horiz. & vert. antenna; 2-12' x 15' microwave screen; 1-6' x 8' rotating microwave screen; TV transmitting antenna, Ch. 13 VHF G.E. batwing TY70B dismantled and available in 30 days. Unbelievable price. Contact: Mr. Sid Grayson, KLBK-TV, P.O. Box 1559, Lubbock, Texas 79408, Phone: 806-744-2345.

30,000 feet #10 soft drawn, non-insulated new copper wire for antenna ground system. Cost us a Grand. Make offer. KOLY, Moberge, S.D.

RCA TR-3 Videotape player. Excellent condition. Currently being used for broadcast playback. In-spect machine in operation our station. Available immediately. Headwheel included. \$10,000. Jerry Richards, WLVT-TV, Allentown, Pa. (215) 867-4677.

Tube specialist—Receiving-transmitting. Industrial—special purpose. 202-296-0272. Lenny Pensler, 2108 Ross Rd., Silver Spring, Maryland.

Immediately available—like-new gates M6095 10-watt FM exciter, two Gates 10-watt monitor amplifiers, one Gates ST-101 spot tape recorder in good condition. Best offer accepted. Contact Clay Huntington, Tacoma, Washington (206) 627-3137.

Sale or lease—All or one Ampex 660 B VTR, Marconi-Ampex vidicon camera, zoom lense, tripods (2) sync generators, proc. amp. Excellent for schools, C.A.T.V. systems. 219-874-5245.

Brand new Scullys, model 270-1, Mono, Model 270-2 stereo. In stock and available for immediate shipment. Broadcast Products Co., Inc., 12330 Wilkins Ave., Rockville, Maryland 20852, Phone 301-933-3400.

FOR SALE—Equipment

continued

Eclair NPR 16mm camera, Angenieux 12-120 Zoom lens, battery, charger, two 400 magazines, case. Three years old, good condition. Lens recently optimized. \$3,500.00. Call Business Office. Area 315-457-0440.

Collins "C" Band weather radar, "WP-101" 150 mile range, "Daylite Tube." Excellent Condition. \$4,900.00. Avionics Inc., Terminal Building, Luken Airport, Cincinnati, Ohio. 513-571-6222.

Schafer Automation, 7½ years old; make-up panel; brain; complete; \$4,700.00. Six playbacks. Model 1200. Box G-204, BROADCASTING.

Schafer automation model 1200 C; 6 Ampex playbacks; brain; no make-up unit; good condition. \$6,000.00. FOB Box G-236, BROADCASTING.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Voice drop-ins: Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, California 91364.

Games, gimmicks, intros, breaks, one liners, brainstorming—all in one package! Monthly. \$2 sample. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo.

Recorded Character voices! 150 different recorded lines on 7" tape . . . plus printed script and D.J. Come-back for each! \$10.00 sent immediately from: Chicago Broadcast Circle, 111 East Ontario, Chicago.

Coverage Maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and cost write Ed Felker, Box 141, Ambler, Pa. 19002.

Get your ticket! Memorize, study, review—Command's 1969 Tests Answers for FCC First Class License—plus—Command's Self Study Ability Test. Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Can't find it?—You need: "DJ Source Book." Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazines . . . programing . . . plus "hundreds" more. Only \$4.95, Command, Box 26348, San Francisco 94126.

A complete one-liner service for only \$35/year? Happy Huffman Enterprises. 4213 Riverdale, Anaheim, California. Such a deal!

Attention: Deejays, Program directors, and general managers. Develop new ideas and improve your sound. Order our low-priced air checks of New York City's top stations: WABC, WNEW, WMCA and others. For complete information write: Box G-203, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 Institute in 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.

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Situations Wanted Management

A MANAGER THAT REALLY WORKS
 Solid, successful, employed, experienced—with first class broadcast business and personal reputation. Under 45. Excellent major market sales background. Creative promotion developer. Will make change to secure good executive opportunity with large market station that requires a real pro to run the show. Prefer West, Southwest, or Midwest.
 Box G-253, Broadcasting.

Situation Wanted—Announcer

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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TELEVISION—Help Wanted

Technical

VIDEO TAPE OPERATOR

Los Angeles VHF station has fine opportunity for experienced Video tape operators. Familiarity with AMPEX Machines helpful. Salary commensurate w/experience. Top benefits.

Call chief engineer:
 (213) HO 2-2133
 an equal opportunity employer

Programing, Production, Others

TELEVISION SYNDICATION

Expanding operations have created an immediate opportunity for a young man to head up the syndication division of Robert E. Petersen Productions. Should have experience in dealing with TV station managers and program directors. A knowledge of ratings, spot sales, and competitive market situations will be helpful.

Please direct resume in confidence to Robert L. Dellinger, Group Vice President.

ROBERT E. PETERSEN PRODUCTIONS

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Contact: Bill Rosenfelt, Dynastic Systems Corporation, West Delilah Rd.
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 in top 60 markets. Must have positive cash flow. Principles only. All inquiries given quick confidential attention.

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2. FLORIDA. Top market daytime. Price \$275,000. Terms.
3. PACIFIC NORTHWEST. Gross \$90,000. Price \$150,000 including real estate. Terms.
4. UPPER MIDWEST. Exclusive market. Price \$140,000. Terms.

Jack L. Stoll and ASSOCIATES

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 Los Angeles, California 90028
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Miscellaneous

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Box G-243, Broadcasting.

CATV SYSTEM for sale

Southeastern United States. Popula-
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Reply to Box G-51, Broadcasting.

TV Station for Sale

High powered station, West Coast mar-
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Terms, or trade for radio station in
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Box G-275, Broadcasting.

Ky.	Small	Daytime	100M	Cash	Tenn.	Small	AM & FM	225M	Cash
N.Y.	Med.	Profitable	700M	Nego	Fla.	Small	Daytime	65M	SOLD
Neb.	Med.	AM & FM	200M	29%	S.W.	Med.	Fulltime	110M	29%
N.W.	Metro	Profitable	225M	29%	N.C.	Med.	Daytime	160M	SOLD
West	Major	AM & FM	425M	29%	N.W.	Metro	Fulltime	325M	29%



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media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 60)

Call letter application

■ WDBJ, WHBC Inc., Roanoke, Va. Re-
quests WFIR.

New FM stations

Application

■ *Yuma, Ariz.—Yuma Union High School
District. Seeks 91.5 mc, TPO 10 w. Ant.
height above average terrain 150 ft. P.O.
address: 400 6th Avenue, Yuma 85364. Esti-
mated construction cost \$2,179.50; first-year
operating cost \$1,500; revenue none. Prin-
cipals: Union High School District Board
of Education, W. A. Canode, superintend-
ent, et al. Ann. July 15.

Final action

■ FCC denied petition for reconsideration
of order refusing assignment of class C
FM channel to Refugio, Tex.; granted
alternate request to switch class A FM
channels in Refugio (Doc. 17955). Action
July 15.

Actions on motions

■ Hearing Examiner Basil P. Cooper in
Ocean City, N.J. (Lester H. Allen and Salt-
Tee Radio Inc.). FM proceeding, granted
petition by Lester H. Allen for leave to
amend application to reflect change in staff-
ing proposal and community survey; granted
petition by Lester H. Allen for waiver of
rules to permit response of Allen to oppo-
sition filed by Salt-Tee Radio Inc. (Docs.
18408-9). Action July 11.

■ Hearing Examiner Basil P. Cooper in
Ocean City, N.J. (Lester H. Allen and Salt-
Tee Radio Inc.). FM proceeding, granted
petition by Lester H. Allen for leave to
amend application to reflect tendered appli-
cation for a new FM at Leisure City, Fla.
(Docs. 18408-9). Action July 16.

■ Hearing Examiner Millard F. French in
Murphy, N.C. and Blue Ridge, Ga. (Chero-
kee Broadcasting Co. and Fannin County
Broadcasting Co.). FM proceeding, set cer-
tain procedural dates and scheduled hearing
for Oct. 6 (Docs. 17086-7). Action July 17.

■ Chief Hearing Examiner Arthur A. Glad-
stone in Lawton, Okla. (Big Chief Broad-
casting Co. of Lawton Inc. and Progressive
Broadcasting Co.). FM proceeding, desig-
nated Hearing Examiner Isadore A. Honig
as presiding officer; scheduled prehearing
conference for Aug. 21 and hearing for
Sept. 18 (Docs. 18599-600). Action July 10.

■ Hearing Examiner Ernest Nash in One-
onta, N.Y. (Ottaway Stations Inc.). FM
proceeding, on request by Ottaway Stations
Inc., dismissed with prejudice its applica-
tion and terminated proceeding (Doc. 18558).
Action July 15.

■ Hearing Examiner James F. Tierney in
Billings, Mont. (Lee Enterprises Inc.). FM
proceeding, on request of parties, continued
and re-scheduled prehearing conference
for July 30 (Doc. 18514). Action July 14.

Rulemaking applications

■ Midland Valley Investment Co., Burnet-
town, S.C.—Requests amendment of FM
table of assignments to add ch. 261A to
Burnettown, add ch. 221A to ch. 261A at
Washington, add ch. 296A to ch. 221A at
Louisville, and add ch. 280A to ch. 296A at
Claxton, all Georgia. Ann. July 18.

■ Dr. Alfred C. Valdez and Lew Breyer &
Associates, West Allis, Wis.—Request rule-
making to substitute ch. 257A for ch. 232A
at Berlin; substitute ch. 232A for ch. 257A
at Neenah-Menasha; substitute ch. 240A and
ch. 280A for ch. 230 and 240A at Sturgeon
Bay; substitute ch. 231 for ch. 284 at Water-
town, and add ch. 285A to West Allis, all
Wisconsin. Ann. July 18.

Call letter applications

■ Metropolitan Indianapolis Television As-
sociation, Indianapolis. Requests *WFYI-
(FM).

■ Bill Garrett Broadcasting Corp., Slidell,
La. Requests WVSL-FM.

■ Time Broadcasters Inc., Fayetteville,
Tenn. Requests WYTM-FM.

Call letter actions

- Adams State College, Alamosa, Colo. Granted *KASF(FM).
- Augusta College, Augusta, Ga. Granted *WACC-FM.
- Reading Community City Schools, Reading, Ohio. Granted *WRCJ(FM).
- Southern State College, Springfield, S.D. Granted *KSTI(FM).

Existing FM stations

Final actions

- WCOV-FM Montgomery, Ala.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action July 15.
- WORJ-FM Mount Dora, Fla.—Broadcast Bureau granted remote control. Action July 16.
- WWWS(FM) Saginaw, Mich.—Broadcast Bureau granted mod. of CP to change trans. location; change type trans.; change type ant.; make changes in ant. system; ant. height to 360 ft.; ERP to 2 kw; remote control permitted. Action July 14.
- KQRS-FM Golden Valley, Minn.—Broadcast Bureau granted remote control. Action July 16.
- WNDN(FM) Kingston, N.Y.—FCC denied request by Donald P. and Wilbur E. Nelson for extension of time to construct station; denied petition for reconsideration of FCC's order designating extension application for oral argument, and cancelled CP for WNDN(FM) (Doc. 18484). Action July 15.
- KPNW-FM Eugene, Ore.—Broadcast Bureau granted mod. of CP to change ERP to 97 kw; change type trans.; change ant. system; change studio location to 1345 Olive Street; ant. height to 1,460 ft.; remote control permitted. Action July 14.
- WKVM-FM San Juan, P.R.—Broadcast Bureau granted remote control. Action July 16.

Action on motion

- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by Chronicle Broadcasting Co. and extended to Aug. 11 time for filing responses to Albert Kihn's Interrogatories (Doc. 18500). Action July 11.

Call letter applications

- KXJK-FM, Forrest City Broadcasting Co., Forrest City, Ark. Requests KBFC(FM).
- KEIR(FM), KCCD Inc., Dallas. Requests KCCD(FM).
- KLUE-FM, Radio Longview Inc., Longview, Tex. Requests KHER-FM.

Call letter actions

- KPPO-FM, KPPO Radio, Roseville, Calif. Granted KPPI(FM).
- KNBQ(FM), Nall Broadcasting Co., Bethany, Okla. Granted KGOV(FM).
- KPAK(FM), Rio Grande Broadcasting Co., El Paso. Granted KSET-FM.

Other actions, all services

- FCC denied request by Golden West Broadcasters Inc. for extension of 90 days for filing comments in commission's rulemaking proceeding proposing prohibition of broadcast cigarette advertising (Doc. 18434). Action July 17.

Translator actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translators: K75CK and K81BJ, both Moses Lake, Warden, Royal City and Othello areas, all Washington, to Jan. 8, 1970. Action July 8.
- K04DS Upper Kenai River area, Alaska—Broadcast Bureau granted CP to include Cooper's Landing, Alaska. In principal community of VHF TV translator; change trans. location; change type trans.; make changes in ant. system. Action July 8.
- Shiprock Non-Profit TV Association, Apache County, Ariz.—Broadcast Bureau granted CP's for new VHF TV translators to serve Shiprock, N.M., and Many Farms, Ariz., on ch. 6 and rebroadcasting KOB-TV Albuquerque, N.M.; Shiprock and Many

Farms on ch. 9 and rebroadcasting KGGM-TV Albuquerque; and Shiprock and Many Farms on ch. 11 and rebroadcasting KOAT-TV Albuquerque. Action July 14.

- Town of Red Cliff, Red Cliff, Colo.—Broadcast Bureau granted CP's for new VHF TV translator to serve Hale, Colo., on ch. 8 and rebroadcasting KOA-TV Denver; and Red Cliff on ch. 12 and rebroadcasting KOA-TV. Action July 11.

- K13HG Ketchum, Sun Valley and Warm Springs, all Idaho—Broadcast Bureau granted license covering changes in VHF TV translator. Action July 9.

- FCC granted application by Oregon Broadcasting Co., licensee of KOB-TV Medford, Ore., for CP for new 1 w VHF translator to serve North Bend and Empire, both Oregon, on ch. 13 by rebroadcasting KOB-TV. Action July 15.

- K12HA North Roseburg, Winchester, Roseburg, Deer Creek, South Roseburg, Oak, Glengary area, Northwest Roseburg and Garden Valley area, all Oregon—Broadcast Bureau granted license covering changes in VHF TV translator. Action July 15.

- W78AG Rustburg, Va.—Broadcast Bureau granted CP to change type trans.; decrease output power; make changes in ant. system of UHF TV translator. Action July 8.

- K75CK Moses Lake, Warden, Royal City and Othello areas, all Washington—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF TV translator. Action July 8.

- K79BV Moses Lake, Warden, Royal City and Othello area, all Washington—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF TV translator. Action July 8.

- K81BJ Moses Lake, Warden, Royal City and Othello areas, all Washington—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF TV translator. Action July 8.

CATV

Applications

- Ohio Video Services Inc.—Requests distant signals from WUAB(TV) Lorain, WKBF-TV and WCTF(TV), both Cleveland; WSWO-TV Springfield; WKTR-TV, WKEF-TV and WHIO-TV, all Dayton; WSPD-TV and WDHO-TV, both Toledo, all Ohio, to Mt. Gilead, Edison and Cardigan, all Ohio (Columbus, Ohio—ARB 28). Ann. July 17.
- Continental Cablevision of Ohio Inc.—Requests distant signals from WUAB(TV) Lorain, Ohio, to Tiffin, Ohio (Toledo, Ohio—ARB 35). Ann. July 17.

Final actions

- FCC authorized Valley Vision Inc., operator of CATV system in Placerville, Calif., to continue operation carrying distant signals of KTVU(TV) Oakland-San Francisco, KPX(TV) San Francisco, KGO(TV) San Francisco, KGSC(TV) San Jose, KBHK(TV) San Francisco, KHSL(TV) Chico, and KLOC(TV) Modesto, all California. Action July 15.
- FCC directed Ceracche Television Corp., operator of Ithaca, N.Y., CATV system, to comply with nonduplication provision of rules with respect to WNEF-TV Binghamton, N.Y., within 30 days; denied Ceracche's petition for limited waiver which was opposed by Triangle Publications Inc., licensee of WNEF-TV. Action July 15.
- Westerly Cable T. V. Inc., Westerly, R.I.—FCC granted waiver of rules to permit it to import distant signals of WBSK-TV and WKBG-TV, both Boston, and WJZB-TV Worcester, Mass. Action July 15.

Ownership changes

Applications

- KQXI Arvada, Colo.—Seeks assignment of license from Radio Station KQXI to Bernice Schwartz for \$115,000. Sellers: Frances C. Gaskine (43%), Richard P. McKee (15%). Buyer: Bernice Schwartz (42% before, 100% after). Ann. July 17.
- WEBB Baltimore—Seeks assignment of license from WEBB Inc. to J. B. Broadcasting of Baltimore Ltd. for \$700,000. Sellers: Norman Fischer, president, et al. Buyers: James Brown, president (80%), Gregory H. Moses Jr., vice president-secretary-treasurer, and Albert F. Garner Jr., vice pres-

ident (each 10%). Mr. Brown owns recording company, 50%, 33% and 75% of record publishing companies and has other business interests. Messrs. Brown and Moses own 90% and 10%, respectively, of WJBE Knoxville, Tenn., and WRDW Augusta, Ga. Ann. July 16.

- KSYX Santa Rosa, N.M.—Seeks transfer of control of Tri-City Broadcasters Inc. from treasury stock (33% before, none after) to Floyd A. Nicholson (none before, 33% after). Principals: Robert D. Delt-rich, Richard F. Rowley and Floyd A. Nicholson, each 33%. Consideration: \$10,-000. Ann. July 16.

Final actions

- WCME-AM-FM Brunswick, Me.—Broadcast Bureau granted assignment of licenses from Central Maine Broadcasting System Inc. to WCME Inc. for \$232,000. Sellers: Maurice L. Goulet, president, and Roland G. Fortin, treasurer (each 50%). Buyer: A. Abbott Coblenz, sole owner. Mr. Coblenz owns 25% of WORC Worcester, Mass. Action July 14.
- WSMT-AM-FM Sparta, Tenn.—Broadcast Bureau granted transfer of control of Sparta Broadcasting Co. from Dr. Sam J. and Martha L. Albritton (jointly 100% before, none after) to Upper Cumberland County Broadcasting Co. (none before, 100% after). Principals: Joe L. Kuhn, president, Van Lee Slack, vice president-general manager (each 45.45%) et al. Mr. Kuhn is salesman and Mr. Slack is commercial manager for WSMT-AM-FM. Consideration: \$200,000. Action July 15.
- KWOR Worland, Wyo.—Broadcast Bureau granted assignment of license from Joseph P. Ernst to KWOR Inc. for \$130,000. Sellers: Joseph P. and Mildred V. Ernst (each 50%). Sellers own KRTR Thermopolis, and KWRB-TV Riverton-Lander-Worland-Thermopolis, all Wyoming. Buyers: Kermit G. Kath, president, Leland H. F. Kurz, vice president, and Tony Kehl, secretary-treasurer (each 33%). Mr. Kath owns KGOS Torrington, Wyo. Mr. Kurz is sales manager for KGOS. Mr. Kehl owns 33% of KVOW Riverton, Wyo. Action July 15.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through July 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*.

- Zephyrhills, Fla.—Teleprompter Corp., New York (multiple CATV owner), represented by Howard W. Moffat, has applied for a 15-year franchise. The firm would pay 5% of its local gross for the first five years, 6% for the second five years and 7% for the last five years. Subscribers would pay \$5 monthly.
- Oakwood Hills, Ill.—Vue-sonics Co., a locally owned firm in McHenry county, Ill., has applied for a franchise. The firm would pay 5% of its gross receipts.
- Mahwah, N.J.—Sterling Communications Inc., New York, multiple CATV owner, has applied for a franchise. Proposed is a 24-channel system, with an installation charge of \$25 and a monthly fee of \$6.
- Norwalk, Ohio—Continental Cablevision Inc., Fostoria, Ohio, multiple CATV owner, has received a franchise.
- Forty Fort borough, Pa.—Service Electric Cable TV Inc., Wilkes-Barre, Pa., has received a franchise.
- Ingram, Pa.—Centre Video Corp., multiple CATV owner, has been awarded a non-exclusive 10-year franchise. The firm will pay 3% of its gross proceeds. Customers will pay \$4.50 per month for home usage.
- Whitehall, Wis.—Trempealeau Cablevision Inc. has been granted a franchise.
- Tacoma, Wash.—Seven applicants have applied for a nonexclusive franchise, and the applications have been referred by the city council to the city manager and utilities director. Applicants are Cable TV Puget Sound (Tacoma Tribune-KTNT-TV Tacoma), National Cablevision Inc., Tacoma Cable Co., Community Television Inc., Davis Communications, National Cable Service Corp., and Telecable Communications Corp.

In January 1966, the Radio-Television News Directors Association adopted a code of broadcast news ethics that calls for newsmen to provide a news service "as accurate, full and prompt as human integrity and devotion can devise." This year RTNDA set out to implement that code. Eddie Barker considers the implementation move "a very big thing for broadcasting. If we can get the ethics and standards committee going this year, it will have been a good year."

This is Eddie Barker's year as RTNDA president and he has set out to develop procedures for considering and acting on "documented and well-founded" complaints of violations of the code. He wants the code to be meaningful, something more than a paper tiger. And he's sure it can be of value to the industry, for Eddie Barker is a practicing newsmen and he would "hate to be censured by my peers for misconduct."

A decade ago judgment of newsmen by other newsmen might not have meant as much, because even 10 years back many station executives looked on news departments as entities to be tolerated and not encouraged or enlarged. But there has been a change in those attitudes, brought about in part by the caliber of men and women seeking to get into broadcast journalism and the fact that they consider themselves professionals, not rip 'n' read specialists. "Today," says Mr. Barker, "broadcast newsmen go into the community and become a part of it. They don't jump around as much as they used to." Of news directors, he says: "More and more they are finding themselves in the role of the newspaper editor and are assuming that role as community spokesmen and leaders."

Edmund Asa Barker has first-hand knowledge of the stability of newsmen since he was an early practitioner of the art. When he joined KRLD-AM-TV Dallas in 1949 he was hired as an announcer-newsmen. Today he is news director of the stations and is on the executive committee of the parent corporation, the Times Herald Printing Co.

His position in the corporate structure can be used as an example of one of Mr. Barker's theses: that news directors are moving up the management ladder. Top brass looks for the executive possibilities in news personnel. If the newsmen have anything on the ball, they—like their co-workers in programing and sales—will go to the top at stations and group operations.

Eddie Barker must have something on the ball. In 1962, while at the KRLD stations, he was still doing football play-by-play and color for Humble Oil's Southwest Conference radio network. Just a few months ago he was partici-

Eddie Barker builds ethical cornerstone for radio-TV news

pant in a think session at the prestigious Airlie House, located in Virginia's horse country. The other participants at that Airlie House session were educators, newspaper and magazine editors and columnists, noncommercial broadcasters and a few government policy makers. Mr. Barker, as RTNDA president, was the only commercial broadcaster on the premises.

That meeting and others like it support another of his theories: that the RTNDA's role in the industry is growing and will continue to expand. "We're the group in the white hats," he says.

"Many people," Mr. Barker con-

tends, "associate news with puritanism" and that newsmen "kind of stand aloof" from the entertainment programming on radio and television. Because of that public attitude, he adds, "RTNDA can fight a whole lot of battles for the industry."

"It's taken a long time," Mr. Barker notes, "but broadcasting is just getting around to realizing that its role in society means more than just entertainment programs. Broadcasting is going through a tremendous reappraisal and that's good, since it makes us more aware of the potential we have. It makes us realize that we're molders of public opinion."

Broadcasting has been a part of Eddie Barker's life since he was 16 and he discovered that he could enter his chosen profession and make more—\$2.50 a week at the time—in radio than he could working as a boy-of-all-trades in a San Antonio, Tex., drugstore.

From 1943 to 1949 he was with KMAC San Antonio. In 1947 he added the Southwest Conference job and continued with that until 1962. Among the other announcers on that Humble network were Bill Michaels, now president of Storer Broadcasting Co., and Ves Box, now vice president and general manager of KRLD-TV and one of Eddie Barker's bosses.

It was while Mr. Box—then chief announcer of KRLD—and Mr. Barker were working a football game together that Mr. Barker was offered a job at KRLD-TV, not then on the air.

"Eddie's personality, congeniality, great writing ability and wonderful memory for names" impressed Mr. Box.

Eddie Barker joined KRLD-TV on Dec. 3, 1949, the station's air date, and did the first newscast aired on it.

Nearly 20 years later, he still gets in his on-air licks, as anchorman of the daily 6-6:30 p.m. TV newscast. Additionally, he keeps a toe hold in radio by participating in a daily 7:45-8 a.m. discussion session on KRLD.

Although he has been spending a very full year as RTNDA president in addition to supervising the 25-man KRLD-AM-TV news staff, Mr. Barker is still an avid on-the-street newsmen at heart.

He talks of specialization in broadcast news staffs being molded along the lines that newspapers have found successful. "Better news operations," he says, "are going to specialization—assigning a newsmen to one or two beats—and finding it pays off in the amount of news developed and the authoritative manner with which it is aired."

He feels that there has been a "tremendous upgrading" in news staffs generally and that is partly attributable to the "much higher caliber" of young people getting into broadcast news.

Week's Profile



Edmund Asa Barker—president, Radio Television News Directors Association, news director, KRLD-AM-FM-TV Dallas; b. Aug. 18, 1927, San Antonio, Tex.; Harlandale High School, San Antonio, 1944; announcer, KMAC San Antonio, 1943-1949; Southwest Conference football play-by-play, 1947-62; newsmen-announcer, KRLD-TV, 1949; news director, KRLD, 1953; news director, KRLD-AM-FM-TV, 1957; member of executive committee of licensee Times Herald Printing Co., 1967; RTNDA president, 1969; vice president, AP Radio Television Association; former president, Press Club of Dallas; member—Sigma Delta Chi; m. Jane Elizabeth Rosebrock of New York, Feb. 6, 1954; children—Allan, 14; Susan, 13; Leslie Ann, 12; Ben, 9; Jeanne, 8; hobbies—sailing, bicycle riding.

\$220 million up in smoke

Broadcasters are turning out to be the patsies in a grubby game of politics being played over cigarette advertising. They stand to lose a couple of hundred million in billings per year while proprietors of other media profit and, unless the American experience turns out to be unique, the tobacco companies go on selling as many cigarettes as ever.

It will have been a neat ploy by the cigarette makers, if they are allowed to get away with it. Voluntary withdrawal from broadcast advertising will have no effect whatever on total cigarette sales, as has been proved in other countries, but will serve as the political sacrifice to stop the government from requiring death warnings in other advertising. It is better than business as usual; it is business at continued volume and lower expense.

No doubt some of the legislators and regulators will be tempted to buy it. Worse deals have been made in the name of consumer protection. The Magnusons and Mosses, the Hydes and Rand Dixons will claim credit for saving the people from the horrors of cigarette commercials on the air. If they say it often and loud enough, nobody may think to ask what has been done about the basic problem of cigarette smoking and health, if indeed that is the problem that this furor has been all about.

Since the beginning, the campaign against cigarette advertising on radio and television has been discriminatory. At times it has been cynical. The influential *Washington Post*, for example, has carried vicious cartoons and editorials maligning broadcasters for accepting cigarette commercials. Never has the *Post* editorially explained why it and its associated magazine, *Newsweek*, carry all of the cigarette advertising they can get.

Nor did the campaign abate after the National Association of Broadcasters adopted an eminently reasonable schedule to phase out cigarette advertising over four years. The politicians and the rival media retorted with criticism of foot-dragging, though such an example of voluntary restraint is probably unparalleled in American business. When did the other advertising media give up \$220 million a year in advertising of an absolutely legal product?

It now appears that cigarette advertising will leave the air on an accelerated schedule. If that is where the matter quits, broadcasting will have been victimized for no public benefit whatever. Logic, equity and the public interest require that all cigarette advertising that survives—print, point of purchase, direct mail, display—contain a suitable warning of hazards to health.

If the menace to the public health is so severe that it justifies the scrapping of \$220 million worth of advertising on the air, it must not be concealed in other media.

Up there; down here

Up there fame's fair-haired heroes made that "giant leap" to the moon as a half-billion people on earth below watched in wonder.

From blast-off to splash-down eight days later, television and radio, via pooled pickups of networks and groups, transmitted the greatest running story ever told. Involved were months of preparation and as yet untalculated costs that far exceed the limited sponsorship income.

And while Astronauts Neil Armstrong, Edwin E. Aldrin Jr., and Michael Collins were returning to their home planet, what was happening down here on earth?

For one thing, the Russians disdained live coverage, jammed the Voice of America, and mysteriously and still inexplicably sent unmanned Luna 15 into moon orbit only to have it crash into the moon's surface. But Russia did carry taped excerpts the next day. So far as is known Red China kept the cosmos-shaking event totally secret.

It approaches sacrilege to mention what was transpiring at the FCC, that earthbound agency that has a vastly important role in space communications. The FCC was hearing arguments on proposed rules to limit network ownership of programs. The merits won't be argued here.

At that proceeding one commissioner, whose headline-hunting propensities are known to the greenest cub reporter, berated networks for programming "tasteless gruel."

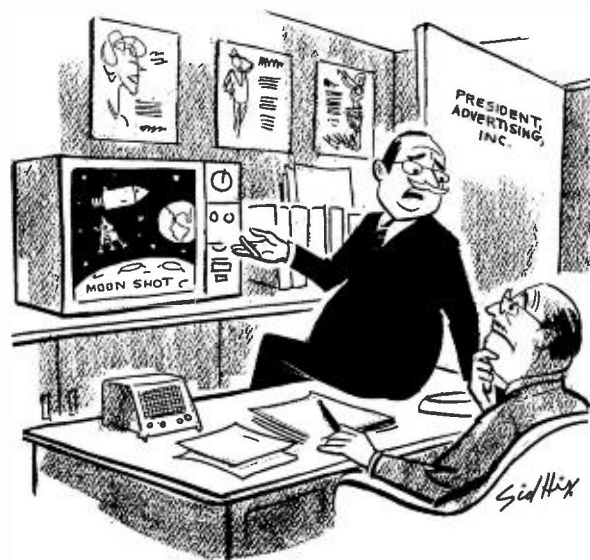
That at a time when U. S. television and radio had distinguished themselves in superlative coverage of the greatest spot news story in history and had given global TV its greatest impetus.

The good new days

At some time next year, the exact date disputed by rival claimants, radio broadcasting will be 50 years old. The anniversary gives the National Association of Broadcasters reason to plan a year-long promotion, which deserves widespread support.

Here is a chance for broadcasters, individually and collectively, to exercise ingenuity in telling a legitimate story of broadcast service over half a century. There should be plenty of material for radio features of varied length and content and for television specials worth network distribution. The anniversary provides a reason and a challenge to revisit broadcasting's historic moments, relating them to present times.

We suggest that the celebration be tuned less to the past than to the future. Radio and television have always lived by the clock, not the calendar. With 50 years of experience, broadcasters have learned how to cope with a clock that seems to run faster all the time.



Drawn for BROADCASTING by Sid Hix
 "How long will it be before some creative team wants to go up there on a commercial making junk?"

First class on KPRC-TV is habit-forming

It's a habit that starts the minute your first commercial begins to run. And find yourself in a place you've never been before. First class on KPRC-TV.

Away from impossible adjacencies and left-hand pages, in a world of priceless Houston market customers. Like buying power. Graciousness. Exquisite care.

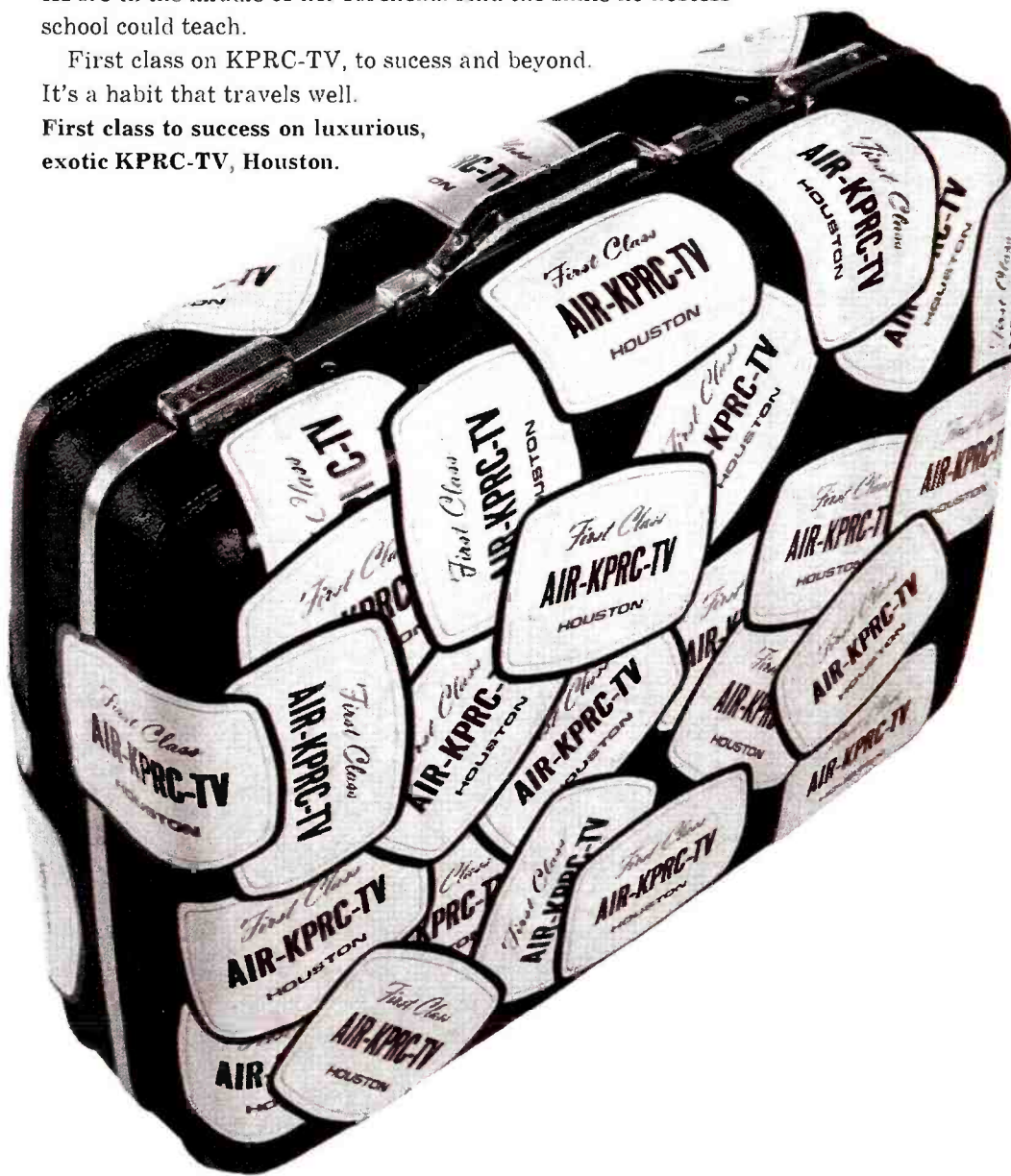
Then, it begins to please the pocketbook. With superb buying plans. A choice of gourmet availabilities. Savored with subtle vintage programming.

It may even wrap itself around your budget. Like complete market coverage.

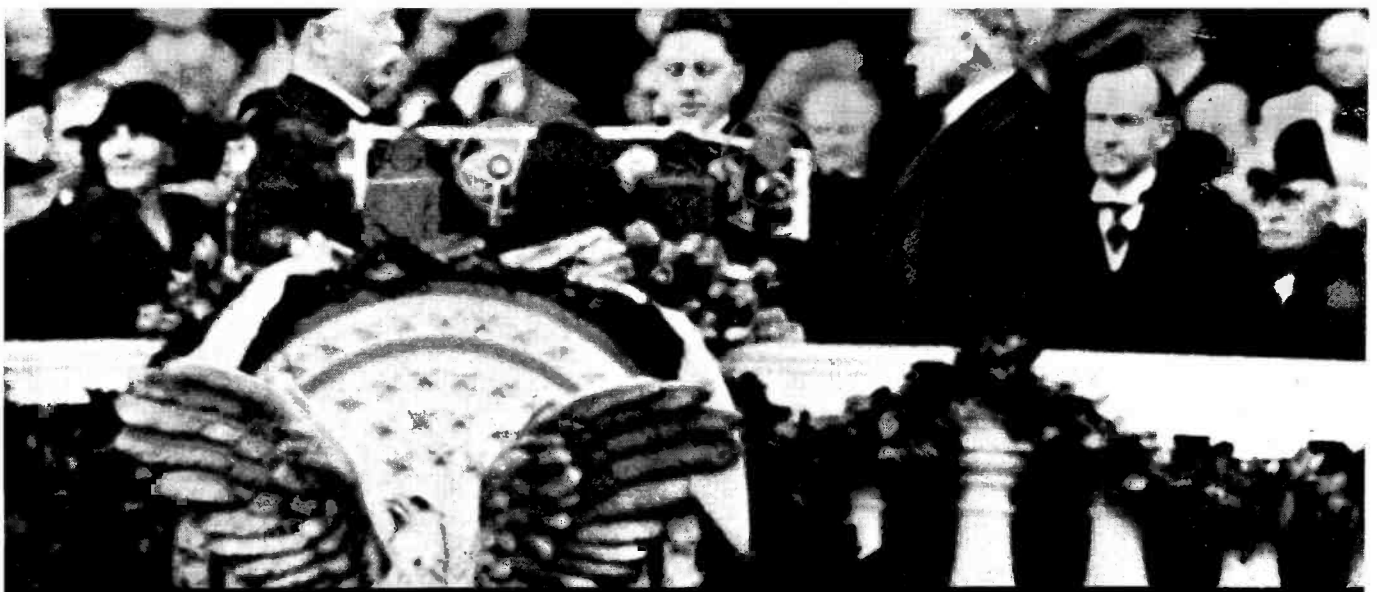
Good-selling from the lady in the lovely silk sari, with the KPRC in the middle of her forehead. And the smile no hostess school could teach.

First class on KPRC-TV, to success and beyond.
It's a habit that travels well.

First class to success on luxurious,
exotic KPRC-TV, Houston.



The television station that treats you like a Maharajah. Over 16 years of selling experience.
Call your television travel agent: Edward Petry and Company. National Representatives.



**“...and now the
President of the
United States
Hoobert Heever.”**

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