Dan Seymour has expressed precisely the way we feel about radio. Admittedly, we are very nostalgic about radio’s past. But we are also just as excited about what it is today. So when somebody says that radio isn’t what it used to be, we think about that billion dollars, smile, and say: “The Shadow knows.”

Edward Petry & Company
Telephoto camera smashed by Philistines
BULLETIN

(SOCOH /SOH-KOH/ PALESTINE) -- THE ARMIES OF ISRAEL REPORT A STUNNING VICTORY OVER THE PHILISTINES ON THE BATTLEFIELD AT SOCOH. AN ISRAELI SHEPHERD BOY -- ARMED ONLY WITH A SLING -- KILLED THE PHILISTINE GENERAL GOLIATH (GOL-LIGHT-IMITH) IN SINGLE COMBAT. THE PHILISTINES FLED WHEN THEIR CHAMPION WAS KILLED.

FK1251PB/15

URGENT AUDIO ADVISORY

AUDIO IS NOW TRANSMITTING CUTS FROM SOCOK. PLEASE MONITOR.

FK1252PB/15

MORE ISRAEL BULLETIN X X X KILLED.

THE SHEPHERD BOY WAS IDENTIFIED AS DAVID BAR-JESSE (JEHS’-EE) OF BETHLEHEM. HE HAD GONE TO SOCOH TO DELIVER FOOD TO HIS SOLDIER-BROTHERS. WITNESSES SAY THE BOY DAVID -- A BEARLESS TEEN-AGER -- FELLED THE PHILISTINE GENERAL BY STRIKING HIM IN THE FOREHEAD WITH A STONE FROM HIS SLING.

LATE REPORTS SAY THE PHILISTINE FORCES HAVE FLED AS FAR AS THE CITY OF GATH.

FK1254PB/15

MORE ISRAEL BULLETIN X X X GATH.

GENERAL GOLIATH -- A GIANT OF A MAN -- HAD KEPT THE ISRAELI ARMY AT BAY FOR DAYS BY CHALLENGING ANY SOLDIER TO MEET HIM IN MAN-TO-MAN COMBAT. HE LAUGHS WHEN THE SHEPHERD BOY TOOK UP HIS CHALLENGE AND CAME FORWARD TO MEET HIM CARRYING ONLY A SLING. BUT DAVID FELLED THE HEAVILY ARMED PHILISTINE WITH THE FIRST STONE HE THREW WITH HIS SLING.

FK1256PB/15

100UPR

AUDIO EDITORS

AUDIO WILL REPEAT THE FOLLOWING CUTS AT 1:110P CST WHICH HAVE BEEN FED ON A BULLETIN BASIS.

38. :43 V/A-SOCOH (BOB HUSEL W/SOUNDS OF COMBAT) SHEPHERD BOY ROUTS INVASERS.
39. :14 A-SOCOH (ISRAELI AND PHILISTINE SOLDIERS) SOUNDS OF COMBAT.
40. :09 A-SOCOH (DAVID BAR-JESSE) FOLLOWING HIS SLAYING OF GOLIATH) CREDITS THE LORD FOR VICTORY (X X X IS THE LORD'S -- CHEERING FADED)

FK1258PB/15

(1UB ISRAEL)

(SOCOH) --- ISRAEL HAS WON A MAJOR VICTORY OVER THE INVADING PHILISTINE ARMY... AND IT WAS DONE BY A BOY WITH A SLINGSHOT.

A YOUNG SHEPHERD NAMED DAVID KILLED THE PHILISTINE GENERAL GOLIATH -- A GIANT -- WITH A SINGLE SHOT FROM HIS SLING. HE THEN PICKED UP GOLIATH'S SWORD AND CUT OFF THE GIANT'S HEAD.

ACCORDING TO REPORTS FROM THE BATTLEFIELD AT SOCOH, THE INVASERS THEN RETREATED IN DISORDER.

DAVID HAD GONE TO THE BATTLE AREA TO DELIVER FOOD TO HIS SOLDIER BROTHERS. HE HEARD THAT GOLIATH HAD BEEN HOLDING THE ISRAELI FORCES AT BAY BY CHALLENGING ANYONE TO MEET HIM IN SINGLE COMBAT. NO ONE WOULD TAKE UP THE CHALLENGE... BUT DAVID DID... AND WALKED FORWARD WITH HIS SLING AND FIVE STONES.

GOLIATH LAUGHS AS THE BOY MOVED TOWARD HIM.

DAVID'S FIRST STONE HIT GOLIATH IN THE FOREHEAD... AND HE TOPPLED. THEN THE YOUNG SHEPHERD PICKED UP THE PHILISTINE'S SWORD AND CUT OFF THE GIANT'S HEAD.

THE BATTLE WAS OVER. ISRAEL HAS A NEW HERO... BUT ALL HE WOULD SAY TO NEWSPAPERS --- "THE VICTORY IS THE LORD'S."

FK101PB/15

102UPR

AUDIO EDITORS

ADD BILLBOARD FOR SPECIAL REPEAT TRANSMISSION OF SOCOC CUTS. TRANSMISSION AT 1:110P CST

41. :18 A-SOCOH (JONATHAN BAR-JESSE, DAVID'S BROTHER) DESCRIBES DAVID'S REACTION TO GOLIATH'S CHALLENGE (X X X TEN FEET TALL).
42. :30 A-SOCOH (KING SAUL'S LIEUTENANT ABRAHAM) EYEWITNESS ACCOUNT OF DAVID-GOLIATH BATTLE (X X X OFF HIS HEAD.)
43. :17 A-SOCOH (UNIDENTIFIED ISRAELI SOLDIER) REPORTS ON PHILISTINE RETREAT (X X X AGAIN TOMORROW)

FK103PB/15

Anyone care to challenge this kind of reporting?

If you don't want to fight, we suggest you join more than 6,500 subscribers around-the-world who count on UPI to cover the history-making events of today—and tomorrow.

Wayne Sargent, Vice President for Sales, will be happy to discuss the subject anytime.

At your desk. At your convenience.
Serving the Greater Providence Area

greater audience reach, increased sales power

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.

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

Broadcasting, January 22, 1968
CLOSED CIRCUIT®

One to customer

FCC is indicating interest in proposal that would prevent one TV station in market from hogging primary network affiliations. Proposal, advanced in form of resolution by Joint Industry-Government Committee for Full Development of All-Channel Broadcasting, was turned over last week to Commissioners Robert E. Lee, chairman of committee, and Kenneth A. Cox for further study. Proposal would permit station to hold three primary affiliations only if it were only outlet in market. If there were two stations, neither could hold more than two; if there were three or more outlets, none could hold more than one (Broadcasting, Sept. 25, 1967).

Proposal is similar to others that have been advanced as means of providing independent stations (particularly UHF's) with network programming. Commission rulemaking dealing with that problem has been pending since June 1965 (Broadcasting, June 7, 1965).

Biggest CPB budget

Reports are circulating in educational TV circles that President will seek only $4 million for Corp. for Public Broadcasting in supplemental budget request for 1968 fiscal year (ending June 30), but $20 million for CPB in official budget for fiscal 1969, tentatively scheduled for Jan. 29 submission to Congress. It also said that White House will seek no funds for ETV grants to states in supplemental, but will ask for $12.5 million in regular fiscal 1969 budget, and that $500,000 already affirmed but not appropriated for study by Health, Education and Welfare Department of Instructional television will be funded from unused money in National Defense Education Act.

When Public Broadcast Act was signed by President last year, it called for total of $20 million--$9 million for CPB, $10.5 million for grants to states for construction of stations, and $500,000 for study of ITV. But no appropriations have been voted.

Selection process

Word from sources close to White House is that President has all but buttoned up membership of board of Corp. for Public Broadcasting but is still undecided on chairman. Only two directors have so far been named (Dr. James Killian of Massachusetts Institute of Technology and Dr. Milton Eisenhower, retired president of Johns Hopkins). At least one veteran broadcaster, Saul Haas, former owner of KIRO-AM-FM-TV Seattle, is said to be under consideration for directorship.

There's renewed speculation that S. Douglas Cater, special assistant to President and White House motorman on public-broadcasting matters, will be named paid president of CPB once corporation goes into business.

Cable trouble

In case any board members have doubts that National Association of Broadcasters staff is crying "wolf" on possibility government may opt for wired television system, air should be cleared this week at Sarasota, Fla., board meeting. Staff will tell meeting held Jan. 9 in Washington with three top staffers on President Johnson's telecommunications task force: Alan Novak, Richard Posner and Lee Johnson. Five-man NAB delegation to luncheon meeting was led by President Vincent Wasilewski. NAB's feeling after meeting: Certain members of task force at this point can't understand why television can't be moved from spectrum occupancy and distributed by wire.

Senate Commerce Committee may not wait for final report from President's task force on telecommunications before calling members to Hill to explain what's in works. Task-force report is due in August, but it's speculated that it won't be ready until fall. Meanwhile Senate panel is planning hearing before midyear to air preliminary results. Senate hearing could upstage most other Hill activity affecting broadcasters as it's conceded that bill is in task-force's court on most major communications matters.

Rescue mission

Understood to be near completion are negotiations whereby AVC Corp. (formerly American Viscose Corp.) will bolster financial position of ailing channel 6 wexx-TV Miami. Indications are that AVC will advance $500,000 to station in deal that may also include options to acquire substantial stock interest. AVC Corp., only last week took over five Overmyer UHF permits and wphl-tv Philadelphia (see page 37).

Candidate

Richard C. Block, vice president and general manager of Kaiser Broadcasting, country's most active participant in major market UHF, has decided to run for television board of National Association of Broadcasters. At first adament, Mr. Block has been persuaded by number of broadcasters to stand for one of three vacancies to be filled at NAB Chicago convention, March 31-April 3. Only other known candidates for three vacancies are Donald P. Campbell, WMAR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans.

Single sponsorship

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., will fully sponsor 1968 Winter Olympics coverage from Grenoble, France, on NBC Radio. Network has set its coverage plans: 65 five-minute programs over Feb. 3-18 period; has assigned team of three—Jim Simpson, Len Dillon and Jay Miller—to handle broadcasts. Kenyon & Eckhardt, New York, is Lincoln-Mercury's agency. TV coverage is on ABC.

N.Y.-D.C. shuttle

Still in forefront of those being considered for code director of National Association of Broadcasters, to replace Howard Bell who's to be president of American Advertising Federation, is Stockton Helfrich, manager, New York code office, although under what might become revised ground rules. With bulk of code review activity centered in New York, Mr. Helfrich may get assignment without necessity of moving to Washington headquarters.

Also reportedly under consideration by NAB President Vincent Wasilewski is transfer of research department, now headquartered in New York under Vice President Howard Mandel, to Washington headquarters which as largely where action is in that specialized field.
# BIG DOINGS.
This is the new Big Wilson. He has a huge staff at his disposal. They’re expert. Active. Nosy. They keep Big tuned in to New York. And that means more than just news, weather, time and traffic.
From now on, what you say when you call up is really going to count—because Big’s staff will direct your ideas to the people who can put them in motion.
So get ready. You’re about to become a Big talker.
6 to 9 AM, on
WNBC 660 NEW YORK

# TELL ME WHY.
Dr. Joyce Brothers can. Not only because she’s professionally equipped — but because she cares. And people know it. That’s why they feel comfortable, and comforted, when they pose seemingly overwhelming problems — person to person.
She makes you feel that the gentle will inherit the earth.
Just Call Dr. Brothers.
9 to 10 AM, on
WNBC 660 NEW YORK

# THE STERLING STANDARD IS BACK.
Now you can buy, sell or bargain with Sterling. Because the new Sterling’s show is a personal trade center for New Yorkers. A place where a phone call will enable you to sell that lawn mower, buy that car, exchange that apartment—or find a home for Rover’s puppies.
The market will never be the same now that Sterling’s back.
You can count on it.
10 to 11 AM, on
WNBC 660 NEW YORK

# LEE SURRENDERS.
New York women wanted him all to themselves. Now they’ve got him.
And that’s not all they’ve got. The new Lee Leonard Show is three-dimensional. Which means the listener can talk with Lee, or his well known guests, directly. We figure that’s the best way for our kind of women to get the straight scoop on everything and everyone that peaks their interest.
With that kind of strategy, no wonder Lee’s completely surrounded.
11 AM to 2 PM, on
WNBC 660 NEW YORK

# DEAR HART.
Wished he was here, and now he is. And Jim Gearhart brings with him the lovable power to make women feel warm all over.
How does he do it? With zany pranks that tickle the female funny bone, and lively chatter that says what women want to hear.
And now Jim will have celebrity guests who talk directly with individual listeners.
Forget about the housework, dear hearts — Jim’s here.
2 to 4 PM, on
WNBC 660 NEW YORK

# MAZER-TOV.
At last, a late afternoon program that doesn’t talk at you, but with you.
Bill Mazer figures a running mouth gets nowhere—that action speaks louder than words. So from now on, your view will not only be aired, but channeled to people in the position to act on them.
We’ve never met a New Yorker yet who didn’t have something to say. Now Bill Mazer’s going to see that something gets done. Mazetov.
4 to 7 PM, on
WNBC 660 NEW YORK

# HEAR ALL ABOUT IT.
Something extra — not just a news summary, but a full scale interpretation of New York news of the day. WNBC Radio, with NBC News — the world’s largest broadcasting news operation — knows the terrain and has the facilities to cover it. We also know you have a stake in it.
That’s why you can now call WNBC directly to discuss any aspect of a major New York story.
That way, you’ll be in the news too.
7 to 7:45 PM, on
WNBC 660 NEW YORK

# REBEL-ROUSER.
Once you get a taste of the salty air from 5 to 6 PM, when Long John Nebel interviews one lone guest — you’ll be awake and alert for his panel of itinerant thinkers from Midnight til 4 AM. And you can talk back on Long John’s new telephone show, from 5 to 6 AM.
Ahh, sleep. Perchance to steam?
8 to 9 PM, Midnight to 6 AM, on
WNBC 660 NEW YORK

# TALKING TURKEY.
The idea is to say what you really think — and Brad Crandall’s just the man to make you do it.
He can turn the anticipated into the unexpected, the commonplace into the unusual — just by filtering out everything but the truth.
So when you call Brad Crandall to air your views, brace yourself. He’ll gobble up every pretense you’ve got.
9 PM to 12 Midnight, on
WNBC 660 NEW YORK

...and on weekends, MONITOR / NEW YORK

BROADCASTING, January 22, 1968
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Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C. and additional offices.

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

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1720 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

BROADCASTING, January 22, 1968
THE CROWN ADORNS A DIFFERENT YOUNG LADY, BUT ITS SELLING POWER REMAINS CONSTANT. THE MOST EFFECTIVE WAY TO INFLUENCE A FAMILY IS THROUGH ITS TEENAGERS. MISS TEENAGE AMERICA (and everything she represents) IS BELIEVABLE TO TEENAGERS AND THEIR PARENTS.

A MISS TEENAGE AMERICA FRANCHISE COULD BE YOUR KEY TO NEW BUSINESS, INCREASED BILLING, ENHANCED COMMUNITY IMAGE AND IMPROVED MARKET POSITION, AS IT WAS IN 56 MAJOR RADIO MARKETS DURING 1967.

ASK US... WE'LL TELL YOU HOW.

MISS TEENAGE AMERICA®
marketing to teens...and their families

TECH AMERICA ASSOCIATES, INC., DRAWER L, UPTOWN STATION, NASHVILLE, TENNESSEE 37201. A SUBSIDIARY OF N BROADCASTING CORPORATION.

BROADCASTING, January 22, 1968
GOP leaders ruffled by NET Vietnam film

Congressional GOP pressure was building last week to undercut National Educational Television's presentation today (Jan. 22) of film made in North Vietnam. Target of Republican leadership in Congress is "background and political character of British writer and cameraman Felix Greene," film's producer.

Republican leaders lined up behind complaint made earlier in week by former Representative Walter Judd, which picked up signatures of 27 Republicans and six Democrats on Capitol Hill.

Leadership's charge is that Mr. Greene "clearly is a propagandist for the Communist cause who seeks to portray the U.S. as the aggressor in the Vietnam war."

In response to Judd letter, NET President John F. White said NET had confidence that viewers "will reach their own responsible conclusions" after seeing whole program, which will also feature discussion of film and Vietnam issues by journalist David Schoenbrun, currently lecturer on Vietnam at Columbia University, and Robert Scalapino, Berkeley, Calif., professor and "articulate defender of the administration's foreign policy."

Mr. White noted that NET's two-hour program is to contain 49-minute version of Mr. Greene's film (shortened from 85 minutes in theater format), while discussion will take 70 minutes. "Film itself is as one-sided and controversial as Mr. Greene himself," he acknowledged. "We say so on our program."

Name the lyrics

Bill requiring record companies to provide written copies of lyrics with all records comes up on floor of Georgia legislature's lower house next week.

Bill was introduced by general assembly member Edwin Mullinax, WLAG La Grange, who is also leading fight of state broadcasters for lower rates from American Society of Composers, Authors and Publishers.

Mullinax bill, which was favorably reported out of committee last week and is being fought fiercely by record companies, would require disks or tapes sold in state to carry on "cover, jacket or envelope" lyrics of each song on record, names and addresses of copyright owner and of licensing organization.

Propose tightening up FM channel hopscotching

FCC proposes keeping closer rein on shifting of FM channels to communities where channels are not assigned. Commission Friday (Jan. 19) announced notice of proposed rulemaking that would transform so-called 25-mile rule into 15-mile rule for Class B or C channels and 10-mile rule for Class A Channels.

Commission also proposes barring reassignment to other communities of more than one channel assigned to city. Commission would also prohibit community from utilizing rule more than once to gain FM station.

Twenty-five rule (like 15-mile rule in television) permits applicant to seek FM channel in community up to 25 miles from locality where it is assigned in table of allocations.

Commission said proposed rules, which are considered sign of growing interest in FM, are designed to offset such inequities as removal of channels from larger communities where no interest has been shown in assignment, to much smaller communities, and removal of both channels assigned to larger community by smaller one.

Changes, commission said, would insure that FM stations involved would place serviceable signal over listed community where channel is assigned in table of allocations.

Comments are due Feb. 23, reply comments March 8.

ABC-TV moves up

CBS-TV led 30-market Neilsen ratings report for Jan. 8-14, but ABC-TV made impressive score on strength of midseason changes, according to report covering 7:30-11 p.m. and closed Friday (Jan. 19).

Averages: CBS 21.2, ABC 19.2, NBC 17.4. It Takes a Thief, midseason replacement on ABC, rated 26.0 for its first episode and ranked seventh in top 10. ABC claimed its new shows increased audience share by 33% (Thief, The Avengers and Operation: Entertainment) and shows in new time periods (Invaders and Hollywood Palace) by 14%.

Crest recommended again for channel 26 TV grant

FCC Hearing Examiner Chester F. Naumowicz Friday (Jan. 19) recommended grant of channel 26 at Houston to Crest Broadcasting Co., owned by local Houston businessmen. Examiner's decision was his second finding in favor of Crest application.

Last July FCC's review board agreed with initial decision that denied competing application of KXYZ Television Inc. (KXYZ-AM-FM Houston). Board, however, remanded case for further hearing based on allegations made by losing applicant that one of Crest's stockholders, Bernard E. Calkins, could no longer acquire $250,000 bank loan to fulfill his subscription commitment to that company and that he made misrepresented to commission (BROADCASTING, July 24, 1967).

Examiner again resolved all issues in favor of Crest, but conditioned grant because studio site Crest had proposed has since become unavailable. He gave company 30 days to make suitable arrangements for both site and to make appropriate amendment to its application.

Instant Maxwell to O&M

Nearly $5 million worth of business represented by General Foods' instant Maxwell House Coffee will move from Benton & Bowles to Ogilvy & Mather, both New York.

It was noted Friday (Jan. 19), however, that most likely Instant Coffee will add much less billing to O&M because agency will integrate advertising of Instant with Maxwell House regular. Maxwell House Instant is heavily in-
Otto P. Brandt, executive VP-broadcasting for King Broadcasting Co., Seattle (King-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane, both Washington, and KGW-AM-FM-TV Portland, Ore.), and with company since 1951, resigns to become president, chief executive officer and part owner of Fidelity Electric Co., RCA distributor for Seattle area (Closed Circuit, Jan. 15). Stimson Bullitt, president of King Broadcasting, assumes Mr. Brandt's responsibilities at King. Henry B. Owen, vice chairman of board of directors, King, resigns but will remain as consultant. Other changes: Payson Hall, VP of finance and planning, elected to board of directors, succeeding Mr. Owen. John Blaine named treasurer. James Marschalk succeeds Mr. Hall.

W. Phillips, station manager of King-AM-FM, joins company's corporate division for special assignments. King program director, Gerald Gawne, replaces Mr. Phillips as station manager.

Milton J. Sandling Jr., Paul L. John and Richard D. O'Connor, members of account service staff on Chevrolet at Campbell-Ewald Co., Detroit, named VP's and given new assignments on that account. Mr. Sandling becomes manager, new car merchandising; Mr. O'Connor, account supervisor-administrative assistant and director of Chevrolet field service, and Mr. John, account supervisor-car and truck-broadcast and product exposure.

Fred Klein, executive VP in charge of client services, North Advertising, Chicago, joins Toni Co. division of Gillette Co. as VP of brand promotion and advertising, effective March 1. He succeeds Joseph T. Lewis who becomes consultant to Toni Co.

Walter Kingsley, VP, Wolper Productions Inc., New York, elected executive VP-sales. He will handle network sales in addition to heading up international division and supervising company's syndication division. Mr. Kingsley's background includes radio sales; TV syndication sales, and commercial real estate business (1961-1966), which he left to re-enter TV at Wolper, division of Metromedia.

Richard A. Harper, VP, syndicated sales for Seven Arts, appointed VP, television administration, Warner Brothers - Seven Arts. He will continue to serve as officer and director of REA Express/Seven Arts Transvision Inc. He joined Seven Arts in 1965 and earlier was general sales manager for Samuel Goldwyn Productions.


For other personnel changes of the week see FATES & FORTUNES

volved in television.

H & B has five other GF products in various stages of test marketing, and several product assignments from company's Birds Eye and Post divisions, according to General Foods Corp., White Plains, N. Y.

Advertiser said it has been testing combined copy for two Maxwell House coffee brands, procedure it believes is effective.

'Duke' Guider dies


After World War II service as Navy Captain, Mr. Guider took up residence in New Hampshire where he was one of group that in 1954 built channel 8 WMTW-TV atop Mount Washington. Station and its FM adjunct was sold to TV entertainer Jack Paar in 1964 for $3.65 million; Mr. Paar sold stations last year to Paul Harron and associates for $3.6 million. During post-war years, Mr. Guider also owned WMOU-AM-FM Berlin and WJWO Conway, both New Hampshire; he sold both of them in 1957.

He is survived by wife, former Dorothy Hogan, son, Frank, of Littleton, and daughter, Mrs. Arthur Milam of Jacksonville, Fla., and 12 grandchildren.

Falstaff color drive

Falstaff Brewing Corp., St. Louis, disclosed Friday (Jan. 19) its 1968 campaign will include color commercials on about 300 TV stations in some 160 markets plus heavy radio spot drives. Agency: Foote, Cone & Belding, Chicago.

Mail order licenses

Small-market broadcasters, who have bemoaned difficulty of hiring technical personnel who have to take extensive trips to get third-class licenses have won victory at FCC. Commission, unanimously, has amended rules, effective March 15, to allow one-year provisional certificates for third class tickets to be secured by mail.

New rule says licenses will not be renewable after one year and that during that period applicants will have to take regular third-class test at scheduled exam sites.

Provisional licenses will be good only for operators at nondirectional AM's with 10 kw or less or at FM's with up to 25 kw.

CATV's lose, win

FCC has ordered Winona, Minn., CATV operator to afford nonduplication protection to Kaus-TV (formerly KMMT) Austin, Minn. Cease-and-desist order was announced Friday (Jan. 19), affirming finding of hearing examiner Nov. 2 that station was entitled to, but was not getting, nonduplication protection. Kaus-TV operates 100-w translator in Winona, which rebroadcasts Kaus-TV programs.

In another CATV decision also announced Friday, commission denied petition of KTAL-TV Texarkana, Tex., for order requiring CATV in Clarksville, Tex., to show cause why it shouldn't be directed to stop violating nonduplication rule. KTAL-TV is not receiving protection because Clarksville CATV has invoked "automatic stay" by filing request for waiver of nonduplication requirement.
OFF-NETWORK SERIES
FROM WARNER BROS.-SEVEN ARTS

F TROOP
(65 HALF-HOURS)

77 SUNSET STRIP
(149 HOURS)

MISTER ROBERTS
(30 HALF-HOURS)

NO TIME FOR SERGEANTS
(34 HALF-HOURS)

ROOM FOR ONE MORE
(26 HALF-HOURS)

LAWMAN
(156 HALF-HOURS)

BOURBON STREET BEAT
(39 HOURS)

BRONCO
(68 HOURS)

THE DAKOTAS
(19 HOURS)

THE ROARING 20's
(45 HOURS)

MAVERICK
(124 HOURS)

SURFSIDE 6
(74 HOURS)

THE GALLANT MEN
(26 HOURS)

CHEYENNE
(107 HOURS)

HAWAIIAN EYE
(134 HOURS)

SUGARFOOT
(69 HOURS)

NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • 986-1717
CHICAGO: 550 West Jackson Blvd. • 372-8089
DALLAS: 508 Park Avenue • 747-9925
LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • 657-1771
TORONTO, ONTARIO: 11 Adelaide St. West • 364-7193
**Dramatize TV Weather**

Show viewers impeding weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area. You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N., and others.

Viewers will see...storms...hurricanes...and other weather conditions...before they happen. TRULY DRAMATIC!

Be the first TV station in your market to capture the weather audience with APT (Automatic Picture Transmission) pictures recorded on your own Alden Facsimile Recorder. Same equipment can receive standard U.S. Weather charts, or any other type of graphic information, such as TV scripts of commercials sent via an Alden Facsimile Scanner over any existing communication link.

**Systems from $10,419. Basic recorder only $5,191. Component units also available for use with existing electronics and antenna site and lease plans. Write today for full details.**

**IVRY R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Dept. LG-1, Westboro, Mass. 01581. Tel. 617-366-4467.**

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**Datebook**

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

Indicates first or revised listing.

**January**

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association, Hubana Inn, Oklahoma City.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters, Far Horizons, Longboat Key, Sarasota, Florida.

Jan. 22—Executive committee meeting, National Cable Television Association, Washington.

Jan. 22-25—23rd annual convention of the National Religious Broadcasters, Speakers at workshops and plenary sessions will include George S. Smith, chief of Broadcast Bureau, FCC; Bosel H. Ryde, FCC chairman; Roy Danziger, director, Television Information Office, New York, and Dr. E. R. Bertermann, NRRA president. Mayflower hotel, Washington.

Jan. 23-25—Board meeting of National Association of Broadcasters, Sarasota, Fla.

Jan. 30—Twenty-third annual Radio-TV Institute co-sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Walter Schwartz, president, ABC Radio Network, Hacky, NBC News; Peter Jennings, ABC News; Herman Finkelstein, general counsel, ASCAP; Senator Allen Ellender; Sen. Eugene McCarthy (D-Minn.); Wally Brisco, general manager, National Cable Television Association, and Maurice Webster, vice president—development, CBS Radio. Center for Continuing Education, Athens.


Jan. 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.


Jan. 25-26—Broadcasters Promotion Association board meeting, Deauville hotel, Miami Beach.


Jan. 26—Special stockholders meeting, The Outlet Co., group broadcaster as well as multiple local, to vote on eliminating $3 million of preferred stock presently owned by investors: 2,000 shares $100 par value, 5½% convertible preferred stock to be used in acquisition to Touraine Stores Inc. 176 Weybosset St., Providence.


**February**

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entries must be received by Feb. 1.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 10.

Feb. 1—Annual meeting of Minnesota AP Broadcasters Association. Hotel Radisson, Minneapolis.

Feb. 2-3—Winter meeting of New Mexico Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Governor David S. Cargo; George Bartlett, NAB president for New Mexico; Fred Heald and Thomas Wall, Washington attorneys. Sheraton Western Skies motel, Santa Fe.

Feb. 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Feb. 7—Tenth annual conference on advertising/ government relations sponsored by...
What KTTV, Los Angeles, says about Cohu’s new chroma detector... “The Cohu chroma detector enables us to run the highest quality monochrome film on a color chain, eliminating the need for duplicate equipment. This means color and monochrome film can be interspliced without concern.”

COLOR-FREE B/W TRANSMISSION AUTOMATICALLY

The 2610/2620 Series chroma detector detects the transition between color and monochrome information and automatically removes all discernible chrominance from the encoder output. Modular, solid-state, plug-in, this new accessory operates with the 9800 Series color video encoder. Available only from Cohu.

For more information, contact your nearest Cohu engineering representative, or call Bob Boulio direct at 714-277-6700 in San Diego.
We get channels you can't get anywhere else.


Feb. 5-17—1968 Monte Carlo International Television Festival. Gold Nymph Prizes are to be awarded to (1) the director deemed to contribute the most to the ideal of international peace, (2) the writer of the best documentary, (3) the best director, (4) the best children's program, (5) the best original scenario for television, or the best script for television, and (6) the best actor or actress. Monte Carlo, Monaco.


Feb. 7-9—First radio commercials trade show demonstrating creative techniques, under sponsorship of the Station Representatives Association. Waldorf-Astoria Hotel, New York.

Feb. 13-14—Winter meeting of National Association of Broadcasters radio code board; Ivanhoe hotel, Miami Beach.


Feb. 22—Deadline for applications for CBS Foundation Inc. 1968-69 news fellowships at Columbia University. Applicants must qualify in one of following categories: news and public affairs staff employee of CBS News, CBS-owned radio station, CBS-owned television station, U.S. stations affiliated with, but not owned by CBS Radio, or U.S. stations affiliated with, but not owned by CBS Television; regular members of staffs of non-commercial educational radio and television stations that are engaged for a substantial portion of their time in news and public affairs programs; teachers of courses in the techniques of radio and television news and public affairs at colleges and universities. Address all correspondence to: Julius F. Brauner, executive director, CBS Foundation Inc., 51 West 32 Street, New York 10019.


Feb. 28-March 1—Second annual cablecasting seminar, sponsored by National Cable Television Association. Workshops will cover all phases of cablecasting, including programming sources, production, lighting and camera techniques. Enrollment limited to 75. Fee $50. Principal speakers: Senator Frank E. Moss (D-Utah) and George Hatch, KUTV(TV) Salt Lake City (group broadcaster and multiple CATV owner). Sam Metz, NCTA liaison, Hotel Utah Motor Lodge, Salt Lake City.

MARCH


March 5—Annual spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.


March 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.


March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet, Birmingham.


March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.


March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 24-25—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.


March 31-April 5—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

Indicates first or revised listing.
Search for radio dramas

Editor: Can anybody help? One of my clients desperately wants to locate some of the great old-time radio programs for airing in Chicago—particularly Inner Sanctum, The Fat Man, Richard Diamond, Grand Central Station and others of that vintage, either mystery or comedy.

Does anyone know if they're available, and if so, at what cost? Thanks for any help you can give us.—J. C. Haag Advertising, 1410 Shermer Avenue, Northbrook, Ill. 60062.

Correcting FCC records

Editor: On page 34 of your Dec. 25th issue's lead story, there is what appears to me to be an error . . . Gainesville, Fla., with four stations, is shown as having enjoyed total broadcast income of $190,830. This figure exceeds that for all other nonmetro markets in Florida by a wide margin, and also for such metro markets as Orlando, Jacksonville and Tampa-St. Pete.—Ken F. Starr, general manager, WRUF Gainesville, Fla.

(Mr. Starr is correct; there was an error. The FCC, after checking, reports that the correct figure for Gainesville revenues should be $208,303; for income, $19,830. It appears that one station in Gainesville that was sold during the year reported $175,000 capital gains as revenue and income.)

Book Note


One of England's most prolific men of letters, J. B. Priestley wrote these "oral essays" as Postscripts to the British Broadcasting Corp.'s Sunday-evening news during the desparate days of the Battle of Britain, the summer of 1940. To Mr. Priestley the broadcasts brought "astonishing popularity" (more embarrassing than pleasurable) that garnered millions more fans than his best books or plays. According to columnist-broadcast commentator Eric Severeid, in his introduction to this book, Mr. Priestley's Postscripts, along with Winston Churchill's speeches and Edward R. Murrow's commentary, made broadcasting history. "The men, the instrument [radio], the moment were perfect," Mr. Priestley writes. "It has never been quite the same since, by radio or television. I doubt that television, no matter the circumstances, can match that performance by radio . . . because the pictures reduce all to literalness. What counts is the word."
Home-grown color commercials and radio sell Safeway successfully

For so many years all we ever heard about making good television film commercials was that you either went to Hollywood or New York or Chicago. More recently, however, we've been told that if your production budget is modest you might still pull it off in a Peoria, Ill., or in a Columbus, Ohio, especially in retail advertising.

Now would you believe Denver? Well, the fact is that the game has been played effectively, efficiently and economically in Denver for quite a long time now. The advertiser coming on a winner in this TV film race is the Rocky Mountain Division of Safeway Stores Inc. We also produce and place radio for Safeway.

Because of the marriage of many related media skills through the years, particularly in the production of public relations, sales promotion and educational films, Henderson, Bucknum & Co. has learned how to turn out eight to 10 color-TV sound-on-film commercials a week for Safeway on a technical production schedule of only 48 hours and at a modest cost for the client. Although exact costs cannot be disclosed, many of the 20-second spots have been estimated to average under $200 per commercial. We do everything but the color processing and printing.

Covering the Area • The Safeway TV commercials have been turned out in color for about a year now. At the present time they are placed regularly on 15 stations in a four-state area—Colorado, Wyoming, South Dakota and Kansas. The considerable radio schedule presently runs on some 84 stations in the same marketing area.

In the usual practice for the TV commercials, the Safeway account team of the agency gathers the weekly price information on Friday, prepares copy over the weekend and obtains client approval on Monday. They film on Tuesday, also recording the audio. The work print is edited on Wednesday. Air prints are made on Thursday and they are delivered to stations on Friday for broadcast early the following week. The whole operation is made possible through the combination of careful planning, manpower and technical facilities such as our own agency kitchens where the food is prepared for filming, as well as our large film department. The agency's radio-TV creative director is Jack H. Thomas, one of the firm's 11 partners.

Mr. Thomas got his start on the Safeway account when he joined the agency in the early 1950's. His chief task was to sprint among four TV stations every night in the period between 7:10-30 p.m. and cook food dishes for Safeway's live commercials. After more than a year of this we began filming the spots.

Although most of the Safeway TV film commercials are 20's, some of them are minutes and we are tending to make more of the latter. We are also starting to make some using video tape but the food-display portions are still film inserts at the taping.

Since these color commercials must compete with the best of the network programming and advertising, obviously the quality must be kept high. But the important point we feel is that we have proven it can be done in a medium-sized market on a 48-hour production schedule at a cost that is feasible for the sponsor. We presently are turning out 500 such commercials a year for Safeway to back up our claim. The volume of radio commercials runs about double that number.

All Radio-TV • Safeway's agency-placed media budget goes 100% into the electronic media. The production budget is about 10% of the time budget. Safeway's market here covers all of Colorado and Wyoming, northern New Mexico, western Kansas and Nebraska and the Black Hills area.

The Safeway Division continues to be a major newspaper advertiser, the traditional medium for food stores, but this billing is placed direct. The division has its own print-media advertising department in Denver.

Henderson, Bucknum & Co. acquired the Safeway account in 1951. Until that time the sponsor had used virtually no broadcast media, but we changed that. We put the client significantly into radio almost from the start and into black-and-white television beginning in 1952. The shift to color commercials came in early 1967.

The agency was first organized on a modest scale in the early 1940s and initially concentrated on newspapers. One of the founders, Gilbert H. Bucknum, started the film department that over the years has turned out scores of films in the fields of public relations, education, science, religion, travel and sales. By 1946 we were well into radio too, and this experience, coupled with film, gave us the keys to television's door.

Other Accounts • Two other broadcast campaigns have also attracted much interest. One was for the Denver U. S. National Bank's new Supercheck and the other for Duffy's soft drinks. Robert C. Lochte, one of our partners, collaborated with Mr. Thomas in the creation of a stop-motion color commercial for Supercheck. It featured a flying paper plane that unfolded, fitted itself into a checkbook and then followed a model into a store.

Mr. Thomas composed a bouncy, youthful musical spot for Duffy's, the area's biggest independent bottler, using the theme of "I feel like a Duffy's." It was used in both TV and radio.

Once advertising was just a business. Now it has become an art. We even do live drama and here again the interplay of experiences helps improve our broadcast advertising. John McLagan, another partner, produced a musical play to help train the sales force for the local Yellow Pages.

I guess you could say we're in the show business as well as selling. The electronic media have demanded this kind of creative flexibility.
MAYBE YOUR REPTIES AREN'T SHORT ENOUGH

What happened to your station last year? Sure, it was a rough year. But the 12 stations repped by Metro TV Sales all showed increased spot sales. Makes you think, doesn't it: about our shorter list, the extra manpower per station we're able to deliver, the extra time we can give. Whatever! It works.
We formed this link in ’66...

and had a great ’67!

It was December, 1966 when the Communicana Television Stations appointed the Blair team. We hoped for a good ’67. What happened was phenomenal! Is Blair really the number one “rep”? You can take our word for it!

The Communicana Group Includes:

WSJV-TV
SOUTH BEND-ELKHART 28 ABC

WKJG-TV
FORT WAYNE 33 NBC

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
New TV measurement shake-up?

Significant difference in ratings produced by various research techniques will be reviewed by ARF, President Sherwood Dodge tells ad group

The television audience measurement field may be in for another convulsion.

Skepticism about the results produced by some of the measurement techniques currently in use seems likely to trigger the uproar—some say it could become an upheaval—in a project currently being developed at the Advertising Research Foundation.

The objective is a review—and probably an overhaul—of ARF's 13-year-old "Recommended Standards" for TV audience measurement.

The outcome, according to some authorities, could have profound effects on existing TV audience measurement services.

Sherwood Dodge, ARF president, tipped the project in a speech in New York last week and gave further details in an interview.

Reviewing ARF activities in an address to the New York chapter of the International Advertising Association, he reported, among other things, that the foundation in the next two months will release comparisons that show significant differences in the program ratings produced by different research techniques.

Measurement Overhaul  He expressed the hope that this would lead to a methodology study to determine how best to measure TV audiences, and later he told Broadcasting that "a number of us feel that this is long overdue."

He cited proliferation of TV sets and multiset homes, growth of UHF and advertiser need for audience demographics among developments that he said call for ARF to "rethink" positions taken in the recommended standards issued in 1954.

The showing of significant differences in results produced by different techniques would be in the opinion of many experts, be enough to touch off a resounding storm, not only bringing an onslaught on television from its newspaper and magazine competitors but probably touching sensitive Washington nerves as well.

Ratings services and broadcasters alike have been especially considerate of Washington attitudes on broadcast research since the so-called "ratings scandal" erupted in Congress in 1963.

There appears to be some divergence of opinion among broadcast researchers as to the extent to which different measurement techniques produce similar or different results. But for the most part, however, there seems to be agreement that the results of the techniques most commonly used are not significantly different, that such differences as do exist are understandable and explainable and that in any event there is not much chance of making significant improvements within the economics of TV audience measurement.

Claim May Be Enough  Even if ARF could not prove statistically significant differences — and several broadcast measurement authorities contended that differences having statistical significance could not be shown—there was a fear that the mere claim of such discrepancies, especially under ARF auspices, would plunge television into controversy just as effectively as if the claim were true.

Mr. Dodge obviously recognized that he was getting into a controversial area. In his IAA speech he said that "our friends at the networks" undertake to explain differences, and he indicated that differences can be averaged out if the averaging is carried far enough: But he said the ARF comparisons, which he reported later will be done by half-hour periods and by program types, will show that real differences do occur.

He told Broadcasting later that ARF was more concerned with national than with local TV ratings, because national "is where we hurt the most," but he pointed out that changes in methodology affecting network ratings might to some extent "rub off" on local methodology.

Mr. Dodge said ARF's comparisons would show results produced by different research techniques without identifying the research firms involved. But it was learned that the systems are those used by A. C. Nielsen Co., American Research Bureau, Alfred Politz Media Studies Brand Rating Index and W. R. Simmons & Associates.

Nielsen Biggest  The only one of those currently offering week-in, week-out network TV audience reports on a syndicated basis is Nielsen. It uses Audimeters in a national sample of 1,200 homes to produce network ratings data, with audience-composition data based on diaries in a national sample of 2,200 homes (divided into four subsamples of 550 homes each so that diary-keeping can be rotated among the sub-samples).

ARB has discontinued its network TV ratings except on a special order basis. For these it uses telephone interviewing.

Politz currently offers no regular TV audience measurement service but in the past has offered one in connection with magazine audience studies. It was a Politz report, based on in-home interviewing, that was the prime evidence cited by the Bureau of Advertising of...
NEW TV MEASUREMENT SHAKE-UP? continued

the American Newspaper Publishers Association in its contentions that Nielsen measurements vastly overstate TV audiences (Broadcasting, May 1, 1967, et seq.).

BRI furnishes data on program audiences once a year in conjunction with product-usage reports. Material is based on personal interviews in which persons are asked how many of the last four telecasts of a given program they have seen and their answers are weighted accordingly.

Simmons has been offering an annual report on TV viewing, based on diaries, in conjunction with magazine audience and product-usage data.

Mr. Dodge noted that the various techniques used in TV measurements do not all purport to measure the same things and that ARF's comparisons would necessarily therefore be confined "to the extent that they're comparable."

Computer Demands • The ARF president said the kind of inputs that computers need have changed substantially since ARF's publication of its recommended standards, whose full formal name is "Recommended Standards for Radio and Television Program Audience Size Measurements."

He cited UHF growth, proliferation of TV sets and need for more audience classification data as developments supporting the argument that ARF should "rethink its position in light of what's relevant today."

Apparently alluding to the 1954 report's recommendation that the unit of measurement should be the household rather than the individual, Mr. Dodge said that what the computers today need is not the number of "hot sets" but data on "individual viewing" throughout the household.

The term "hot sets" appeared to refer to Nielsen data based on meters that show whether a set is turned on or not. Mr. Dodge also described the 1954 report, a 70-page document, as having come out "four-square for electronic measurement," a description that some broadcast researchers thought was too strong although there also appeared to be considerable belief that the report's position on electronic measurement had contributed significantly to Nielsen's success in national ratings.

Asks for Review • The ARF president said he wanted to review the standards this year, ascertain the "magnitude of the problem" and then decide how to attack it. If a major methodology study is decided upon, he indicated, it will be expensive and special funding will be needed.

In that case, although Mr. Dodge did not say so, the networks and other broadcasters—who include some strong supporters of the present rating system and some strong critics of the standards-overall theses—may be asked to contribute to the kitty, for broadcasters are members of the tripartite ARF along with agencies and advertisers. Research organizations are eligible to be—and many are—associate members.

Word of Mr. Dodge's speech caught broadcast researchers in varying degrees of surprise. Although he had indicated last spring that he thought an ARF methodology study would eventually come (Broadcasting, May 1, 1967), most did not seem to realize his planning had progressed so far.

The Broadcast Rating Council, which presumably would be affected by and perhaps involved in any such methodology study, had no immediate comment. Nor did the networks have any formal reaction, although some of their representatives privately challenged both the need for such a study and the premise on which it was based.

Some authorities said they agreed with Mr. Dodge that television is moving toward "people numbers" rather than "household numbers" and speculated that this climate offers "a great opportunity for someone to come in with a 'people's' measurement"—if he can do it at realistic prices. But these sources did not think a basic methodology study was needed. One said: "We know what we want—people numbers. The problem is to get it at reasonable cost."

Other Views • Other sources contended, sometimes bitterly, that the move was essentially a "promotion" for ARF to regain what they considered waning stature for the foundation, rather than a response to any real need for new standards.

The TV ratings services were more reserved in their reactions, suggesting that it can be valuable to review existing service in any field in the light of needs, trends and new developments, but also emphasizing that there is always the problem of costs and the question of how much users are willing to pay for more sophisticated service.

A spokesman for Nielsen said his company has "no problem" with the developments cited by Mr. Dodge as grounds for a review of present standards—UHF growth, proliferation of TV sets and need for demographics—but said he would grant some validity to the demographics argument "if Mr. Dodge is talking about the speed of delivery of the demographics."

Use of diaries for audience-composition data does delay delivery of the material somewhat, he said, but he added that he wondered whether anybody really needs the material faster than it is now provided.

Multisignal • He said Nielsen meters can read as many as four signals in a multi set household—and he added, too, that the company currently has in use gear that measures portable set viewing by radio signals.

UHF measurement, he contended, is also "no problem."

He said Nielsen audience-composition data is based on diaries used in conjunction with recordmeters that re-

New high set by Saturday-night movie

The theory that at mid-season movies on television do not get the big ratings is not for "The Birds." The motion picture by that name was shown on NBC-TV as a Saturday night presentation on Jan. 6. Nielsen gave it a 38.9 rating, which the network quickly pointed out made "The Birds" the highest rated network movie ever broadcast.

Its average rating topped the 38.3 scored by "The Bridge on the River Kwai" on ABC-TV Sept. 25, 1966. ABC had estimated that 60 million viewers across the country had watched the three-hour Kwai telecast in whole or in part. NBC said last week it was "likely that" that 65 million-70 million viewed all or part of the two-and-a-half-hour "The Birds."

The feature film's rating, as reported in the fast Nielsen report covering the week ended Jan. 7, repesented 21,780,000 homes tuned to the show in the average minute. "Birds" achieved an audience share of 59%. By comparison, the second highest rated network show was Bonanza on NBC with a 30.6.

In the averages for the 7:30-11 p.m. period that week, NBC led the competition. The ratings: NBC 21.5, CBS 20.9, ABC 18.4.

The movie ressurgence during the period also included a 29.1 rating and fifth place for ABC's Wednesday movie: "Roustabout"; which a repeat showing of "Music Man" in two parts on CBS, Thursday and Friday nights, received 16.7 and 18.0 respectively.
One of the most forceful critics of television advertising told an audience of newspaper executives last week that the developing trend toward 30-second TV commercials can be a mixed blessing for the newspaper advertising field.

The speaker, Dr. Leo Bogart, executive vice president and general manager of Bureau of Advertising of the American Newspaper Publishers Association, said the switch to 30's "will open a flood of new commercial positions which will be sold to middle-sized and smaller advertisers." This poses "a direct competitive threat," he acknowledged.

But Dr. Bogart reminded his audience at the annual convention of the International Newspaper Advertising Executives in New Orleans last Wednesday (Jan. 17) that the expected proliferation of 30's will make the "viewing skew even more unbalanced as the number of commercial positions expands."

"In short, the switch to 30's makes our argument for a media mix even more forceful than it has been," Dr. Bogart commented.

**Attacks Measurement.** He criticized once more the accuracy of television ratings. Dr. Bogart said that in recent weeks there have been published reports focusing on inconsistencies between audience levels produced by diary and meter methods.

He noted that the ANPA has offered seed money to the Association of National Advertisers for a study investigating broadcasting rating methodology. He commented: "Like the pregnant lady who was asked why she didn't marry her boy friend, they [ANA] have told us they prefer not to get involved."

Dr. Bogart said there is an urgent need for a study looking into the changing nature of TV viewing habits and "the drastic imminent changes in TV advertising."

"If the size of the TV audience is measured dispassionately and well," he stated, "it will be good for newspapers, it will be good for advertisers, and it might even save television."

Dr. Bogart said the next large Bureau of Advertising project, which the newspaper information committee has agreed to sponsor, will seek to find out the medium that people turn to when they want to know about advertising or any other kind of useful information. He said the study is being undertaken because the television industry has been claiming that newspapers are ineffective because people spend less time reading than they spend watching TV.

**Admit Sales Power.** "We have never questioned the great sales power of television," Dr. Bogart said. "We do question the notion that it is all-powerful."

He told the group that the Bureau of Advertising has every confidence in the continuing health of the newspaper business and is basing its future planning on an estimate that by 1975 newspaper advertising will be in the range of $8 billion.

Jack Kauffmann, president of the Bureau of Advertising, told the INAE convention, that in 1967 estimated newspaper revenues totaled $4.96 billion. This compares with $4.895 billion in 1966.

Mr. Kauffmann said newspapers had failed to reach expected goals in national advertising in 1967, but added that "we had a healthy gain of 4.1% in retail advertising."

He said that total newspaper advertising billing in 1968 should run 10% ahead of 1967.

**Door-to-Door Check.** In the Politz study, poll-takers knocked on doors to conduct interviews on TV viewing, got no answers in a number of cases and concluded nobody was home and therefore no viewing was being done. In all, according to the Bureau of Advertising's version of the study, Nielsen's figures on adult prime-time viewing were 70% higher than Politz's.

The Bureau of Advertising also claimed that a personal-viewing diary produced figures 32% higher than a study by Simmons had done.

Broadcasters countered at the time that Politz's not-at-home findings were far above levels established by telephone interviewing because there are many reasons people simply won't answer the door at night—including absorption in TV programs.

The ARF, through its **Verb-Item** publication for its members, meanwhile gave a generally approving report on the Politz study, and subsequently said that tests with a portable device to detect whether a set inside a house is turned on—which Mr. Dodge last week referred to as "the light-bulb test"—had produced ratings within one percentage point of those reported by the Politz (**broadcasting**, Nov. 20, 1967). At about the time the Politz study was generating controversy, the ARF was also involved in a dispute involving a speech by Julian Goodman, president of NBC.

**Who Watches?** Addressing the Association of National Advertisers, Mr. Goodman had attacked the "myth" that the "quality viewer" is a "light viewer," citing Nielsen figures to show that viewers in higher socio-economic brackets watch more TV than low-income viewers do (**broadcasting**, Oct. 31, 1966).

This brought a protest from the Bureau of Advertising, and the ARF, commenting on the controversy in an issue of **Verb-Item** shortly thereafter, cited Simmons figures supporting the Bureau of Advertising position and contradicting that of NBC.

Replying in the same issue of **Verb-Item**, NBC countered with more figures to back its position, said it could find no support for the Bureau of Advertising's contentions in data supplied by the services usually used in the industry and added that it was "not aware that the Simmons studies, which are heavily supported by the magazine in..."
dury, are to be designated the standard for the measurement of television viewing.

Along with its challenge of TV ratings, the Bureau of Advertising had called upon the ANA to take the lead in testing TV audience-research techniques through an ARF study to which it pledged $10,000 on the part of newspapers. The ANA declined the suggestion.

Renewing the criticism and recalling the offer to ANA, the bureau's Dr. Leo Bogart told an audience last week: "Like the pregnant lady who was asked why she didn't marry her boy-friend, they have told us they prefer not to get involved" (see story page 21).

Business briefly...


North American Philips Co., through LaRoche, McCaffrey & McCall, both New York, plans to invest in 1968 upwards of $2 million—30% more than 1967's budget—to advertise Norelco Cassette tape recorder units. During the first half of the year, advertising allocations will make extensive use of spot TV as well as print.

American jets into TV sports

Airline, aiming at youth and professional travelers, puts $3 million on games

Do professional travelers and professional sports mix? Apparently they do for American Airlines, or at least that's the reading from the company's recent burst of sports-buying on television at a cost estimated at over $3 million. The airline has invested:

- About $600,000 for one-quarter sponsorship of New York Yankees baseball games on WPIX(TV) New York during the 1968 season with options covering the next three years (see below)

- Roughly $500,000 for the 1968 season of National Hockey League Game of the Week coverage on CBS TV including the Stanley Cup playoffs.

- Close to $150,000 for NBC-TV's Astro Jet Golf tournament on March 17 (4:30-5:30 p.m.).

- Nearly $2 million for National Football League games, which have ended this month, and The Cotton Bowl game.

American Airlines officials indicated last week there may be more sports TV activity, adding that the company now has various spot TV package buys "in and around" different sports or other programs. The 50 markets include the 35 to 45 U. S. cities that American services.

Flight Programs * In still another area, American since last December has begun using in-flight film shorts of NFL football games for all its transcontinental flights. The films, ordered from the NFL, have included regular-season games for one-week showings, the NFL championship game for two weeks, and recently the Super Bowl for two weeks.

Jerry Jordan, American's vice president of advertising, summed up the company's feeling for TV sports by saying the programs represent "an excellent vehicle" for the airline's target customers—the professional businessman and the youth market.

To reach this audience American started out two years ago with sponsorship of NFL football on CBS-TV. In the past year, the company bought three minutes per NFL game every other week, using both of the network's package deals (mostly in plan A at $75,000 a commercial minute, and in plan B at $48,000 per minute). Its football buys have also included CBS's Cotton Bowl for four minutes, and participation in last year's NBC-TV American Football League championship game.

Airline First * Last week the airline announced its Yankee contract starting in 1968 and representing, American claims, "the first time that a major air-

It's profitable to move out of a cellar

The New York Yankees, who last summer climbed out of the cellar and into ninth place in baseball's American League, this season will advance radio-TV rights another $500,000 to an estimated $3.8 million.

Last year when Pabst Brewing Co. entered a two-year TV contract with the Yankees, the radio-TV rights were estimated at $3.3 million, or $200,000 less than the 1966 season. This reduction reportedly allowed Pabst a cutback in sponsor's price (BROADCASTING, Jan. 23, 1967).

At a news gathering last week in New York, the Yankees appeared in a stronger bargaining position with the announcement of American Airlines' one-quarter sponsorship of a 115-game schedule on WPIX(TV) New York—"The first time" for a major airline to sponsor local TV coverage of major league baseball

(see above). Other TV sponsors are Pabst Brewing Co., Milwaukee, and General Cigar Co., New York, each signed for approximately one-quarter. A Yankee official estimated that local TV accounts for about $2.5 million of income.

The remaining broadcast monies come from a schedule of 190 games carried on radio by WPIX New York, of which one-quarter sponsorship has already been sold to G. Krueger Brewing, Cranston, R. I.; a 40-station radio network outside New York (General Cigar ¼, Atlantic Richfield 5/12) and a five station TV network (Atlantic Richfield ¾).

Changes Planned * The Yankees also announced that sportscaster Joe Garagiola is resigning and will be replaced by Frank Messer under a new two-year contract. Mr. Messer formerly broadcast for the Baltimore baseball Orioles and with the Baltimore Colts of the National Football League.

Tom Miller, Yankee vice president for sales and broadcast affairs, said the Yankees will begin leasing two color tape machines at Yankee Stadium (used by CBS-TV for its pro football and soccer coverage) plus the use of $10,000 worth of supporting equipment for instant color replay effects.

The club, he said, will introduce a superimposed scoreboard onto the TV screen for scores, team standings, batters' counts and averages, etc. Another innovation will be directional mikes placed on the playing field to pick up game sounds.

The Yankees, Mr. Miller added, are half owners with CBS-TV of five General Electric color cameras, which are in use six months by the ball club, and throughout the year by CBS for football and soccer. CBS Inc. is 100% owner of the Yankees.
Atlanta Believes in Metropolitan Opera.
And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta. Want to hit a high note in this market? WSB-TV/ Ch. 2 / Atlanta / N B C / Petry
line has purchased time on a local play-by-play telecast anywhere in the major leagues on full-season basis." According to F. J. Mullins, American's senior vice president of marketing, similar baseball contracts in other major cities may develop, depending on the success of this buy.

It was learned last week that Ameri can after two weeks of "testing" commercials on CBS-TV's NHL hockey Game of the Week schedule this month has entered a contract for three minutes per game every other week through March 31, and for participations in the Stanley Cup playoffs in April for five consecutive weeks.

In another sponsorship deal, American has arranged to have its fully sponsored Astro Jet Golf tournament, scheduled Feb. 14-18 in San Diego, Calif., telecast as a one-hour sports special on NBC-TV March 17. The airline may sell off one or two of the seven commercial minutes, or sponsor the entire show. Last year the Astro Jet was syndicated to TV stations by Triangle, with American committed to some participations.

American Airlines' agency is Doyle Dane Bernbach Inc., New York.

Hartford agency to open video-taping facility

Electronic Media Programs Inc., Hartford, Conn., a closed-circuit video-taping facility, is to begin operating later this month for sales and training purposes.

Formed as a subsidiary of the Charles Brunelle Co., Hartford public relations and advertising agency, the new studios will be located at 41 Lewis Street.

Charles Brunelle, agency president, reported that the facility will be divided into a grid-lighted main studio, a more intimate small studio for individual taping sessions, with control rooms facing into each studio, and a rear-screen projection room.

According to Mr. Brunelle, some of the uses for the center include "inexpensively working out every detail of TV commercials before taping them on broadcast-compatible equipment"; offering an electronic clipping service; recording manufacturing processes, and pretesting commercials or speeches with simultaneous playback of viewer reaction.

Kodak buys spot TV for Kodel fabrics

Eastman Kodak Co., Rochester, N. Y., has started a 35-market TV campaign for its Kodel fabrics, sponsoring 13 half-hour specials, The Professionals, Needham, Harper & Steers, New York, is the agency.

List of the markets and stations was released last week by Warner Brothers-Seventy Arts, producer of the sports specials. The campaign, W7 said, centers on weekend afternoon telecasts of the series and is tied in with local store merchandising of Kodel fibre carpets and sportswear featuring the 23 professional sports figures who star in the programs. The series begins on varying weekend dates over a two-month period, starting Jan. 20-21. First telecasts were set for W7's Cleveland and KSTP-TV Minneapolis-St. Paul.

A week later, the series starts on WBBM-TV Chicago, WTVN-TV Columbus, Ohio, KNXT (TV) Los Angeles and WCAU-TV Philadelphia. "Preview" for the series, W7 said, was Jan. 13 on three stations—WABC-TV New York, WWJ-TV Detroit and WAVE-TV Louisville. Twenty other major markets take the series starting next month, three additional markets in March and three markets at a date to be announced.

TV to share Flying A's $1-million campaign

The Getty Oil Co., New York, this week will embark upon a $1-million "something extra" campaign for its Flying A gasoline with sponsorship of various network-TV sports-package shows on five stations in three target cities: New York, Philadelphia and Boston.

Getty's emphasis on sports springs from its agency's (Smith/Greenland Co., New York) belief that "men do 75% of gasoline purchasing or brand specification," and sports TV programs "are the best place to find them." The agency has prepared three TV commercials that promise "something extra" for the "way people really drive." The campaign also includes signs, booklets, buttons and a record for disk-jockey use. The TV commercials will be on WABC-TV New York, W3IL-TV Philadelphia and in Boston on WBZ-TV, W3HD-TV and WNAC-TV.

Agency appointments...

- Barker Bros., Los Angeles, (home furnishing stores), division of City Products Corp., has appointed Anderson-McConnell Advertising Agency Inc., Hollywood, to handle its advertising account. A budget of more than $250,000 has been allocated, concentrated primarily in radio and television. Barker Bros. has 23 locations in Southern California.

- Hansen Glove Corp., Milwaukee, has appointed the Zlowe Co., New York, for its line of women's cloth and knit gloves. Media plans and billing have not been settled.

- Hiekkok Manufacturing Inc., manufacturers of men's accessories, has named Altman, Stoller, Chalk Advertising Inc., New York, as its new agency. Former agency was Powell, Schoenbrot & Hall, Chicago.

- Lydia E. Pinkham Medicine Co., Lynn, Mass., has named Bo Bernstein & Co., of Providence, R. I. to handle its advertising of new products. West, Weir & Bartel, New York, remains as the firm's agency for its vegetable compound and tablets.

BAR billing report for week ended Jan. 7

<table>
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<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total minutes</th>
<th>Total dollars</th>
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<td>Monday-Friday</td>
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<td>Sign-on-10 a.m.</td>
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<td>Saturday-Sunday</td>
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<td>20</td>
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<td>Monday-Sunday</td>
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<td>$13,386.0</td>
<td>$12,134.7</td>
<td>1,603</td>
<td>$32,616.7</td>
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LBJ goes to bat for consumers
PROPOSES LONG LIST OF LAWS TO PROTECT THEM FROM FRAUD

One facet of President Johnson’s Great Society that is not being cut back or held at present levels notwithstanding the burdens of the Vietnam War, inflation and the balance-of-payment problem is consumer protectionism. The President devoted a section of his State of the Union message, delivered to a joint session of the 90th Congress and televised live by all three networks (see page 44), to moves he proposes to protect the American consumer from fraud and deception.

Among them were three that could have implications for advertisers and the advertising media: the appointment of a special counsel in the Department of Justice, reporting directly to the attorney general and working with the President’s adviser on consumer affairs; giving “stronger powers” to the Federal Trade Commission to fight fraud and deception, and a proposal to protect television viewers from “hazardous radiation” from television sets and other electronic equipment.

Agency and advertiser sources generally were agreed that the probable effects of Mr. Johnson’s references to consumer protection cannot be gauged completely until details of his proposals are made public, presumably in a consumer message to Congress.

They did not seem to be especially concerned on the basis of what he said last Wednesday night, although they noted that his proposed extra authority for the FTC conceivably could involve details that might cause concern. On the other hand there was some feeling that advertising might be better off if the FTC got some authority or jurisdiction not heretofore by other agencies, such as the Food and Drug Administration.

Observers both in Washington and in New York noted, however, that most of the President’s suggestions on consumer protection were either already in the legislative processes, or had been discussed in preliminary fashion. The one real surprise, all agreed, was the proposal that a special consumer counsel be appointed in the Department of Justice.

Special Specialist • A spokesman for the Department of Justice said later in the week that the idea of a consumer counsel in the government’s legal department was pretty well established, although, he indicated, planning was by no means complete. The consumer counsel, would, he said, coordinate consumer-protection activities in the Department of Justice (both the agency’s criminal and civil divisions are involved in litigation that is, in many instances, for the benefit of the consumer); act as legal adviser to the President’s adviser on consumer affairs (at present it’s former TV personality Betty Furness); work with municipal and county district attorneys, and with state attorneys general on consumer activities; represent the U. S. in litigation involving consumer deceits (most probably as a friend of the court although in some instances he may initiate lawsuits), and testify before congressional committees on prospective legislation involving consumer matters.

The consumer counsel would have a small staff, the spokesman said, probably not more than two or three lawyers and secretaries. He would, it was stressed, probably be appointed as a special assistant to Attorney General Ramsey Clark, who is understood to be very favorable to the idea.

The consumer counsel, the spokesman noted, would not function especially as an industry gadfly, a la Ralph Nader, but this does not mean that he would not at times publicize bad practices that he felt were shortchanging consumers.

In some Washington quarters, it was thought the President’s idea was for the consumer counsel to act as an “ombudsman,” the individual who in some countries, notably in Scandinavia, is the liaison between citizens and government agencies. This report was downgraded by Justice Department sources, although a hearing on this concept was held only last week by a Senate committee (see page 38).

Some observers in the advertising field believe, however, that a Justice Department consumer specialist may be the very person to transmit into action proposals made by Donald F. Turner, antitrust chief, that more and better information on products be secured and disseminated to consumers.

A Capitol Hill source did not see lurking in the President’s message any direct threat to present advertising practices, nor did he see any hidden strength for a “consumer fact bank.” He noted, however, that Representative Benjamin S. Rosenthal (D-N. Y.) has proposed the establishment of a “telltale” plan of mandatory labeling of merchandise to provide consumers with relevant information from government standards and buying groups.

Also, he noted, Senator Philip A. Hart (D-Mich.) has called for the establishment of a “National Consumer Foundation” to serve as a clearinghouse for consumer information.

Power of Injunctions • The President’s reference to giving the FTC more power was taken to refer to recommendations already made to Congress by FTC Chairman Paul Rand Dixon that the agency be given the right to apply to the courts for injunctions in all cases involving unfair methods of competition and unfair and deceptive acts and practices.

At the present time, the FTC is limited in the use of injunctive processes to foods, drugs and cosmetics. In other areas, the agency must act on what is acknowledged to be the long and laborious system of issuing cease-and-desist orders, hearings and oral arguments—all of which consume so much time that the challenged practice runs its course.

In commenting on what Congress has done in the consumer field, the President mentioned the Wholesome Meat Act, the Flammable Fabrics Act, the Product Safety Commission and the improvement of clinical laboratories. He called on Congress to pass the Truth in Lending Bill, Fire Safety and Pipeline Safety bills; all already passed by the Senate.

Other protective bills still pending are those dealing with credit insurance, electric power, mutual-fund reform, interstate land sales, welfare-and-pension-fund disclosure and medical-devices safety.

The President said he intended to propose new protection bills on the quality of fish and poultry, and water
Radio, TV catch retailers' eye

270 store representatives listen to advice at Chicago conference

The growing interest of retail department stores in the broadcast media was evident in Chicago Jan. 13-14 at the 16th annual Retail Advertising Conference, an annual gathering that in previous years was devoted chiefly to the print media.

Two separate sessions devoted to radio-TV this year generated considerable comment among the more than 270 store advertising representatives there. Questions about the air media were reported abundant in the small workshop gatherings following the formal talks.

Kevin Sweeney, broadcast consultant, and Roger Kiley, sales manager, WUBE Cincinnati, related retailing trends in the use of radio. Howard Abrahams, vice president for local sales, Television Bureau of Advertising, headed a panel examining retail TV commercials now in use.

Mr. Sweeney contended that the 17-39-year-old group "is anywhere from 35% to 50% of the current volume of most retailers in the most important retail classifications—apparel, home-entertainment appliances, home furnishings, automotive, grocery, drug and discounting." They are strongly radio-oriented, he claimed, not heavy newspaper or TV users, and the "best route is the rock-'n-roll radio station."

Move To The Action • Whether store officials like rock-'n-roll music or not, Mr. Sweeney said, if they want to reach this vital market segment they must do it via the station "that programs Donovan, The Doors, The Seeds, The Supremes, The Stones, Beatles, Bee Gees, Harpers Bizarre, Union Gap, Buckingham, and Dow Jones and the Industrials."

Don't think of it as "teen" music, he added, reminding his audience that one-third of the girls "marry at 17." Also, he noted, they make ideal customers "because they need everything and know nothing."

Mr. Sweeney suggested five rules for effective use of radio by the retailer: (1) Use announcements, minutes preferred. (2) Advertise items. "Throw out of your office any radio salesman who talks institutional." (3) Combine two items per minute announcement, perhaps three. (4) Repeat. Repeat. Repeat. Repeat. (5) Develop a logo in sound running 10-12 seconds and if it's a jingle be sure to "rock it."

Describing his final advice as the most controversial, Mr. Sweeney said he feels advertising agencies and the 15% commission system are retailing's worst enemy in efforts to use radio effectively. He said the tremendous detail and paperwork involved in retail advertising makes it impossible for an agency to profitably work on such an account. The only answer, he feels, is a substantial fee system to make it worthwhile and keep the agency from cutting corners.

Better Commercials • Mr. Abrahams reviewed commercials recently aired by Tiedtke's of Toledo, Ohio, for carpeting and by Hoveland-Swanson of Lincoln, Neb., showing how they might be still further improved. A redo of the Hoveland-Swanson commercial was filmed in the living-color setting of the home of A. James Ebel, vice president-general manager of KOLN-TV Lincoln, he said.

Mr. Abrahams cited the rising tide of retail use of television this past year, highlighted especially by the enlarged TV budget of Sears, Roebuck & Co. placed through Ogilvy & Mather, New York.

Also appearing on the TV panel with Mr. Abrahams were Ben Doroff, Wana- makers, Philadelphia; Dorothy Klaus, Berner's, Peoria, Ill., and Don Lazar, Community Discount, Chicago. They related increased use of TV by their firms.

John W. Mills, vice president and sales promotion director, Rich's, Atlanta, was elected to the retail advertising hall of fame at the close of the RAC meeting. Rich's currently is spending more than 15% of its annual advertising budget in radio-TV.

Face to face in Washington

A plethora of government officials and advertising executives will be in center stage when the American Advertising Federation holds its 10th annual conference on government relations in Washington, Feb. 5-7.

The two-and-a-half day conference will also serve to introduce the AAF's new president, Howard Bell, to the membership and to formally dedicate the association's expanded Washington office and move its headquarters to new, larger quarters.

Noncommercial Hope

Chrysler Corp. deleted all commercial time on the Bob Hope special on NBC-TV last week (Jan. 18, 8:30-10 p.m. EST) and the network, though it cut away for a few-second station break at 9 p.m., in effect did not permit sufficient time for stations to insert commercials during the show. As a result, with the exception of the identification of Chrysler both at the outset and at the close of the show, there were no commercials. The special consisted of films of Bob Hope's Christmas visit to U. S. service men in Southeast Asia. The cost to Chrysler, which sponsored the show through Young & Rubicam, reportedly came to $1 million in production and time.

Mr. Sweeney
Mr. Abrahams
Mr. Kiley

26 (BROADCAST ADVERTISING)
WFLI, Chattanooga; WBAM, Montgomery, WVOK, Birmingham now all have something in common besides being 50,000 watt stations.

The Edward Petry Company.
We are proud to announce that we represent these three stations nationally.

*Located on Lookout Mountain.*
offices.

Among the high-ranking government officials on hand will be: Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; FCC Chairman Rosel H. Hyde, Federal Trade Commission Chairman Paul Rand Dixon; Representative Clarence G. Brown Jr. (R-Ohio), member of the House Commerce Committee; Charles Schultz, director of the Bureau of the Budget; W. Averell Harriman, U.S. ambassador-at-large; Betty Furness, special assistant to the President on consumer affairs; Winton B. Rankin, deputy commissioner, Food and Drug Administration.

Advertising spokesmen will include: Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, and chairman of the American Association of Advertising Agencies; Vincent T. Wasilewski, president, National Association of Broadcasters; Arthur C. Fatt, chairman, Grey Advertising; Fred Baker, president, Frederick E. Baker Co.; C. Joseph Stetler, president, Pharmaceutical Manufacturers Association; A. James McCallum, advertising and publicity manager, Pacific Gas & Electric Co. and George W. Koch, president, Grocery Manufacturers of America.

Presentation of the annual AAF award for improving advertising-government relations will be presented to Representative Bob Wilson (R-Calif.)

Former D'Arcy men open Atlanta agency

Scofield, Braselton & Williams Inc., Atlanta-based advertising agency, has been formed by three experienced Georgia advertising men. All supervised and did the creative work for Morrison's Cafeterias with D'Arcy Advertising. Morrison's has transferred its account to the new agency.

Clay Scofield, president, was also a vice president of Lillir, Neal, Battle & Lindsey in Atlanta, and has worked on such accounts as Colonial Stores, Trust Company of Georgia and Life of Georgia.

A. B. Braselton, executive vice president, was account executive on Magic Chef ranges and Wachovia Bank & Trust Co. at D'Arcy.

Richard B. Williams, vice president and creative director, was with Atlanta Newspapers Inc. before entering advertising. He did creative work for Coca-Cola, Delta Air Lines, Royal-Crown Cola, Diet-Rite Cola, Nehi beverages and Magic Chef ranges while with D'Arcy.

SB&W is located at 33 Ponce de Leon Avenue, N.E., suite 303.

Walton picked as midwest rep

Robert J. Walton has been named to serve as the midwest representative in Chicago of Weed Radio and Television, station representatives. It was an

THE MEDIA

NAB meets in the sun

Holding its spectrum space, setting TV time standards, major tasks facing board

Spectrum attacks, television time standards and CATV will be high on the agenda this week as the National Association of Broadcasters board meets in Sarasota, Fla. (Jan. 22-26).

Much of the discussion in the television board meeting (Jan. 25) and the two joint board meetings (Jan. 23 and 26) is expected to center around the demands of land-mobile users for more spectrum space and the current study of the spectrum by President Johnson's telecommunications task force.

Concern over the future of on-air broadcasting was expressed two weeks ago when six trade associations, including NAB, met in Washington to lay groundwork for a unified industry drive to show the need to keep broadcasting in the spectrum and not relegating it to a wire-only service (Broadcasting, Jan. 18). The NAB staff, which advocates a strong research program that must be concluded within six months if it is to be presented to the task force before that group's report is made, will offer its suggestions to the board and request funds for the project.

Also to be considered is a recommendation for a study showing the need for keeping spectrum control in the hands of an independent regulatory agency. This study is precipitated by concern that a governmental study now underway may recommend that spectrum control be placed in the executive branch of government.

Final Verdict | The revised TV time standards that will be up for adoption, modification or rejection by the television board are the final step in the drawn-out attempt to streamline the time standards for advertising.

At its Dec. 12-13, 1967, meeting, the TV code board came up with a recommendation for a maximum of four consecutive commercial announcements within a program interruption and a maximum of three consecutive commercial announcements in any station break (Broadcasting, Dec. 18, 1967). The four-three plan was hammered out in the face of CBS-TV's implied threat to leave the code if the rules were too tight.

On the other hand several station groups, notably Westinghouse, Corinthian, Storer and Taft, had opted for a more restrictive consecutive-announcement policy. If the board adopts the code board's recommendation, the new interruption-announcement standards will go into effect in September and, in operation, should look much like the present standards.

If the TV board pushes for a more stringent approach on the number of consecutive commercials, the whole restructured code, including the interruption standard that was adopted at a special TV board meeting last October, could be dumped, with the present standards remaining in force.

The board's position will also determine whether Howard H. Bell, code authority director, leaves NAB on a high note or takes over his new post as president of the American Advertising Federation (Broadcasting, Jan. 18) after a long, but losing battle. Mr. Bell has been attempting for almost two years to see the time standards restructured.

CATV Interest | CATV and the NAB's position toward it will also have a spot at the meetings. President Vincent Wasilewski will name a committee to meet with the National Cable Television Association and discuss the problem areas singled out in the four meetings of the Hatch-Stern ad hoc CATV copyright committee. Naming of NAB representatives, seemingly to pick up talks with NCTA where the two groups left off three years ago, was endorsed last month by NAB's executive committee.

Also expected to come up will be the third attempt by Roger W. Clipp, Triangle Stations, Philadelphia to create a division within NAB to serve broadcasters with CATV interests (Closed Circuit, Jan. 18). Mr. Clipp's first attempt came at his first board meeting in June 1966. He missed the winter 1967 board meeting and tried again at the June 1967 session. He will present data showing that almost 800 broad-
announced last week. Mr. Walton heads his own company, Walton Broadcasting Sales, Chicago, and will continue that activity as a separate function from his association of interest with Weed, it was indicated.

**VPI bolsters staff in plans for opening**

In anticipation of the opening of the new VPI Color Center in New York next month, George Tompkins, VPI president, announced last week a series of top management promotions and additions to the staff and the creation of a new communications-development arm.

Executive Vice President Shelly Satin, who has been in charge of all commercial operations with headquarters in New York, will direct the new group and will concentrate on video communications and electronic-media devices. A spokesman declined to elaborate on the areas in which the company will become active, citing competitive considerations.

Peck Prior, executive vice president and formerly head of West Coast operations, will move to New York and supervise all commercial operations. James Jacobs, who has been in charge of West Coast production, will continue in that assignment and has been elected a vice president of the company. Bob Milford, who has been director of radio-TV production for Doyle Dane Bernbach, Los Angeles, has joined VPI as executive producer on the West Coast, and Chuck Manno, formerly vice president in charge of production for Film Fair, New York, has been named general manager of New York operations for VPI.

**Rep appointments...**

- **KBLU-TV Yuma, Ariz.: Avery-Knodel Inc., New York.**
- **KTTS-TV Springfield, Mo.: H-R Tele**

**Media charged with hiring bias**

**Negro and Puerto Rican employment discrimination alleged in N.Y. hearing**

The communications industry, including radio and television, was charged last week by a federal commission studying discrimination against Negro and Puerto Rican white-collar workers with substantial under-employment of members of these ethnic groups in the New York area.

This charge was contained in a report on hiring practices in the communications field in New York during the third day of hearings at the federal court there by the Equal Employment Opportunity Commission. The report claimed low levels of minority white-collar employees in advertising, book, periodical and newspaper publishing, and radio and television broadcasting.

Charles B. Markham, director of research and reports for the commission, said that although employers in the communications field do not provide a major portion of white-collar jobs in New York City, they have "a place of awesome influence in the nation, and it is they who can most readily establish the intellectual climate for significant social changes."

"It is not clear that the communications industry has accepted this responsibility," he stated.

**Poor Social Mirror** - The report indicated that because of "a near total absence" of minority groups from any but "stereotyped roles" in television programs and commercials and in periodical and newspaper advertising, the industry was giving Negroes and Puerto Ricans "a distorted view of themselves" and was providing Americans as a whole with "a false image of the society in which they live."

According to the report, the radio-TV industry in New York was the leader in the communications field in employment of Negro office and clerical personnel, with 7.6% of such workers (though behind banking and insurance). In terms of Negro officials and managers, broadcasting, with 0.9%, trailed only book publishing (1.0%) in communications and insurance generally (1.9%). With respect to Negro professionals, radio-TV was in second place over-all with 1.9% employment rate, behind book publishing (2.4%).

In employment of Puerto Rican office and professional workers, the TV-radio industry has lagged, the report said. On the clerical level, TV-radio ranked ninth and last with 1.2%; seventh with respect to officials and managers (0.4%), and fifth in the professional classification (0.7%). The report indicated that one TV-radio network (unidentified), as of 1966, did not have a single Puerto Rican employed on the clerical, managerial or professional level.广播员，大约60%的成员，拥有超过1,200个CATV系统和特许权。

Mr. Clipp's move comes two weeks after the FCC directed its staff to deny Triangle's application for test CATV's effect in the Philadelphia market and to deny a similar application by the three South Bend, Ind., TV stations for a test system in Goshen, Ind.

**Fewer meetings** - The NAB board is also expected to vote on a plan to decrease the number of fall regional conferences from its present eight to six, or possibly even fewer. In addition the board will hear a staff report on the possibility of merging the fall conferences with the annual spring radio program clinics. One reason for the amalgamation and the fewer fall meetings would be to lessen staff executives' absences from Washington headquarters.

This week's meetings will also find President Wasilewski nominating two new members for the TV code board and radio code board, respectively. Not on the board agenda, but still a major item of business at an early Tuesday session will be naming of NAB's 1968 Distinguished Service Award winner.

**Rash speech scheduled**

Bryson Rash, veteran newsmen for NBC and the network's-owned WRC Washington, will be the luncheon speaker at the National Association of Broadcasters annual state presidents' conference in Washington, Feb. 27.
The top-50 plan: a shoe that just won't drop

The fate of the FCC's so-called top-50 market proposal remains undetermined, following a commission discussion of the controversial item last week. The commission reportedly did not give instructions to the staff for drafting an order disposing of the issue nor gave evidence of arriving at a consensus. The commissioners will have another go at the subject at their meeting Wednesday (Jan. 24).

The proposal—to limit new ownership of top-50 market television stations to three (no more than two of them VHF's)—was issued for industry comment by a vote of 4-to-3 in June 1965 (BROADCASTING, June 28, 1965) as a means of holding open major markets for the development of more, if smaller, broadcast entities.

Since then commission support for the concept appears to have waned. A policy designed to implement the proposal pending conclusion of the rulemaking was waived each of the six times waiver was requested.

The question as to how the matter will be disposed of remains in doubt, however. Last summer, the staff submitted an analysis of the comments filed in the proceeding without making any recommendations—other than to suggest that, if the commission is disposed toward adopting the proposed rule, it should hold an oral argument on it (CLOSED CIRCUIT, June 19, 1967).

One suggestion was before the commissioners last week—to require particularly strong showings in support of applications that would result in an entity acquiring more top-50 stations than would be allowed by the pending proposal. This had been talked of within the commission as a possible approach to the problem (BROADCASTING, Sept. 25, 1967).

The Lineup Now • Indications last week were that the proposed rule has the support of three commissioners—Robert T. Bariley and Kenneth A. Cox, who had voted for the rulemaking and interim policy, and Nicholas Johnson. Commissioner Johnson, who was not a member of the commission when the proposed notice was issued, thus would be filling the gap left by the resignation of former Chairman E. William Henry.

Commissioner Lee Loevinger, then, appears to hold the swing vote. He was in the majority on the rulemaking and interim policy, but he voted for every waiver of the top-50 policy that was requested and, in separate statements accompanying commission orders granting the waivers, has made clear he does not support the proposed rule, at least as presently drafted. The commissioners who voted against the rulemaking and adoption of the interim policy and who are expected to vote to abandon both are Chairman Rosel H. Hyde, Robert E. Lee and James J. Wadsworth.

The commission is believed to be anxious to resolve the issue as soon as possible since the frequently waived policy has become something of an embarrassment to the agency. Members of the House Commerce Committee, in criticizing the commission last month for approving the transfer of five top-50 television construction permits from D. H. Overmyer to AVC Corp., frequently referred to the action as bypassing "established" commission policy.

Professional level.

Statistics included in the report show that advertising agencies in New York employed Negroes and Puerto Ricans in white-collar jobs at a level below that of the broadcasting industry.

Commission officials questioned various executives from TV-radio networks, advertising agencies, newspapers, magazines and book-publishing companies with respect to their policies on the hiring of Negroes and Puerto Ricans.

Lack of Training • Richard L. Scherzer, director of personnel planning and development, Grey Advertising, said the agency has made progress hiring large numbers of minority-group members for clerical jobs but has made less progress in recruiting for professional and semiprofessional positions. He gave three reasons for slower progress in the upper levels of agency work: apparent lack of trained minority-group talent desirous of making a change; inability to find sufficient minority-group beginners all year long to fill vacancies, and the problem of entry salaries for those Negroes or Puerto Ricans who have established themselves in other areas and subsequently desire to switch to advertising.

John F. Devine, vice president, administration, J. Walter Thompson Co., told the commission that five years ago JWT began a special effort to attract minority-group job candidates. This project, he said, included participation in Richard Clarke Associates' job opportunity center; recruiting at predominante Negro colleges since 1964; advertising in a directory that is sent to more than 75,000 Negro graduates and undergraduates; payment of employment fees to minority-group employment agencies; writing to more than 100 employment agencies and 50 college placement bureaus indicating special interest in minority-group candidates; working closely with the National Urban League and assisting in establishing an organization called GAP, Group for Advertising Progress, which attempts to find advertising jobs for Negroes.

Mr. Devine said that JWT's New York office has 1,620 people, of whom about 80 are Negroes and almost 50 are Spanish-surnamed Americans. Approximately 30 of the combined group are in the professional area. He indicated the progress that has been made by saying that since July 1, 1963, Negro employment at Thompson in New York has jumped from 0.6% to slightly under 5% and the Spanish-American proportion has risen to about 3%.

ABC's Efforts • Marie McWilliams, director of personnel for ABC, detailed the steps the company has taken to widen employment opportunities and job advancement for nonwhite individuals. She said the company has a policy of nondiscrimination, lists itself as an "equal opportunity employer" in advertisements and with employment agencies, including those that specialize in the minority market; participates in the National Urban League's broadcast-skill's bank and works with various community organizations active in the nonwhite field.

Miss McWilliams said progress has been made in this area at ABC. From March 1966 to March 1967, she said, employment of Negroes and Puerto Ricans has risen by 13.5%. Minority group members now have jobs running the gamut from news commentator to carpenter, from disk jockey to scenic designer and video-recording engineer.

Attempts are made to upgrade these minority-group employees and she mentioned several examples, including that of Melba Tolliver, a secretary, who served as an on-the-air news reporter during two recent strikes at ABC. Miss Tolliver is now studying telecommunications at New York University, with her tuition paid by ABC, and also is being given extensive on-the-air train-
ing in news reporting, announcing and editing.

William C. Fitts Jr., vice president-employee relations, CBS Inc., outlined the steps the company has undertaken to expand job opportunities for non-white individuals. These include liaison with Negro leaders and organizations; advertisements in Negro newspapers; placement of opportunities with employment agencies on a nondiscriminatory basis; job-training development, and internal promotion to increase the number of Negroes in higher-level jobs.

“We now have Negroes employed in executive positions, such as attorney, financial analyst, programer, supervisor, department director, department manager, administrator, program producer, professional engineer, plant foreman, plant manager, TV salesman and program executive,” Mr. Fitts reported.

He acknowledged that CBS had not made enough efforts to find Spanish-speaking employees.

Several of the broadcasting and advertising executives noted that they were making special efforts to recruit members of minority groups who either were qualified or had potential for development. But they indicated that progress was slow because the communications field is relatively small; positions above the clerical level often require specialized training that many minority group members lack, and qualified candidates from these ethnic groups often seek employment in other professions and businesses in which opportunities may be far-ranging and promise more rapid advancement.

NAEB Activity - In a separate but related development in Washington, the executive committee of the National Association of Educational Broadcasters last week established two ad hoc committees to investigate employment and programing practices in educational broadcasting.

NAEB President William G. Harley said the association’s new employment practices committee will concern itself with a study of the positions minority groups hold in educational broadcasting today, and that the committee will also study the initiation and development of training programs to open job opportunities to people in these groups in the immediate future.

A second committee was set up by NAEB to study what educational broadcasting can do to expand programing that has appeal and meaningfulness to persons living in urban ghettos.

Both committees will present their recommendations and conclusions to NAEB’s membership at the association’s annual convention in November. Mr. Harley said members of the newly created committees will be announced shortly.

Attending the two-day session of NAEB’s executive committee last week were Mr. Harley and James Robertson (chairman), University of Wisconsin, Madison; Dr. George Bair of the South Carolina ETV Commission, Columbia; Lee Dreyfus, Stevens Point State College, Stevens Point, Wis.; Hugh Greene, director, Indiana Higher Education Telecommunications System; John Witherspoon, noncommercial KEBS-FM-TV San Diego; Jack McBride, noncommercial KWSO-rv Lincoln, Neb., and attorney E. William Henry, former FCC chairman.

Peden seeks Senate seat

Katherine Peden, president and owner of WVVZ Nicholasville, Ky., has announced plans to seek the Democratic nomination for the U.S. Senate. If nominated, Miss Peden would run for the seat now held by Senator Thruson B. Morton (R-Ky.). Senator Morton, a Commerce Committee member, will probably seek re-election. Miss Peden has served in the state government as commerce commissioner under

The WJEF Countrypolitan

His job’s in town, but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We’ve had to come up with a new name for him: Countrypolitan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Census Bureau updates its TV-audience profile

The Census Bureau has published figures for June 1967 showing that 94.1% of all U.S. households had one or more television sets. Most households had only one set (69.1%), while 24.9% had two sets or more.

The latest data released by the Census Bureau was obtained at the request and expense of the FCC and the Advertising Research Foundation. The report ("Households with Television Sets in the United States: June 1967") includes the percentages for TV sets, UHF-equipped sets and color sets, tabulated by the age of the head of household; whether the head of household is white or nonwhite; age of the youngest household member; educational level and occupation of the head of household, and family income.

The report said the metropolitan areas with the highest percentages of color sets were Los Angeles-Long Beach (28.5% to 30.3%) and San Diego (28.1% to 33.7%). The highest percentage of UHF-equipped households were found in Milwaukee (73.4% to 78.0%) and Washington (53.9% to 57.5%). The Census Bureau also reported that about 1% of all TV households received UHF

<table>
<thead>
<tr>
<th>Standard metropolitan statistical area</th>
<th>Percent with television</th>
<th>Percent with UHF</th>
<th>Percent with color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>93.9-95.5</td>
<td>27.5-32.7</td>
<td>13.2-17.4</td>
</tr>
<tr>
<td>Baltimore</td>
<td>93.0-95.0</td>
<td>22.8-26.8</td>
<td>9.5-12.5</td>
</tr>
<tr>
<td>Boston</td>
<td>93.9-95.5</td>
<td>49.0-52.8</td>
<td>13.5-16.3</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>94.7-96.7</td>
<td>36.8-42.0</td>
<td>19.9-24.3</td>
</tr>
<tr>
<td>Chicago</td>
<td>95.5-96.3</td>
<td>51.6-63.8</td>
<td>20.5-22.5</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>95.4-97.6</td>
<td>36.4-42.2</td>
<td>22.3-27.7</td>
</tr>
<tr>
<td>Cleveland</td>
<td>93.5-95.5</td>
<td>38.1-42.5</td>
<td>21.8-25.6</td>
</tr>
<tr>
<td>Dallas</td>
<td>95.5-97.7</td>
<td>34.9-39.6</td>
<td>23.6-28.4</td>
</tr>
<tr>
<td>Detroit</td>
<td>96.7-97.7</td>
<td>49.9-52.9</td>
<td>23.0-25.6</td>
</tr>
<tr>
<td>Houston</td>
<td>88.1-91.1</td>
<td>49.9-55.1</td>
<td>22.3-26.7</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>95.9-97.6</td>
<td>21.7-26.7</td>
<td>17.0-21.6</td>
</tr>
<tr>
<td>Los Angeles-Long Beach</td>
<td>95.1-95.9</td>
<td>48.3-50.3</td>
<td>28.5-30.3</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>97.2-98.8</td>
<td>73.4-78.0</td>
<td>18.2-22.6</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>94.3-96.2</td>
<td>30.7-35.6</td>
<td>15.7-19.5</td>
</tr>
<tr>
<td>New York</td>
<td>93.8-94.6</td>
<td>29.1-30.7</td>
<td>12.8-14.0</td>
</tr>
<tr>
<td>Newark, N. J.</td>
<td>94.6-97.8</td>
<td>30.6-35.0</td>
<td>17.9-21.5</td>
</tr>
<tr>
<td>Paterson-Clifton-Passaic, N. J.</td>
<td>96.8-98.4</td>
<td>30.8-35.8</td>
<td>17.1-21.3</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>97.4-98.5</td>
<td>60.0-62.6</td>
<td>17.1-19.3</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>96.0-97.4</td>
<td>35.8-40.6</td>
<td>15.1-18.1</td>
</tr>
<tr>
<td>St. Louis</td>
<td>94.7-96.5</td>
<td>35.9-39.9</td>
<td>15.8-19.0</td>
</tr>
<tr>
<td>San Diego</td>
<td>88.9-92.3</td>
<td>38.8-44.8</td>
<td>28.1-33.7</td>
</tr>
<tr>
<td>San Francisco-Oakland</td>
<td>85.5-91.3</td>
<td>30.0-33.2</td>
<td>19.2-23.0</td>
</tr>
<tr>
<td>Seattle</td>
<td>94.9-97.4</td>
<td>33.1-38.3</td>
<td>16.4-20.6</td>
</tr>
<tr>
<td>Washington</td>
<td>93.9-95.5</td>
<td>53.9-57.5</td>
<td>17.3-20.3</td>
</tr>
</tbody>
</table>

1 Percent of all households.
2 Percent of households with television.

* Percentages are shown as ranges, which take account of sampling variability. There is two-out-of-three likelihood that the percentage, if computed from information for all households rather than just a sample, would be within the range shown. The percentage ranges are used to emphasize the zone of uncertainty around the figure on which the range is centered.

former Governor Edward Breathitt and is one of 11 members (and the only female member) of the President's Advisory Commission on Civil Disorders. Miss Peden indicated that the report of the commission, expected in March, will provide ammunition for her Senate campaign.

Norris seeks hearing on TV application

It isn't every broadcast applicant who asks the FCC for a hearing on his application. But the Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., isn't like most applicants. And he has asked for a hearing on his application for channel 49 in Red Lion. Indications last week were that he might get his request—and the same.

Mr. Norris is frequently at odds with the commission, usually because of complaints his stations have not complied with the fairness doctrine. The stations carry the broadcasts of the Rev. Dr. Carl McIntire and a number of other conservatively oriented commentators. It was as a result of a fairness-doctrine complaint generated by a Billy James Hargis broadcast that Mr. Norris brought the suit. Mr. Norris's vendetta is to keep the Supreme Court, to have the doctrine declared unconstitutional. (see page 48).

Mr. Norris asked for an "immediate" commission hearing, in a letter to Chairman Rosel H. Hyde last week, for the avowed purpose of jarring the commission into action on the TV application that he filed on Dec. 1, 1965. Noting that commission sources have assured his counsel that the court suit isn't the reason for the delay, he speculated that the reason might be "a hope that the matter will become academic by reason of demise (as you know I am 84)."

Other Matters • The television application isn't the only one Mr. Norris filed that is hanging fire. Awaiting action also are the renewal applications for the Red Lion AM and FM stations. Licenses for those operations expired Aug. 1, 1966. So is an application for a license to cover the construction permit for Mr. Norris's international shortwave station, WNB Red Lion, which has been operating for five years.

Commission officials say the license-renewal applications had been held up initially because of an alleged failure to comply with the commission's new rules on keeping logs. However, the principal concern now apparently involves the fairness doctrine.

Mr. Norris, in his applications for
programs on non-UHF sets because they were connected to CATV or master-antenna systems.


The Census Bureau reported that the percentages were based on interviews with a sample of about 50,000 households.

**HOUSEHOLDS BY NUMBER OF SETS, BY AVAILABILITY OF A TELEPHONE, BY TYPE OF SET: 1967, 1966, AND 1965**

<table>
<thead>
<tr>
<th>Number of sets and availability of telephone in household</th>
<th>Percent of households with television sets</th>
<th>Percent of all households</th>
<th>Percent of households with telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>With set equipped for UHF</td>
<td>With color set</td>
<td>Age and color of household head</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>no set</td>
</tr>
<tr>
<td>All households</td>
<td>42.1</td>
<td>33.8</td>
<td>22.8</td>
</tr>
<tr>
<td>With 1 set**</td>
<td>35.3</td>
<td>28.3</td>
<td>19.3</td>
</tr>
<tr>
<td>With 2 sets or more</td>
<td>60.9</td>
<td>53.1</td>
<td>35.7</td>
</tr>
<tr>
<td>Telephone available**</td>
<td>43.7</td>
<td>35.1</td>
<td>23.9</td>
</tr>
<tr>
<td>Telephone not available†</td>
<td>30.0</td>
<td>25.1</td>
<td>15.6</td>
</tr>
<tr>
<td>*Figures are percentage of all homes with one TV set.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>**Figures are percentages of all homes with two or more TV sets.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**HOUSEHOLDS BY EDUCATION OF HOUSEHOLD HEAD AND AGE OF YOUNGEST HOUSEHOLD MEMBER: JUNE 1967**

<table>
<thead>
<tr>
<th>Education of household head, age of youngest household member</th>
<th>Percent of all households with television sets</th>
<th>Income of primary families and individuals, occupation of household head</th>
<th>Percent of all households</th>
<th>Percent of househols with television sets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>With set equipped for UHF</td>
<td>With color set</td>
<td>All households</td>
<td>Less than $5,000</td>
</tr>
<tr>
<td>All households</td>
<td>5.9</td>
<td>69.1</td>
<td>24.9</td>
<td>12.7</td>
</tr>
<tr>
<td>Elementary school or less</td>
<td>9.9</td>
<td>76.0</td>
<td>14.1</td>
<td>12.7</td>
</tr>
<tr>
<td>High School—11 to 3 years</td>
<td>5.2</td>
<td>71.5</td>
<td>23.3</td>
<td>12.7</td>
</tr>
<tr>
<td>High school—4 years</td>
<td>3.6</td>
<td>67.2</td>
<td>29.2</td>
<td>12.7</td>
</tr>
<tr>
<td>College—1 to 3 years</td>
<td>4.3</td>
<td>63.4</td>
<td>32.3</td>
<td>12.7</td>
</tr>
<tr>
<td>College—4 years or more</td>
<td>4.9</td>
<td>59.3</td>
<td>35.8</td>
<td>12.7</td>
</tr>
<tr>
<td>Youngest member under 6 years</td>
<td>3.3</td>
<td>69.8</td>
<td>26.9</td>
<td>12.7</td>
</tr>
<tr>
<td>Youngest member 6 to 17 years</td>
<td>2.3</td>
<td>59.1</td>
<td>38.6</td>
<td>12.7</td>
</tr>
<tr>
<td>No household member under 18 years</td>
<td>8.8</td>
<td>73.5</td>
<td>17.7</td>
<td>12.7</td>
</tr>
</tbody>
</table>

The television construction permit and for renewal of his AM and FM licenses, promised to comply with the doctrine. But there have since been a number of complaints that the stations have violated it, specifically its provisions dealing with personal attacks.

Commission officials last week, when informed of Mr. Norris's letter, said that the commission appears disposed to agree that a hearing is in order. However, there is a possibility that the commission would not stop with the television application. One source indicated the commission might decide to consider the AM and FM renewal applications in a hearing also, since the fairness-doctrine issue applies to both cases.

**Constitutional Question** It wasn't clear, however, whether the application for a license to cover the construction permit for WBNF would be included in a package proceeding, if one were held.

Commission officials say action on the application is being held up because of an alleged failure to comply with promises made in the application.

But there has long been doubt within the commission that a rule involved in the case could withstand a court test of its constitutionality. It requires international broadcasters to provide service "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation".

Dr. McIntire's broadcasts, which are carried on WBNF, frequently attack the United Nations, the concept of one-world government, the State Department, and the World Council of Churches. Such broadcasts appear not to be in keeping with the rule. But attempts at enforcement, some officials feel, would raise a serious question as to whether the permittee's freedom of speech is being violated.

Mr. Norris waged a concerted campaign to get action on his pending applications before requesting the hearing on the television application. He has taken his grievance to Capitol Hill, both in letters to individual congressmen and senators, and in a mailing last April to every member of both houses (Broadcasting, April 24, 1967).

He even threatened to transport a busload or two of his Bible Presbyterian church congregation to Washington last Feb. 14 (Valentine's Day) for prayer meetings in front of each commissioner's door. Mr. Norris cancelled the expedition after receiving a letter from the commission that promised action on the applications "in the near future" (Broadcasting, Feb. 20, 1967). He feels that letter constitutes a promise on which the commission reneged.

Besides his problems with the Red
Barrett, Coase agree to disagree on CPB
OPPONENTS STICK TO THEIR VIEW ON FUNDING ETV

A confrontation between two educators over the issue of "Educational TV: Who Should Pay?" proved less a debate than a retrenching of previously held positions—with the result that the more than 50 guests of the debate sponsor, the American Enterprise Institute for Public Policy Research in Washington—spent a pleasant, if less-than-fruitful evening over coffee and cookies.

Participants in the debate were Ronald H. Coase, professor of economics at the graduate school of business and the law school of the University of Chicago and author of several books on British radio and TV, and Dean Edward W. Barrett of the Columbia University graduate school of journalism and chairman of the editorial policy board of the Public Broadcast Laboratory.

Last Thursday night's confrontation between the two marked the close of a three-session seminar on the topic of funding educational television. At the two previous sessions Dr. Coase and Dean Barrett presented their individual position papers (Broadcasting, Jan. 15, Jan. 8).

Dr. Coase had contended that the Public Broadcasting Act of 1967 was an "ill-conceived piece of legislation . . . [that] is a wholly objectionable poverty program for the well-to-do." Dr. Coase recommended pay television should be established so that consumers willing to pay the cost could obtain the programs they desire.

Tax Supported • Dean Barrett termed this criticism of public television "abhorrent," citing that there is a sizeable audience of the "less well-to-do" who are interested in the type of "quality programming" that educational television would offer. Commercial television, he said, is not able to offer it because of the "intense competition for a small amount of broadcast time." Commercial stations must program for the widest-possible appeal, he indicated. He also said a pay-TV system would probably "not supply higher-level programming than that now available."

Dean Barrett recommended as a "most palatable" funding proposal a manufacturer's excise tax of from 2% to 5% on television sets. This proposal and others, he hoped, would be adopted so that a source of funds would be earmarked for educational television, and thus the problems and pressures of the annual appropriations process would be avoided.

Those were the major positions staked out and maintained throughout last week's debate. Both educators agreed that commercial broadcasting had evolved, in Dr. Coase's words, where "profits have risen from a level beyond the dreams of avarice to one necessary to maintain that standard of living to which broadcasters have become accustomed." And this, he said, is "the normal search for the position of maximum profits," an economic process that he noted he expected because people are guided "by their own self-interest."

Enlightened Self-Interest • Dr. Coase described his position as a "classic economic solution—to attempt to devise institutions which will lead people who are pursuing their own interests to act in a way which is socially desirable." Dean Barrett had spoken in support of the Corp. for Public Broadcasting, a government subsidy. Dr. Coase claimed that the officials of the CPB ("not unlike you or me") would promote their own interests. "The chance that their actions will be in the public interest is about as great as that the actions of the National Association of Broadcasters will be in the public interest," he said.

Both educators cited the potential political dangers involved in a highly centralized organization. Dean Barrett claimed that a "decent, public-spirited, representative board" would provide the best safeguard against political misuse of educational television. However, Dr. Coase countered with an anecdote. Several years before World War II, he said, Winston Churchill wanted to speak on the British Broadcasting Corp. against the government's policy of appeasing Hitler. "He was never allowed to speak," Dr. Coase said, and "had the BBC been as influential as it would like to have been, Winston Churchill's position would have been completely undermined and he would have never been able to obtain political power or rally the country in 1940." The significance of that experience, he said, is that this "terrible act, which imperilled the country and the free world, was carried out by as decent, public-spirited and representative a board as one could wish. I don't know who recommended that Joan of Arc should be burnt, but it was probably a decent, public-spirited and representative board."

Political Control • Responding to a question from the audience whether the CPB might not function with the apparent independence of the BBC, Dr. Coase said that, in his opinion, the BBC functions as a court jester. Though he said it is difficult to apply lessons
Give me 5 million gallons of paint and
21 million tires...

and 26 million gallons of anti-freeze.
And I'll take 177 million pounds of lead.

Better add about 5 billion pounds of steel...

and, oh yes, give me 21 billion gallons of fuel.

There—that ought to hold me for a year!

Some customer, the trucking industry!
It sure takes a lot of goods to keep those 15 million trucks rolling, and how long would the rest of our economy keep moving if trucks didn't?

American Trucking Industry
American Trucking Associations, Inc.
Washington, D. C. 20036

THE WHEELS THAT GO EVERYWHERE
from one country to another, he suggested that CPB may be allowed to function so long as it doesn't really strike home at points considered important by the President or Congress. Another questioner asked how government funds would be distributed to individual educational institutions for use as they desired (another proposal made by Dr. Coase). Dr. Coase replied that there is one thing about Washington—it never lacks existing agencies to distribute money.

And so the discussion progressed. Near the end of the two-hour session one member of the audience asked why the seminar was not held nine months earlier when the Public Broadcasting Act was still up for congressional consideration. "It seems that we're going over old ground," he said. Fifty bottoms shifted on hard chairs in assent.

On the cable TV legal firing line

The FCC hasn't had much luck with CATV in the U. S. Circuit Court of Appeals for the Ninth Circuit. The West Coast court has issued a stay against an FCC order denying the requests of three Montana CATV systems for waivers of the carriage and nonduplication rules.

The CATV systems are Northwest Video, Kalistol, Mont.; Flathead Lake Cable Co., Polson, Mont., and Great Falls Community TV Cable Co., Great Falls, Mont. They had asked for waivers from the commission after TV stations in Missoula and Great Falls, both Montana, had asked them for program exclusivity. When the commission denied their petition, they appealed to the ninth circuit appeals court, and asked for a stay of the commission's order.

The stay remains in effect until the case is decided on its merits. It was the same ninth circuit court that had turned down the FCC in the San Diego CATV case, now in the U. S. Supreme Court.

Also on the legal front, Buckeye Cablevision Inc., owner of a CATV system in Toledo, Ohio, has asked for court review of the FCC's action of last month designating for hearing Buckeye's request for expansion of the Toledo system. Buckeye is 55% owned by the Paul Block interests (Toledo Blade) and 45% by Cox Broadcasting.

And, filing a petition for review with the U. S. Supreme Court was multiple-CATV-owner International Cable TV Corp., Altadena, Calif., seeking to overturn a California State Supreme Court decision upholding a ruling by the state's public utilities commission that it lacked jurisdiction over pole attachment agreements between telephone companies and CATV operators. International charged that the telephone company was favoring its subsidiary, which also holds a CATV franchise for Altadena.

New wrinkle in FCC policy: patent laws

The FCC last week took a page from patent law to extend, and make more explicit, commission policy holding that broadcast licenses are issued in the general public interest, not primarily that of licensees.

At issue was a complaint that WFLI Lookout Mountain, Tenn., was being used to give the licensee an economic advantage over a company that was promoting a rock-'n'-roll show in competition with two shows staged by WFLI.

But the ruling—that licensees using their facilities in such a manner are acting contrary to the principles that define their duties and obligations—would apply equally to, say, NBC rejected programing on advertising matter for the sake of promoting an outside business interest of its parent, RCA.

Commission sources say the ruling, adopted unanimously, is in line with established commission policy. But they say the application is new, since the kind of case involved had not come up before.

New, also, is a reliance on patent law as the basis for the commission's decision: "A patent cannot be used to gain a monopoly beyond that contained in its terms—and neither can a broadcast license, which is a limited, or quasi, monopoly."

The issue arose in the complaint of Jim Crockett Promotions Inc. that WFLI refused an offer to buy time to promote a rock-'n'-roll show in Chattanooga on July 21. Crockett said that the station's manager refused on the ground that the station was promoting similar shows in Chattanooga on July 1 and Aug. 17 and that it wouldn't be in the station's best interests to sell time to a competitor.

Crockett went on to assert that the license was using the station as an "economic weapon against business competition in another field" and thus was engaged in an unfair business practice.

WFLI conceded that it had rejected that offer to buy time—but denied that the rejection had anything to do with the fact it was engaged in a competitive activity. The station said its decision "reflects a judgment that it is not appropriate in an area the size of the Chattanooga area for a station to promote or advertise two such shows at the same time."

The commission, in a letter to WFLI that was made public, didn't attempt to resolve the question of the station's motivation. But it did take the opportunity to discourse on the restrictions that it says go with the limited monopoly that a license represents.

Limited Monopoly = "The license to operate a broadcasting station is a limited, or quasi, monopoly granted by the government in the general public interest rather than for the primary benefit of the licensee," the commision said. It added: "In this respect, broadcasting licenses are similar to patents

Are cable rules doing the job?

TV stations, systems reply to FCC inquiry into effect that regulations are having

Returns on an FCC query into how the carriage and nonduplication requirements of its CATV rules are working out in practice show that some CATV systems are ignoring these rules. That is but one conclusion that may be drawn from the more than 190 voluntary responses to an eight-item FCC questionnaire mailed to CATV systems and television stations last September (Broadcasting, June 7, 1967).

The questionnaire was designed to get answers as to which systems are obligated under the CATV rules to provide carriage and nonduplication protection to local TV stations—and which are actually providing that protection. Presently the commission doesn't get this information until a cable system asks for a waiver of the rules, or a station complains about the lack of compliance.

(Response to the questionnaire represents a fraction of the 1,449 systems recorded by the commission as of Dec. 36 (The Media)
1, 1966. At least a dozen respondents returned a copy of the public notice without the questions wondering what the whole inquiry was about. A number of other respondents received the questionnaires, but expressed confusion about whether or not they fall within the purpose of promoting the rules. The commission is still receiving replies.)

Some of the questions the commission asked were about the existence of private agreements between CATV's and local stations (very few reported), difficulties in implementation of the rules (many) and proposals for modification of the rules (several).

Despite individual complaints and reports of individual problems between systems and stations (the commission had asked for these also), several conclusions may be drawn from the responses:

- According to complaining television stations, some CATV systems are willfully ignoring the carriage and nonduplication requirements.
- According to some CATV operators, compliance with these requirements have either resulted in a loss of subscribers or threatened to "put us out of business."
- Both CATV's and stations want some improvement in the rules—provided the changes don't affect vested interests.

No Carriage = WNEP-TV Scranton-Wilkes-Barre, Pa., complained that about 20% of all TV homes in its service area are totally or partially lost to the station because of alleged "illegal CATV operation"—that is, no carriage or nonduplication protection to which it is entitled. (Similar experiences were also related by a number of other television stations.) WNEP cited that CATV's serving 13,500 homes don't carry the station though 97% of those cable systems are within its grade-A contour. After more than 100 pleadings filed by its station and others in the market requesting cease-and-desist orders against the CATV's, WNEP noted that little or no effective FCC action has occurred.

Many of the CATV operators blamed noncompliance on headend switching equipment that is often inadequate or not sophisticated enough or too expensive for their operations. The systems further claimed that there is frequently insufficient notice from television stations on schedule changes. And even if they were to comply with the rules, the operators (particularly the so-called mom-and-pop operations) claimed that they would soon go out of business. Varied responses cite a dramatic loss of subscribers, irate local newspaper editors on the loss of a more distant (and frequently more popular) station, and a city council turnaround of a proposed CATV rate increase because of the systems' "chopped up" nonduplication schedule.

While some cablemen see themselves caught in a perplexing bind between FCC rules and customer demands, some television stations view the dilemma as a bad job in public relations. A major complaint from stations claiming nonduplication is that the CATV, through slide announcements or ads in local newspapers, often allege that the station is at fault for the apparent inconvenience to subscribers. Further the stations note that once the CATV's comply with the rules, they often must monitor cable operations to make sure they receive the protection. The stations also note that the eight-day notice to CATV's on program changes as required by the rules is unrealistic. Often the stations claim they are not aware that far in advance of such changes.

New Load For TV's = One remedy suggested by American Cablevision Inc., among others, would place the burden of protection on TV stations. American recommended that stations should have the necessary equipment to immediately discontinue protection in the event of an error in their scheduling or failure of their equipment resulting in inadequate signal transmission.

Another prime suggestion proposed the setup by the commission of "realistic" coverage areas for TV stations in the various grades of service. Often, the cablemen note, either station-contour maps don't substantiate program-exclusivity claims or the station wants protection where its signal is practically nonexistent. Other proposals include waiver of protection for events of indeterminate length; provide program exclusivity only on a simultaneous basis instead of same-day protection; no protection for a station that gives inadequate notice of program changes; primary network-program protection for a station affiliated with more than one net; "grandfather" carriage of TV stations on CATV's whenever a new TV station begins operations and is entitled to nonduplication, or give that cable system time, say five years, to add the necessary channel capacity to carry the new station.

Most television stations proposed that the commission require CATV's to send them a certified periodic report with detailed operating information, the number of stations carried and whether or not nonduplication is being afforded to qualifying stations. Other proposals include protection of feature films and syndicated programs (UHF-station suggestions), limit notification to the date and times that a station desires a CATV to afford it protection and a setup of minimum engineering standards for CATV's to insure against degrading those television signals carried.

Respondents to the questionnaire include multiple-CATV-owners Newchannels Corp., Jerrold Corp., National Trans-Video Inc. and among the broadcasters, ABC Inc.

Overmyer sale papers are signed

The Overmyer broadcasting saga spun out another chapter last week when D. H. Overmyer, the Ohio warehousing businessman who aspired to the ownership of seven TV stations and a TV network, signed over control of five construction permits for UHF stations to U. S. Communications Corp., a subsidiary of AVC Corp.

Consideration was $1 million for the permits (as out-of-pocket expenses) plus a loan of $3 million to Mr. Overmyer for his warehouse business. Mr. Overmyer retains ownership of WDMO-TV (ch. 24) Toledo, Ohio, which has been operating for almost two years, and 20% of the five CP's. At one time Mr. Overmyer was an applicant for channel 27 in Dallas, but he withdrew this application last fall.

The loan provisions in the transfer contract caused bitter disagreement within the FCC, which approved the transaction on a slim 4-to-3 vote last December. The approval was no sooner
announced than the commission was summoned to justify its action to Representative Harley O. Staggers and the investigative subcommittee of his House Commerce Committee. The congressional meeting heard Chairman Staggers suggest that the sale of permits be prohibited (Broadcasting, Dec. 18, 1967).

In a separate transaction, also approved by the FCC at the same time, U.S. Communications Corp. acquired WPHL-TV (ch. 17) Philadelphia. Owners of WPHL-TV, including William Banks (of WHAT-AM-FM Philadelphia), Leonard B. Stevens and Aaron J. Katz, received a 30% interest in USCC respectively. (The permits transferred to USCC at the closing, which took place Jan. 15, in Mr. Overmyer's New York office, are those for KEMO-TV San Francisco, WESCO-TV Pittsburgh, WSCO-TV Newport, Ky. (Cincinnati), WBMO-TV Atlanta, and KJDO-TV Rosenberg, Tex. (Houston). Mr. Overmyer owned 100% of all except KEMO-TV where Sherrill C. Corwin, West Coast theater owner, owned 20%. Mr. Overmyer, however, holds an option to purchase this 20% from Mr. Corwin.

In dissenting to the transfers, Commissioner Kenneth A. Cox, with Commissioners Robert T. Bartley and Nicholas Johnson joining, contended that Mr. Overmyer was making a profit from selling the permits, and that the commission's approval "further erodes the agency's interim policy against concentration in the top-50 markets. The matter of selling permits, as well as the alleged profit being made by Mr. Overmyer, were also under fire by Mr. Staggers and members of his committee when the FCC appeared before the group on Dec. 15, 1967—four days after the FCC announced its approval.

The Overmyer Network came into existence in 1965, but faltered almost as soon as it began. It was revived with financial help in 1966 when a group of western businessmen bought 80% from Mr. Overmyer, but it operated on a shaky basis until last summer when it expired (Broadcasting, June 6, 1967).

Ombudsman concept hit in Senate hearing

Senators contemplating the establishment of an ombudsman, or people's advocate, to help individual citizens in their disputes with federal agencies were warned last week that such an office "might become a super agency that could be more of an obstruction to the administrative processes than a means of expediting them."

In his first formal appearance on Capitol Hill since being appointed chairman of the Administrative Conference, Jerre S. Williams commented on a limited plan for an ombudsman to oversee the activities of the Social Security Administration, the Veterans Administration, the Internal Revenue Service and the Bureau of Prisons. If successful, the idea could be extended to the regulatory agencies, including the FCC. The ombudsman would have access to records and the power of subpoena and would be authorized to investigate complaints, offer solutions and communicate his findings to congressional committees.

Mr. Williams cited evidence that the ombudsman concept may have its best application in smaller, simpler governmental units and also noted that other countries that have adopted ombudsman facilities "do not have as highly developed systems of judicial review of administrative action as we."

He also observed that the Administrative Conference, which is now being organized on a permanent basis but which has yet to be constituted and hold its first meeting, "may well develop into an effective agency for fulfilling some of the more important objectives envisioned in the ombudsman's role."

The Administrative Conference is charged with the improvement of administrative practices and procedures, with the active participation of the agencies involved.

Hearings on the limited ombudsman bill (S. 1195), seen as experimental in scope, were held last Tuesday (Jan. 16) by Senator Edward V. Long (D-Mo.), chairman of the Senate Subcommittee on Administrative Practice and Procedure.

Changing hands...

ANNOUNCED • The following station sales were reported last week subject to FCC approval.

* KRLV Corpus Christi, Tex.: Sold by South Texas Broadcasting Inc. to Tom E. Turner and associates for $500,000. Mr. Turner also owns KVON Belton and KVCU San Antonio, both Texas. KRLV is on 1360 kc fulltime with 1 kw. Broker: Hamilton-Landis.

* KAIH and KAFI(FM) Auburn, Calif.:
Task force to step up CATV waiver requests

The FCC is cracking the whip in an effort to get more production out of its CATV task force on the requests of CATV systems for waivers of the nonduplication rule.

This, in essence, is the commission’s reply both to a lawyer complaining about an allegedly improper letter to a commissioner, and to a Montana congressman worried about CATV’s impact on UHF stations in his state.

The cause of attorney Harry Plotkin’s complaint was a letter that counsel for KHFX-TV (ch. 42) Austin, Tex., had written Commissioner Robert E. Lee suggesting that the commission give priority consideration to waiver requests that involve the nonduplication of UHF signals.

KHFX-TV is concerned about the backlog facing the commission in CATV matters, both because Capital Cable Co. of Austin has requested a waiver of the nonduplication rule — and because existing systems need not comply with that rule so long as a waiver request is pending.

Mr. Plotkin, who represents Capital Cable Co., said the letter was “a most unorthodox document” since it is addressed to an individual commissioner “who will vote on the contested pleadings in the proceeding.”

He asked the commission to “admonish” KHFX-TV that its letter “is an inappropriate vehicle for raising proposals” better considered in a rulemaking (Broadcasting, Jan. 1). Capital Cable is owned by Texas Broadcasting Co., which in turn is owned by the wife and daughters of President Johnson. Their holdings have been placed in trust as long as Mr. Johnson is President.

Already Working On It • The commission, in a staff letter to Mr. Plotkin, said that, before the submission of the KHFX-TV letter, the commission “determined upon an across-the-board effort to cut down upon delay in markets below the top 100. Accordingly, in our view, no useful purpose would be served by further consideration of the merits of this matter, and no further action is believed appropriate . . .”

Commission sources said the “across-

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 Mutual's Culligan tours Vietnam

Matthew J. Culligan, Mutual’s president, said in New York last week that he would make a “great appeal” to broadcast management colleagues in the U.S. for “continuity” in reporting on the Vietnam war.

Mr. Culligan said that in a three-week visit to Asia, including Thailand, Hong Kong, Japan and other news centers and a visit and briefing sessions in Vietnam, he found news coverage of the war for the U.S. to be “uneven.” He attributed the problem to the relatively brief tours of duty for most reporters—veteran reporters, he said, are reluctant to leave their families in the U.S. for extended tours; the young reporters seem to want to “make a reputation for themselves in a short time and then pull out of Vietnam.”

These conditions, he said, are responsible in part for a serious “break in continuity” in news reporting there. Aside from the obvious correction of increasing the length of tour, Mr. Culligan suggested “better and more thorough briefing” by the news organizations of their correspondents newly assigned to cover the war.

Mr. Culligan said he favored the current course of the U.S. in Vietnam, predicted a settlement of the war “within six months after the inauguration of the next President of the U.S.,” predicted also that if a “peacemaker, or dove, should be a candidate for the Presidency he’ll be defeated” and in the broadcast area, said that color TV was “coming” to Thailand, transistor radio coverage was “extraordinary” in Saigon and that TV was moving in fast to Vietnam.

Mr. Culligan, who also visited the World War II outfit with which he served (First Infantry Division, near the demilitarized zone), started his tour Dec. 27 and returned to the U.S. Jan. 16.

Injunction delays
Winston-Salem CATV

A temporary injunction has been issued against the board of aldermen of Winston-Salem, N. C. (pop. 143,000) enjoining it from granting CATV franchises approved on a first reading Jan. 15 to WSJS-AM-FM-TV Winston-Salem and Crescent Cablevision Co., owned by a group of local businessmen. The injunction was sought by the Jefferson-Carolina Corp., Greensboro, N. C., a third applicant.

A hearing on whether to make the injunction permanent will be held Feb. 1.

Jefferson-Carolina Corp., owner of some 25 CATV systems throughout the Carolinas proposed a $5 monthly service charge and a $15 installation fee. WSJS proposed a maximum $5 monthly service charge and a maximum $25 installation fee. Crescent Cablevision Co. proposed a $3.95 monthly service charge and a $19.95 installation fee. Under terms of the ordinance, all applicants would pay the city $6,000 annually or 5% of the annual gross revenue, whichever is greater.

Hurleigh to publish new labor monthly

Robert Hurleigh, president of Mutual from 1959 to 1966 and a broadcast newsman and executive since 1933, is switching to a new but related field as editor and publisher of a new monthly magazine, American Labor. The first issue will come out in April or May. It is designed for “the business executive of labor and the labor executive of business.”

Other executives of the magazine, which will begin with a controlled circulation of 50,000, are Jay Victor, an advertising-promotion-public relations man associated with Mr. Hurleigh at MBS, who is executive vice president and executive editor; Richard S. Bean, formerly vice president in charge of media, Warwick & Legler, who is vice president in charge of advertising; Bernard Platt, a former trade-magazine publisher, who is vice president in charge of circulation; Ruth Harms, formerly executive secretary of the Women’s Advertising Club of New York, who is business manager.

BROADCASTING, January 22, 1968

the-board effort” refers to commission directives to the CATV task force to get cracking on the waiver petitions.

It’s the grace period CATV systems can get by requesting waivers that caused Representative Arnold Olsen (D-Mont.) to express concern in a letter to Chairman Hyde. He had said that, in view of the present backlog of waiver requests facing the commission, it might be wise to require carriage and non-duplication protection in smaller markets pending review of the waiver petitions (BROADCASTING, Nov. 13, 1967).

Chairman Hyde, however, said that although there has been “considerable delay in processing waiver requests,” steps are being taken “to improve the situation.” He noted that commission policy has been established and that, consequently, staff action on pending matters can be expedited. “Toward this end I am directing our CATV task force to give prompt consideration to all pertinent waiver requests.”

Media reports...

Gillingham’s ABC’s - Retired FCC information chief, George O. Gillingham, has written an ABC of government public relations, to be published this spring by Dorrance & Co. under the title Behind Washington’s Paper Curtain. Mr. Gillingham was with the commission for 27 years.

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Watch TOMORROW'S WORLD: FEEDING THE BILLIONS on NBC-TV, Friday evening, February 23.
ABC News cutbacks confirmed

Network to replace full-convention coverage with
90-minute summaries this summer in economy move

ABC last week revealed details of what may be the first in a series of stringent economy measures caused by the network's failure to merge with International Telephone and Telegraph Corp.

As expected, initial budget slashes were made in ABC News, which last week announced it was abandoning gavel-to-gavel coverage of this summer's political conventions in favor of 90-minute nightly summaries (Broadcasting, Jan. 8), and cancelling ABC Scope, a weekly news program.

The decision to forego total coverage of the conventions and to cancel Scope was apparently made last Tuesday (Jan. 16) in response to a directive from ABC President Leonard Goldenson that set a budgetary ceiling on news operations.

ABC sources said that ABC News' 1968 budget of about $40 million had been pruned to slightly less than $30 million. One source close to top management said the reduction was in the order of $15 million.

Cancellation of gavel-to-gavel convention coverage in favor of a 90-minute summary each evening was said to mean that ABC will save about $3 million of the $10 million originally budgeted for political coverage—presidential, conventions, the campaigns, election night—in 1968. (NBC says it has earmarked about $12.5 million for political coverage; CBS, which would not reveal a dollar figure, is known to have allocated about the same amount for 1968 political coverage.)

News Summaries • Instead of complete coverage of the conventions, ABC will carry a nightly 90-minute taped summary on each of the respective convention days. The programs will be presented from 9:30 to 11 P.M. EDT, but ABC will be prepared to cut "live" into regular programming if activities on the convention floors warrant this. Coverage of the Republican convention, scheduled for Aug. 5-8 in Miami Beach, Fla., and for the Democrats, slated Aug. 26-29 in Chicago, will be in color.

ABC will televise its regular programming schedule from 7:30-9 p.m., thus retaining the commercial revenue normally lost when entire evenings are devoted to the conventions. CBS and NBC said they plan to provide gavel-to-gavel coverage.

ABC's decision marks the first television departure from total convention coverage since the presidential-nominating conventions were first presented in 1952.

According to ABC News President Elmer Lower over the years the network has received "an increasing mail response from viewers and affiliated television stations questioning why all three networks had to carry simultaneous gavel-to-gavel coverage. It is our opinion that viewers have been requesting a choice and this year we decided to provide one."

Cancellation of Scope, a half-hour news show that has had clearance problems among ABC affiliates, will save the network about $28,000 per week, the program's production cost. The final show of the four-year-old series is scheduled for Jan. 28. All but 10 employees of the Scope unit—film editors and secretaries, for the most part—are being absorbed into other ABC activities.

Program firms line up early for TFE '68

Twenty-one program distribution companies so far have signed to participate in Television Film Exhibit '68 in Chicago March 31-April 3 coincident with the National Association of Broadcasters convention, it was announced last week.

This is the seventh year of TFE and the third year it is being held under the auspices of the NAB. Participating companies will hold a joint cocktail party on March 31 and will have suites on the fifth floor of the Conrad Hilton Hotel in which they will display their current and new programming for syndication.

Alvin Unger of Independent Television Corp., this year's chairman of TFE, said 86% of the floor space has been reserved and he expects other companies to join the exhibit within the next few weeks. Last year more than $250,000 was spent by TFE members during the exhibit, including funds for decoration, hospitality, rent and prizes, he revealed.

Discussing plans for TFE '68 (photo) is the executive committee consisting of (-r) Peter M. Robeck, Peter M. Robeck & Co.; Harvey Chertok, Warner Brothers-Seven Arts; Mr. Unger, and Elliot Abrams, Walter Reade Organization Inc.
The night coverage, Mr. Lower, on Aug. 10 from QM CASTING, at 4:25 p.m. EST.

ABC also plans to expand Issues and Answers from a half-hour to an hour each Sunday, beginning Sept. 1 and continuing through Nov. 3, the Sunday before election day. There will be no changes or economies in ABC's election-night coverage, Mr. Lower said.

While hit by corporate economies, the network's news operation apparently will attempt to follow a new course in presenting the news. ABC last week released a memo from William Sheehan, vice president and director of television news, which exhorted staff members to "go after stories that grab people," after reporting the hard news stories of the day.

"We're going to try a new direction, one that will tax your imaginations, your skill and your patience," he wrote. "Our number-one mission is to cover the day's news. Number two is to present it interestingly. And number three . . . is to make ABC evening news enough different in its presentation to attract attention away from the competition."

In effect, Mr. Sheehan told Broadcasting, "We'll continue to cover the stories, but from now on out, we'll be paying more attention to the 'back-of-the-book' stuff, the stories which may not be 'hard' news." Mr. Sheehan indicated the search for different angles has already begun.

QM to make ABC movies

Quinn Martin's QM Productions will turn out three two-hour feature films for presentation on ABC-TV during the 1968-69 season, according to a new agreement between the producer and network completed last week. The three movies will be in lieu of QM's previous agreement with ABC-TV to provide the network with a new series for the coming season. It was said to be the result of the Hollywood-based production company's desire to move into motion-picture production and the inability of QM and ABC-TV to reach a complete agreement on casting of their projected series. In addition to the movie agreement, which also calls for QM to develop an hour series for 1969-70 for the network, ABC-TV has renewed the production company's current The FBI series for 26 episodes for next season, with renewal on its other series, The Invaders, still undecided.

Super ratings for Super Bowl

CBS claims over 70-million viewers based on 43.0 rating from Arbitron

For professional football's second Super Bowl classic on Jan. 14, Arbitron in its overnight national report gave CBS-TV a 43.0 rating, slightly higher than the combined 42.2 rating of last year's two-network telecast by CBS and NBC of the first Super Bowl.

This is a 4½-game, played by the National Football League's Green Bay Packers and the American Football League's Oakland Raiders in Miami, was carried exclusively by CBS at a price of $2.5 million. In January 1969, NBC pays the same for exclusivity, as will CBS again in 1970.

On the basis of the Arbitron rating, CBS officials last week projected that the 1968 Super Bowl audience totalled over 70-million viewers for all or part of the game. They estimated the 1968 game thus exceeded last year's total audience of 65-million viewers and became, historically, "the largest audience for a single sports event ever on TV."

National Nielsen ratings of the game will be released Feb. 5.

 Arbitron's tabulation was compiled during the game, which included 20 minutes of half-time activity (4:25-4:45 p.m.). It showed CBS's share of the total TV audience at 76.0%. Last year's Arbitron calculated the combined CBS-NBC share at 81%, which broke down into a 24.8 rating and 48% share for CBS and a 17.4 rating and 33% share for NBC.

CBS said the projection of 70-million-plus viewers includes an estimated total audience of 29,960,000 households.

According to the Nielsen ratings in 1967, after a retabulation, results showed CBS-NBC's combined total-audience homes at 22,570,000. Nielsen compiled the following data: CBS with a 22.6 rating, 52% share and 12,410,000 homes, against NBC's 18.5 rating, 48% share and 10,160,000 homes (Broadcasting, Jan. 23, Feb. 13, 27, 1967).

New York Results A Nielsen overnight report in New York showed the 1968 Super Bowl with a 36.1 rating and 60.2% share for CBS. This compared to NBC's 28 rating and 47.4% share and ABC's 5.8 rating and 9.7% share in New York. ABC and NBC did not program sports during the game.

For the game itself, CBS's total coverage ran from 2:30-6:30 p.m., which included a half-hour pregame show, 10 minutes of pregame activity, the game from 3:10 to 5:50 p.m., and a 40-minute postgame report. The special telecast utilized four extra color cameras—more than the eight color units used in the NFL Championship game (Dec. 31). CBS also brought in four video-tape machines to facilitate replay of slow-motion and stop-action special effects. One color camera was mounted aboard a Goodyear blimp for aerial coverage.

Super Flaw Despite cautious preparations for perfect coverage, CBS ran into some snags. Almost 80% of the viewing audience was without the video portion for a few minutes near the end of the first half and for three minutes in the half-time period. Portions of the country that did receive a picture included New York and the Northeast, Cleveland and Philadelphia. The network attributed the cause to a breakdown in AT&T lines.

It was during this time that CBS had scheduled a P. Lorillard Newport cigarette commercial. The network, however, made the time good by replaying the commercial again in the fourth quarter, thus giving Newport a double showing for at least 18% of the audience.

Season's Ratings CBS last week reported that its entire regular NFL season in 1967 averaged a 16.8 Nielsen national rating, or a 6% increase over 1966's 15.9 average. Based on Nielsen's estimate of 56-million households in 1967 and 54.9-million in 1966, this averages out to 9,408,000 homes in 1967 and 8,729,100 homes in 1966.

Comparible figures at NBC-TV for American Football League regular season games and at ABC-TV for National Collegiate Athletic Association regular season contests show both down an average 10% and 11% respectively. NBC's 1967 average rating of 7.2 (4,032,000 homes) compared to the 1966 average of 8.0 (4,392,000 homes). ABC last year averaged a 10.9 rating (6,104,000 homes) compared to 1966's 12.2 rating (6,697,800 homes).

CBS-TV signs Horowitz

Vladimir Horowitz last week said he'd perform his first recital on television on CBS-TV because he was satisfied with test results made by Arbitron in New York on Jan. 2 and 3, noting "there will be no interruptions in the program." CBS-TV said the piano virtuoso's recital would be taped at the hall on Feb. 1 and the program presented as a one-hour special on a date to be selected. Mr. Horowitz said the program would permit him to respond in this manner to requests throughout the U. S. for personal appearances.
LBJ's message gets top effort
Networks and NET give
State of the Union extensive coverage

There was network television coverage of President Johnson's State of the Union message Wednesday (Jan. 17) to suit a variety of tastes, from CBS-TV's on-the-rocks with a splash of Eric Severeid to NET's near-bloodied marathon.

National Educational Television again interconnected its affiliates across the country for the most extensive coverage—cum-commentary, three-and-a-half hours of preliminary background, the address, full coverage of Republican rebuttal by Senators Jacob Javits (N.Y.) and James Pearson (Kan.) and Representatives Gerald Ford (Mich.) and Melvin Laird (Wis.), and nearly two hours of frequently acrimonious commentary by liberal and conservative experts in five cities.

CBS carried the address, which began at 9 p.m., and a few minutes of commentary by Eric Severeid before switching back to regular programming (The Jonathan Winters Show) at 10 p.m. CBS will present a one-hour Republican State of the Union on Tuesday, Jan. 23, 10-11 p.m. (Broadcasting, Jan. 15).

Both ABC and NBC pre-empted two full hours of regular programing for their coverage.

ABC picked up the speech at 9 o'clock and followed with commentary by anchorman Howard K. Smith, political correspondent Bill Lawrence, diplomatic correspondent John Scali and White House correspondent Frank Reynolds, broken for full coverage of the 20-minute Republican news conference. ABC's commentary was sustaining, and ended at 11 p.m.

Experts Everywhere • NBC followed the address with commentary by anchorman Frank McGee and correspondents Chet Huntley and David Brinkley, and interviews with experts in various fields.

These included Mayors John V. Lindsay of New York, Jerome P. Cavanaugh of Detroit and Samuel Yorty of Los Angeles, who were interviewed in their home cities on urban-affairs aspects of the address. Roy Wilkins, executive director of the NAACP, Floyd B. McKissick, national director of CORE, and the Rev. Dr. Martin Luther King, president of the Southern Christian Leadership Conference, spoke on civil rights. Economist John Kenneth Galbraith was interviewed via satellite transmission in Geneva; he was joined by Barnard College professor of economics Raymond J. Saulnier, chairman of President Eisenhower's Council of Economic Advisers. Representatives John W. Byrnes (R-Wis.) and Hale Boggs (D-La.) commented on tax questions. NBC during the one-hour commentary carried a taped, two-min-
ute, 40-second highlight of the Republican news conference.

NBC commentary was fully sponsored by the Gulf Oil Corp. under its "NBC News Instant Special" agreement. NET gave full coverage to the address and the Republican news conference, but opened at 8:30 with a half-hour summary of the preparation of the State of the Union message, including interviews with two presidential assistants and film clips of the President on his Texas ranch, and ran through to midnight with general commentary by historian Arthur Schlesinger Jr., and conservative William F. Buckley, commentary on foreign policy by former presidential news secretary Bill Moyers and former Ambassador to Japan Edwin O. Reischauer, commentary on urban affairs by Cleveland Mayor Carl B. Stokes and sociologist Daniel M. Moynihan, and on economic issues by professor Milton Friedman and Walter Heller, who has also served as a chairman of the Council of Economic Advisers.

Minority Views • Republican plans for a televised response to the presidential message were an off-again, on-again affair earlier in the week. Most at issue was the format, although there was some talk that party leaders might not appear formally at all—at least not for an immediate rebuttal.

Earlier in the week, Republican leadership did opt out of a post-presidential time slot offered by CBS, at the same time accepting that network's offer for a full hour on Tuesday of the following week. At the time they indicated that the half hour that had been offered immediately after the President's appearance "did not fit with their plans as well as they had hoped." This led to speculation that there would be no Republican response on any network last Wednesday.

Meanwhile, party chieftains were fighting a backstage battle over a proposed reformation of the standard Republican rebuttal line-up. Earlier appearances featured Senate Minority Leader Everett Dirksen (Ill.) and House Minority Leader Ford. Other congressional Republicans were in the far background, if they appeared at all, and cloakroom griping was that too often all that could be seen and heard was Senator Dirksen.

At a Republican policy meeting last Tuesday it was decided to give younger rank-and-file members a place on the TV screen during the hour program on CBS this week. Senator Dirksen, it was reported, took the change in format "like a trooper." But later that day he went home to nurse "a touch of the flu," and he remained out of play during Wednesday's State of the Union message and the Republican reply on the three other networks.

There were doves in Mr. Hyde's kitchen

FCC Chairman Rosel H. Hyde and his legal assistant Robert Cahill were under fire for about an hour one morning last week from a group of some 20 women who felt their position against the Vietnam war is not being given proper coverage by networks and stations.

The women were members of the Jeanette Rankin Brigade, which marched, some 3,500 strong, in Washington in an anti-Vietnam war demonstration. Miss Rankin, 87 years old and the first woman to be elected to Congress (from Montana), was in the group in the chairman's office, on Tuesday (Jan. 10).

Chairman Hyde tried to get across the message that the ladies should take their complaints to their home town stations, and that the commission can't tell stations what to program. But he also recited the standard commission position—that licensees are required to program specifically to meet the needs of their communities and that they must demonstrate at renewal time that they have fulfilled that commitment.

He stressed, in addition, the importance the commission attaches to the fairness doctrine as a means of insuring that the public hears all sides of controversial issues. But the ladies apparently felt they personally were entitled to the time to make the antiwar side argument.

And they left the chairman's office apparently, with the same feelings that they had on entering. Mr. Cahill commented later that the sessions had been "rough."
CATV presents its argument

Fortnightly files brief in Supreme Court test of copyright liability

A CATV system that carries a TV program from off the air to a TV viewer's receiving set is not engaged in a performance for profit and is not guilty of infringing a copyright, the Fortnightly Corp. told the U. S. Supreme Court last week.

In a brief filed with the court in the United Artists v. Fortnightly Corp. case, under review by the Supreme Court, Fortnightly contended that the decision by U. S. District Judge William Herlands that CATV through its technology is a performance for profit and therefore liable for copyright fees is erroneous. It also argued as error a second circuit appeals court decision upholding the Herlands' decision but dismissing the technical basis in favor of the theory that the "magnitude" of CATV's contribution makes it liable for royalty payments.

"This vague theory . . . will greatly expand the limited monopoly granted in carefully circumscribed statutory language," Fortnightly said. "It will permit copyright owners to restrict, and impose an additional toll on, reception of public broadcasts by members of the public when those citizens decide to enlist the aid of a master antenna or CATV."

If the technological theory holds true, Fortnightly said, every communication common carrier and electronic communications service, as well as possibly every television set and antenna installation, might be considered a public performance.

And, Fortnightly added, the lower court ruling conflicts with "a key element" of the FCC's regulatory scheme for CATV—the requirement that CATV systems carry on request the signals of TV stations within whose grade-B contours they are located.

Background • The UA-Fortnightly case involves two CATV systems formerly owned by the Fortnightly Corp., one in Clarksburg and the other in Fairmont, both West Virginia. United Artists charged that the Clarksburg and Fairmont cable systems were picking up and relaying to subscribers without payment of royalties copyrighted TV programs from stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio. These stations, Fortnightly claims, put a grade-B signal over both cable television communities.

Ever-vigilant FCC gets equal-time request

When President Johnson in his State of the Union message last Wednesday night asked, rhetorically, "Why, why then, this restlessness?" he had no way of knowing he had set in motion a train of events that would interrupt the sleep several hours later of an FCC staffer. But that's what happened.

A group of University of Michigan students listening to the speech in Ann Arbor decided they wanted to answer the question that the President had raised in commenting on the material gains he said were being made throughout the country.

So they sent telegrams to the FCC, the networks, several newspapers and wire services demanding time "to present our perspectives on the state of the union." They called themselves "representatives of the restless."

The wire to the commission arrived on its teletype at 3:10 a.m. Thursday—whereupon the watch officer ripped it off the machine, picked up the telephone and called William G. Secrest, the commission's specialist on fairness-doctrine and political-broadcast matters. And he kept the phone ringing until he got Mr. Secrest out of bed to read him the message.

Mr. Secrest said later the watch officer apparently misunderstood instructions to call him "in the evening" with such matters. "There's not much you can do about a complaint at 3 o'clock in the morning," he said. Mr. Secrest said he would handle the complaint "in the normal course of business." He would inform the students as to what they are entitled under the fairness doctrine—and advise them that they needn't have contacted the FCC so fast, that they should deal with the networks first.

Writers direct their acid pens to TV

Three of television's most distinguished writers—Tad Mosel, Nat Hiken and Stirling Silliphant—raked the medium over the coals last week for short changing the American public with a "deplorable" lack of quality. They pictured television as an assembly line, Kafka-like, maelstrom system, ruled by committees beholden only to conglomerate organizations and where scripts are constantly being rewritten into a sameness and the opportunity for writers to contribute quality is steadily being diminished. They seemed agreed that the medium is on a treadmill to even more mediocrity. It was left only to another distinguished writer, Paul Monash, now executive producer for Peyton Place and Judd for the Defense, to offer, what he suggested were "practical and realistic" viewpoints.

The occasion was the first in what's to be a series of "fact-finding sessions" sponsored by the Craft Forum Committee of the radio-TV branch of the Writers Guild of America, West, in response to a membership vote that "the guild should concern itself with the quality of television."

Mr. Mosel, a writing star from the so-called "golden age" of television, deplored the loss of the individuality of the writer. He blamed spiraling economics for homogenizing the writer's efforts. "It's now difficult to tell from
week to week that television is written by different people," he said.

Economic Problems • Mr. Hiken, a top comedy writer since the heyday of Fred Allen on radio, also cited economics as the key reason why television is suffering from a lack of quality. He pointed out that it used to be that a half-hour comedy show with an over-all budget of $30,000 a week would allocate $10,000 for writers. Now, he claimed, a half-hour program budgeted at $80,000, spends $2,000 or $3,000 for scripts. "It's shocking that this is allowed to exist," he said.

Mr. Silliphant, creator and a major contributor to Naked City and Route 66, probably hit hardest at television.

He complained that in television a writer is not really writing his own work but instead is given a format and told to do somebody else's work. He referred to television film studios "as highly organized assembly plants" and told about being asked at Universal TV to enliven a tender seaside love scene he had written by putting "a bear on the beach."

Mr. Monash, who as a writer was a frequent contributor to Studio One, declared from the start that television is better than ever. He suggested that some TV writers forfeit the responsibility they have for improving the quality of television. "A great deal of the responsibility lies with you," he reminded his audience. At another point he asked: "Are you writing for television to express yourselves or to make money?"

Within the bounds of the medium, he indicated, it is possible for a writer to contribute meaningfully and with individuality. "It's a tough medium for a writer who wants to express himself," Mr. Monash conceded. "But you can do it if you work at it."

SDX requests delay on trial-press code

The New York chapter of Sigma Delta Chi, journalism society, last week called on the American Bar Association to defer action on its fair trial-free press code.

The Sigma Delta Chi appeal was made following what was billed as a "free press-trial debate" between Theodore Koop, CBS vice president in Washington, and David Shapiro, a Harvard law school professor and reporter to the ABA committee that drafted the controversial Reardon report. The report proposes sharp restrictions on crime-news coverage (Broadcasting, Jan. 15).

The report—named for Committee Chairman Paul G. Reardon of the Supreme Judicial Court of Massachusetts—has touched off a conflict between the journalism fraternity and the ABA. Some of the press claims, as did Mr. Koop last week, that adoption of the report's provisions might threaten the public's right to know. The bar claims, as did Mr. Shapiro in his comments, that the provisions would protect fair-trial constitutional guarantees and would not impinge upon a free press.

The ABA recently published a final draft of its fair trial-free press recommendations and the draft will be considered by the 289-member ABA house of delegates at its mid-winter meeting in Chicago next month.

Sigma Delta Chi has asked the ABA to delay action on the report until a further study can be made. Mr. Koop, during comments on the Reardon report, referred to a study now being made by Dr. Fred Siebert, a former professor of journalism at Michigan State University. The study is being funded by the American Newspaper Publishers Association. The Reardon report is formally opposed by the ANPA, the National Association of Broadcasters, the American Society of Newspaper Editors, Associated Press Managing Editors, Radio Television News Directors Association, National Newspaper Association, and Sigma Delta Chi.

Mr. Shapiro said he would recommend that ABA delegates reject the Sigma Delta Chi request for delay.

Agents, casters find areas of agreement

The sometimes acrimonious relationship between television casting directors and talent agents was examined last week by the Hollywood chapter of the National Academy of Television Arts and Sciences and found not to be as much of a battleground as was generally supposed. Four casting directors and four agents took part in a roundtable panel discussion—a sort of confrontation-in-the-round—held in the Hollywood Palladium, while an audience of some 600 NATAS members and their guests watched. In a free-wheeling session, moderated by Larry Stewart, a casting director for 20th Century-Fox TV, they fired away at each other only to find themselves in frequent agreement when the smoke had cleared.

Among the conclusions drawn from the two-hour discussion:

* The high residual schedule tacked on to a new series doesn't ultimately keep that show from going into syndication. If a series is a success it'll wind up in syndication no matter what the burden of residuals.
* Television has been "the greatest spawning ground" for talent. It offers "tremendous opportunity" for young people.

The collective bargaining agreement involving the American Federation of Television and Radio Artists "is a difficult contract." Thus both casting directors and agents sometimes work around it and other union regulations because "if the stick doesn't bend it breaks."

Negro performers are not necessarily restricted by any "special criteria" from any role, but there is a certain amount of human conditioning working against them and some roles, by their inherent nature, suggest non-Negro performers.

Talent agents participating in the NATAS activity were Bob Shapiro, William Morris Agency; Wally Hiller, the Hiller Agency; Fred Specktor, Artists Agency Corp., and Mary Ellen White, the M.E.W. Co. Casting directors taking part were Bob Edmiston, NBC-TV; Bill Kenney, CBS-TV; Joe D'Agosta. Paramount TV Enterprises, and Dodie McLean, QM Productions.

Another station drops phone poll

On the eve of a first "national conference on television news public opinion polling," to be held this week in South Bend, Ind., proponents of automatic news-program public-opinion response polls using telephone-call tallying equipment were nullifying another distortion from the ranks of stations using the technique.

WTV(TV) Charlotte, N. C., announced its termination of a six-week trial of vote-by-telephone audience participation after the station refrained from offering viewers a question one night (after the telephone company had asked that the lines be kept free during bad weather conditions) and recorded a total of 114 votes on a nonexistent question.

Several other stations have tried the device and later withdrew the service. Before WTV(TV), the most recently reported was WCCO-TV Minneapolis-St. Paul, which announced that a private survey on the telephone-vote's accuracy led to the conclusion that the technique was "a disservice to the public" (Broadcasting, Jan. 1).

Paul Martin, national director of advertising and promotion for Triangle Stations, Philadelphia, and a scheduled panelist at the conference on news polling, "was scheduled at the University of Notre Dame Thursday and Friday (Jan. 25 and 26), said last week that approximately 50 stations are now using the technique. Problems with equipment
have limited the number, he observed, and added that he did not see any
ground-swell of stations dropping the
service.

Triangle pioneered the telephone-re-
sponse method, he noted, and has been
active in helping other stations use the
technique. The company has prepared a
promotion kit for interested stations but
has not syndicated the method, he said.

He admits to "plenty of problems"
with the system, such as "improperly phrased questions," but adds that the
technique is still in its infancy and "will
eventually be a valuable kind of proce-
dure."

Unions gripe about runaway production

A delegation of TV and motion-pic-
ture film-production unions brought
their grievances about runaway film
production to Washington last week and
made sufficient impression on the two
senators from the industry's headquarters
state—California—that the sena-
tors said they would initiate another
meeting with the producers to get the
full story.

The union representatives lined up
two days of meetings with the Califor-
ia congressional delegation. Senators
Thomas H. Kuchel and George Murphy
(both R-Calif.) met with Charlton Hes-
ton, president of the Screen Actors
Guild; John Leehne, Motion Picture
Film Editors; John Dales, national ex-
ecutive secretary of SAG; Don Hagg-
gerty, representing laboratory tech-
nicians, and several other union and guild
representatives on Thursday (Jan. 18).

A luncheon meeting was set for Fri-
day with California House members.

NAB urges simplified
program-log rules

The National Association of Broad-
casters has asked the FCC to standard-
ize its program-logging requirements
for AM, FM and TV licensees that
would, it claims, remove the "apparent
inequities" now placed on radio.

In a petition to the commission the
NAB asked for simplified logging re-
quirements for radio stations that pre-
ently apply to TV stations in the follow-
ing areas:

Commercial matter. NAB noted
that TV stations log commercial con-
tinuity and announcements as commer-
cial matter (CM) and show the total
duration of CM in each hourly seg-
ment. Radio stations, however, must
differentiate between commercial con-

of what would be considered CM. Un-
der the TV rules, a station may log and
announce the program as sponsored. Under the radio rules, a station may
calculate the time on the basis of the
station's normal limits for commercially
sponsored programs of comparable
length.

The NAB noted that when the com-
mission revised its TV-logging require-
ments in 1966 the rules were simplified
to a point beyond the AM and FM
rules, with the result "that differences
now exist which cannot be traced to
any expressed reasoning or to any
characteristic of TV programing vis-
avis radio programing." Apparently the
commission agrees, because similar
proposals have been under considera-
tion at the staff level for some time.
UCLA racks up the points for KMPC
GOLDEN WEST STATION FORMS NETWORK FOR GAMES

College basketball, once a throwaway program feature, likely as not the province of college radio stations, was set to come of age as a major broadcast presentation over last weekend. In what shaped up to have been the most titanic college-basketball confrontation of all time, the best team of the last two seasons, unbeaten University of California at Los Angeles, was scheduled to have played unbeaten University of Houston, ranked second in the nation, in the Houston Astrodome on Jan. 20 before more than 55,000 people, the largest crowd ever to see a basketball game in this country. The Saturday-night contest was to have been telecast live to nearly 150 stations from coast to coast and carried on a West Coast regional radio network of 16 stations, including Hawaii and Alaska.

For KMPC Los Angeles, the originating station for the West Coast radio network, the big game culminates a solid success the Golden West Broadcasters-owned station has been building with the once virtually ignored college sport for the last eight years. In 1960, when KMPC first got the rights to cover UCLA sports, basketball was of decidedly secondary consideration to football. The school's football broadcasts immediately were sold by KMPC to other stations, forming a regional network. But there was no outside interest in coverage of the basketball games.

Round-Ball Frenzy • Since that time UCLA basketball teams have won three national championships and the school has become the college-basketball capital of the country. Southern Californians have become so keyed to the school's triumphs that three years ago UCLA opened an on-campus, vast and modernistic home for its basketball team to serve that interest. The first 28 games played in the new Pauley Pavilion were viewed by more than 345,000 fans, an average of some 12,300 a game.

Over the years, KMPC has seen UCLA basketball broadcasts develop into every bit as much of an asset as its college football coverage. The station, currently in the second year of a three-year contract with UCLA, realizes an annual gross of about $170,000 for the college sports package, which includes both basketball and football. "Both sports are equal in value as far as I'm concerned," comments Stanley L. Spero, KMPC's vice president in charge of sales and a red-hot basketball fan.

Parity between the two sports was reached this year—the eighth consecutive year of UCLA broadcasts by KMPC—when for the first time the play-by-play descriptions of the basketball games were put on a regional network of 14 stations in Southern and Central California and Las Vegas (KGO Honolulu and KYV Anchorage—the latter in turn relaying to Fairbanks and Juneau—were added only for the Houston contest). The football play-by-play, in comparison, was carried on a 16-station network last fall.

National Advertisers • The game descriptions in both football and basket-

Griswold argues against unifying fairness cases

The solicitor general of the U. S. doesn't think the U. S. Supreme Court should buy the proposal made by the Radio Television News Directors Association, CBS and NBC that their appeal in the Seventh Circuit Court of Appeals be consolidated with the Red Lion fairness case without waiting for a decision from the lower court (Broadcasting, Jan. 8). He doesn't think it's constitutional, and he cited one of the cornerstones of American jurisprudence, Marbury v. Madison, right out of the early history of the American Republic.

The Supreme Court, Solicitor General Edwin N. Griswold said, ordinarily exercises appellate jurisdiction "only by affirming, reversing or modifying the order or decision before it for review."

The petitioners can achieve their purpose, he added, by joining in the Red Lion case as a friend of the court and/or by getting permission to argue on this basis (Broadcasting, Jan. 15). The Red Lion case, which is a challenge to the FCC's fairness policies by WQCB-AM-FM, Red Lion, Pa., presents a "concrete," alleged violation; the RTNDA, CBS and NBC complaint, on the other hand he said, consists of "a sweeping and generalized attack on the commission's rules and a variety of contentions about the arguable scope of rules."

In fact, Mr. Griswold says in a footnote, he's somewhat doubtful that "so sweeping an attack on 'legislative' regulation of this sort is an appropriate occasion for judicial review in the absence of actual and concrete facts showing real and direct harm."

NES extends coverage to state primaries

News Election Service, the joint vote tabulator for the news divisions of ABC, CBS and NBC, Associated Press and United Press International, will increase its operations this year to cover state primaries with candidates of national interest.

Almost certain for NES coverage are primaries in New Hampshire (March 12) and later in Wisconsin, Nebraska and Oregon. "We will probably cover other states, but it will not be possible to know which until the candidate-filing deadlines have passed," J. Richard Eimers, NES executive director, said last week.

For both the primaries and the general election, NES will tabulate the returns for each state in a central computer system, successfully tested for 11 western states in the 1966 congres-

sional and gubernatorial election (Broadcasting, Nov. 7, 1966).

NES's cost ($1.4 million in 1966) and operational responsibilities are divided equally among the five members, each of whom has a man on the NES board of managers.

Responsibility for organizing coverage of the state primaries that NES may report on is divided as follows: ABC News will cover Florida; CBS News Massachusetts and Indiana; NBC News Pennsylvania, Ohio, California and Illinois; AP will cover Oregon and New Jersey; UPI New Hampshire, Wisconsin, West Virginia and South Dakota.

Nicholson-Muir offers game-show formats

Nicholson-Muir Productions Inc., New York, is expanding its activities in TV-program development through the production of projected series in a rough-outline form at a fraction of the cost of conventional pilots.

Nicholson-Muir already has produced for the Taft Broadcasting 130 episodes of Matches and Matches, which have been telecast, plus demonstration programs of three series, Communicute, Key Play and Skramble. Storer Broadcasting now has the demonstration programs and will decide soon when to schedule them. Matches and Matches

48 (PROGRAMMING)
ball are sold by KMPC to the same advertisers for sponsorship on the full network. Sponsoring the play-by-play broadcasts on KMPC and the full network are Ford Dealers of Southern California, out of J. Walter Thompson, Los Angeles; Kent cigarettes, out of Grey Advertising Inc., New York; Western Airlines, out of BBDO, Los Angeles, and Richfield Oil Co., out of Hixson & Jorgensen, Los Angeles. All four co-sponsors share equally in the broadcast package. The Ford Dealers and Kent cigarettes both are in their sixth consecutive year of association with the UCLA sports broadcast. Western Airlines and Richfield are in their first year of sponsorship.

Each basketball game is preceded by a five-minute Bruin Warmup show and closes with a five-minute Bruin Report wrap up. Network stations carry these programs on a co-operative basis, selling them individually to sponsors. On KMPC, Canada Dry, out of J. M. Mathes Inc., New York, is in its eighth year as sponsor of the pre- and post-game shows.

KMPC and the network stations carry the entire UCLA basketball schedule of 26 games, plus the school's participa-

tion in the annual Los Angeles basketball tournament during Christmas time. KMPC, but not the network (because of prior National Collegiate Athletic Association rights), will follow UCLA DuBois, color sportscaster Don Wells, play-by-play sportscaster Fred Hessler, statistician Frank Cangialosi,

into the inevitable post-season championship tournament. The post-season games amounts to new business for KMPC, with regular advertisers given the first option for sponsorship.

The team that has made UCLA basketball broadcasts on KMPC Los Angeles pay off: (l to r) engineer Wayne

was carried on an 11-station hook-up arranged by Taft and now is in syndication through 20th Century-Fox TV.

Nicholson-Muir has its own studio in Larchmont, N. Y., where its "rough outline" program can be auditioned. Roger Muir, partner with Jim Nicholson in Nicholson-Muir, reported last week the independent production company has developed several new properties, including Meet the Future, The Big Spenders and Card Party. He pointed out that the company's demonstration tapes often use talented theatrical amateurs, such as those who participated in the recent production of Card Party.

Sandy Frank adds

"The Golden Voyage"

Sandy Frank Program Sales Inc., New York, has acquired TV distribution rights to The Golden Voyage, half-hour taped programs (with film integrated), and has pre-sold the series to KOMO-TV Seattle and KXW-TV Portland, Oregon.

Mr. Frank said his company has 13 Voyage programs available for sale now and expects to distribute 78 in all as more programs are produced. Jack Douglas is host and producer of the travel-adventure show that has been on TV for some 11 years in Los Angeles (KCOF-TV) initially, KNBC-[TV] five years ago and KTLA-TV starting at the end of January). Mr. Douglas was host-produ-
ducer of the American series also dis-

tributed by Mr. Frank's firm.

The newly acquired series is the ninth in the Sandy Frank portfolio (most re-
cent acquisitions in addition to American were American West and The High and Wild). The distribution firm is now close to $1 million in gross volume (Broadcasting, Nov. 27, 1967).

Presley plans movie special for NBC

Elvis Presley, who once used television as a springboard to super stardom but who has pointedly avoided the medium in recent years, last week signed to do two projects for NBC. Within the next two years the actor-
singer will star in an hour television special for the network and in a motion picture for theatrical release, which will be financed by NBC.

A date for the TV special has not been set as yet but it is intended to be broadcast as a holiday program—pre-
sumably Thanksgiving or Christmas—
during the 1968-69 season.

The movie, as yet untitled, will be produced early in 1969 for initial thea-

trele release at Thanksgiving of that year. It will mark the second theatrical release movie NBC has financed. KIXI, lone ASCAP

holdout, loses appeal

A five-year campaign by some Washington state broadcasters to escape copy-

right payments to the American Society of Composers, Authors and Publishers on the ground that a state law prohibited such contracts, came to an end last week when the U. S. Supreme Court refused to review a lower-court decision in favor of an ASCAP suit against the stations.

The suit began in 1962 when ASCAP sued 15 Washington radio broadcasters for copyright infringement. All but three settled with ASCAP. The three claimed that ASCAP and its members violated both a federal and a state anti-

trust law. A federal district judge agreed with ASCAP that there was no antitrust violation and awarded judgments and attorneys' fees to ASCAP. Two sta-
tions then settled, and the third, KIXI Seattle appealed. Early last year, the U. S. Court of Appeals for the Ninth Circuit, affirmed the lower court ruling. KIXI asked the Supreme Court to re-
view, but this was refused last week. Prior to issuing its order on Jan. 15, the Supreme Court asked the solicitor general of the U. S. to comment. He recommended that certiorari be denied in the appeals.
Burrud charges Smith
with copying format

A Hollywood television production	house last week slapped a suit against
one of its star performers charging "un-
fair competition, appropriation of pro-
gram format and wrongful inducement
[by him] of a key producer to quit his
job."

In the suit, filed in Los Angeles Su-
perior Court by Bill Burrud Produc-
tions against host-narrator Jack Smith
for $130,000, it is alleged that while
still working on Burrud's The Ameri-
can West syndicated series, Mr. Smith
developed plans for a similar syndicated
series, Trails to Adventure, using the
same basic format. The suit also con-
tends that Don Flocker, producer of
American West, was persuaded to quit
Burrud Productions and work for Mr.
Smith's newly formed Trails Prod-
cutions. Burrud Productions claims that,
pressured by Mr. Smith's "insistence," it
invested a "substantial sum" to film the
American West series instead of
putting it on tape and that this invest-
ment now is "jeopardized" both do-
merically and internationally because
Trails to Adventure supposedly is sim-
ilar in format.

Lar rides again

Lar (America First) Daly of Chi-
icago, the perennial splinter candidate
who has made the most out of the
Section 315, the equal-time law an-
ounced Thursday (Jan. 18) he is run-
ning for the Presidency again this year,
and even though lack of money makes
it hard to campaign he plans to run in
several state primaries. These are New
Hampshire, Illinois, Indiana, Wisconsin,
Nebraska, Oregon and possibly Massa-
chusetts. He told newsmen of his po-
litical aspirations during questioning
about an Illinois state-sales-tax-suit
against his American Stool & Chair Co.
He said he intends to pay the back
taxes but he's just a bit short right now.

Radio series sales...

Grand Ole Opry (WSM Inc.): KWK
Stuttgart, Ark.; KJDI Hollbrook, Ariz.;
WLD Atlantic City; KWCL Oak Grove,
La., and WCLO Cleveland, Miss.

30 Hours of Christmas (Triangle
Publications Inc.): WBTH Williamson,
W. Va., and WNHV White River Junc-
tion, Vt.

Dream World Series (Triangle Pub-
lications Inc.): WINA Charlottesville,
Va., and WJEJ Hagerstown, Md.

World of Money (Signal Produc-
tions): KARM Fresno, Calif.; WNNY
Erie, Pa., and WOR York, Pa.

Point of Law (Signal Productions):  
WLAD Danbury, Conn.; WPHF Wiscon-
sin Rapids, Wis.; WCHS Charleston,
W. Va., and WPHM Port Huron, Mich.

Doctor's House Call (Signal Produc-
tions): KGNN New Braunfels, Tex.;
WHTC Holland, Mich.; WCBQ Providence,
R. I., and KTUC Tucson, Ariz.

Northwestern Reviewing Stand
(Northwestern University): KJZ Los
Angeles; WGBS Miami; WQED Decorah,
Iowa; KMA Shenandoah, Iowa; WNMA
Boston; WTKT Garden City, Mich.;
KUNM Albuquerque, N. M.; WVTP Mt.
Kisco, N. Y.; WTBW Winston-Salem,
N. C., and WRR Dallas.

Lessons in Learning (Northwestern
University): WIND Chicago and WCO
Janesville, Wis.

TV-syndication company
formed by Spangler

The formation of Spangler Television
Inc., New York, as a TV-program-dis-
tribution company was announced last
week by Larry G. Spangler, presi-
dent. He has re-
signed as general
manager in New
York of the pro-
gram division of
All-Canada Radio
and Television
Ltd., but will con-
tinue to syndicate
that company's
195 color half-
hours of Ed Allen

Time in the U. S.

In addition, Spangler has obtained the
rights to 39 half-hour color segments
of Car and Track, produced by Time-
Life Productions; 52 first-run half-hours of
The Arthur Smith Show, a color series
produced by Jefferson Produc-
tions, and 39 first-run color cartoons
produced by Jean Image.

Headquarters for Spangler Tele-
vision is at 10 Rockefeller Center, New
York 10020. Telephone number is 212-
582-5020.

Program notes...

New projects: Irwin Allen, creator
and producer of Voyage to the Bottom
of the Sea on ABC-TV and Lost in
Space on CBS-TV, has started produc-
tion on two additional series for next
season. An hour series called Man from
the 25th Century, produced in asso-
ciation with 20th Century-Fox Tele-
vision, is being readyed for CBS-TV.
Another hour program, City Beneath
the Sea, is being prepared for NBC-TV.

A third new Allen project, Land of
the Giants, already has been sold to
ABC-TV for a September start.

How to pick winners: Official Films
Inc. is placing into syndication 260
five-minute episodes in color of The
Art of Handicapping. Host for the se-
ries is Sam Resnick, who has been a
racing announcer for the past 18 years.
Jerry Hammer is the producer.

Watts talent: The New Voices of
Watts, a one-hour documentary being
produced by Stuart Schulberg for NBC-
TV's NBC Experiment in Television se-
ries, will feature writers from the Watts
area of Los Angeles. It is part of a 10-
program series starting Feb. 18 (3:4
p.m. EST).

Italian package: Rizzoli Film, New
York, has appointed Films Around
The World, New York, as its repre-
sentative for television rights sales in
the U. S. Included in Rizzoli's package of
45 motion pictures are Fellini's "Juliet
of the Spirits" and Antonioni's "Red
Desert."

ABC has jurisdiction
problem with Gypsy show

Does a production company have the
right to use free talent on a television
show if the talent is not required to
perform as an actor or do its estab-
lished act? May a union regulate con-
duct of members appearing in the juris-
diction of the union but in a manner
not covered by the collective-bargaining
agreement? These are the knotty issues
a three-man arbitration panel in San
Francisco is expected to decide with-
in the next several weeks.

The proceedings arose out of a rule
adopted by the San Francisco local of
the American Federation of Tele-
vision and Radio Artists prohibiting mem-
bers to appear without pay on the Gypsy
Rose Lee syndicated program pro-
duced by ABC. Instead, members were
instructed to first be assured that they
would be paid not less than AFTRA
scale for their appearances on the show.
ABC contends this is in violation of
its agreement with AFTRA. The net-
work sought an injunction in a San
Francisco court against the union. The
injunction was denied and arbitration
was indicated as the method of settling
the dispute.

March start for Cavette

ABC-TV's new 90-minute weekday
variety series will start Monday, March
4 (10:30 a.m.-noon). The show, fea-
turing Dick Cavett as host, will be
taped on the day before its air date.
Storer's WSPD wins Pioneers' 'Mike'  

WSPD Toledo, Ohio, the first station in what is now the Storer Broadcasting Co. group, has been named to receive the eighth annual Broadcast Pioneers "Mike" award. Glenn Marshall Jr. of W2XT(Tv) Jacksonville, Fla., president of the pioneers, announced last week (CLOSED CIRCUIT, Jan. 8).

George B. Storer, chairman of Storer Broadcasting, will accept the award at a dinner at the Hotel Pierre in New York, Feb. 19. Proceeds of the annual award dinners go to the Broadcasters Foundation, philanthropic adjunct of the pioneers headed by Clair R. McCollough of the Steinman stations.

The "Mike" award is presented each year to a pioneer station to honor consistently outstanding service to the public and to broadcasting.

WSPD commenced operations April 15, 1921, as WTAL. Mr. Storer bought it in 1927 after he discovered, during negotiations for a saturation radio campaign for his Fort Industry Oil Co., that the station was having financial difficulties. The call letters were changed to wspd to represent "Speedene," the name under which Fort Industry operated gas stations in Toledo.

Mr. Storer was wspd's first manager, devoting his evenings to the station while also running Fort Industry and serving as a vice president of American Metal Products Co. When the oil company was sold to Standard Oil in 1928, the company name was changed to Fort Industry Co. It was changed to Storer Broadcasting Co. in 1952.

Mr. Storer was succeeded as wspd manager by the late J. Harold Ryan, who was closely associated with him in building the Storer firm and who also served as a president of the National Association of Broadcasters. The company now owns six television and seven radio stations.

Previous winners of the "Mike" award are WHO Des Moines, Iowa; WTO Hartford, Conn.; KDKA Pittsburgh; WVL Cincinnati; WGN Chicago; WSB Atlanta, and WOR New York.

KPIX(Tv) opens free press

What does a local television station do when the only two major newspapers in town are out on strike? Why it publishes its own newsletter, of course. This is what KPIX(Tv) San Francisco has been doing ever since Jan. 8, three days after the San Francisco Examiner and the San Francisco Chronicle were shut down by a strike. Some 10,000 copies are distributed free in downtown San Francisco by members of the Mission Rebels, a sort of a social gang, hired by the station. The newsletter is designed to supplement the station's news programs, which have been greatly increased in number since the strike.

Drumbeats...

Charities reap • The William Randolph Hearst Foundation, through the Hearst Corp.'s WSN-AM-FM-TV Milwaukee, has donated $20,000 given to five Milwaukee-area charities. James T. Butler, vice president and general manager of wsn-tv, made the presentations to Goodwill Industries, Milwaukee Repertory Theater, St. Camillus Hospital, the Curative Workshop of Milwaukee and the United Performing Arts Fund.

Filmed fete • Each year wis-tv Columbia, S. C., selects the South Carolinian of the Year and honors him with a 30-minute filmed documentary of his background and accomplishments. The film is shown to guests at an award luncheon by closed circuit television and is later shown to wis home viewers. The documentary is then made available to other television stations. This year's recipient, Ellis C. MacDougall, director of the South Carolina Department of Corrections, is being announced today (Jan. 22) by G. Robert Shafro, president of Cosmos Broadcasting Corp., licensee of wis-tv.

Vickery appointed • George Vickery Associates has been appointed by group broadcaster Storer Broadcasting Co., Miami Beach, as public relations counsel. Mr. Vickery, formerly with Wo-meuto Enterprises Inc., Miami, and a broadcast promotion veteran for thirteen years, recently opened public relations offices at 1778 North Bayshore Drive, Miami.

Serendipity • FCC Commissioner Nicholas Johnson has been selected by the U. S. Junior Chamber of Congress as one of its ten outstanding young men of America for 1967.

Radio helps community • Ksgrs Ontario, Ore., collected $2,044.15 from its donating listeners for a special air compressor to supply air for tanks...
of divers searching for drowning victims. The station made it possible to install the device in the Ontario fire department headquarters so that air could be provided without cost to any volunteer who is assisting in search operations.

Pennies from heaven • WEETI, Buenos Aires; Protel, Santiago

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Network America

Central America and Panama.

growth of Central American Television as its

Indy

Professional opinion • Gale Sayers, the Chicago Bear’s halfback, in conjunction with Gilbert Altschul Productions and the American Dental Association, appears in a new five-minute color film promoting dental hygiene. The ADA said that “No Time To Lose” is designed to reach children and adults of all social groups. Prints are available to TV stations through the ADA, 211 East Chicago Avenue, Chicago 60611.

Industry veteran honored • Edgar Bergen will be honored with the second annual Carbon Mike award of the Pacific Pioneer Broadcasters at the industry organization’s installation and dinner dance at the Beverly Hilton hotel, Beverly Hills, Jan. 26. Last year the award went to radio-TV performer-producer Ralph Edwards. The award honors industry veterans who have contributed significantly to the development of broadcasting. The Pacific Pioneers, which now numbers nearly 800 members, also will install CBS-KNX Los Angeles executive Harfield Weedin as its new president.

‘Where There’s Hope’ film available to TV

A public-service color film, “Where There’s Hope,” a shortened version of a one-hour salute to Bob Hope at the 61st annual convention of the Boys’ Clubs of America, is being made available to networks and stations on a first-refusal basis.

The film, previewed for newsmen last week in New York, runs 28 minutes 30 seconds and is available in 16mm prints from the public information department of the Boys Clubs, 771 First Avenue, New York 10017.

Highlights include a review of Mr. Hope’s 30 years in show business; monologues and acceptance by Mr. Hope of the Herbert Hoover Memorial Award; appearances of Mike Douglas (master of ceremonies at the awards program) and Richard M. Nixon, BCA chairman.

William Allen White honor goes to Ethridge

Mark Ethridge, with the Louisville (Ky.) Courier-Journal and Times (WHAS-AM-FM-TV Louisville) for 27 years as general manager, publisher and board chairman, has been named to receive the William Allen White Foundation’s 1968 national citation for journalistic merit. The 11th annual citation will be made at the University of Kansas Feb. 12 when Mr. Ethridge will deliver the annual William Allen White lecture.

Mr. Ethridge, who was president of

the National Association of Broadcasters from March to July 1938, is now a professor of journalism at the University of North Carolina in Chapel Hill.

WETA-TV plans auction

After watching the success other ETV’s have had with similar projects, WETA-TV, Washington’s noncommercial outlet, is planning to hold a television auction with the station being both producer and beneficiary. The show will run 4 p.m.-midnight, April 30-May 4 and will be a live, color remote. Since it is in Washington, WETA-TV is taking advantage of the makeup of the city’s residents and has already lined up several famed personalities to act as auctioneers: Art Buchwald, columnist; Senator Daniel B. Brewster (D-Md.); Otto Graham, Washington Redskins coach, and Perle Mesta, former ambassador to Luxembourg.

WNEW, NBC newsmen win TWA awards

Broadcast winners in Trans World Airlines’ 30th Annual Writing and Picture Competition were NBC News producer George Vicas and Mike Stein, assistant news director for WNEW New York.

Mr. Vicas was cited for his color special, “The Aviation Revolution,” shown on NBC-TV Nov. 7, 1966, and July 19, 1967. Mr. Stein’s program, “No More Highways in the Sky,” was broadcast April 30, 1967, as a Sunday News Closeup.

INTERNATIONAL

Latin American TV group formed

The formation of LATINO, the Latin American Television International Network Organization, was announced last week by ABC International, which is the representative of this group of 19 Worldvision stations in 14 countries.

Donald W. Coyle, president of ABC International, said LATINO is “now the largest advertising medium in Latin America and can be purchased through a central source.” He said it is an outgrowth of Central American Television Network (CATVN), with affiliates in Central America and Panama.

Stations that make up LATINO are: Teleonce, Buenos Aires; Proiel, Santiago and Valparaiso, both Chile; Telbogata, Bogota, Colombia; TL-TCL, San Jose, Costa Rica; HIN-TV, Santo Domingo, Dominican Republic; Telecucuador 4, Guayaquil, Telecucuador 6, Quito and Telecucuador Cuena, all Ecuador; TV-2 and TV-4, both San Salvador, El Salvador; TV-Guatemala City, Guatemala; HRTG-TV Tegucigalpa, Honduras; Telecuracao, Curacao and Telearuba, Aruba; both Netherlands Antilles; YNSA-TV Managua, Nicaragua; TV-2 Panama City, Panama; Tele-12 Montevideo, Uruguay and Radio Caracas TV, Caracas, Venezuela.

There are about 3 million TV sets in the LATINO nations. ABC International acts as sales and program buying representative for TV stations and networks throughout the world, including the CTV Network of Canada. ABC International’s Worldvision network has associates in 26 nations throughout North and South America, the Middle East and Asia.

International film sales...

Tarzan Series (Banner Films): Pacific Telecasters Inc., Sydney, N.S.W., Australia.

Walt Johnson Road Reports (Shob- lom Productions): Wair Winston-Salem, N. C.; wbbw Youngstown, Ohio; kxoo Durango, Colo.; wehw Hartford, Conn.; keyn Wichita, Kan.; kppw Ft. Smith, Ark.; kgmb Honolulu, KGMC Denver; WHOO Orlando, Fla., and whkp Hendersonville, N. C.


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BROADCASTING, January 22, 1969
FCC may complete CAR rules

Final action on rulemaking to establish new home for microwaves serving CATV is expected in near future

The FCC is expected to consider shortly, possibly this week, a proposed order concluding its three-and-a-half-year-old CAR (Community Antenna Relay) rulemaking designed to find a new frequency home and establish new operating procedures for microwave-station operators serving CATV systems.

The proposed new rules, which relate to the frequencies to be assigned to microwave licensees serving cable systems and to the technical standards to be used by CAR operators, are likely to draw the protests of CATV spokesmen.

The aim of the rulemaking, issued in July 1964 (Broadcasting, Aug. 3, 1964), is to relieve the congestion in the 6,000 mc band, reserved primarily for land-line telephone and telegraph services, and to remove CATV-serving microwave systems from the business radio frequencies, in the 12,200-12,700 mc band.

Achievement of these goals, the commission said, would provide for more efficient use of the spectrum and for the orderly growth of the CATV industry. But commission sources expect CATV spokesmen to complain that the new rules will make life more difficult and expensive for microwave licensees serving CATV systems.

Second Step Now - The commission in October 1965 spun off and adopted two aspects of the CAR proceeding. It established the 12,700-13,200 mc band as the new home for CAR, or noncommon-carrier microwave operators serving CATV systems. It also prescribed conditions that applicants for the 6,000 mc frequencies must meet to qualify as common carriers—at least 50% of their customers must be unrelated to them and will use at least 50% of the service (Broadcasting, Oct. 18, 1965).

The proposed rules now ready for discussion will, reportedly, reduce further the chance of microwave operators serving CATV systems to use the 6,000 mc band, which because of the lower cost and greater reliability of equipment involved is considered desirable by common carriers.

The rulemaking would have permitted CATV-serving common carriers with long-haul needs—routes of more than 600 miles—to operate in the 6,000 mc band; licensees providing shorter hauls would have been accommodated with frequencies in the 10,700-11,700 mc band (Broadcasting, Aug. 3, 1964). The commission cited the need of landline telephone and telegraph companies for the 6,000 mc frequencies.

But the staff is now proposing rules that would require carriers serving CATV systems near major cities to operate in the 10,700-11,700 mc band, regardless of the distance of the system. The proposed rules will, in general, permit carriers to use the 6,000 mc band in less heavily populated areas, although they provide exceptions in certain cases to meet the needs of telephone companies and of possible communications-satellite service.

Permanent Allocation - The rules will make permanent the 250 mc band, from 12,700 mc to 12,950 mc, that was allocated to CAR service on an interim basis in October 1965. Some CATV sources had clung to the hope that the commission would turn over the entire 500 mc band, from 12,700 to 13,200 mc.

However, the commission, in its notice of proposed rulemaking, had expressed uneasiness about turning over the entire band, which provides some frequencies for television auxiliary service. And the 250 mc of spectrum, the commission staff is said to feel, will enable CATV-serving carriers to provide 10 channels of service, with each channel 25 mc wide.

CATV spokesmen, however, have argued that in multichop systems, 250 mc will provide only five channels of service. Their view is that channels in such systems cannot be used "back-to-back," that is, in a continuous line, without interference resulting. They say that different sets of channels must be used alternately at each repeater station.

CAR operators will probably be unhappy also about a rule permitting remote control operation; it requires transmitters to be shut down when not transmitting signals as a means of eliminating what the staff says would be an inefficient use of spectrum space. CATV-industry spokesmen in their comments during the proceeding complained that equipment is not available that can automatically resume operations at the precise tuning point at which it was turned off. However, microwave operators in other services must contend with similar rules.

One proposed rule that some broadcasters may find a hindrance would prohibit CAR licensees and broadcasters from interconnecting their microwave facilities. Some broadcasters now obtain network programming from CATV-serving microwave operators. However, the commission staff notes that the proposal to permit such interconnection received no support in the comments.

Technical topics ... From Visual - Lightweight small cameras of low-power consumption as well as multtube color cameras are among broadcast equipment that use a new series of one-inch electrostatically focused EEV vidicon tubes, according to their supplier, Visual Electronics Corp., New York. The firm noted the series has applicability in transistorized film and in live broadcast color cameras.

Taft order - Taft Broadcasting Co., Cincinnati, has ordered 10 high-band color TV tape systems (TR-70s) from RCA Broadcast and Communications Products Division. The gear will augment eight TR-70s now in use at the group's six TV stations.
'New look' for RCA

Style changes are planned to modernize image of all corporate activities

RCA has initiated a new look that includes the first radical change in 46 years in the design of its trademark. The "new RCA" is being introduced to the public in a corporate advertising campaign that was to start on TV yesterday (Jan. 21).

The "complete and systematic change in style" as described by Robert W. Sarnoff, RCA's president and chief executive officer, at a news conference in New York last week, increases in a program that modernizes every facet of the corporation's appearance from trademark to office design. It will be applied worldwide, affecting products, services and advertising in terminology that describes the corporation's varied activities.

RCA said the change was effected to reflect the corporation's growth and diversification. Sales of the corporation last year exceeded the $3-billion mark for the first time (Broadcasting, Jan. 1). In the 1920's RCA's line of products ranged from crystal receiving sets to electrical switches and apparatus. More than 80% of its 12,000 products being marketed today were not in existence a decade ago.

Solid Unit • The RCA monogram showing the symbolic lighting flash has been in use, with only minor modification of design, since 1922 (see separate box). The new trademark employs the three letters alone in a bold contemporary design to form a distinctive single unit.

Mr. Sarnoff noted that RCA was now "intimately involved with every principal aspect of [information] technology, from broadcasting and publishing to computers and educational systems. The corporate-wide new look corresponds to this change, and it will be used to unify the identification of all RCA products, services, installations and communications."

Among examples cited by Mr. Sarnoff of terminology being simplified or altered in reference to company activities is the Broadcast and Communications Products Division. This particular unit becomes the Commercial Electronic Systems Division. Mr. Sarnoff pointed out that the division also produces scientific and instructional equipment in addition to broadcast products.

Another change, to indicate the nature of RCA's international communications subsidiary operation, is a new RCA Global Communications, replacing the former identification of RCA Communications Inc. The new identification will be used in all advertising and promotion programs.

RCA's "new look" is being effected almost simultaneously in all areas—in printed material, from letterheads and product brochures to stock certificates and RCA Communications message blanks, in product identifications (including trademark and specific-brand designations on RCA products and the design of their packages), in advertising, in signs and in the emblems on trucks and company work clothes.

Not Until 1969 • In some areas, it'll take lead-time for changes to become effective—probably not until the introduction of the 1969 line of home-entertainment products, for example.

Mr. Sarnoff said the new identification would be used in RCA sponsorship over the past weekend of the AFL All-Star game on NBC-TV and continue this week in selected newspapers and in major national magazines.

At his news conference, Mr. Sarnoff said that in view of "an old saying" in broadcasting of "never change a hit," he had been asked why RCA was changing. He said: "Corporations change a great deal like people" and in this context seek assurances that their images are "good," and "they want to be understood when they communicate."

Mr. Sarnoff, who was credited with originating the changes when he took office as president of the corporation two years ago, attributed his involvement to an interest in "art and graphics" and said this personal "bent" was largely responsible for his order of a review upon assumption of the presidency.

He said that in its review, RCA had difficulty in formulating an image or "corporate philosophy" because it had become "complex in character" as a result of growth, diversification and business. "When we started in 1919,"

Corporate symbol retires after 46 years

The introduction of a new trademark by RCA is the first important change in 46 years in the presentation of the three letters representing the Radio Corp. of America.

The monogram with the symbolic lightning flash underlining the letters in a circle has been in use since Aug. 15, 1922. The lightning flash was employed to mark the importance of electricity in early radio. It was registered with the U.S. Patent Office on May 1, 1923, but was in use in consumer advertising in the fall of 1922, promoting the Aeriola Grand radio receiver. Those ads, according to RCA, priced the radio set with a stand at $350 and featured an endorsement by Senator Guglielmo Marconi, described as "father of radio."

The earliest RCA trademark used was the three letters separated by periods—R. C. A. Later the punctuation was omitted and the monogram developed. For a brief time in 1921 only the two letters, R and C, were used when advocates argued the public could remember two letters easier than three. David Sarnoff (RCA board chairman), at that time general manager of RCA, sided with sponsors of the three-letter monogram.

RCA absorbed the Victor Talking Machine Co. in 1929, acquiring other trademarks such as "Victor," "Victrola," "Red Seal" and "His Master's Voice," all of which will continue to be maintained through use on certain product categories, though the new RCA trademark will "predominate" on all company products. 
he said, "we were a $2 million a year corporation. Now we are a $3 billion corporation." In addition, RCA is in a business of constant change, he said, recalling: "As my father (David Sar- noff) often said to me: 'Ours is a busi- ness of obsolescence.'"

Mr. Saroff said subsidiary opera- tions, such as NBC, would not be affected by the change in graphics and design.

RCA said its new corporate trade- mark will be the "primary identifica- tion" for all products, though the Victor name and dog-and-horn symbol will be retained for selected use with some products, thus preserving historic associ- ations, Mr. Saroff said.

The communications program, de- veloped with the aid of Lippincott & Margulies Inc., communications con- sultants, has also established eight cate- gories for the use of the company in business or public presentations, all de- signed to describe RCA's current busi- ness areas. These are aerospace systems, information systems, communications systems, entertainment systems, defense systems, education systems, research and service.

RCA's corporate program is being supervised and coordinated at the com- pany by a new department of corporate identification under Mort Gaffin, direc- tor. The firm has designated CI repre- sentatives at each division and subsidi- ary to help implementation. A supple- mentary program to apply the new style concept to the design of company offices and new plant facilities is receiving the aid of Ford & Earl Design Associates, Warren, Mich., with work already under way at RCA facilities and offices.

Peering into a crystal ball

Dr. Simon Ramo, one of the most noted people in electronics, did some "rational scouting out into the future" of communications last week and be- dazzled a West Coast audience of Broadcasting business laymen with vi- sions of a brilliant new world. Address- ing a luncheon meeting of the Holly- wood Radio and Television Society in Beverly Hills, Calif. Dr. Ramo pictured the future as a jigsaw puzzle and de- scribed three of the technological pieces that now are on the verge of breaking out and becoming feasible.

"Space technology," he began, "has advanced to the point where it is now possible to put into space electronic equipment of great reliability, long life and with the capability of keeping it- self supplied with power directly from the sun." The second near-ready tech- nological piece, according to Dr. Ramo, is microminiaturization of electronic circuitry, which would allow for the assembly of lightweight, compact pack- ages containing a tremendous amount of sophisticated electronics. But the key piece in future communications, he went on to explain, is quantum elec- tronics: "the ability to produce radia- tion with such precise control of the frequency and bandwidth that it is possible to pack thousands more channels than we are now able to do side by side for use in communications."

Dr. Ramo, who is vice chairman of the board of TRW Inc., Redondo Beach, Calif., a highly diversified man- ufacturer of spacecraft, automotive parts, jet-engine components, elec- tronics and defense systems, indicated that the three parts of the jigsaw puzzle of the future—laser and maser tech- nology stemming from the quantum electronics field, electronic micromini- turization and satellite communications systems—"will offer us an exciting op- portunity to expand our communica- tions potential by a vast order."

Among the communications develop- ments Dr. Ramo sees possible in the future ("give or take a few decades"): • Three-dimensional color television through holography. • Thousands of educational programs, pretaped and available in the high-fre- quency microwave spectrum (above ordinary TV and FM broadcasting so that interference will be avoided). • The electronic handling of many of the legal operations of our society, with signatures affixed via an elec- tronic pen on a special scope and with one central authority given the right and necessary devices to produce the master copy. • "Instant democracy," with people...
voting on issues or candidates from their homes over two-way communication devices.

- A national information system that could offer new products to viewers and take orders instantaneously over the two-way communications system in the home.

Dr. Ramo stressed that all of this vision appears to be technically possible. He cautioned, though, that it is not necessarily what will happen.

**CATV-phone cooperation sought by Ford**

Frederick W. Ford, president of the National Cable Television Association, Washington, has issued a call for cooperation between the CATV and telephone industries. First move, he said in a letter to NCTA members is for representatives of both industries to sit down and talk things over. "Together we must get down to the brass tacks of providing more and better communications services to the public," he said.

Meanwhile, the CATV industry's battle to persuade the FCC to require telephone companies to apply for certificates of necessity when they move into the CATV lease-back business moves into a new phase next month, following proceedings before an FCC hearing examiner (Broadcasting, Jan. 16 et seq.). Oral argument in the case has been scheduled for Feb. 19 before the commission en banc.

**FINANCIAL REPORTS**

**Merger epidemic breaks out at G&W**

A mention last week on Wall Street of merger and Paramount Pictures' parent Gulf & Western Industries Inc. was bound to bring up the question of "with which company?"

As of last Thursday (Jan. 18), G&W was setting a path that only knowledgeable corporate footwork could follow. About a week before, stockholders had approved the merger of three companies as G&W subsidiaries—E. W. Bliss Co., Consolidated Cigar Corp. and Universal American Corp. (Broadcasting, Jan. 15). Officials said G&W would thus raise its annual sales rate to about $1.3 billion.

Early last week, Gulf & Western proposed a merger with Armour & Co., Chicago, major meat packer, producer of soap and detergents, industrial chemicals, fertilizer and drugs. If consummated, that agreement (reached Jan. 16) would be responsible for an operation with annual sales above $3.4 billion. The merger would be accomplished through an exchange of stock worth some $375 million.

A day later, Gulf & Western had agreed to purchase about 23% of the outstanding common stock of Brown Co., a paper and forest products company, in exchange for Gulf & Western convertible debentures and stock purchase warrants valued over $15.5 million.

G&W is already entrenched in the entertainment field. It owns Paramount Pictures Corp., International Telemeter and Desilu Productions Inc., and has a 51% interest in Famous Players Canadian Corp.

In addition to tending to its new merger plan financing, G&W stated last week that it proposed to raise $50 million abroad principally for the overseas operations of Paramount Pictures. G&W has gone on record as expecting the government to provide a measure of relief for film producers from proposed rules to limit international investments by U. S. companies overseas.

**Wometco increases dividend payments**

Wometco Enterprises Inc., Miami-based diversified entertainment company and group broadcaster, declared a regular quarterly dividend on Wometco's recently split shares of 12 cents on class-A common and 4½ cents on class-B common. This represents, it was reported, an increase of about 16% from the 15½ cents quarterly dividend paid before the three-for-two stock split. Dividends are payable March 15 to stockholders of record March 1.

The company also announced that on the basis of unaudited figures, revenue rose for the year ended Dec. 30, 1967, compared with the same period in 1966.

For the year ended Dec. 30:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>0.77</td>
</tr>
<tr>
<td>Total revenues</td>
<td>75,500,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,300,000</td>
</tr>
</tbody>
</table>

*Adjusted for the three-for-two stock split in January.

**ABC turns bullish**

Wall Street rumors that ABC was on the verge of merger with one of a number of corporations—at least four were mentioned—apparently served to bolster the value of the network's common stock last week.

ABC common opened at 61 on the day following ITT's rejection of the merger proposal (Broadcasting, Jan. 8), and after a couple of weeks of unspired performance, the stock's value appeared to be holding steady around 61. Last Tuesday, however, ABC jumped 4¾ points, closing at 664¾, making it one of the big gainers on the New York Stock Exchange that day. On Wednesday, ABC closed at 67, but Thursday fell back to 65¾.

The gains were made on the strength of rumors, Wall Street sources said, that had ABC merging with either Litton Industries, widely diversified manufacturing firm; Ling-Temco-Vought, a Texas-based aircraft and electronics firm; Sears, Roebuck, or Monogram Industries, diversified California manufacturer of sanitation equipment and electronics.

**Reeves expects improved earnings**

Higher revenues and earnings for 1967 are expected by Reeves Broadcasting Corp., New York, according to J. Drayton Hastie, president of the firm. Reeves has not reported its earnings for the year; but its nine-month revenues in 1967 were up 11% and income up 4% over 1966's comparable period (Broadcasting, Nov. 20, 1967).

Speaking before the Atlanta Society of Financial Analysts on Jan. 10, Mr. Hastie said his company's cash flow continues to increase. From mid-1960 to the end of 1967, corporate assets have grown from about $5 million to more than $20 million. Net operating revenues in 1966 were $8.9 million and net income was $699,000. Earnings per share in 1967 should be about the same because of additional shares now outstanding, Mr. Hastie said.

Reeves Broadcasting, a diversified company, has been expanding in both broadcasting and in CATV. It started with a single TV station in 1956, but now owns two stations—WUSN-TV Charleston, S. C. and WHTN-TV Huntington-Charleston, W. Va.—and has four radio outlets—with AM-FM Balti-
more, and WKEE-AM-FM Huntington, W. Va. It also has a 50% interest in a planned TV station in Lexington, Ky. Its CATV operations amount to 11 systems in seven states, with a 12th system soon to be consumed, Mr. Reeves said.

Reeves, who is traded on the American Stock Exchange, is also the owner of an 80% interest in Previews Inc., real-estate marketing company, and a 52% interest in National Manpower Register Inc., computerized employment-service company.

Revenue up, net drops in Filmways’ quarter

Filmways Inc., New York, had an approximate 20% rise in revenues but a more than 30% decline in net income for the three-month period ended Nov. 30, 1967. Per-share earnings were down over 50%. The company (primarily in TV and motion pictures) said its acquisitions of three firms (Acme Film Laboratories last February, Sigma III last September and Cinefix in October) had been reflected on a pooling-of-interests basis retroactively in the net income for the period covered.

For the three months ended Nov. 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$8.41</td>
<td>$8.64</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,049,164</td>
<td>9,171,375</td>
</tr>
<tr>
<td>Net income</td>
<td>366,211</td>
<td>366,712</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>894,652</td>
<td>879,704</td>
</tr>
</tbody>
</table>

*The acquisitions of three companies, in February, September and October, 1967, have been reflected retroactively in the above consolidated statements of income on a pooling of interests basis. Further, shares outstanding at Nov. 30, 1968, have been restated to include shares issued in connection with these acquisitions, and to give effect to a 2% stock dividend paid in May, 1967.

W7 seeks acquisitions in entertainment field

There has been a temporary slowdown in the sale of television programs in the network and syndication fields but considerable improvement is expected in the immediate future, Elliot Hyman, board chairman of Warner Brothers-Seven Arts, told the company’s annual meeting of stockholders in Toronto last Tuesday (Jan. 16).

Mr. Hyman’s observation was contained in a statement read to the meeting by David Lubart, vice president and secretary, who said company business had kept Mr. Hyman in New York. Mr. Hyman added that the future “holds every promise of Warner Brothers-Seven Arts being a most important company in every phase of the entertainment field” and he said the company was interested in “fortuitous acquisitions” in the entertainment area.

The shareholders voted to decrease the number of directors from 17 to 15 and elected the following to the board: Charles Allen Jr., Alfred Bloodsände, Armand Deutsch, Samuel H. Haims, Alex L. Hillman, Allan J. Hirschfeld, Elliot Hyman, M. Kenneth Hyman, Benjamin Kalmenson, Jerome A. Newman, Maxwell M. Rabb, Denniston L. Stater, Edgar B. Stern Jr., Anthony R. Tyone and Jack L. Warner. Mr. Stern is president and principal owner of Royal Street Corp. broadcast group (WGST-AM-FM-TV New Orleans and 51% of WALA-TV Mobile, Ala.).

New merger may add to Time’s stations

Time Inc., New York, active along the path of acquisitions last week, may find itself increasing its radio-station holdings.

Time has an agreement in principle for the acquisition of Little, Brown & Co., Boston book publisher—a purchase that would involve Time issuing 170,000 shares of common (valued at nearly $17 million) for all of the Boston company’s stock.

At the same time, Time Inc., a diverse communications firm with its biggest interests in publishing (magazines and books) and paper manufacturing, was reported to have approached management of the Newark (N. J.) News, seeking purchase of the daily newspaper. A subsidiary, Newark Broadcasting Corp., is licensee of WNJ-AM-FM Newark.

Officials at the newspaper said talks had not developed into formal negotiations.

Time’s station holdings (Time-Life Broadcast Stations) are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFHM-AM-FM-TV Indianapolis.

Disney reports first-quarter gains

Walt Disney Productions, Burbank, Calif., which earlier this year had revealed that gross had gone up but that net income for the fiscal year ended Sept. 30, 1967 had taken a nosedive (Broadcasting, Jan. 15), last week announced that both net and gross were up for first quarter ended Dec. 30, 1967.

For the quarter ended Dec. 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.52</td>
<td>$0.50</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>24,390,000</td>
<td>20,530,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,181,000</td>
<td>2,092,000</td>
</tr>
</tbody>
</table>

*Adjusted for stock split and stock dividends.

NEW ISSUE

$40,000,000

Walt Disney Productions

4 1/2% Convertible Subordinated Debentures due January 15, 1993
Convertible Into Common Stock at $65 per Share

Price 100%
(Plus accrued interest from January 15, 1968)

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from any of the underwriters, including the undersigned, as may lawfully offer these securities to such State.

Kidder, Peabody & Co. (Incorporated)     Lehman Brothers

Blith & Co., Inc.                    The First Boston Corporation

Eastman Dillon, Union Securities & Co.             Drexel Harriman Ripley (Incorporated)

Goldman, Sachs & Co.             Glore Fargen, Wm. R. Staats Inc.

Loeb, Rhoades & Co.             Houblonower & Weeks-Hemphill, Noyes

Smith, Barney & Co. (Incorporated)     LaZare Frères & Co.

White, Weld & Co.              Stone & Webster Securities Corporation

Dean Witter & Co.              Wertheim & Co.

Paribas Corporation

This is not an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

January 18, 1968

Broadcasting, January 22, 1968
Sterling registers for $2.5 million in bonds

Sterling Communications Inc., New York, has filed a registration with the Securities and Exchange Commission for the sale of $2.5 million of 7 1/4% collateral trust bonds, due in 1980, plus warrants with the right to purchase 500,000 shares of common stock.

The securities will be offered in units, each consisting of $1,000 of bonds and warrants with the right to purchase 200 common shares, at $1,000 per unit.

The company estimates that it will receive $2.3 million from the sale after federal taxes. They propose to apply $2.2 million to their subsidiary Sterling Information Services Ltd., New York CATV operator, for additional loans and investments, or to collateralization of guarantees or indemnities relating to obligations; approximately $100,000 will be used to market the Alphamatic Character Generator, an electronic device developed and manufactured by RCA for the continuous transmission of news, financial information and other information by CATV, television stations and closed-circuit TV systems; and if there are remaining funds they will be used as working capital and for other corporate purposes, including CATV.

CATV-subsidiary Sterling Information Services Inc., through its subsidiaries, owns a system in Nassau county (Town of Babylon) and has applications for franchises in White Plains, Yonkers and New Rochelle, all New York.

Five Bleak Years • For the last five fiscal years as of March 31, 1967, Sterling Information Services has operated at a loss, and as of March 31, 1967, its aggregate loss was $1,186,127. For the seven months ended Oct. 31, 1967, the loss was $176,211, as compared with a loss of $103,223 for the seven months ended Oct. 31, 1966.

Sterling Communications is engaged in the distribution of sponsored motion pictures to television stations, adult organizations, schools and theaters and in the creation, operation and programing of closed-circuit TV installations.

In the fiscal year ended March 31, 1967, Sterling Communications showed a profit of $58,283 after taxes, as contrasted with losses of $4,304 and $18,058, respectively, for the fiscal years ended March 1965 and 1966. In seven months ended Oct. 31, 1967, the company showed a profit of $35,757 after taxes, as contrasted with a profit of $9,884 for seven months ended Oct. 31, 1966. At present the company has 720,000 shares outstanding. Charles F. Dolan is president.

DDB's billing up 16.4%, profits rise 4.3%)

Billings at Doyle Dane Bernbach, New York advertising agency, rose 16.4% and established a record high for the fiscal year ended Oct. 31, 1967, it was announced last week.

The agency stated that its annual report to stockholders is in preparation.

FATES & FORTUNES


Arthur Schwartz, director of advertising for Bulova Watch Co., New York, elected VP and director of advertising and sales promotion.

Robert O. Daubenspeck, VP and associate media director, Foote, Cone & Belding, Chicago, named manager of media department. Richard E. Maslotti named associate media director for broadcast, and director of network relations there. William H. Bambrick, management supervisor for FC&B, New York, named to newly created position of special assistant to general manager of New York office.

Norman L. Muse, creative director at Leo Burnett Co., Chicago, named VP. Gene Kelelsey and Hal Weinstein, both VP's at agency, named creative directors.

Madeline Paley and Steve Lehner, copy group supervisors, North Advertising, Chicago, named VP's.

Joseph P. Costantino, former sales promotion manager for KTVU(TV) Oakland-San Francisco, and VP of Broadcast Promotion Association, named corporate director of advertising and promotion, Aveo Broadcasting Corp., Cincinnati, succeeding John C. Burpee, who resigns.

David Abbott, national sales manager and general sales manager for WGBH(TV) Boston, named sales manager for WLWT(TV) Cincinnati. Charles A. McFadden, sales manager for WLWT (TV) Indianapolis, appointed general sales manager of WLWD(TV) Dayton, Ohio. WLWT, WLWI and WLWD are Aveo Broadcasting stations.


William La Cava, former VP and associate creative director, Foote, Cone & Belding, New York, joins Telemetric Inc., commercial producers, that city, as executive VP and creative director.

George Pettett named VP and southwestern manager for The Hollingbery Co., Dallas.

J. Dolan Walsh and Harvey E. Diekroeger, media supervisors at D'Arcy Advertising, St. Louis, named associate media directors. William R. Holmes, VP and associate media director, assumes functions of media research director from Sol Israel, named assistant to director of marketing services. Gerald P. Branson and Timothy G. Finney named senior media buyers.

Stuart P. Erwin Jr., director of ad-
and will be mailed shortly. DDB shares are traded over-the-counter.

For the fiscal year ended Oct. 31, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net income</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.83</td>
<td>$2,310,000</td>
<td>307,000</td>
</tr>
<tr>
<td>1966</td>
<td>$0.57*</td>
<td>$1,600,000</td>
<td>256,000</td>
</tr>
</tbody>
</table>

**Billings**

- 1967: $228,025,024
- 1966: $193,843,476

**Net Profit**

- 1967: $4,944,570
- 1966: $4,944,570

**MGM's first quarter sets earnings record**

Metro-Goldwyn-Mayer Inc., New York, reported last week that it had established record earnings for the first quarter of fiscal 1968, ended Nov. 23, 1967, according to Robert H. O'Brien, president.

Stockholders were paid a quarterly dividend of 30 cents a share.

According to Mr. O'Brien, earnings are equivalent to 83 cents per share on the 5,756,351 shares outstanding since the two 5% stock dividends declared in the past 12 months and the issuance of 162,037 shares for the purchase of 2,007 acres of land in Conejo Valley, Calif.

For the 12 weeks ended Nov. 23, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross revenues</th>
<th>TV national</th>
<th>TV local</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.83</td>
<td>$5,935,000</td>
<td>4,793,000</td>
<td>3,861,000</td>
</tr>
<tr>
<td>1966</td>
<td>$0.57*</td>
<td>$4,700,000</td>
<td>3,976,000</td>
<td>3,451,000</td>
</tr>
</tbody>
</table>

**Softness in spot TV drops Taft's earnings**

Taft Broadcasting Co., Cincinnati, reported a slight increase in net revenues, but a decline in net earnings for the nine-month period ended Dec. 31, 1967.

Commenting on the report, Lawrence H. Rogers II, president, said: "The decline was attributable chiefly to a continued softness in TV national spot sales. Despite increased costs in color-TV operations, broadcasting operating expenses were up less than 1% over the same period last year.

Consolidated net revenues for the fiscal quarter ended Dec. 31, 1967, were reported at $8,599,581, up from $8,306,079 in the same quarter of 1966. Consolidated earnings for the quarter were $1,800,078, compared with $2,062,359 last year. Earnings per share were 54 cents compared with 61 cents based on 3,363,182 shares outstanding on Dec. 31, 1967.

In addition to TV and radio stations in Cincinnati; Columbus, Ohio; Birmingham, Ala.; Kansas City, Mo.; and Buffalo, N. Y., and a TV in Scranton/ Wilkes-Barre, Pa., Taft owns Hanna-Barbera Productions Inc., Hollywood producer of animated films.

For the nine months ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$1.46</td>
<td>$12,660,660</td>
</tr>
<tr>
<td>1966</td>
<td>$1.62</td>
<td>$12,660,660</td>
</tr>
</tbody>
</table>

**Mr. Leroy**

George J. Leroy, VP, chairman of plans board and chairman of executive committee, Hazard Advertising Co., New York, joined Geyer-Oswald, that city, as VP.

**Mr. Hoffar**

Barron Hoffar, with Campbell-Ewald Co., Detroit, named art supervisor.

**Mr. McInnis**

Scott A. McInnis, senior media buyer with Young & Rubicam, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as media planner.

**Mr. Sandler**

Bernard M. Sandler, writer and account executive with Melvin F. Hall Advertising Agency Inc., Buffalo, N. Y., named radio and TV director.

**Mr. Smela**

Gerald R. Smela, formerly with Detroit sales staff of "Nation's Business," joins WJR Detroit as director of industrial sales, new position.

**Mr. Steele**

James W. Steele and Harris E. Milligan Jr. named art directors, Henderson Advertising Agency, Greenville, S. C. Both were with D'Arcy Advertising Co., Atlanta; Mr. Steele as creative art group head and Mr. Milligan as senior art director.

**Mr. Berty**

Kent Fredericks, ABC-TV Spot Sales, Chicago, named account executive in New York office. Milt Berty, San Francisco Spot Sales office, succeeds Mr. Fredericks in Chicago; Mark Mandala, KABC-TV Los Angeles account executive, replaces Mr. Berty in San Francisco.

**Mr. Keenan**

Robert J. Keenan, account executive and manager of sales planning for NBC Spot TV Sales, Chicago, appointed account executive with CBS-TV central sales division, Chicago.

**Mr. Davis**

Howell L. Davis, national sales representative in Detroit office of Blair Television, joins wjw-TV Cleveland as account executive.

**Mr. Henry**

Don L. Henry, head of Dallas sales office of wxxi. Fort Worth, joins Avery-Knodel, Dallas.

**Mr. Alm**

Keith L. Alm, research department, Earle Ludgin & Co., Chicago, appointed account executive.

**Mr. Mullins**

Michael F. Mullins, national sales manager for kark-TV Little Rock, Ark., named general sales manager. David J. Jones, account executive, named assistant general sales manager.

**Mr. Abrams**


David B. Marsh, account executive for Naegle Outdoor Advertising, joins WNEM-TV Bay City - Saginaw - Flint, Mich., as account executive.

Barkley Bull appointed account executive at Spade and Archer Inc., New York.

Robert H. Devlin Jr., management resources trainee with CBS Radio, New York, named account executive.

Donald S. Newbury, account executive for XGBS Los Angeles, appointed to similar position at KBMS-FM Los Angeles.

Mike McCarthy, creative group head for Kenyon & Eckhardt, Chicago, joins Reach, McClinton & Co. there as copywriter.

Michael T. Dorsey, account executive with WQAC-TV Washington, and Irv Lichtenstein, program director for WWDC Hollywood, join sales staff of WTOP, that city.

**MEDIA**

![Eugene S. Thomas](image1.png)

![Mr. James](image2.png)

Eugene S. Thomas, executive VP and general manager of KETV-TV Omaha, Neb.-Council Bluffs, Iowa, and first chairman of television board of directors of National Association of Broadcasters, retires Jan. 31 after 43 years in broadcasting. No successor has been named. Mr. Thomas plans to enter writing and consulting fields and will continue as member of board of directors for KETV. Kenneth H. James, VP and station manager, is head of station operations.

Richard K. Burton, manager of WQFT-TV Roanoke, Va., named general manager.

W. Howard Jernigan, general sales manager for WCH New York, Va., named assistant general manager.

Hartwell Conklin, news director for WDBO-TV Orlando, Fla., appointed station manager of WGNP-TV High Point-Winston-Salem, N. C.

Bryce Cooke, with WDAF Kansas City, Mo., appointed station manager of WDAF-TV that city.

F. Patrick Shannon, sales manager for WLTW-TV Cincinnati, named assistant general manager of WLWX(TV) Indianapolis. Both are Avco Broadcasting stations.

J. Taber Golden Jr., former staff administrator, training design, RCA Camden, N.J., appointed administrator for training and personnel, NBC, New York.


**PROGRAMING**

Victor Blau, general manager of Warner Bros.-Seven Arts music division of W7 Inc., Burbank, Calif., elected VP of parent firm.

Marian Searchinger, with United Artists Corp., New York, joins General Artists Corp., that city, as VP of equity and literary divisions.


Jerry Golden, account executive with Videotape Center, New York, appointed sales executive with Reeves Sound Studios, that city.

Stanley J. Selson, coordinator of corporate planning for NBC, joins Screen Gems as associate director of research, New York.

Martin Dooling, sales account executive for CBS-TV Hollywood, named program executive.

Robert Anderson, free-lance TV and movie production manager, named production supervisor for Wolper Productions, Los Angeles.

Jack Jacobson, production manager, and Don Knautz, assistant program manager, both with WGN-TV Chicago, appointed program manager and manager of operations, respectively.

Dean McCarthy, program director, WXYZ-TV Detroit, named director of programming, WKBW-TV Chicago. He succeeds Lee Schulman, who resigned to join KNBC(TV) Los Angeles.

Bob Osborne, formerly program director of WR-TV St. Louis, named program and operations director of WYB, there.

Michael Steele appointed program manager of WMBF Binghamton, N. Y.

Jack James, acting production manager for WREX-TV Rockford, Ill., named production manager.

Clem Candelandia, operation manager for KTFT(TV) Fort Worth-Dallas, named production manager.

John Steinward, program director for WSPD-TV Toledo, Ohio, appointed operations manager.

**NEWS**

![Mr. Fitzgerald](image3.png)

![Mr. Dermady](image4.png)

William Fitzgerald, head of national overnight broadcast news for AP New York bureau, appointed day news supervisor in broadcast news department, succeeding James Wessell, named to newly created post of director of special projects in broadcast department. Stephen Dermady, assistant overnight editor, succeeds Mr. Fitzgerald. Robert D. Haworth, with AP in Dallas and Kansas City, Mo., for 10 years, named Kansas City broadcast news editor.


Lou Cioffi, ABC News Tokyo bureau chief, named national correspondent for ABC News.


Frank Geog, news and program director for KNX Los Angeles, named executive editor for all-news format being introduced by KFWB Los Angeles in March.

David Choate, news assignment editor for WCSW(TV) Miami, appointed assistant news director. Mike McDonald, with WANE-TV Fort Wayne, Ind., joins WCSW as writer-producer. Max Wolf, with WOOD-TV Grand Rapids,
Twenty-five broadcasters have been nominated for two-year terms to fill 12 seats on National Association of Broadcasters radio board.

District 1: Martin Golden, WJTN, Jamestown, N. Y. (incumbent); William G. Bunting, WLOM, New York, and James R. Skidmore, WMCR, New York, N. Y.


District 12: Alan Page, KGEW, Enid, Okla., and Robert L. Pratt, KGDF, Coffeyville, Kan. (Messrs. Page and Pratt are brothers despite different surname.)

District 14: Harry W. Hoth, KDRO, Colorado Springs, and Al Ross, KNAB, Burlington, Colo. (incumbent).

District 16: Harry Tuner, KCKC, San Bernardino, Calif., and George A. Wagner, KFI, Los Angeles.


Class B: Ben A. Laird, WDU, Green Bay, Wis., and Paul B. Marion, WBT, Charlotte, N. C.

Class C: J. R. Livesay, WLBN, Mattoon, Ill. (incumbent), and Philip Spencer, WCSS, Amsterdam, N. Y.

Ballots will be mailed on Jan. 31 and must be returned to NAB by Feb. 14. Results will be announced Feb. 15.
Mr. Hoyt
Mr. Kluzer

J. G. Hoyt, VP in San Juan office of Young & Rubicam, named VP, area manager, Latin America and Far East. Andrea Kluzer, managing director, Y&R, Milan, Italy, elected VP.

DEATHS

Philip Galt Sewell, 54, general manager of wrcs Ahoskie, N. C., died Jan. 9 at Roanoke-Chowan hospital, Ahoskie, after long illness. Mr. Sewell was station's first manager, assuming position in 1947. He is survived by wife, Dorothy, and daughter.

Joel S. Daniels Jr., advertising and sales promotion manager for Northeast Airlines Inc., died of heart attack Jan. 15. Mr. Daniels, who joined Northeast in 1958, had over 20 years of airline advertising experience. He is survived by his wife, Jane, and son.

Charles F. McCarthy, 63, newscaster for wvox-AM-FM, New Rochelle, N. Y., and for years with NBC and ABC, died Jan. 13 at New Rochelle hospital after suffering stroke at his home there. Mr. McCarthy broke into radio on old WLA. New York, wiod Miami and KSD St. Louis before becoming one of first personality newscasters at WMMG New York (now WHN). With the advent of television, he ended 10 years with NBC Radio by joining NBC-TV as play-by-play sportscaster, and then as announcer for NBC's Music Hall of the Air and Music of the New World. Assignments at wvo New York and new directorship at WPAT Paterson, N. J., preceded his wvox post. He is survived by wife, Diana, son and daughter.

Warren R. Coleman, 57, who played "Kingfish" in original Amos 'n Andy radio series, died Jan. 13 at his home in the Los Angeles' Valley. Mr. Coleman was radio, stage and film actor for some 30 years and produced, directed and wrote for stage and motion pictures.

Dr. Robert Reynolds Jones Sr., 84, evangelist and founder of Bob Jones University, Greenville, S. C., licensee of wmuu-AM-FM Greenville, died Jan. 16 in Greenville. He is survived by his wife, Mary, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 11, through Jan. 17 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, s.—sur., CATV—community antenna television, CR—critical hours, CR—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local signals, mg—megacycles, mod.—modification, N.—night, PSA—presumise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, TRANSMITTER, UHF—ultra high frequency, U.— unlimited hours.

New TV stations

FINAL ACTIONS

Oneonta, N. Y.—Susquehanna Broadcasting Inc. Broadcast Bureau granted UHF ch. 15 (476-462 mc); ERP 10.1 kw vis., 2.14 kw aur. Ant. height above average terrain 986 ft.; ant. height above ground 417.9 ft. P. O. address: 206 Main Street, Oneonta 13820. Estimated construction cost $235,000; first-year operating cost $407,200; revenue $235,000. Geographic coordinates 42° 25' 32" north lat.; 74° 05' 34" west long. Type trans. RCA TPU-SA. Type ant. RCA TPU-4C. Legal counsel Cohen & Berfield; consulting engineer Robert L. Love; Washington Principals: Albert E. Farone, president and William J. Caisam, vice president and treasurer (each 50%). Mr. Farone is treasurer and is president and treasurer and 100% stockholder in real estate holding company. Mr. Caisam has no other present business interests indicated. Action Jan. 10.

Commission has denied motion for stay pending judicial review of its grant of TV ch. 19 to Flower City Television Corp. of Rochester, N. Y., but if petitioners file request for stay of decision with United States Court of Appeals for District of Columbia on or before Jan. 19, 1968, commission stated it will stay proceeding until judicial determination has been made on that request (Docket 1438-8, 1440-2, 1466-4). Action Jan. 10.

OTHER ACTIONS


Call letter application

Mr. Hoyt
Mr. Kluzer

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, January 22, 1968
quests WMCN-TV.

Existing TV stations

FINAL ACTION

- WVTY-TV Milwaukee—Broadcast Bureau granted CP to change ERP to 1.0 kw; 1160 v.; 1500 watts. (Does. 16782.)

- Hearing Examiner Charles J. Frederick on Jan. 8 in Crowley, La. (Rice Capital Broadcasting Co.) AM proceeding, granted petition by V.W.B. Inc. for leave to amend its application relating to its financial plan (Doc. 17569).

ACTION ON MOTIONS


NEW AM stations

APPLICATIONS

Catlettsburg, Ky.—Edgar Kitchens. Seeks 1600 kc, 5 kw-D. P. O. address: 300 winners, respectively, Ashland, Ky. (41801). Estimated construction cost $46,136; first-year operating cost $25,601; revenue $50,000, Principal: Mr. Kitchens is sole owner of nursing home and motel. Action Jan. 10.

- KNAW-TV Pacifica and Southern Co., Atlanta. Requests WQXI-TV.

- KKJJ-TV McAlister TV Enterprises Inc., Lubbock, Tex. Requests KSBL-TV.

New AM stations

APPLICATIONS

KOTV Big Bear Lake, Calif.—Seeks CP to increase ERP from 2 kw to 4 kw and make changes in DA system. Application Jan. 16.

WBIP Panama City, Fla.—Seeks CP to make changes in DA system. Application Jan. 16.


WHBB Newburyport, N. J.—Seeks station loc. at 1061. Application Jan. 16.

WHHPL Berkeley, Calif.—Seeks CP to change ERP to 1 kw and make changes in DA system. Application Jan. 16.

WTRR Sanford, Fla.—Broadcast Bureau granted CP to change DA trans. and studio loc. of WWCF-AM to Celery Ave., at city limits, Sanford, and CP to change trans. and studio loc. of auxiliary trans. to Celery Ave., at city limits of Sanford, Jan. 16.

WRSC Shell Lake, Wis.—Broadcast Bureau granted license covering new AM. Application Jan. 16.

WRNO North Atlanta, Ga.—Broadcast Bureau granted license covering installation of new auxiliary trans. at main trans. location, and license covering new AM, specify type trans. (main). Application Jan. 16.

KIMO Hilo, Hawaii—Broadcast Bureau granted license covering change in ant.-trans. location (main); and license covering change in auxiliary trans. location, studio loc. Application Jan. 16.

WLOU Louisville, Ky.—Broadcast Bureau granted CP to install new trans. at main trans. location, for auxiliary purposes only. Application Jan. 16.

KJPL Moscow, Idaho—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Application Jan. 16.

KTTT Columbus, Neb.—Broadcast Bureau granted CP to make changes in ant. system. Application Jan. 16.

WEGO Concord, N. C.—Broadcast Bureau granted CP to replace expired permit for change in ant. location, ant. system and ground system. Application Jan. 16.

WRTA King, N. C.—Broadcast Bureau granted license covering change in daytime power and installation of new transmitter, ant. trans., and antenna. Application Jan. 16.

WHMM Henderson, Tenn.—Broadcast Bureau granted license covering new AM. Application Jan. 16.

KWSC Pullman, Wash.—Broadcast Bureau granted license covering change in daytime power and installation of new antenna, ground system, change in ant.-trans. system and ground system. Application Jan. 16.

Various: action Jan. 16.

Radio...
STATION BOXSCORE
Compiled by Broadcasting, Jan. 18, 1968

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1. In addition, two AM's operate with Special Temporary Authorization.
2. In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

CALL LETTER ACTIONS

- KLOS, Zia Tele-Communications, Albuquerque, N. M. Granted KZIA.
- WCVY, V. M. Granting Ltd., Knoxville, Tenn. Granted WJBE.

DESIGNATED FOR HEARING

- Renewal applications of Impact Radio, licensee of WCFV Clifton Forge, Va., and Impact Radio Inc., licensee of WPXI Roanoke, Va., have been designated for consolidated hearing by commission action of Jan. 4, Action Jan. 11.

New FM stations

APPLICATIONS

Oxnard, Calif.—(Playa Broadcasters, Inc. Requests 98.3 mc., 232, 3 kw. Ant. height above average terrain 372 ft. P. O. address: 915 Roderick Avenue, Oxnard 30365. Estimated construction cost $8,390; first-year operating cost $30,900; revenue $44,900. Principals: Frank J. Olivares (45%) and Carlos Olivares (55%). WCFV is owner of radio and television retailer and service store. Mr. Olivares is consultant and WCFV is involved in radio engineering concern and he is an electronic engineer. Jan. 16.


Aurora, Ind.—(Dearborn County Broadcasters, Inc. Requests 99.3 mc., 257, 3 kw. Ant. height above average terrain 373 ft. P. O. address: 401 Honover Street, Aurora 47001. Estimated construction cost $11,550; first-year operating cost $19,900; revenue $36,900. Principals: John W. Davis (50%); Mr. Schuler also owns oil products company.


New Philadelphia, Ohio—(The Tuscarawas Broadcasting Co. Requests 98.1 mc., 240, 3 kw. Ant. height above average terrain 229 ft. P. O. address: 12449 Main Street, Uhrichsville, Ohio 44683. Estimated construction cost $33,501; first-year operating cost $18,500; revenue $28,800. Principals: James Natoli Jr. president (93.4%), and Mary C. Natoli, vice president (6.6%). Mr. Natoli is electronics engineer for WKV-TV Cleveland and also owns WBTC Uhrichsville, Ohio. Requests waiver of Sec. 1.519 of rules. Jan. 11.

Nashville, Tenn.—(Keswick Foundation Inc. Requests 88.1 mc., ch. 201, 100 kw. Ant. height above average terrain 671 ft. P. O. address: 2525 Roman Road, Franklin, Tenn. 37064. Estimated construction cost $20,000; first-year operating cost $20,000; revenue $20,000. Principals: W. Ormand, president, and Andrew WAGG Franklin. Jan. 15.


FINAI ACTIONS

Blountstown, Fla.—(Maupin Broadcasting, Inc. Granted 92.3 mc., ch. 272, 3 kw. Ant. height above average terrain 299 ft. P. O. address: Box 597, Blountstown 32424. Estimated construction cost $208,100; first-year operating cost $20,000; revenue $25,000. Principals: John B. Maupin, owner and manager of WTVY-TV Burlington, Applicant requests waiver of Sec. 73.210(a) (2) of rules. Ann. Jan. 16.

RADIO AND TELEVISION BROADCASTING

**ACTION ON MOTIONS**

- **Chief Examiner James D. Cun-
  ningham,** Federal Communications
  Commission, Washington, D.C.,
  has granted joint request of
  granite, Connecticut, approved
  by Federal Communications
  Commission, for broadcasting.

**OFFICIAL ACTIONS**

- **Review board in East Palm Beach,
  Fla.,** granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

**ECONOMIC ACTIONS**

- **FMC grants permit to change
  trans. equipment.**

**OTHER ACTIONS**

- **Review board in Petersburg, Va.,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

**FCC ACTIONS**

- **Review board in Annapolis, Md.,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

- **Review board in Baltimore, Md.,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

**AMENDED ACTIONS**

- **Review board in Washington, D.C.,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

- **Review board in San Francisco,
  Calif.,** granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

- **Review board in New York City,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.

- **Review board in Chicago,**
  granted joint request.
  Notice of proposed rulemaking
  was published on Oct. 8, 1968,
  invited comments on number of
  proposed channels. Comments.
hearing for March 28 ( Docs. 1701-1-2). On Jan. 16 in Waco, Tex. (Centerex Radio Co. v. R.C. FM), KTVX Broadcasting Co. and Morten M. FM proceeding, designated Examiner Basil P. Cooper to serve as presiding examiner. Hearing was delayed pending a conference for Feb. 14 and hearings for March 28.

**RULEMAKING ACTION**

- Commission has authorized an application for a grant by the licensee of WCFM for a noncommercial educational FM station at Williamsburg, Va., requiring installation of type-approved equipment.

**CALL LETTER APPLICATIONS**

- WVXS(FM), Pacific and Southern Inc., Smyrna, Ga., Requests WRJQ(FM).
- WLSIC(FM), Walpy Inc., Louisville, Ky., Requests WEJR(FM).

**RENEWAL OF LICENSES, ALL STATIONS**

- Broadcast Bureau granted renewal of licenses to WGWG -FM, Knoxville, Tenn., and WGFN -FM, Park Forest, Ill., Action Jan. 15.
- Broadcast Bureau granted renewal of licenses to WBYW -FM, Sayre, Pa., Action Dec. 27.
- Broadcast Bureau revoked a grant of license for following station WBFM(FM) -Buffalo, N. Y., because the station is not operating within the maximum allowable fluctuations for a Class D station.
- WBAI -FM, Col., Broadcast Bureau granted license covering changes in affiliation with WVXU -FM, Cincinnati, Ohio, Action Jan. 10.

**Translators**

**APPLICATIONS**

- KGOK, Des Moines, IA, Application for license to begin broadcasting programs.
- KWAA, Willard, Ohio, Broadcasting Bureau granted license for new VHF TV station to serve Willard, Ohio, Action Jan. 15.
- KMSO-TV, Inc., Minneola, Mont., Broadcasting Bureau granted license for new VHF TV station to serve East Missoula and surrounding area, operating on ch. 11, by rebroadcasting programs of KTVW-TV, Missoula, Action Jan. 15.
- KMCZ, St. Johns, Fla., Broadcasting Bureau granted license for new VHF TV station to serve St. Johns, Fla., operating on ch. 78, by rebroadcasting programs of WTVW, West Palm Beach, Fla., Action Jan. 11.
- K5A9, Willard, Ohio, Broadcasting Bureau granted license for new VHF TV station to serve Willard, Ohio, operating on ch. 50, by rebroadcasting programs of KOAT-TV, Albuquerque, N. M., Action Jan. 11.
- KWAA, Willard, Ohio, Broadcasting Bureau granted license for new VHF TV station to serve Willard, Ohio, operating on ch. 50, by rebroadcasting programs of KOAT-TV, Albuquerque, N. M., Action Jan. 11.
- WRCO, Horse Springs, N. M., Broadcasting Bureau granted license for new VHF TV station to serve Horse Springs, N. M., operating on ch. 78, by rebroadcasting programs of KTVW-TV, Missoula, Action Jan. 11.
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RADIO

Management

Midwest single market—(12,000) needs sales- man-assistant manager. Must have desire to be successful radio man. Station showing profit less than year old. Owner has other radio interests. Potential unlimited. Box A-188, BROADCASTING.

One of those opportunities. Top Ohio operation looking for ambitious someone. $25,000, some money in background. Strong desire to sales to be station manager in large market. Send complete resume, photo. It's only money now, good deal when waste time. Box A-193, BROADCASTING.

Assistant manager working toward general manager. B-300, all phases of broadcasting. Strong on sales, capable announce- ment, strong credit rating. Requires experience in northwest, Middle-of-road music and news, daytime music. Outstanding chance to face young, fast growing educational facilities. Best four-season climate. Hunting, fishing, boating, skiing, golf unexcelled. No freeways, smog, race problems. Send resume, tape of news and commercials, references, minimum starting salary requirements. Box A-200, BROADCASTING.

Midwest, large market, modern country music station needs experienced PD who knows the format. Get started. If ready to move up send details, picture, tape now. Box A-217, BROADCASTING.

General sales manager—major market, must have proven track record in both local and national sales. Big station with big reve- nues. Send complete resume, photo and letter to the right guy. Box A-284, BROADCASTING.

Sales manager—heavy personal sales plus production work. Major market station. Evansville, Indiana area fulltimer. Ground floor career opportunity. Person must be independent, must have complete confidential. Box A-272, BROADCASTING.

Energetic young salesmen, with record, that would fit in our management with a few weeks in a single station market. Call Bit-601-7013, Mr. Brown.

Help Wanted—Sales

Local Sales Manager. East. $300 week plus commission. Can top $25,000 first year. Must have outstanding documentable record of building successful local sales department in addition to personal sales. Send complete resume, current picture and references first letter. Box A-68, BROADCASTING.

Sales manager suburban southeastern market. Salary plus percentage of own sales plus override. Send current resume. Box A-115, BROADCASTING.

Radio salesman with proven experience of creative selling on the way up to TV sales management. Desirable to have background of being sales manager, ability to direct salesmen, and business ability. Opportunity immediately. Box A-141, BROADCASTING.

Announcer with 3 years experience of radio engineering. Have creative ideas that you can sell and get a sales force to sell? Qualify as an over- all station talent. Top touching sales commis- sion? Want to work hard for a piece of the action? Box A-147, BROADCASTING. Send resume and references immediately. Box A-155, BROADCASTING.

In radio but not In sales? We have a spot open for you. Generous guarantee plus commission. Act on projected account list. Salesman looking for faster growing ac- count list. This could be it. Vacancy, maternity leave, other fringe. Box A-241, BROADCASTING.

SALES—(Cont'd)

Salesman wanted: Personable, self-starter who likes people, can become involved in community. Pleasant announcer voice helpful for brief board shifts, heavy selling. Air mail resume to: KSEF, Box 208, Sitka, Alaska, 99835.

Expanding sales staff. Experience, young aggressive salesman who loves radio and enjoys work. Excellent opportunity for the right man. Send photo and complete references. Matthew B. Wicker, WDAB, Columbus, Georgia 31902.

Wanted immediately sales oriented man over to work into a major position or announcer wanting to take the move to sales. Salary—draw against commission, plus car allowance. Must be sober and preferably single. Contact Don French, WFXF, area code 305 743-5663. No collect calls.

Real opportunity for young man with experience as a general manager. WLUV, Loves Park, Rockford, Illinois.急需管理人员。 Box A-227, BROADCASTING.

See our display ad on page 69, WQL, Philadelphia.

Want door-knocking salesman, preferably with first phone, who likes to sign on, sell, and make it happen. No maintenance, WWP, Palatka, Florida.


We're a good company. A chain with a heart of gold. We make money and pay well. The atmosphere is relaxed but you're a work hard but you're with champions. Ex- perience is a plus, but desire is a must. Like to try for the top? Write WILEK, Rich- mand, Virginia 23226.


Announcers—(Cont'd)

Announcer-Salesman 1st preferably subur- ban N.Y.C. Salary plus commission. Box A-99, BROADCASTING.

Experienced announcer capable of produc- tion and ready for sales or sales training. Fulltime, nonmetropolitan. Box A-91, BROADCASTING.

Bright, lively, exciting MOR morning per- sonalities for expanding station in northeast. Salary depending on ability. 3 to 5 years experience. Send photo and resume. Box A-105, BROADCASTING.

$120 for experienced MOR dj. $150.00 if you also announce. Send resume to Box A-106, BROADCASTING.

Announce drive. Top 40. East Coast. Tape, resume, references, latest picture with first letter. Box A-177, BROADCASTING.

Wanted announcer with bright phone for northeastern North Dakota station. Wonderful opportunity for right man to become a major account. Salary open. Box A-191, BROADCASTING.

Large market, established, Ohio modern country music station needs sales man for well versed personality. Send tape, picture, and complete details including "Corn- ponies". Box A-194, BROADCASTING.

Swingin' soul, major Ohio market needs experienced up-tight dj. Brown eyes or blue. Unusual opportunity. Send tape, de- tails, picture immediately. Box A-185, BROADCASTING.

Immediate opening for top quality morning man, small market, near New York City. Salary open. Box A-201, BROADCASTING.

Northern Ohio AM station, suburban to a major market, Requires experienced announcer. Modern MOR format. Good sales background. Send first phone. Box A-225, BROADCASTING.

Wanted: Female announcer for morning team on top-rated northeast station. Box A-221, BROADCASTING.

Wanted: Wide-awake morning man for medium market. Salary open. Box A-238, BROADCASTING.

Announcer wanted for Vs. MOR radio and TV station. Requires shift and daily TV program. Opportunity for good radio man to break into TV. Send complete resume, tape & picture to Box A-274, BROADCASTING.

Announcers with first ticket. MOR or top 40. Excellent growth opportunity. Send resume and tape. Box A-277, BROADCASTING.

KBUD, Athens, Texas seeking experienced, mature staff announcer for adult programing.

Dependable announcer wanted for long established Radio-TV station. Nite shift is now open. Chance for some TV if you qualify. Retirement benefits plus group insurance. Send audition tape, complete resume and picture to letter in Hull Shiner, XFBG Radio-TV, Cheyenne, Wyoming.

Arizona's highest rated stereo station is expanding—again. We need a cultured, mature voice backed by talent at least 5 years major market experience. Sales and work- ing conditions will suit you. This is a permanent position. Send tape, photo and references with first letter to Mr. Edris, KFMR, 329 North Third Ave., Phoenix, Arizona 85002.

DEADLINE: Monday Preceding Publication Date

DISPLAY ad $25.00 per inch—STATIONS FOR SALE. WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, AND BUSINESS OPPORTUNITY advertising require display space, 5" or over billed at run-of-book rate. Agency commission only on display space.

All other classifications $25.00 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.
Announcer—Cont’d

Announcer wanted, small station with MOR format. Local orientation, good equipment and want self-starter who enjoys being creative. Airmail resume to: KSEW, Box 258, Shreveport, Louisiana 71101.

Immediate opening: Bright, happy, adult, professional top 40 man for “The Big House” top of the hour on largest market. Hands, tape, resume and photo to: KUDI, Box 2988, Seattle, Washington 98101.


Soul station in ideal market wants 2 R&B DJs with new style delivery. All new equipment and facilities. Liberal salary and fee schedule best in music business. Nudie, no excess. Tape, resume, photo. WAIV, Indianapolis, Indiana 46201.

No night, no Sunday shifts. No maintenance. $130 to start for experienced first-ticket announcer in 94,000 population Lafayette. Inquiring home of Purdue University. Up-tempo MOR programming. Noagas, the more weekly consecutive. WLCO, 250 W. 24st., New York, N. Y. 10010.

WANTED—Announcer of unlimited ambition. Cell phone, Male or female, WSEB, Sebring, Florida.

Country music DJ—must be experienced in modern, fast-moving format. Young, aggressive man seeking advancement preference. Send DJ show tape, photo, resume, salary requirements to Don Kern, W-SHO, New York, N.Y. 10020.

Top 40 MOR night announcer for high potential evening market. Send tape and resume to: WSKI Montpelier, Vermont.

Announcer—salesman for good music format. Average from $150 weekly plus 20% commission on all sales. Must be near end of college, or call Michael Schwartz, WYTM Radio, Springfield, Ill.


Announcer with 3rd endorsed ticket, capable of doing MOR music show, including better paid for personal, internal 6-8 minute newscasts for evening shift, or sign on for 1000-1100 winch station Michigan. Phone 317-839-9989.

Shenandoah Valley—5 kw (790) operation needs 1st or 2nd ticket announcer experienced in contemporary radio. If drifting—don’t waste our time. If you desire all around growth situation we are interested. With new facilities, our station is in process of building a market down and deniable staff—one good man needed! Excellent living conditions; salary available plus advantage. Salary commensurate with experience. Contact info., resume, tape of news, production, copy, own show. Accommodations available. (Tapes returned) Mall Mark Troy Box, 97, Waynesboro, Virginia 22986.

Ashland-Hermitage—fulltimer needs two people with third phase and endorsement. Complete resume. Include tape. Box 946, Ashland, Kentucky.


Announcer—professional delivery; good voice. Preferable: MOR good music format; must have third end of college, or contact for all or conditions; excellent fringe: fine climate; major market Texas; salary open; need immediately. Call Bob Stevens 713-746-3860.

Immediate opening for versatile, experienced MOR announcer for mornings moving into day five day week. Quality small station central Florida. Send tape and resume: Barringer, WLCQ, Estus, Florida.

PD, 2 versatile announcers and news director. MOR MORning mondays through fridays. Good news. Send tape, resume, salary requirements. David Cafel.

P.O. Box 618, Brattleboro, Vermont seeks experienced MOR announcer. Good production experience. Excellent pay. Send resume, tape, salary requirements. David Cafel.

PD, 2 versatile announcers and news director. Starting new station. First facility in 250 stations, starting a network on an FM frequency. MOR. Lots of room to grow. Letter and resume to: Dan Heiman, WOJB, Box 927, Toma River, N. J. 08753.


New station—complete staff. WFEM, Elmwood Park, N. J., needs 2 engineer-announcers; 2 salesmen- announcers; 2 salesmen; news director, 2 engineers, 2 announcers. Send tape and full particulars to Great Scott Broadcasting Co., 1510 9th St., Potsdam, Pa. 16901.

Top rated station outstanding market accepted. Great Scott offers top 40 announcer. Must have 2-3 years experience, good production ability willing to work hard. Beautiful area, excellent living conditions; salary commensurate for 40-hour week. Send resume and tape with picture to Don Poutz, WHRW Radio, Roanoke, Va. 24015.

Announcer-sales (C&W) unlimited AM & FM. Male or female, WSEB, Sebring, Florida.

Technical


WANTED—Combination announcer/engineer for small market station in university, summer and winter city. Must be able to supply references and salary requirements 1st letter. Box A-158, BROADCASTING.

Chief engineer—are you sick of junk equipment and paying high expenses? New success, stable location at your disposal. WPAZ, D. O. Box 639, 247 High St., Potsdam, Pa. 16901.

No experience, the more weekly consecutive. WLCO, 250 W. 24st., New York, N.Y. 10010.

MOR is growing North Carolina needs immediate opening: Staffing new station. Strictly professional ability; salary open; excellent living conditions; major market Texas. Send resume immediately to Box A-215, BROADCASTING.


First class (1st) (5000 watts)—$475 base salary—WIRL, Wills, Illinois.

Immediate opening for experienced radio engineer with 1st phone for 5 kw directional. Full fringe benefits, liberal salary and benefits. Equipment; In excellent working condition and previously maintained by our long time minimum wage 40 hour per week. Salary open; write or phone Gordon Henderson, WROV, 2401 N. 5th Street, Lafayette, Indiana 47903.

Immediate opening for chief engineer for WAVA all news AM-FM non-directional. Box 121, Charlottesville, Virginia. Call or write John Burgrun, WAVA, 1901 Fort Myer Dr., Arlington, Va. 22209.

Interesting opening for 1st phone. New modern facilities. No announcing. Call or send your resume and details to WRDL, 214 South Common St., WOAI, 312-224-1137, Dayton, Ohio 45408.

Baltimore—Our Chief Engineer is leaving March 1st to build his own station, after working with WAVE since it went on the air in 1955. Send resume and references to Personnel Manager, WAVE, 111 Park Avenue, Baltimore, Maryland 21201. No phone calls.

First engineer for 5kw AM-FM station. First shift on control board operation. WRDC, 750 Main St., Hartford, Connecticut 06103.

Experienced Chief for stable 5 kw directional AM and automated FM stereo. Will consider part time or full time. Chief ready to move up. Present Chief leaving February 1st. If interested will have chance to familiarize you with operation. James Rivers, WAIZ, Albany, Georgia.

Engineer, fulltime, 1st class license. Transmitter and studio operation and maintenance. Car required. Telephone or write WPXK, Alexandria, Va., 703-833-3030.

Chief engineer needed for directional AM-Daytimer. Must have maintenance experience and some announcing experience. Excellent benefits. WYFF, Rockford, Illinois 61107.

Midwest APQ could use a good news salesman. WOAI, 214 South Common St., WOAI, 312-224-1137, Dayton, Ohio 45408.


HELP WANTED

Technical—Cont’d

Newspaper advertising—would like to work in New York, a major radio market. Require experience in setup, advertising, and biography. All replies confidential. Box A-169, BROADCASTING.

If you are an established news broadcaster with major market experience and would like to work in New York, a major radio market, write to Box A-169, BROADCASTING.
Help Wanted—News—(Con'd)


News director for midwest radio and TV in small market under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative, solid name in journalism or newspaper or broadcast experience send complete resume and photo to Box A-239, BROADCASTING.

Immediate opening for experienced author and production to meet the needs of a large man, send tape, resume, Box A-223, BROADCASTING.

Weekend radio news announcer—experienced in the news market. Send resume to Box A-243, BROADCASTING.

News Director—To head up 2-man staff on top 40 station with reputation for aggressive and exciting programming. Send resume, contact PD, WKFR, Battle Creek, Michigan.

Production—Programming, Others

Combination of any two. Traffic, copy, ann., sales. Send resume and references. Send resume for southeastern metro market. MOR. Box A-117, BROADCASTING.

BROADCASTER to work in New York City. Minimum experience two years, diversified with music, sales, management, married. Good potential. Resume and telephone in first letter. Box A-158, BROADCASTING.

Office director, copy and sports—county music station. $60 per month. WGVM, Greenville, Mississippi.

Program director, format oriented, for midwest country and western station. Good pay, good fringe benefits, in top 75 market. 2 years experience. Send resume and references, Box 8588, Charlotte, North Carolina.

Combination of any two, Traffic, copy, ann., sales. Send resume and references. Send resume for southeastern metro market. MOR. Box A-117, BROADCASTING.

Announcers—(Concluded)

Soul combo. 1st phone. Elkins graduate. 918 LD 4-9697. News. Box A-171, BROADCASTING.

DJ good on news, experienced in all phases of radio, first phone, major market experience. Box A-112, BROADCASTING.

Third phone, experienced in broadcast school graduate, college, draft, portable. In production major. N. Y. station, seeks experience in small market. A-300, New York City area. Box A-175, BROADCASTING.

Negro announcer. All-around ability. Tight voice. Good on news. $10,000 a year. Good on 2nd southern station. Third phone. Any salary. Box A-176, BROADCASTING.

Young looking DJ/announcer with 1st phone. Would move for move to move to the next market. Experienced of 100,000. Prefer west coast or south or southeast. Box A-180, BROADCASTING or call 312-654-6092.

DJ-announcer. Swinging sound. 3rd endorsed. School trained, looking for a home, not a prima donna, top board personality. Box A-186, BROADCASTING.

Multi-talented aggressive young top-40 DJ with a 1st phone. Good on news. Min $7,500 to move to any market. Box A-196, BROADCASTING.

Johnny Carson and Red Skelton don’t do radio anymore! If you need a radio contributor, experienced, with active chain. Prefer Midwest. Currently bring $600 a month. Box A-212, BROADCASTING.

Mature staff announcer . . . 8 years experience, seeking permanent relocation. Prefer Pacific Northwest. Box A-220, BROADCASTING.

DJ, tight board, solid news, commercials, N.Y.C. trained, college education. Third phone. Box A-218, BROADCASTING.

Looking for DJ position and announcer. 3rd ticket with endorsement. Ideal woman for rock music. Box A-219, BROADCASTING.

Negro lady DJ—announcer—Experienced news, sales, excellent board operation—3rd endorsement. Box A-221, BROADCASTING.

DJ, newscaster. Dependable, versatile, authoritative. Tight board, some college, 3rd endorsed. Box A-222, BROADCASTING.

First phone, no-salary. Mature, single. 4 years experience. No tapes. Guaranteed salary plus commission. Want market of 15,000 or better. Box A-223, BROADCASTING.


If you aren’t afraid of humor, personality, and creativity, I'd like to hear from you. I'll get better off for this medium market. Get in touch with me, a college no drifter. Box A-228, BROADCASTING.

Negro broadcast school graduate. 3rd endorsed, draft exempt. Anywhere. Box A-229, BROADCASTING.

Want to remain just work and stability. Mature. 3 years experience. Prefer MOR or C&W. Past experience sales. Box A-233, BROADCASTING.

Radio-TV. Young, 22 years experience. MOR—first phone, play-by-play, heavy announcer. Prefer all general market. Box A-247, BROADCASTING.

Radio-TV. Young, 22 years experience. MOR—first phone, play-by-play, heavy announcer. Prefer all general market. Box A-247, BROADCASTING.

Management—(Con'd)

Cost-sales oriented management. Experienced small medium competitive markets. Midwest, Box A-229, BROADCASTING.

Production-operator top ten looking for advancement. Know studio, remote, mic operation. Box A-229, BROADCASTING.

Station manager, trouble shooter major group operation and extensive FM background. Experience at network level, major group operation, 8 years Broad- casting, family. Looking for stable career situation with major group operator. Reply to Box A-269, BROADCASTING.

Sales

Have cash, can invest, sales pro seeks last stop. Box A-187, BROADCASTING.

Sales manager—18 years all phases of radio. Stable family man. Can train staff and sell. Write Box A-263, BROADCASTING.

You're profits increase! I sell ideas, not time! Radio Yellow Pages experience. Journalism graduate. Can invest or work small-medium market. $800 week plus healthly commission. Box A-215, BROADCASTING.

Announcers—(Concluded)

Negro announcer. Personality format oriented, with 12 years experience, 10 year. Ten year. Major markets only. Box A-40, BROADCASTING.

Radio-TV announcer, performer and producer, seek experience in top Rocky Mountain market and national TV show or program. Experience with audiences, people, and background. Box A-90, BROADCASTING.

Carolinas but will relocate, 1st phone, experienced, married, late twenties. Seeking advancement. All inquiries answered. Box A-88, BROADCASTING.

Negro, DJ, 10 years experience, major market, MOR, R&B, top forty. Box A-90, BROADCASTING.

Experienced news-sports director strong on sales, dj, 3rd ticket with endorsement. Relocate. Box A-123, BROADCASTING.

Notice . . . major markets . . . this top 50 market's most successful and sought after personality is looking. I am one of the nation's top two or three. I resume will back that up. Realities, references, family, five years with this station, believe being a pro is more than a 40 hour week. Box A-137, BROADCASTING.

Announcer would like to relocate in New England area or Midwest. MOR or top 40 operation. Three years experience in same market. Wedding license 12 years married. Right voice, staff, and background. Box A-138, BROADCASTING.

NYC broadcast school grad, 3rd endorsed, college, mature voice, staff, news, MOR-DJ. Single, 22, from California. Box A-123, BROADCASTING.

Brite, young personality. Four years experience, including production, copywriting, com'mercial operation. Third endorsed. Currently PD—after doing PA. Needs a home station. Tired of big market shadows, would like to break into the Contemporary MOR or rock. Box A-152, BROADCASTING.

All American personality, mature, honors, college graduate, 8 years experience. Box A-153, BROADCASTING.

DJ-announcer, young, bright, ambitious, New York graduate, Plans to graduate, seek first position. Will relocate. Box A-164, BROADCASTING.

DJ-announcer, young, personable, with metro operation experience. Seeks air shift and production with lively, active format. Box A-165, BROADCASTING.

Announcer—41—Experienced, tight board, personality. Ready to relocate, stable family man, willing to relocate to Box A-170, BROADCASTING.
BROADCASTING, February 22, 1968

Situations Wanted—Announcers

Continued

College graduate, honors, 8 years experience, MOR personality, reliable Box A-245, BROADCASTING.

Female announcer (3rd endorsed) recently trained in N.Y.C.-college grad—commercial, news, copy, interviews. Seeking first opportunity in Florida. Box A-247, BROADCASTING.

1st phone eastern announcer, five years experience, clear voice, good background, side work endorsed. Box A-256, BROADCASTING.

Mature announcer, authoritative nasatisher, 7 years experience,Woman for markets, 5228. . . . Top town, 8886, 741 immediately. Phone

Draft authoritative A forty. First learn.

Broadcasting Experienced personable station. Smooth commercial delivery. Box

How about two for almost the price of one? We’ve created two funny, two-man di show for medium, major markets, MOR, top 40. Experienced, responsible. Let’s talk. Box A-258, BROADCASTING.


Experienced personable top 40 announcer (good work with football, sales, copy, interviews). Salary $175 per week. Write Box A-258, BROADCASTING.

Broadcast school graduate, bright, happy sound. Reads well, personable, willing to learn. Box A-262, BROADCASTING.


Attention Ohio or Florida—Top 40 Jock, 21, dependable, experienced, draft exempt, third phone. Box A-266, BROADCASTING.

First phone—Announcer—Some sales, Age: forty, No tapes. Four years experience. Box A-269, BROADCASTING.

Rock, middle of road country and western authoritative newscaster. 3rd class phone, draft free. Box A-275, BROADCASTING.

10 years experience, all formats. Third, Brown’s graduate, single. Available immediately. Phone (408) 222-3656.


First phone announcer—Broadcasting school grad. Eager to learn all phases of broadcasting. Will relocate. Draft exempt.


Top 40, MOR, broadcast honor graduate, strong production, news, free, radio and TV experience, relocate western states. 710 Walnut, Ukiah, California . . . .402-7604.

Announcer—1st phone. 3 years experience. Age 28, now use. Phone Area code 912, 242-5228, Valdosta, Ga.

Soul & B&B, top 40 dj—Needs start—authorized. Will work for owners small to medium markets about somewhere. 242-5228, Chicago, Ill.


Negro beginner taught by New York professionals. Top 40, 234 Cypress Ave., Apt. 36, Bronx, N. Y.

Will graduate from Career Academy Feb ruary. Will work in Milwaukee area. Donald H. Hoyt, 2428 East Linnwood Avenue, Milwaukee, Wisconsin 53211. 2D-2-3641. Age 25. Might be interested in other locations.

Announcers—(Cont’d)

Mature personality, 11 years, all formats, same major market. Top references. Lee Coffee, 610 Allen, Miami, Florida 33119. Phone 314-962-9167.

Technical

Engineer. 25 years studio and transmitter experience including direction. Past 17 years with major market stations in responsible position upper-midwest or deep south. Box A-185, BROADCASTING.

Engineer, announcer, helicopter pilot. Young, veteran. Available now. Six years broadcasting, presently employed NE. But all locations considered. Box A-224, BROADCASTING.

First phone—2½ years at large midwest AM & FM station. Still looking for operation of remote AM & FM xmitter’s and automation. Live in St. Louis area but all locations considered. Box A-259, BROADCASTING.

Engineer experienced AM-DA and FM-transmitter-studio construction. Willing to learn TV. Desire position metropolitan N.Y.C. or Florida.

First operator . . . Engineer, years of experience, operation and maintenance. Free end of Jacksonville or central east coast or Puerto Rico. Reply E. B. Boylan, 143 West, Wilmington, Delaware.

First phone, interested in maintenance. Ronald MacPichl, P. O. Box 229, Golden Bridge, N. Y.

NEWS

News director material— presently all-news operation. Let’s talk. Box A-101, BROADCASTING.

Top large broadcaster in No. 1 market would like permanent position with aggressive, quality TV or radio station in smaller city. Colorado, Texas, Ohio. Also experienced in announcing, production, sales, copywriting, interviews, tape, resume and references. Box A-184, BROADCASTING.

24 year old family newcomer wants larger operation, 3½ years experience—all facets. Hard, willing worker. Prefer east-north east, $500/wk minimum. Box A-214, BROADCASTING.

Vietnam veteran; Navy officer—Graduate University of Southern California (Broadcasting), Navy OCS. Now employed at $7000 per year, but not broadcasting Journalism. Outstanding sales, copy, voice, capable of assuming responsibility. Desire position in medium to large city which may lead to department head. Am more interested in a good salary, any location. For detailed resume and tape contact: Edward Sanders, 576 N. Milton Dr., San Gabriel, Calif. 91776. All letters answered.

Experienced news commentator and political analyst available for Washington, D. C. area. Radio only. Box 7305, Baltimore, Maryland 21227.

My daddy is always there to answer my questions—if you are looking for a newsman—28—with years of radio-TV experience to keep abreast of your audience informe—call my buddy 1-403-457-4531 or write T. Zimansk, 3027 Reade, Omaha, Nebraska.

Production—Programing, Others

Need PD or top staffer? Ten years experience. Family man. Dependable First phone. $150 minimum. Box A-173, BROADCASTING.

Program director, proficient in all phases, double in production, program, air shift, engineered many stations, offer talents to owners small to medium markets about something worthwhile. Box A-202, BROADCASTING.

PD or announcer for past 5 years with top chain presently employed in one of top 5 markets in country on number one rocker. Previously 14 years experience all phases radio and TV. Now desire change any location. Has flown jet since 25 years, married, has A-1 record with no hang-ups. Salary open, Let’s talk. On request, tape, picture and resume. Reply Box A-204, BROADCASTING.

Production—Programing, Others

Continued

Ten years experience-radio and TV. All phases. Top sports. College graduate. Married, family. Box A-223, BROADCASTING.

Available. Farm director 10 years experience. Also has director experience. Box A-223, BROADCASTING.

Presently earning $11,500 in small market position announced for years. 25, married, first phone with stations experience, past three years, sales manager. Know all the ins and outs of small market work. Consider reasonable salary 40 or more with sales on the side. Also work, personal and financial references available.


Musakman wants to associate with franch iser who knows Muzak. Prefer top 20 market. Box A-278, BROADCASTING.

Major market pro. Program director at MOR station last 6 years. Best references. Background in music, production, engineering—everything. Box A-49, BROADCASTING.


Sports and news announcer . . . presently employed, looking for mature station, where ambition is welcomed. Will work around 25 months. Experiences: MOR, Announcing, Copywriting, Sales. Copy editor, sports, news, copy, interviews. Voice—good. References small market. Willing to move to medium or metro.


TELEVISION—Help Wanted

Sales

Now—Sales manager for VHF-TV for upper small network market. Opportunity for go-getter that can push sales up. Your opportunity, Box A-149, BROADCASTING.

Announcers

Radio-TV announcer. Radio: MOR and good production plus news announcing TV: Anchor, writing, and on-camera commercial work. Beautiful midwest community under new management. Send complete resume to Box A-49, BROADCASTING. All material will be returned. A full color, well designed, midwest market, looking for talented, resourceful sport director. Reason to be. Send resume, salary requirements to Box A-49, BROADCASTING.

Technical

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician will establish good maintenance program. Experience in directional radio, color TV and construction needed. Box VHF network affiliate. Send resume and snapshot in confidence to Box M-316, BROADCASTING.

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-93, BROADCASTING.

Announcers

Wisconsin—Radio-Television operation has openings for engineers—first. No experience required. Good salary and fringe benefits. Send telephone number and recent resume, photo and phone number. Box A-101, BROADCASTING.

First class engineer for TV studio operation in medium N.Y. market. Send recent resume, photo and phone number. Box A-182, BROADCASTING.

Broadcasting


TELEVISION—Help Wanted

Technical—(cont'd)

Assistant-Chief engineer with transmitter and studio experience. Capable of organizing and directing group and assuming some administrative duties. Medium market, college run, $7200 a year. Good people, good atmosphere. Send resume and snapshot to Box A-251, BROADCASTING.


Opportunity to attend college while working at the University of Michigan. Full-time openings for television studio engineers. Positions include camera operator, color engineer. Monochrome and color facilities. Experienced television broadcasting men will be commenurate with experience. Liberal fringe benefits. Send inquiries to Mr. P. C. Radzwick, University of Michigan, 306 Administration Bldg., Ann Arbor, Michigan 48104.

Immediate openings in Hartford for technicals with first hand in Conn. ETV for studio and remote truck operation, maintenance and construction. High band Anphones and color. Salary open. Write Sam Edsall, C.P. Conn. ETV Corp. 250 Pearl Street, Hartford, Conn. 06103 or phone 203-556-1290.

We are a rapidly expanding organization with rapid advancement opportunities. We are looking for really good engineers. As a bonus we have the best hunting, fishing and climate in the last unpopulated area of the United States. Present openings: News director, Chief engineer and operating engineers for a new television station. Other openings will be available in the near future in another major expansion. Submit résumé to: President, Western Broadcasting Company, Box 1583, Missoula, Montana.

Television engineer needed by small coast city television station. Rapidly expanding operation, currently purchasing good VTR. Applicants must have experience as engineer, and will assume primary responsibility for operation of License licensed, two years experience and two years technical training required. Good communication. Send Service Personnel Office, Northeastern Illinois State College, Bryn Mawr Avenue at St. Louis Avenue, Chicago 60626.

News—(cont'd)

News director for midwest radio and TV in communications thousand. These regional stations have excellent new equipment; provide excellent creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-551, BROADCASTING.

Anchor man. Write, edit, broadcast late news, manage studio for first fastest television news team. Award winning operation. Excellent salary. Send audition VTR or film and complete resume to: News Director, WMFY-TV, Greenbree, N. C.

Still looking for statistician. Write, and report all statistics. English, French, tape and photo to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programming, Others

Sports director needed. This professional must have talent, voice and sports knowledge. Salary open for this full time midwest position. Box A-94, BROADCASTING.

Producer-director two-three years exp. to join noncommercial, community supported Florida station expansion in local live remote, and in-school programming. Send resume and salary requirements. If possible, Box A-592, BROADCASTING.

Northwest's top television station needs motion picture cameraman-editor, experienced in producing documentaries and films for television. Must have knowledge and experience in all phases of film and sound production. Great opportunity in expanding film division. Salary open. Send full resume to Mr. Hurley, Station Manager, KSTP Films, 515 S. University Ave., St. Paul, Minnesota 55114.

TELEVISION

Situations Wanted

Management

Top level TV/Radio executive, 15 years major market experience. Proves tele- vision, radio, advertising, Built and operated UHF. Must read resume to appreciate. Write today. Box A-81, BROADCASTING.

Ad and public relations manager thoroughly experienced all phases broadcast market with leading studio equipment firm. Know commercial, ETV stations. B.S. degree, New. York school. First flight opportunity-salary mid-teens. Box A-167, BROADCASTING.

Sales management or station management position wanted in midwest. 20 years experience management and sales. Strong production, promotions, personnel and relations. Presently employed. Good background and references. Box A-243, BROADCASTING.

UFH Station manager—seeks potential growth situation. Experienced in all phases of Production. Sales and promotions can self without numbers. Will relocate. Box A-269, BROADCASTING.

Announcers

Announcer (26) top experience seeking production minded station—kiddles slot. Presently emtys. Write Box A-118, BROADCASTING.


TV staff man, seven years present position. Seeks move to large market. Mature, long experience. Box A-266, BROADCASTING.

Technical

First phone, 10 years radio as combo man desires entry into TV. Experience in operations capacity. Box A-166, BROADCASTING.

Chief engineer for that new TV station? Drop me a line. Experience UHF, VHF. Box A-206, BROADCASTING.

Situations Wanted—News

Television radio news announcing. Commercial, National. Send résumé. Box A-114, BROADCASTING.

Experienced newsmen, network owned station. Wisconsin. An air personality. Box A-104, BROADCASTING.

Professional radio/Television newsmen and responsible broadcaster. All phases including programming. College Journalism, Top references. Box A-274, BROADCASTING.

Production—Programming, Others

Operation/Program director. Young executive with major market experience. Desires heavy commercial and sports remote production. Can build and run well-organized staff. Box A-114, BROADCASTING.


Five years radio-television experience plus Wisconsin University Television degree. Bright future. With you! Strong news, sales, copy, on-air personality and excellent remote position with right northern television market. Western preference make an offer. Box A-196, BROADCASTING.

Feature film & television veteran — producer-director-writer-editor. Wants permanent base in major network or network company. 1966 Emmy winner and many others. Credits, samples and top references on request. Free to travel light, lub, etc, and English speaking nation immediately. Specializing in small crew, location color production, with light and sound schedules. Box A-242, BROADCASTING.

Art director—scene designer—artist—program producer. Young, bright, 15 years experience in broadcast market with leading studio equipment. Box A-551, BROADCASTING.


Director's position wanted by creative production man. Seven years, well qualified and experienced. Desires permanent production position. P. O. Box 2163, Norfolk, Virginia.

Writer-producer-director, much experience. Would appreciate chance to do first flight job. Write or locate creative for house in Chicago. Write Ed Huot, 21st 1200 W. Outer Dr., Detroit, Michigan 48232.

Production/promotion manager available immediately. Young, aggressive, and looking for a station on the move. Call 311-793-1715.


WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Ithutie St. Laredo, Texas 78040.

Needed immediately: One or two used RCA RT-7A or RT-7B cartridge machines. KADA, Ada, Oklahoma—322-1212. Call collect.

Wanted—Used Swb AM broadcast transmission good condition, specify make, model and dimensions. Chuck Deplandng, Chief Engineer, KOLY, Moberg, S. D. 76601.

Wanted: Self-supporting 300' tower. WLR, Garden City, N. Y. (516) 741-4700.
For Sale—Equipment

Rudome, 6 foot, fiberglass, heated. Andrews H38 for ice, dirt and snow protection. Used $125.00. Contact Western Electric, Box 468A, Oakland, Calif. 94623. 415-655-7097.

G.E. BMIA FM frequency and modulation monitor, recently re-calibrated, in good condition, $400. Box A-128, BROADCASTING.

Now put your translator where antenna should be for best coverage, not where power exists. Use a Thordion thermoelectric generator. No moving part, serviced and calibrated under warranty 6-10 months. General Instrument Corp., Thermo-electric Division, Box 544-B, Hicksville, New York. 11801.


High offer will buy Gates 250c transmitter, 250 watts final and modulator and user with 810's, crystal 1400 kc. Extra parts. Box A-196, BROADCASTING.

Stevens-4GK—1kw Gates and 250 watt Gates AX transmitters, good condition. Box A-261, BROADCASTING.

(2) ATC PC2/180 playbacks, (1) AC2/150 recorder, etc., complete. Offer best price. Box A-270, BROADCASTING.


Ampex High-band videophone used one season. 15,000 us. Big trans, complete. Very nice. Below broadcast color standards. Hours 50.00, plus FOB, 2148, Watts, Fla. 33480.

Tower—60ft portion of heavy duty TV tower. Can be adapted for mountain top or city. Complete with base installation, Trucon, triangular, 60f windload, includes platform, comprised of 3 sections, on ground at site. WICI-TV, Pittsburgh, Pa. 15214.


Gates Level-Devil, new condition, used 9 months, new price: $475.00, our price $300.00. P. O. Box III, Clarksburg, West Virginia 26301.


Miscellaneous

$9,000 Professional Comedy Lines! Topol's laugh service featuring daisy comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

De'lay's 6000 cash rate lines. $5.00. Comedy catalog free. Ed Orr, Boyer Rd., Mariposa, Calif. 95338.

Instant gangs for De'lay's—Thousands of one-line, one-room stations, breaks, etc. available in free "Broadcast Comedy" catalog. Write: Shubert Enterprises, 1773 E 26th St., Brooklyn, N. Y. 11239.

"365 Days of Laughter"—daily radio gang service—may be available in your market. Sam Roberts, Box 5798, Merchandise Mart Sta., Chicago 60604.


Announcers and disc jockeys—Jokes and topical, witty. $35.00 for one year. Free original material. Write Box A-252, BROADCASTING.

FCC License and Electronics Degree courses correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk-B, 1505 N. Western, Hollywood, California 90028.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete copy available. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools, 2603 Inwood Road, Dallas, Texas 75236.


The Masters, Elkins Radio License School of Atlanta features the nation's highest, newest and most complete jockeying license of all First Class licenses. Fully approved for GI. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30308.


...Announcing, programing, production, newscasting, sportscasting, consumer operation, disk jockeying, and Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities in our own complete broadcasting center—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75236.

...Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reserve your place in time. Enroll now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5076 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

Radio—Help wanted

Management

Sales

S.A.L.E.S. M.A.N.A.G.E.R

Our Station—5000 Watts—Full Time—CBS Radio affiliate—located in city of approximately 70,000 population—Only AM Station in City—We are looking for a top Sales Manager—you may be employed by a large station—you may be looking for a good break—... we do not want an amateur. We will pay top wages... but you must prove to increase our sales. You won't be here long if you are not capable of doing this job. We are now doing in excess of $300,000 per year. We are capable of doing $400,000.00 yearly. Are you interested? A personal interview is necessary at your expense. Give complete data of yourself along with references in first letter... Age somewhere between 30 and 40 years... Your duties—Complete charge of sales and field. You answer to the General Manager only. Position open now. (No Drinking Salesmen) Address your letter to: Box A-248, Broadcasting.

Radio—Salesman

Bright, aggressive salesman who knows how to develop local sales.... if you are looking for big money selling a top rated station, call Jerry Jackson, Nationwide Broadcast, 312-357-6318.

Opportunity for the Salesman

Top rated Philadelphia FM has unusual opportunity for a Salesman with proven record of success selling local retailers and agencies. The right man will have excellent CAREER, not just a job, with profit-sharing in best FM market in U.S. and no limit to potential income. If you can sell, organize, train... if you have the air. Ask Abe Voron, 215-CH 8-4900.
BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid. An equal opportunity employer. Send resume to

Box A-124, Broadcasting.

IS RECRUITING YOUR PROBLEM?

50% of the TV and Radio stations tell us: "Recruiting is our most pressing problem."

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Box A-208, Broadcasting.
is owner of appliance and furniture store. Mr. Culver is attorney and stockbroker.

KFQM(FM) Lincoln, Neb.—Seeks assignment of license from B. L. Newell of Frederic A. Gottschalk for $30,500.36 in cash and cancellation of $12,507.06 debt now owed by Mr. Agnew. Principal: Mr. Gottschalk is securities and 기타 maintain 50% stock ownership in station (negative control interest). Jan. 4.

KNTF Bayard, N. M.—Seeks assignment of license from George L. McFarland to KNTF. Station is under construction, to transfer, stock. Transfer. Jan. 15.

KLIF Dallas—Seeks assignment of license from Radio Twelve-Forty Inc. tooral $5,000 for 656 tubes. Principal: R. Wyley Sterling, president (72%) and William L. Pope, vice president and general manager (28%). Mr. Sterling is resident of KFDM Woodland, Minn. Mr. Pope is treasurer of KFCO Pecahuntas, Ark. and KFDM Woodland, respectively, and is also associated with WBFP Woodbury, WENK Union City and WNPS Murfreesboro, all Tennessee.


ACTIONS

WSPM(FM) Birmingham, Ala.—Broadcast Bureau granted assignment of license from Melonas Broadcasting Co. to estate of Percy B. Crawford, Ruth Crawford Porter, executor, and Kimmon Inc. d/b/a WDJC Radio Co., for $5000 for physical assets plus $3,500 for goodwill. The parties are individually a tenant consultant fee. Action Jan. 10.

KLAL-Radio—Broadcast Bureau granted assignment of license from Willard Shoemake Communication Inc. (Mr. Shoemake also owns KIKO Miami, and KRO Dallas) to James A. Pierz, as James W. Wiedenman, president and Bruce Norman, secretary-treasurer (each 50%). Mr. Wiedenman is a life insurance company owned by his family. Mr. Norman is former president and manager of KJAM Madison, S. D. Consideration $80,000. Action Jan. 10.

WGCH Greenw., Conn.—Broadcast Bureau granted transfer of control from Mrs. Ann Lemmon, executor of estate of Walter S. Lemmon to George C. Stevens for $15,000. Mr. Stevens is president and director of WGCH. Robert L. Swartz is consultant investment manager. Action Jan. 12.

KIYF Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Radio Broadcasting Co. to KTPI Broad-
TELEVISION is generally regarded as an intruder in Hollywood. It always has been. The chances are it always will be.

The prevailing attitude towards television is either one of utter contempt or hostility. In some Hollywood union halls there’s a decided mixture of both, and a sometimes openly expressed feeling that things would have been much simpler if TV had not arrived.

These conditions notably do not prevail at the Screen Actors Guild. The people there hardly toss bouquets at the television networks and the advertising industry, who are, after all, among their primary bargaining adversaries. But neither do they throw knives. Instead, they consistently seem to examine the facts objectively even if their conclusions turn out to be expectedly self-serving. They would appear to argue reasonably and more with quiet wisdom than vituperation. Visits to the guild’s smart-looking building on Sunset Boulevard tend to reaffirm that it’s a sane place in an often insane business.

Just as a fine motion picture reflects its director, the Screen Actors Guild reflects John Leighton Dales, its top staff executive for almost 25 years. Maybe it’s the pipe he smokes or the way his horn-rimmed glasses blend with his Dean Jagger looks, but Jack Dales, like everyone’s one-time school principal, seems to be in sure and solid authority.

Sweetening the Pot • There’s no big secret why the Screen Actors Guild views television with respect. Jack Dales doesn’t go in for sophistry. He makes it clear: “Television is not our enemy. We’re living on it.”

And the living apparently has been prosperous for some ever since television came around, particularly last year. Indeed, in the area of contract negotiations at least, 1967 was the best year in the guild’s history.

Mr. Dales said exactly that when he addressed SAG’s annual meeting last November. Referring to the new television contract completed in the summer, he noted that it “produced the best results of any guild negotiation in memory.”

Citing the extension of residual payments from six runs to 10 runs as one of the key gains, he quipped in typically gentle style: “Lord knows what this is going to do to our residual department.”

This department already is distributing from 7,000 to 8,000 residual checks a month. During one month alone last year there’s more than $1.5 million in total of both residuals was distributed by SAG to its members. In all, the guild’s more than 17,000 members earned in all fields—TV entertainment, TV commercials, theatrical film, industrial and educational film—a total of some $110 million. About $40 million each was earned from TV programs and commercial picture production in this country more attractive.

Television has generated great revenues for actors (“The TV residual is the biggest deal we’ve got going”), he agrees, but explains that a TV series—especially a half-hour one—tends to keep the money in tight circulation. A relatively few actors get rich off television, he contends, while many actors scratch for employment. Those who find jobs usually wind up in the TV-commercial field, where they are only nominally working at their craft.

Another of Mr. Dales’s current concerns is the widespread and continuing use of movies on television. The idea of movies being produced specifically for television doesn’t unduly disturb him. They are produced under SAG’s strong television contract, with actors getting residuals for reruns and paid theatrical fees if the films are distributed abroad or domestically. But theatrical movies that play television are brutally destructive of actors, he feels. They kill off the jobs that would certainly come with new TV product. They put performers in competition with themselves, and the return the actor gets when his movie plays on television is comparatively negligible.

New Threat • Mr. Dales also is keeping a wary eye on the ABC and CBS move into feature-film production. He’s apprehensive that, if left uncontrolled, the networks will drive the independent motion-picture producers out of business. Mr. Dales would prefer to do his collective bargaining with as many competitors for SAG’s talent as possible.

And collective bargaining is what he has been doing for some 30 years, or just about half of his life. A native Californian, he started out as a lawyer in private practice after graduating from law school at Stanford University. He went to SAG as resident attorney in 1937 when the guild was only four years old and concerned exclusively with the motion-picture business. Within five years he was appointed national executive secretary and was at the helm when the guild steered headlong into television, battled for jurisdictional rights and key performing payments, and then roared into an elite position in the film entertainment business.

When others talk about Jack Dales they do so with unmistakable respect. “The guild is what it is largely because of the 30 years Jack Dales has spent serving it, and the secretary who has benefited from the guild’s advancement of the acting profession owes a debt to Jack Dales,” Charlton Heston, current president of SAG, told the membership at their last annual meeting. As one of the more prominent beneficiaries of what Mr. Dales has accomplished, Mr. Heston’s evaluation shouldn’t be questioned.
Countsigns

A READER would have to be forgiven if, in going through last week's Broadcasting, he came across two or three reports that made sense individually but when taken together seemed to defy understanding.

On page 21 we reported that spot television sales in 1967 were not up to expectations. On page 23 we reported that network TV sales in 1967 weren't up to expectations either. And on page 62 we reported that TV viewing in 1967 moved up—significantly—to the highest level in history.

All of these reports were based on competent information, and none of them was surprising by itself. But it just doesn't make a lot of sense that sales would decelerate so markedly when viewing was so markedly rising.

A lot of advertisers who were over-cautious in 1967 may now be realizing what they missed, and those who did not curtail their TV spending can bask in their own astuteness. For both, the trends invite greater use of TV in 1968.

Changing cast

NOT since the 90th Congress was organized a year ago has it been quite clear who was running what on broadcast matters in the House Commerce Committee.

For a time it appeared that Torbert H. Macdonald (D-Mass.), as chairman of the Communications Subcommittee, would be the principal figure in the broadcast field. Mr. Macdonald presided over extensive hearings on pay television (after the FCC had announced its intention to approve subscription broadcasting under rigid controls). But Harley O. Staggers (D-W. Va.), chairman of the parent committee, took command when it came to a committee vote on a resolution requesting (and probably effectuating) a year's moratorium on FCC action.

Not much has been heard of Torbert Macdonald since then. The scene of broadcast interest has shifted to the Subcommittee on Investigations, which, like its parent Commerce Committee, is under the chairmanship of Mr. Staggers. It was that subcommittee and Mr. Staggers who on 24-hours notice called a hearing on the closing day of the first session of this Congress to second-guess the FCC's approval that week of the transfer of five UHF construction permits from Daniel Overmyer to a new entry in broadcast ownership.

It is also the Investigations Subcommittee that is planning hearings, in the novel form of panel sessions, on political broadcasting, the fairness doctrine and related subjects next month. Evidence suggests that this will be the subcommittee of most importance to broadcasters this year.

It is not without significance that the chief counsel of the Investigations Subcommittee is Robert Lishman whose attitudes toward broadcasting must have been to some extent affected by his experience as counsel of the old Legislative Oversight Subcommittee. That was the subcommittee that revealed the rigging of television quiz shows and the acquisition of some television-station grants through political influence.

There is a difference, however, between the committee chairmen to whom Mr. Lishman reported in his earlier tour on the Hill and is reporting now. Oren Harris, now a federal judge in his native Arkansas, was firmly in control of the House Commerce Committee and its subcommittee on oversight and also was knowledgeable and experienced in broadcast matters. Harley O. Staggers, according to all external signs, has done relatively little homework in broad-

casting since it fell within his domain two years ago. Mr. Staggers' interests are directed more emphatically toward the commerce of his West Virginia district, mining and railroads, to name two examples.

In such circumstances it is only natural that Mr. Staggers would rely heavily upon his staff specialists when it comes to broadcast affairs and that he may also listen to those colleagues on his committee who have taken personal interests in broadcast regulation. Some of those colleagues have displayed little sympathy for commercial broadcasting.

The still unanswered question is: Who's in charge?

Big news

NEWS is big in broadcasting and it's getting bigger.

That's because the public wants it. It's no longer a trade secret that the majority of the body politic regards both radio and television as primary information sources.

The broadcast news trend is evident in many ways: longer programming, both by stations and networks; more depth and investigative reporting; more editorializing; more specialized news services; more all-news-format radio stations and infinitely more newsmen (there are 555 accredited correspondents admitted to the congressional radio-TV galleries for the new session of Congress, compared to 416 five years ago and a mere 237 10 years ago).

The TV networks now are going "long form" on news. CBS News announced several months ago that in September it would begin a prime-time bi-weekly series titled 60 Minutes. Two weeks ago, as if to trump CBS, NBC News announced a plan for a two-hour news program monthly, titled First Tuesday, to begin a year from now.

But there's one basic ingredient missing. Free press and free speech mean freedom from undue government interference. Section 315, which was meant only to guarantee equal time to qualified candidates for public office, has been escalated into fairness-doctrine extremes that make a mockery of the freedom and independence of news media and even of product advertising.

Until Section 315 and all of the fairness appendages are removed from the statutes and the regulations, the journalistic concept is a mirage. The public trust accorded broadcast journalism is the muscle that can bring repeal of these anti-constitutional strictures against news freedom.
This is KSTP-TV News in Action!

Ryan reports from burned-out Syrian tank (Russian T-34) at Israeli-Syrian border.

Tom Aaker (left) and Bob Ryan (right) interview Mayor of Jerusalem, Teddy Kollek.

Special Assignment Correspondent Tom Aaker and photographer Brad Jacobs film report from Pyramids near Cairo, Egypt.

Top-rated KSTP-TV news commentator Bob Ryan has recently returned from his sixteenth news flight abroad, covering events from the major news centers of the world.

Accompanied by Special Assignment Correspondent Tom Aaker and TV News Photographer Brad Jacobs, this trip took Ryan to Greece, Israel, Egypt and Cyprus. As he did last year from Viet Nam, Ryan delivered color films, tapes and direct reports from these vital news areas for presentation on KSTP-TV news shows.

It is this type of news coverage that has made KSTP-TV the leading news station in the Twin Cities and one of the outstanding broadcast news operations in the nation for the past twenty years. And that's why thousands of viewers have learned to depend on KSTP-TV to bring them the news first — fast — factual — and in color.

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