Production of talk-variety shows expands in '68. p19
ABA adopts new guidelines on crime, trial news. p22
House panel urges research on spectrum squeeze. p53
ABC offers $75-million refinancing plan. p59

Guess Who?

Guess who is Number One in his time period on WCBS-TV New York, delivering 260,700 homes and 27,800 young women (more than each of the 5 competing stations)?

Guess who delivers more homes during his time period on independent WTTG Washington than the three network competitors combined?

Guess who delivers 152,500 homes and 33,400 young women on Philadelphia's WCAU-TV—more than the 4 rival stations combined?

Guess who takes first place in his time period on KMOX-TV St. Louis, topping his 3 competitors with a 46% metro share?

Guess who reaches more homes than any other weekday program, sign-on to 5:30 pm, on all 4 Phoenix stations—on independent KPHO-TV?

You guessed! 146 half-hour episodes available from Screen Gems.
"Most people don't know what broadcast station quality Color TV can be like until they see Color TV on CATV. The absence of smears, snow, and ghosts—the pleasant surprise at the brilliance, color balance, and sharp pictures available from today's Color TV sets—combine to make true believers out of former skeptics. CATV can really help sell Color TV sets, and there's no doubt about the extra CATV channels making the purchase more worthwhile.

"CATV makes fringe area reception of local Color TV stations so superior that an individual TV viewer's watching time is bound to rise. Audience potential for a given program is far more realistic.

"This powerful fringe-area ally of Color TV broadcasting is increasingly in demand by the public. Some 10 million CATV viewers have cast their votes for it in the marketplace."

This statement courtesy of J. Drayton Hastie
Wherever she goes, St. Louis families follow Romper Room's Miss Lois. In the November ARB at 9 a.m., 60,900 homes were tuned in to her hour of education and entertainment. A 53% audience share and an 8 rating makes Romper Room the top children's show in St. Louis.
DAYTIME REACH FOR YOUNG WOMEN

KRLD-TV is the dominant daytime choice among the young women in the nation's 12th ranked television market. The November 1967 ARB audience estimates show that Channel 4 reaches 22.7% more women (18-34), per average quarter hour, 9:00 A.M. to 5:30 P.M., Monday thru Friday, than the 2nd station in the market.

To reach the young women with your next schedule in the Dallas-Ft. Worth market, contact your H-R representative.

KRLD-TV The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by
Spot movement

First concrete sign that fogginess of spot-TV market may be clearing up is seen in January figures just compiled by Broadcast Advertisers Reports. BAR monitors 75 markets one week each month, uses stations' published rate cards in estimating dollar value of unit sales. In January 1967 it covered 245 stations in this way. In January this year, same 245 stations showed 6.8% gain in estimated spot volume. Projecting one-week figures to full month, BAR puts spot-TV totals for these stations at $81,198,748 in January this year against $76,046,918 in January 1967. In addition, BAR this year is monitoring prop-stations and one VHF not on its January 1967 list; on full-month projection basis these seven stations accounted for estimated $500,115 in January spot billing.

Signs of life

House and Senate communications experts report increased pressure for longer broadcasting license terms. Activity is laid to spadework by state broadcasters' associations; has resulted in spate of new bills being introduced and pressure within House Communications Subcommittee for hearings. Subcommittee members who've asked Chairman Torbert Macdonald (D-Mass.) for action are Lionel Van Deerlin (D-Calif.) and Donald G. Brotzman (R-Colo.); pitch to Mr. Macdonald has been potential benefit in reducing FCC's workload. He's on fence. Other sources suggest if FCC asks, he may schedule hearing.

Way paver

To clear way for possible broadcast acquisitions and perhaps for public sale of stock, Knight newspapers have disengaged themselves from association with Scripps-Howard interests that had tied S-H string of broadcast properties to Knights under FCC multiple-ownership rules. Knights have bought out 25% interest held in their Akron (Ohio) Beacon-Journal by E. W. Scripps Co., parent of Scripps-Howard, for about $8.5 million. Beacon-Journal owns 45% of WAKR-FM-TV Akron, and as long as Scripps interest had piece of company there was possibility all of Scripps-Howard's four VHF's, two AM's and one FM could also be charged to Knights as would WAKR minority to Scripps-Howard. Majority ownership (54%) of Summit Radio Corp., licensee of WAKR stations, is held by Viola Berk and family. No FCC approval of Beacon-Journal transaction is required because control of broadcast properties does not change hands.

Deal in Tucson

In negotiation is sale of ch. 9 KGNU-TV Tucson by Gilmore Broadcasting Corp. to May Broadcasting Co. for approximately $3 million. Tucson outlet, which began operation in 1956, is ABC-Television affiliate. May is licensee of ch. 3 KMTV-TV Omaha. and of pioneer radio station KMA Shenandoah, Iowa, which began operation in 1925. Owen L. Saddler is executive VP-general manager of May Broadcasting.

Agency advice

Stop making summer spot-TV rate deals under the table; bring them out in open and put discounts in rate cards. That is message slated soon for station representatives by Jim Spero, vice-president-media director, Edward H. Weiss & Co., Chicago. His letter to reps will praise those that already have policy, but deplore those that "have not assumed their proper responsibility to make spot-TV a more consistently attractive medium."

First venture

Otto Preminger, movie producer, who has been vocal in condemning commercial television for editing and commercial interruption of films, has quietly entered broadcast ownership. He's bought small piece of WPUT Brewster, N. Y., of which Morris Novik, broadcast consultant to AFL-CIO, is president.

In and out

Westinghouse Broadcasting Co. has tentatively set March 11 as date to convert its KFWB Los Angeles from contemporary-music format to all-news. Still unknown is what, if anything, will be done to meet news competition by KXTA station based in Tijuana, Mexico, but represented in Southern California by Gordon McLendon organization. KXTA has been beaming all-news service across border toward Los Angeles.

At about same time KFWB goes to news in Los Angeles Mr. McLendon will abandon news format he's been using on his WNUS Chicago. Report is that Dennis Israel, now head of Chicago office of John C. Butler & Co., station representative, will take over management of WNUS and institute good-music format patterned after that of McLendon's KARN Oakland, Calif.

Radio for retailers

Radio Advertising Bureau sees growing reliance on radio by major retailers and is gearing itself to speed trend along. Joyce Reed, director of RAB's large-market member service, is being named to new post of director of retail services, to work fulltime counseling department stores and retail chains on how they can best use radio. Miss Reed, who joined RAB in 1962, is advertising alumna of three of country's biggest retailing groups: Federated, Allied and Sears.

Added starter

Add to list of announced candidates for one of three upcoming vacancies on television board of National Association of Broadcasters: Peter Storer, executive vice president of Storer Broadcasting Co. Third of four sons of pioneer broadcaster has been active in all phases of business, including stations, program sales and representation, and now is second in command of operations, at Miami headquarters.

Others who have announced for board, with election scheduled at NAB convention in Chicago (March 31-April 3) are Donald P. Campbell, WMAR-TV Baltimore; A. Louis Read, WDSU-TV New Orleans and Richard C. Block, vice president, Kaiser Broadcasting (UHF group owner). Roger W. Clipp, recently retired operating head of Triangle stations, has announced he will be candidate to succeed himself, thus not included among three automatic vacancies (CLOSED CIRCUIT, Feb. 19).

The chill

What dampened White House ardor on implementation of legislation authorizing Corp. for Public Broadcasting? There's no authoritative word, but guess is that lack of enthusiasm in Congress, plus what is generally regarded as flop of PBL's "experiment" (subsidized by $10-million Ford Foundation grant) led to decision to treat water in this election year.
Each year, Television Advertising Representatives, Inc. awards its Crystal Owl, a symbol of creative management accomplishment, to the chief operating executive of a company which has made exceptional progress under his direction. This year's Owl Award was presented to:

COMMANDER EDW. WHITEHEAD
for his contribution to Creative Management
1968

Each year, Television Advertising Representatives, Inc. awards its Crystal Owl, a symbol of creative management accomplishment, to the chief operating executive of a company which has made exceptional progress under his direction. This year's Owl Award was presented to:

COMMANDER EDW. WHITEHEAD
for his contribution to Creative Management
1968
Ford anted funds for program monitoring

Communications office of United Church of Christ is announcing today (Feb. 26) receipt of $160,000 Ford Foundation grant for its campaign against racial discrimination in radio-television programing.

Money will be used for organization of monitoring groups in markets including: Birmingham, Ala.; Little Rock, Ark.; Jacksonville, Fla.; Meridian, Miss.; Charlotte, N.C.; Dallas and San Antonio, Tex.; Atlanta and Columbus, Ga., and New Orleans and Monroe, La.

"The generous grant [also] assures us that we shall be able to present our arguments in the judicial forums," Dr. Everett C. Parker, director of office, said. Office was active in charging discrimination in programing of WLBTV Jackson, Miss. (BROADCASTING, April 20, 1964 et seq).

Pairings set for panel sessions on fairness

Minute-by-minute schedule for House Investigations Subcommittee panel hearing on fairness doctrine set for March 5-6 has National Association of Broadcasters' Vincent Wasilewski paired with Frank Orme, National Association for Better Broadcasting on second day.

Schedule, and staff study on legislative history of fairness doctrine, were made available Friday (Feb. 23). Mr. Wasilewski will give position paper and Mr. Orme will provide formal comment. Then subject—in this case overall summary of doctrine problems—is opened for general discussion.

Other panelists with same summary topic: Jay Crouse, Wash Louisville, Ky., Radio and Television News Directors Association, (main paper), with Paul Porter, Washington attorney, (comment); Louis L. Jaffer, Harvard Law School, (paper), with Howard Bell, American Advertising Federation, (comment).

Other topics: public-opinion implications, Elmer Lower, ABC News, (paper), with Louis Lyons, former director of Nieman Foundation, (comment); equal-time requirements, Frank Stanton, CBS, (paper), with Herbert E. Alexander, Citizens Research Council, (comment); doctrine's present application, Rueven Frank, NBC News, (paper), with Harriet Pielpel, American Civil Liberties Union, (comment); effect on educational broadcasting, William G. Harley, National Association of Educational Broadcasters, (paper), with Lincoln Furber, WETA-TV Washington, (comments).

Study, prepared by staff attorney Daniel Manelli as basic working document for panelists and committee, concludes that despite 1959 amendments to Communications Act, legislative record doesn't support view that Congress intended to write doctrine into law.

More stations may get break on presunrise

FCC has opened new presunrise rule-making proceeding, this one looking to possibility of permitting some Class II AM stations to begin operating before 6 a.m. local time. Stations affected would be those on I-A clear channels located west of dominant station.

Commission, in notice of proposed rulemaking announced Friday (Feb. 23), asked for comments: On time those stations may begin maximum permissible power; on protection to be afforded Class I stations and other fulltime stations on channels; on use of daytime facilities before 6 a.m. local time by fulltime stations, and on limiting presunrise operation to those in effect before Oct. 28, 1967.

Commission's presunrise rules, adopted in June (BROADCASTING, July 3, 1967), specify 6 a.m. standard time (which commission has proposed changing to local time) as presunrise starting time for daytimers and fulltimers using different facilities at night. This is in accord with agreement with Canada.

However, after receiving petitions for reconsideration of presunrise rules as they affect Class II stations on I-A channels west of dominant station, commission discussed issue with Canadian authorities and found modification of agreement to permit easing of restrictions may be possible.

Present proceeding affects some 30 daytime and limited Class II stations and 12 fulltime stations. Comments are due March 22, and replies April 8.

Ethnic UHF's have special rating problems

UHF's programing for mass audience is getting fair shake from rating services, but U's programing for ethnic audiences may not be getting full rating measure due to "special research problem because of small sample sizes produced by the present technique."

Statements were adopted Friday (Feb. 23) by research subcommittee of joint FCC-Industry Committee for All-Channel Broadcast meeting in New York. Subcommittee said "there are no inaccuracies or inequities in broadcast ratings that affect nonethnic UHF stations," but there are inequities for ethnic-programed U's.

Decisions were taken at end of four-and-a-half hour discussion of problems, limitations and possible biases of syndicated ratings techniques with representatives of American Research Bureau, A. C. Nielsen Co., and Broadcast Rating Council.

Hughes gets KLAS-TV if boss is named

FCC approval of sale of KLAS-TV Las Vegas to Howard Hughes (Hughes Tool Co.) was granted on condition buyer name individual who will be in charge at station. Approval came also over objection of Commissioner Nicholas Johnson, who said hearing should be held on question of Mr. Hughes's economic power in Las Vegas.

Word of commission grant of assignment from H. M. Greenspun, for $3,650,000 cash, plus assumption of liabilities of $952,926—was disclosed two weeks ago (BROADCASTING, Feb. 19). But commission order—on 4-to-2 vote—and Commissioner Johnson's dissent were not released until Friday (Feb. 23).

Commission noted that although Mr. Hughes is sole owner of Hughes Tool Co., he is neither director nor officer. Position of president is not filled.

Accordingly, commission granted what was first assignment to Hughes of broadcast station on condition that company name person who will be responsible for making and carrying out policy at KLAS-TV, and who will act as licensee's agent.

Additional condition is that commission reserves right to take "appropriate" action on conclusion of civil antitrust suit Trans World Airlines has brought against Hughes Tool Co. for $135,000 treble damages.

Commissioner Johnson, in his dissent, expressed concern over fact that Mr. Hughes in past year has acquired
John H. DeWitt Jr., president of WSM-AM-TV Nashville, retires "to devote more time to the designing and development of electronic equipment and to pursue other engineering interests including CATV." Irving C. Waugh Jr., VP and general manager of WSM-TV, succeeds him. Mr. DeWitt helped install WSM's original equipment for its 1925 air date, and, while chief engineer, helped put WSM-FM, first commercial FM in country, on air. In 1946 he became consultant to Clear Channel Broadcasting Service, Washington, and following year became president and board member of WSM Inc. He will continue on boards of WSM, Association of Maximum Services Telecasters and Broadcast Music Inc., and as chairman of executive committee of International Nuclear Corp., Nashville TV-equipment manufacturer. Mr. Waugh served as WSM correspondent during war, joined commercial department in 1947 and was named commercial manager following year. In 1950 he became commercial manager for radio and TV and in 1957 general manager of WSM-TV. Following year he was named VP of WSM Inc. Tom Griscom Jr., local sales manager since 1958, named VP and general manager of WSM-TV, succeeding Mr. Waugh; Thomas R. King named local sales manager. Jud Collins, with WSM since 1940, named VP as news director of stations.


Michael R. Hanna, 56, general manager, WmCU Ithaca, N. Y., retires June 30 to become management consultant in radio-TV. Mr. Hanna began in radio in mid-1930's with WOR Schenectady, N. Y., became manager of WIX Utica, N. Y. in 1938, and in 1940 was appointed manager of WJW in Columbus. In 1952 he served on Governor Thomas Dewey's state commission on use of TV for educational purposes. Mr. Hanna helped found and was first president of New York State Broadcasters Association. He was chairman of board of CBS Radio Affiliates Association from 1963 to 1966 and served four terms on NAB board.

Edward Bleier has resigned as VP in charge of public relations and planning, ABC-TV, effective March 15. He will start independent enterprise to combine television program production with marketing and promotional extensions in other media. Richard Swart Jr., director of marketing and sales promotion under Mr. Bleier, also has resigned to join Life magazine in similar capacity (see page 59).

For further personnel changes of the week see FATES & FORTUNES

Over $125 million worth of real estate in Las Vegas and has owned 27,000 acres of open land near that city since 1954.

He said that, in granting assignment without hearing, commission is departing from policy established in previous cases involving sales of stations to corporations having considerable economic power in community.

Commissioner Johnson said that "before we grant the management of what may become the largest company town in American history one-third control over its television communication [Klas-TV is one of three TV stations in Las Vegas], we owe it to the public to air these issues in open hearing."

Commissioner Robert T. Bartley was other dissenter, and Commissioner Kenneth A. Cox abstained. Majority was composed of Chairman Rosel Hyde and Commissioners Robert E. Lee, Lee Loewinger and James J. Wadsworth.

Pays $10,000 fine; gets short-term renewal

KCTV Salinas, Calif., has been given one-year license renewal to become effective on payment of $10,000 forfeiture, FCC announced Friday (Feb. 23). Station has already submitted check in that amount.

Commission decision followed recommendation of Hearing Examiner Basil Cooper, in initial decision handed down on Oct. 31, 1967. He found that licensee had failed to file contracts, allowed broadcast of lottery information and unidentified commercials, operated station without qualified technical personnel, and had faked log entries.

Commission did not pass upon findings of fact and conclusion in initial decision, but held that sanction proposed by examiner would be in public interest.

King Broadcasting buys Portland CATV system

King Broadcasting Co., group broadcaster and multiple CATV owner, has bought Precision Service, CATV system serving southwest section of Portland, Ore., from James B. DeFreitas. Price was not disclosed. King Broadcasting, through cable TV subsidiary, King Videocable Co., currently owns cable systems in Los Angeles, Portland, Seattle, Longview-Kelso and Grays Harbor, Wash.

Meanwhile, Seattle Cablevision Inc., franchise holder for that city, has agreed to sell interest to American Enterprise Development Corp., Boston, and Canadian Enterprise Development Corp. Ltd., Vancouver. Boston company is owned by American Research and Development Corp. of Boston, which also owns 9% of Canadian firm.

In application to Securities and Exchange Commission, Washington, for exemption order, firms stated they each propose to buy $50,000 of 8 1/2% subordinated notes, and 200 unissued shares at $287.50 per share of Seattle Cablevision. Currently Philip D. Hamilton owns all 600 outstanding shares of Seattle Cablevision.

Canadian firm entered picture, application stated, because Seattle Cablevision may eventually expand into nearby Canadian market.

April 8 set for arguments

FCC Friday (Feb. 23) set April 8 for oral argument by parties involved in landmark San Diego CATV case (BROADCASTING, July 18, 1966 et seq.). Participants will be Broadcast Bureau; KFMB-TV, KJOG-TV and KCST-TV all San Diego; Mission Cable TV, Southwestern Cable, Pacific Video Cable, Vista Cablevision, American Television Relay, Escondido Community Cable, and city of Escondido, Calif.
If you need one new TV series for kids . . .

This cartoon is the one for 1968!

THE GRAND PRIX OF ADVENTURE CARTOONS

SPEED RACER

A winning combination for the fastest show on TV — auto racing, adventure, imagination and derring-do!

It has the appeal of wheels to capture youngsters!
Brand new! Animated! Nothing like it before.

52 Half-hours in FULL COLOR includes "The MOST DANGEROUS RACE"
... a 90 minute "Speed Racer" feature. Run it as a children's Special for extra sponsor dollars!

TRANSLUX TELEVISION CORPORATION
625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-2110.
CHICAGO • HOLLYWOOD
Were You Pleased with Your New Ratings?

We hope so, but if you are one of the station owners or managers who just can't figure out why things came out the way they did, maybe we can help.

Ratings can only tell you what happened, not why? The old system of trial and error is a method of correcting rating problems that isn't necessary any more. In time consumed, money spent, and income lost because of unsatisfactory program periods, it can be most expensive.

Through our consultation and supervision of sound, depth research in your market, you can find out not only what your strengths and weaknesses are, but also those of your competitor as well. No matter what you may have heard or read, images are important—not only the station's image as a whole, but the image strength and weakness of every personality and program under your direct control.

Image movement, up or down, in many cases precedes rating change by six months to a year.

Studies for our clients have taken us not only into twenty-one of the top thirty markets, but into markets below the top one hundred. We have also done work for a large number of the leading station groups and two of the three networks. In all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-depth interviews.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants
480 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
614-9800

DATEBOOK

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

Indicates first or revised listing.

FEBRUARY

Feb. 26 — Special stockholders meeting Official Films Inc., to elect board of directors; vote on issuance of new class of 500,000 shares of preferred stock, approve 1968 employee qualified stock option plan, and transact other business. Delmonico's Hotel.


Feb. 28 —American Society of Composers, Authors and Publishers convention and convention meeting. Ambassador hotel, Los Angeles.

Feb. 28—March 1—Second annual cablecasting seminar, sponsored by National Cable Television Association, 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 Ratch, KUTV(TV) Salt Lake City. Speakers: two National Broadcasters Association directors and multiple CATV owner). Sam Street, NCTA liaison. Hotel Utah Motor Lodge, Salt Lake City.


MARCH

March 1—Seventh annual AdForum/Grand Prix, sponsored by Houston Advertising Club. Speaking on theme of forum, "Winners and Losers," will be: John B. Anderson, vice president-advertising and merchandising, Eastern Airlines; Emerson Foote, director, Bozell & Jacobs, and former president of McCann-Erickson, Foote, Cone & Belding and Emerson Foote Inc.; Karl F. Vollmer, senior vice president, Young & Rubicam; Herb Fisher, executive vice president on Lincoln Mercury account, Wells, Rich, Green; Janet Marie Carlson, vice president and creative partner, Erwin, Wasey Inc., Los Angeles, and Richard Kurt Jewett, director of advertising, Pitney-Bowes Inc., and Industrial Marketing's ad of the year. Marketing Communications' silver medal award will be presented at awards luncheon, Shamrock-Hilton, Houston.


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

March 7—Annual stockholders meeting, MPO Videotronics Inc., to elect directors and transact other business. New York.

March 7—American Research Bureau station seminar and research clinic. Denver Hilton, Denver.


March 8—American Research Bureau station seminar and program clinic. Sheraton Palazzo, San Francisco.

March 8—Deadline for receipt of entry forms from members, individually, for 18 Annual Emmy awards, sponsored by National Academy of Television Arts and Sciences.


March 15—Annual spring presentation dinner of the International Broadcasting Awards, sponsored by Hollywood Radio and Television Society. ABC TV and 8 radio categories will be announced, in addition to grand sweepstakes winners for both mediums. Century Plaza hotel, Los Angeles.

March 14—Deadline for filing comments on FCC's proposed rulingam to specify, in lieu of the existing MGEOV 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 15—Annual Spring Meeting of Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

March 15—Deadline for entries in Alpha Delta Phi (national honorary radio-television fraternity) production awards competition for standard-length films: fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with Jeff Green, Alpha Delta Phi chairman, Emerson College, 130 Beacon Street, Boston.


March 17-20—National Association of Educational Broadcasters Educational Broadcasting Institute. Hotel Sir Walter, Raleigh, N. C.


March 20-22—State Educational Television

Indicates first or revised listing.

BROADCASTING, February 26, 1968
Authority meeting. Hotel Americana, Washington.

March 20-21 — Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.


March 22 — Annual stockholders meeting, covered to elect directors and auditors and other matters. 1601 West Peachtree St., N.E., Atlanta.


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


March 24-26 — Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.

March 25 — New deadline for filing comments on FCC proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.


March 28-29-30 — Annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Advertising Agencies, on theme “Communications in the Seventies.” Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAA will hold annual meeting and election of officers. Regency-Hyatt House, Atlanta.

March 29 — Seminar, sponsored by Broadcast Media; discussion on long-range problems and directions of television and radio. Speakers will include: Dr. Joseph Chaimov, 47th Congress Corp.; FCC Commissioner Lee Loevinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; WGR's executive director. Consumer's Union; Paul Knapplund, vice president, EBH; and Nelson Poole, vice president, General Electric. James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greesey, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.


March 31-April 3 — Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1 — Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV. Address: Gavel Awards, 1155 East 60th St., Chicago 60637.


April 2 — Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3-7 — Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 6 — Awards presentation in the fourth Northwest Television. Los Angeles.

April 6-9 — Annual meeting of members of the National Association of Broadcasters. Atlanta Advertisers Club of Atlanta.

April 9-11 — National Association of Educational Broadcasters Educational Broadcasting Institute. Purdue University, West Lafayette, Ind.

April 9-12 — Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include: Bob Barber, sportscaster. University campus, Gainesville.

April 9-13 — Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.

April 16 — Deadline for filing reply 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.


April 16-19 — 18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include: local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV film department, San Francisco State College, San Francisco 94132.

April 18-20 — Annual spring convention of Oregon Association of Broadcasters. Thunderbird motel, Eugene.

April 21 — National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

Indicates first or revised listing.

spots on wjxt don't fool around. They work.

They open doors and minds and pocketbooks.

there's plenty to work with in our 45-county, $2 billion north florida/south georgia market.

your spots are welcomed into 72 percent more total homes, on the average, than any other jacksonville tv station. That's an average of 44,600 TV homes per quarter hour during the overall broadcast week, Saturday through Sunday, 9 a.m. to 12 midnight. *

Soap, cigarettes, automotive, drug or whatever product... move it—fast, on—
We get channels you can't get anywhere else.

Above and beyond duty

Editor: As you know, this has been a rough week in Saigon—the reality and horror of war hitting this city of some 2 million when five Red battalions struck in predawn darkness Tuesday (Jan. 30), experiencing the death and wounding of thousands, the continual gunfire day and night and watching the bloody bodies removed, the roar of tanks through the streets, the horror of fires destroying homes—it's been a shock to Saigon.

But the purpose of this note is to ask you to thank publicly the great work of the U. S. Information Service and the Voice of America here. Without their assistance all of us covering the fighting would have been in bad shape. Barry Zorthian, John McGowan and the radio-TV officer, Holbrook Brady, deserve, in my opinion, a special commendation from the American radio-TV industry.


Plaudits for the prof

Editor: I read with a great deal of pleasure your profile on Mr. William C. Dempsey [Broadcasting, Feb. 5]. In 1951 I was a student at San Francisco State College when Mr. Dempsey was the director of radio and television and later I was fortunate to have worked for him at KPIX (TV) San Francisco. If anyone can achieve brotherhood in the broadcasting industry, I believe Mr. Dempsey can accomplish it. Due to Mr. Dempsey's convictions I am one of only a very few TV directors of Chinese ancestry in the U. S. today. The broadcasting industry needs more people like Mr. Dempsey.

—George Lum, KTVU (TV) Oakland-San Francisco

Surveying the audience

Editor: I was very interested in the article concerning the shopping survey conducted by WJXT (TV) Jacksonville, Fla. [Broadcasting, Feb. 12]. This is a step in the right direction by TV.

I would like to point out that Jones College Radio has been conducting similar research since May 1966 on our audience. We are the only radio outlet in the market that goes to this expense.

—Wayne Mashburn, commercial manager, WOCJ Arlington and WKTZ-FM Jacksonville, Fla.

Bad bounce on Reds' figures

Editor: . . . In reporting baseball sponsorship for WLWT (TV) Cincinnati and the Cincinnati Reds [Broadcasting, Feb. 19], your chart on page 44 shows one-third sold to Hudepohl and two-thirds available. The scoreboard should have read: one-half sold to Hudepohl Brewing (Stockton-West Burton); one-third to Sun Oil Co. (Wm. Esty); and one-sixth to R. J. Reynolds (Dancer-Fitzgerald-Sample). . . .

—Mary Bates, director, public information, Aveo Broadcasting Corp., Cincinnati.
WLBW-TV personalities take more interest in local activities than their counterparts at other stations. Whether it's a talk by the manager to a ladies' organization; welcoming foreign students to Miami; receiving a Civitan Plaque; taking foreign correspondents to a Junior College interview, or riding a float in the Junior Orange Bowl Parade. WLBW-TV gets involved, and interested in community affairs.
Do media guides do more harm than good?

With infinite patience and questionable tact, I have just devoted still another session to explaining to one of our clients why Carson/Roberts does not publish handy-dandy guides to television reach and frequency. It seems the client is on the mailing list of several advertising agencies who do publish such information in booklet form for general distribution, together with other pertinent media academics. After much discussion, the client promised himself never to attempt to use a reach/frequency chart again and to discourage others in his organization from doing the same.

Media-guide publishers know that similar gross rating points can vary widely by schedule placement in terms of reach (if that is the prime consideration) or in terms of frequency to more productive groups within the television audience, if a minimum frequency goal is of greater importance to achieve marketing objectives.

The same publishers pride themselves on keeping up with the increased media sophistication and technology within their own agencies. Yet, they continue to turn out archaic reference materials that ask the reader to make a judgment about his advertising schedule based on net homes reached. Obviously, the reference guides I refer to are intended only for those individuals not intimately acquainted with the details of any given plan or schedule. If he were sufficiently informed to use a guide intelligently and if he cared enough, he would either possess the pertinent reach/frequency data or the means of obtaining more meaningful data.

Dangers • But why not publish anyway? What's the harm? Why should the media experts "put down" a client ad type or his own account executive who would like such information?

It's misleading—no media guide can contain enough qualifying to make it a meaningful tool without becoming a textbook. If you marketed a product in a package labeled "75 cumes/four frequency," what would you expect to find inside? Study the small type listing the ingredients and all you'd find is that it "contains 300 rating points." It is better that you should call your product a surprise package. Does that "four frequency" mean every "home" has seen your commercial four times? We all know better.

The frequency distribution between heavy to light fifths of the viewers of that particular schedule may range from 10-one. Or, it may only range from three-one. If we really intended to buy a frequency of four and consider less impact to be meaningless, then so is our reach figure meaningless.

For instance, 300 gross rating points on a single station in prime time could have a reach/frequency figure of 57%/5.4 times among households, or 300 GRP's might deliver a 49%/6 of all young adults, but only 34% of male young adults and 62% of young adult women in the area. In order to obtain a valid estimate of the dimensions of our package, the user should go back to the media expert and ask how the parts were assembled.

Reversing Decisions • Omnibus media guidelines mean omnibus media strategies to accomplish marketing omnibus objectives.

The media guides can inadvertently reverse sound planning direction. Why start with an "average answer" and try to build a question?

Circulation as the only guide to print media is as dangerous a single guide, and the application of media mixes receive no mention in the guide booklets we have seen.

A second reason not to publish is that it's expensive. Only so much internal agency time can be made available to any client by any agency before both become losers. Assuming that both client and agency have expertise, an approved marketing plan and a set of valid media objectives, it should be assumed that all good questions will have been posed and answered prior to final approval of the ultimate strategy to be employed and before the client investment is committed.

Consider the waste of time (money) that results after the fact by a well intended question emanating from a uninvolved member of the client marketing team (holding a handy-dandy media guide): "It says here that our schedule is producing thus and so. But the plan summary I read said it was producing so and thus. How come?"

Sometimes, a "how come?" like that can be dispensed with quickly. But more often than not the question goes back to the media experts, who reluctantly begin to write another version of their original rationale—the only difference being that this version now relates the old objectives to the new question. Nothing changes except the number of hours devoted to the problem.

Proper Use • Which brings me to the question: Should handy-dandy media guides be published at all? We think so. We think there is a need and a place for a useful pocket piece that clients and agency men can use for quick "for instance" references or to derive ballpark figures. They can be a real aid to move planning discussions along or to arrive at general directions to pursue. The best of those in our collection is the 1967 BBDO publication. In addition to eliminating cumulative-audience data, BBDO confined other averaging of media characteristics by demographic groups to "average", "above average" and "below average." Anyone with the ability to misquantify from these base labels is on his own.

C/R's 1968 media guide is now at the printers. We've done our best to increase its usefulness while, without reservation, eliminating the type of omnibus information that so often leads to incorrect snap judgments and confusion.

Eddie Smardan, vice president and director of media for Carson/Roberts/Inc., Los Angeles, started as a radio personality in Portland, Ore. He subsequently produced TV shows in Los Angeles, worked for Capitol Records, wrote, directed and produced films in Mexico and sold time for Blair TV. He came to C/R as head of the broadcast media and production departments, working on such accounts as Mattel, Max Factor, Packard-Bell, Gallo Wines and Bullock's department stores.
BRAND NEW/ COLOR-TAPE/ 5-A-WEEK STRIP/ 90 MINUTES DAILY
(60 MINUTES DAILY OPTIONAL)

Steverino’s back and look who’s got him...

Available for immediate start... or anytime up to mid-September

The STEVE ALLEN Show
VARIETY / MUSIC / ENTERTAINMENT / COMEDY / TALK

A FILMWAYS AND MEADOWLANE ENTERPRISES, INC. PRODUCTION

DISTRIBUTED THROUGH FIRESTONE FILM SYNDICATION LTD.

477 MADISON AVENUE NEW YORK, N.Y. 10022 PHONE 212 758-5100

BROADCASTING, February 26, 1968
Being number one makes us a tough act to follow.

That's the problem other stations all over the country have been faced with. For many years they've had to do just that. Follow us.

As the graph indicates, this has been going on for a long time. But just take for an example our November Ratings (ARB)*. They give us the highest metro share of audience of any station in the country's top 50 television markets — 56%. The same ratings give us the highest share of homes (ADI) of any station in the top 50 markets — 64%.

And you should check our Nielsen figures for November. They're even higher.

You've seen our past performance. Just imagine what we'll do for an encore.

*Share of metro homes and ADI homes viewing Charlotte stations, average quarter hour Sun.-Sat., 9 am-midnight, ARB Nov. 1967.

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.
Upbeat in talk-variety syndication

Established all-talk and variety-talk programs lead sales for many producers in past year while others climb on bandwagon with NAB convention entries

The "TV talkie" cycle of programing is widening in 1968 with a growing number of production programmers devising new and varied sub-formats to inform, provoke, stimulate and, above all, entertain an increasingly sophisticated and straitified viewing audience.

The talk pattern on television is virtually as old as the medium itself, but what's new in 1968 is the expanding number of programs moving into the marketplace, and the diverse approaches planned to attain that difference.

Though talk is an integral part of these programs, this element is combined in some with variety-entertainment. Others emphasize interviews with guests and questions from the audience. Still others accent comedy, or satire.

In this era of the demographics, some TV talkathons are aimed at the audience and others at the 18-to-34 age classification, irrespective of sex.

Relatively New - Prior to 1967 the talk and the variety-talk format was a fairly limited one in the syndication arena and restricted on the network level to ABC-TV's Tonight show with Johnny Carson and the Joey Bishop show on ABC-TV (Las Vegas Show) with Bill Dana was on the United Network, which operated for a month last year. Among such programs in distribution at stations were ABC Films' Girl Talk; Westinghouse Program Sales' Merv Griffin Show and Mike Douglas Show; Wolper Television Sales' Alan Burke Show; National Telefilm Associates' David Susskind Show; American International Television's Gypsy Rose Lee Show; Hartwest's Joe Pyne Show, and Showcorporation's Firing Line with William F. Buckley Jr.

Partially because of the resounding success of the Douglas and Griffin series of daily 90-minute programs (in 175 and 122 markets, respectively) and the creditable showing of other talk stanzas, activity in this area stepped up in 1967. Among the series introduced last year were Wolper's Woody Woodbury Show, King Features Television's Outrageous Opinions with Helen Gurley Brown; and Filmways' Pat Boone in Hollywood.

But 1968 looms as the year of talk-feasts. A canvass of some leading distributors-producers last week reveals that ABC Films has pilots of three talk-variety series in development and aimed at women; Trans-Lux Television has four such series in planning and set to be unveiled during the National Association of Broadcasters Convention; Triangle Program Sales is weighing in with two series; Wolper is placing The Les Crane Show into syndication and is co-producing with Canaan Productions a weekly variety-satire program starring Pierre Salinger; Showcorporation is three under consideration, and Filmways is introducing The Steve Allen Show, and has two others in the development stage.

The audience and the advertiser appeal of the talk-variety segment, particularly the Griffin and Douglas programs, has not escaped the attention of network program planners. Starting next month, ABC-TV will present a 90-minute Monday-through-Friday series, This Morning (10:30 a.m.-12 noon), with comedian Dick Cavett as host. The program was conceived to appeal to today's younger, more sophisticated housewife. It will place its accent on topical events and comedy, with much

TFE to unveil new programs at NAB convention

The spate of new talk and talk-variety programs that are in development (see story above) will be unveiled from March 31 to April 3 during Television Film Exhibit '68 which is held during the period of the NAB convention in Chicago. Non-TFE member companies will launch their new programming at the same time in their individual exhibits.

Twenty-two companies have signed to date to participate in TFE. This is the seventh year the exhibit is being held and the third year it is being held under the auspices of the NAB. Alvin Unger of Independent Television Corp., 1968 TFE chairman, reported that TFE will not participate this year in the official NAB program since the association wants to rotate participation among various industry groups.

Companies taking part will hold a joint cocktail party on the evening of Sunday, March 31. Throughout the week, TFE members will hold screenings of their programing in suites on the fifth floor of the Conrad Hilton hotel.

The companies listed with TFE-'68 as of last week were: Allied Artists Television, Embassy Pictures, Filmways Syndication Sales, Four Star International Inc., Sandy Frank Program Sales, Independent Television Corp. (ITC), King Features Syndicate.

of its material derived from “whatever and whoever is making today’s news.” Not so coincidentally, its producer is Woody Fraser, who was instrumental in developing The Mike Douglas Show.

The Reasons • Proponents of the talk-variety format point to these propitious factors setting off the boom in this type of programming:

* There is a scarcity of satisfactory feature films and off-network series, the backbone of syndication. Features are being run as many as four times on the network before their release to stations and this depreciates their value. The number of off-network shows has been declining because of the high mortality rate of new series, high residual costs and the attrition that has set in on the large number that were “dumped” on the market in prior years.

* The talk and talk-variety series provide a method by which the group station owner particularly can supply the program needs of his own stations and help amortize the cost through syndication. It is this element that is most active in producing or coproducing the talk and the talk-variety programing.

* This format, with its specialized appeal to certain types of audiences, can provide the demographics that many advertisers require at comparatively low cost. Many stanzas may not obtain large station lineups but can deliver the selective viewer.

* There is nothing so contagious in television as success. With various talk-variety and talk shows creating a splash, other producers-distributors can’t resist the challenge.

* A resounding vote of confidence was given to the variety-chatter approach when prestigious WCBS-TV New York canceled its Early Show of feature films, effective in March, to replace it with the Mike Douglas series.

Despite its many vocal supporters, the talk format has some vociferous detractors. Its critics, composed largely of syndicators who distribute feature films and off-network series, can offer some arguments against the trend toward “dialogue programing,” as one scoffed termed it.

“There are enough of them on the air right now, maybe too many,” one top-level distributor said. “With the new ones, the market will really be flooded. Where are we going to put them?”

Another distributor maintained that the only significant gains have been achieved by the Griffin and Douglas programs and added:

“These programs aren’t easy to duplicate. It takes a lot of money.

“If you remember, these shows took a long time to take off. Westinghouse remained with them for more than two years before they became profitable. You have to be a well-financed organization, as is Westinghouse, to be able to do this, and you have to have a lot of patience. I don’t see many distributors or producers taking the same risks that Westinghouse has.”

Still another detractor pointed out that a viable talk-based show must have two vital ingredients: an empathetic or stimulating host and a format that is “truly different.” He commented that “neither of these elements is easy to come by,” and continued:

“You know, I just don’t want to mention any names, but there are four or five of these strictly talk shows that are just about hanging on. I don’t see them starting even a small fire, and some of them will be going down the drain before too long.”

Reason for Success • A spokesman for Westinghouse indicated that the reason for the success of both the Griffin and Douglas programs are as follows: Hosts both were attractive performers with particular appeal to women; they were able to attract top-notch talent, and Westinghouse showed patience and loyalty in giving the series the opportunity to take hold. He said that for the foreseeable future, Westinghouse does not plan additional series of this type (“These two series keep us busy”) but additional specials spotlighting Merv Griffin and Mike Douglas are in production.

Walt Kingsley, vice president of Wolper Television Sales, reported the company has two talk series in syndication and will introduce two additional ones at the NAB convention in Chicago. He noted that The Woody Woodbury Show, a daily, 90-minute talk-variety program, has been on the air since last September and is in 20 markets. The weekly two-hour Alan Burke Show went into syndication last April, he added, and is now in almost 30 markets.

The two new programs, he said, are a weekly, variety-satire program spotlighting former White House News Secretary Pierre Salinger, and the daily, one-hour Les Crane Show, which began on KTTV(TV) Los Angeles last year and has been carried for about a month on WVNY-TV New York. (Wolper Television Sales was able to sell the shows in part because of the Metromedia complex.) Mr. Kingsley pointed out that advance sales on Crane already have been made to Kaiser’s WKBW-TV Burlington, N. J.-Philadelphia, WGBK-TV Boston-Cambridge, WKBV Detroit, and WKBV-Cleveland, and to WHCH(TV) Hartford, Conn.

Relying heavily on the talk format is Trans-Lux Television Corp., which has invested substantially in four new series, according to Richard Carlton, executive vice president. He voiced the view that at the outset, the programs will find acceptance at independent and UHF stations and hopefully they will spread to VHF outlets.

Trans-Lux TV will take to the NAB convention in April, he said, programs in four series: The Phil Lind Show, for adults only, a weekly two-hour program on adult subjects; a weekly half-hour comedy-talk series featuring comic-writer Pat McCormick; The Joan Rivers Show, a daily half-hour comedy series aimed at the housewife, and a one-hour weekly series with Murray the K as host and focusing on today’s music.

Arguments • “Each one of these series will feature guests with opposing points of view and should engender excitement and involvement,” Mr. Carlton said.

ABC Films has the longest running talk show in syndication, Girl Talk, featuring Virginia Graham. A spokesman said the daily-half-hour series has been on the air six-and-a-half-years and is now being shown in 82 markets.

He indicated this type of specialized programming, appealing to a definite segment of the audience, holds attraction for both viewers and advertisers. He said Girl Talk is supported substantially by cosmetics, foods and home-products manufacturers.

ABC Films has three more talk shows, with different personalities as hosts, in development, but we cannot discuss them further at this time,” the company spokesman stated.

Showcorporation syndicates Firing Line with William F. Buckley Jr., now in its third year on the air and presented on 34 stations. Robert Manby, president, believes the Buckley series can be

---

**Batman flies the coop**

ABC-TV last week confirmed what had already been reported in the main: Batman goes off March 21 (Thursday, 7:30-8 p.m.). It'll be replaced by The Second Hundred Years, which moves from Wednesday, 8:30-9 p.m., and a nighttime version of a daytime game show, Dream House, will take over the Wednesday spot. Come next fall, none of these three is expected to return (see page 23). The network's pink slip was preceded several weeks ago by the announcement that 20th-Century-Fox was syndicating the show.
distinguished from other talk shows in that the host debates a subject with a single authority in a specific field, rather than participating in discussions with guests. Mr. Manby said Showcorporation is considering two other program series in this area.

Triangle Program Sales plans to put two talk shows into syndication this spring. One is *Morgan at the Movies*, with Rex Morgan, WFLD-TV Philadelphia, interviewing stars on sets throughout the world (half-hour weekly show), and *The Cleveland Amory Show*, a daily one-hour series of interviews and discussions by the author-critic. A Triangle spokesman said the Amory program has been carried on WFLD-TV since last November and is fully sponsored. He claimed that the decline in the supply of feature films and the rise in price of movies are factors accelerating the trend toward talk-centered shows.

*Boone Show* • Filmways, which entered the first-run syndication field last fall with *Pat Boone in Hollywood* (variety-talk), announced recently it will offer stations a new *Steve Allen Show* on an across-the-board basis in either 90- or 60-minute versions. Filmways has not formally announced the cancellation of the *Pat Boone* series but indications are strong that it will. The program may continue if Mr. Boone can find another partner company to co-produce the series.

As is the case with the *Boone* series, the new *Allen* talk-variety stanza will be offered to stations by Filmways Syndication Sales through Firestone Film Syndication Ltd. The *Boone* program has been sold in 29 markets.

Len Firestone, president of his own syndication company, said the *Allen* program has been sold in 15 markets, including WOR-TV New York, WTOP-TV Washington, KTLA-TV Los Angeles, WGN-TV Chicago, and WWJ-TV Detroit. He said that *Allen* is, like his firm's other series, developing two additional series—one a talk-variety and one a straight talk program.

Among the other talk type series that have been on the air for some time are the *Gypsy Rose Lee Show*, daily, half-hour program which is carried on 26 stations with American International Television distributing; *The David Susskind Show*, handled by National Telefilm Associates, and *The Joe Pyne Show*, handled by Hartwest in 85 markets.

The challenge inherent in the talk show format was summed up last week by David Goodman, vice president of syndicated sales for Screen Gems, when he said:

"There is no doubt there is a trend toward the talk show. There's a lot of interest in it and I would like to see Screen Gems involved in this area. We have discussed this among ourselves and

Trouble in England with censorship, too

The BBC claimed the series was "exhausted"; the writer charged he faced increasing censorship. Whatever the reason, *Till Death Do Us Part*, a weekly TV series on the British Broadcasting Corp., has come to an end.

The show, about a wildly quarreling Cockney family whose loudmouth head, Alf Garnett, jibes at different minorities, is viewed by 18 million people each week. It has become the BBC's widely watched and most controversial television show.

London insiders think the series will be taken over by one of the independent program companies. The most likely candidate seems to be London Weekend Television whose head of light entertainment, Frank Muir, was with the BBC when *Death* began its run. Mr. Muir was said last week to be negotiating with Johnny Speight, writer of the series.

The BBC maintained that the series was simply "exhausted" and told Mr. Speight to stop doing scripts.

From the writer's side, the Cameron 10 camera came a tale of excessive BBC censorship that began when Lord Hill became top man at BBC. Mr. Speight said: "It was the irritation of it all that finished me, like having to restrict the 'bloodies' to a certain number each week." Since Mr. Muir left BBC, the writer added: "We have been irritated by a number of idiotic and unreasonable cuts." *Till Death Do Us Part* probably marks the demise of BBC political satire shows, which began in 1962 with *That Was the Week That Was*. TW3 rang down the curtain after a year, when parodies of the Queen and the then prime minister, Harold Macmillan, brought national protests. TW3's successor, *Not So Much a Program, More a Way of Life*, went on the air after the 1964 election, lasted only six months.

Phoenix to get $2-million film plant

What is claimed to be the first modern film studios in the Southwest will be constructed by Phoenix-based Southwest Research and General Investment Co. An investment of $2 million is projected for the facility, which will be on 160 acres (with 670 more acres under option) in the town of Carefree, 16 miles northwest of Phoenix. The studios would encompass 25 buildings, including two underground stages, a Western street, offices and a commissary. A corporation, Cine Logistics Corp., has been formed to operate the project.

ITC moves 90-minute special

Independent Television Corp. announced last week it has placed a 90-minute color special, *The Heart of Show Business*, into syndication and has sold the program to WNEW-TV New York, KTTV (TV) Los Angeles, KMBC-TV Kansas City, Mo., WBBM-TV Chicago and KMOV-TV St. Louis. The special stars Elizabeth Taylor, Richard Burton, Sammy Davis Jr., Tommy Steele, Shirley Bassey and Peter Sellers.
ABA adopts Reardon report

News media now shift fight against restrictions
on crime, trial coverage to state, local levels;
court test of contempt provision seems likely

The battle of the news media to retain their present freedom in coverage of criminal proceedings shifted last week to the state and local level.

The switch came about as the House of Delegates of the American Bar Association on Monday adopted the controversial Reardon committee report which sets forth stringent new guidelines affecting coverage of court trials in criminal cases. It does this by tightening the flow of information from police, court and lawyer sources. The ABA’s purpose is to curb “prejudicial publicity” to fair trials.

The ABA house, meeting in Chicago, turned down by substantial majority various media and state-bar delegate pleas to delay adoption for one year pending receipt of the results of major new studies in the field. The house acted after hearing arguments from the Reardon committee and representatives of the principal mass-media groups.

Now that the Reardon report is the policy of the ABA it will not go into full practical effect until it is adopted as part of the canons of ethics of the state bar associations, is implemented as rules of court by the state and local courts themselves or is codified through actions of state legislatures. Indirect implementation could be achieved through voluntary bar-press codes.

Meanwhile, however, criminal-proceeding coverage could become more difficult should individual courts or judges rule on news access in the light of ABA’s adoption of the Reardon proposals.

New Committee - Implementation was not overlooked at the Chicago meeting. The ABA house also approved the formation of a new continuing legal advisory committee on fair trial and free press. Its function will be to provide liaison between the ABA and the bar-press committees of state and local bar associations. It also would assist implementation “by voluntary means” such as the voluntary state codes which now exist in about a dozen states.

This new implementation committee succeeds the Reardon committee which drafted the standards over the past three years and was headed by Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts. Appointments to the new advisory committee will be made by ABA President Earl F. Morris.

In essence the Reardon report sets tighter rules for crime-news coverage in two areas: pretrial publicity and trial coverage.

In the pretrial phase the Reardon policy forbids lawyers, judges and police officials to talk about such things as criminal records of the accused; confession or the results of tests; identity of witnesses; possibility of pleas of guilty, or of the accused’s innocence or guilt. They could, however, answer questions about the facts of the arrest, seizure of evidence, nature of the charge and whether the accused denied his guilt.

During trial coverage reporters could be excluded from those portions of a trial conducted outside the presence of the accused; in other portions of the trial the news media could be present only if they were requested by newsmen; in any case the news media could not be present at the time of the verdict.

The most controversial aspect of the Reardon policy is a further provision relating to limited use of the contempt power of the court. Although modified from its original proposal, this provision would allow a judge to cite a newsmen or medium for contempt if it were found they had willfully attempted to affect the outcome of a trial through dissemination of information considered prejudicial.

Media’s Views - The news media representatives participating in the case before the ABA House of Delegates expressed disappointment over the adoption action. They particularly cited the refusal of the ABA to grant a “continuance” pending completion of significant new studies in the area of publicity impact on trials. They noted even the ABA itself had admitted this was an area where more evidence is desirable. The thrust of their presentation sought a postponement of the “verdict” until “all the evidence was in.”


Senator urges delay in new press-trial rules

News media fighting the implementation of crime-news curbs voted by the American Bar Association last week gained an ally in the U.S. Senate. Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure, urged that state bar associations and the federal bar honor a one-year moratorium on the proposed ABA rules requested by newsmen.

The senator said the delay was warranted by today’s high crime levels (and the service news media can provide in alerting citizens to dangers or in allaying fears), a pending study by the American Newspapers Publishers Association on the effects of crime news on juries and by the fact that voluntary agreements in some states should be given a chance to work.

Senator Long also suggested that the proposed curbs are contrary to the spirit of the federal freedom of information law. Under his committee assignment, he noted, he intended to “continue to encourage federal government agencies to abide by the spirit and letter” of that law.

“Accordingly,” he concluded, “I do not feel that it would be in the best interests of the American public at this to adopt the ABA guidelines as the policy of the federal government.”

22 (PROGRAMING)

BROADCASTING, February 26, 1968
don report. He termed the ABA action unwarranted and said the completely voluntary bar-media plan in Washington is the better "common sense" method of achieving exactly the same results.

Judge Daniel A. Covelli of the circuit court of Cook county in Chicago also criticized the ABA action as unnecessary and termed it potentially dangerous. Judge Covelli said the books already are full of laws which assure fair trial without prejudicial publicity and he feels that additional rules are redundant.

**Networks start race for sales**

**Salesmen hit the street as schedules are set for 1968-69 TV season**

The official selling season for 1968-69 began last week, as all three television networks released unofficial nighttime schedules to advertising agencies.

The networks said these schedules will stick for the fall, with only minor adjustments to be made, changes presumably predicted on possible moves of a program or a time period to accommodate a specific situation. As one network executive put it: "The lineup will stay pretty much as it is, but we now have to sell it."

The highlights of the new program season:

- For the first time, there will be a network movie every night of the week. NBC will have three nights, ABC and CBS two each, for a total of at least 14 hours of weekly network movie programming.
- As had been expected, the networks are limiting the number of programming changes. CBS's schedule resembles this year's more than does that of either of the other networks. NBC's biggest changes are to the long form in programming, and ABC's plans are to retain as many shows of the current schedule as possible, including several programs begun at midseason this year.
- For the first time, there may be as many as two series produced and sold by British sources, starting the U. S. network season in prime time. These are The Saint on NBC (Saturday, 7:30-8:30) and The Avengers on ABC (Friday, 8:30-9:30). Of these two programming moves, NBC's is the more certain.

- A current 10-11 p.m. Sunday entry on NBC, High Chaparral, will, as predicted, open NBC's Tuesday-night prime time period at 7:30 (Broadcasting, Feb. 19), while a CBS decision to make a similar shift of a 10-11 series was reversed on Feb. 16 and Mannix will stay right where it is, in its present Saturday spot.
- Contrary to most past seasons, next season will see few, if any, trends in new-show types. It'll be more of the same program format in the coming season.
- In another reversal of procedure, the season will start later. CBS expects to start 1968-69 on Sept. 23; the other networks have not confirmed their starting dates, but a day-after-Labor-Day (Sept. 3) premiere is doubtful. That would limit the time available to promote shows, particularly in view of the political conventions occupying much of the viewing time during the summer.

**The Changes**

- On the basis of the schedules now making the rounds of agency buyers, the new shows and casualties, by title and by weekly program hours, are as follows:

  **ABC**
  - There are seven new programs: Mod Squad, The Outcasts, That's Life, Here Come the Brides, The Ugliest Girl in Town, The Tales of the Unknown, and The Land of the Giants. Total new weekly programing by hours: six on the basis of 7:30-11 p.m., six-and-a-half hours, including the 7:30-11 p.m. period Sunday.
  - These seven shows will not be back at: NBC, Cowboy in Africa, Rat Patrol, either NYPD or The Felony Squad, The Invaders, The Second Hundred Years, Off to See the Wizard, Voyage to the Bottom of the Sea. In addition, Dream House, a new spring entry (see page 20), will not return. In weekly hours: five-and-a-half in the 7:30-11 p.m. periods, six hours including Sunday at 7.
  - In its new schedule, ABC recaptures a half hour of station time on Thursdays, 10-10:30 p.m.

  **CBS**
  - There are six new shows: Mayberry R.F.D., Lancer, The Doris Day Show, The Good Guys, Blondie, Hawaii Five-O. They total four hours weekly.
  - These five shows will be dropped: Andy Griffith Show (though Mayberry R.F.D. actually is an extension of that long-running series), Good Morning, World, Cimarron Strip, He and She, Lost in Space, totaling four hours weekly.

  **NBC**
  - There are five new shows in the 7:30-11 periods plus an additional movie night. The five: a new variety hour on Sunday, Adam-12, The Ghost and Mrs. Muir, The Outsider and The
**Name of the Game.** These total four-and-a-half hours, with the addition of the third movie night, the total new programming comes to six-and-a-half hours per week. *The New Adventures of Huck Finn* is a new show on NBC at Sunday, 7-7:30.

These eight shows will be dropped: *The Monkees, Danny Thomas Hour, I Spy, I Dream of Jeannie, Run for Your Life, Tarzan, Hollywood Squares,* and *The Bell Telephone Hour* which alternated with news shows. Total hours represented weekly (including Telephone Hour on a weekly basis) are six-and-a-half.

**The Schedules—** ABC's 1968-69 schedule: Sunday—7-8 p.m., *The Land of the Giants; 8-9, FBI; 9-11, movie.* Monday—7:30-8:30, *Mod Squad; 8:30-9, Peyton Place I; 9-10, Outcasts; 10-11, Big Valley.* Tuesday—7:30-8:30, *Garrison's Gorillas; 8:30-9:30, It Takes a Thief; 9:30-10, N.Y.P.D. or Felony Squad; 10-11, That's Life.* Wednesday—7:30-8:30, *Here Come the Brides; 8:30-9, Peyton Place II; 9-conclusion, movie.* Thursday—7:30-8, *The Ugliest Girl; 8-8:30, Flying Nun; 8:30-9, Bewitched; 9-9:30, That Girl; 9:30-10:30, Tales of the Unknown; 10:30-11, station time. Friday—7:30-8:30, *Operation Entertainment; 8:30-9:30, The Avengers; 9:30-10, Guns of Will Sonnett; 10-11, Judd.* Saturday—7:30-8, *Dating Game; 8:30-8, Newlywed Game; 8:30-9:30, Lawrence Welk; 9:30-10:30, Hollywood Palace; 10:30-11, station time. (According to latest information from reliable sources at ABC, Friday periods from 7:30-9:30 are still flexible and may include new series.)


**Mark Century plans for NAB breakfast session**

The seventh annual programing-sales seminar of Mark Century Corp., to be held during the National Association of Broadcasters convention in Chicago, will target on radio as an on-going medium. According to plans released last week by Milton Herson, president of Mark Century and the seminar's moderator, there will be four panelists at the 8 a.m. April 1 session in the Conrad-Hilton hotel.

The event, as in past years, includes breakfast for the broadcasters in attendance.

The panelists are Ralph Beaudin, ABC Radio group vice president, who will discuss the ABC Radio four-network concept; Frederic Gregg Jr., chairman and president of LIN Broadcasting, who will speak on "social responsibilities in programing"; Stan Kaplan, president of Ways Charlotte, N. C., on contemporary radio, and Ed Winton, president and general manager of WOCN Miami, on promoting a good-music station. The seminar's title is "Radio—the Changing and Challenging Medium."

A question-and-answer period will follow the panel discussion. Mr. Herson said that about 300 broadcasters attended last year's seminar and similar attendance is expected this year. Broadcasters who are interested in attending should write to Mark Century, Warwick Hotel, 65 West 54th Street, New York 10019, for invitations.

**Fellowships offered for study in D.C.**

The Washington Journalism Center, a nonprofit educational institution, has announced it will award 20 fellowships during 1968-69 to outstanding young journalists and graduate students in journalism. The fellowships, which in-
Court rejects McCarthy's bid

But decision may lead to revision of FCC's public-announcement rule

A federal court in Washington has upheld the FCC in its turndown of Senator Eugene J. McCarthy (D-Minn.) for equal time on the air in response to President Johnson's Dec. 19, 1967, three-network Conversation with the President. But the court's unsigned opinion contains language thought by some communications lawyers to open the door to a revision of the 27-year FCC rule on who is a legally qualified candidate.

Senator McCarthy, running for the Democratic nomination for President on an avowed peace platform, claimed that he should be given an hour of free time on all three TV networks that carried the interview with the President. The networks and the FCC denied this request on the ground that the President has not announced his candidacy and thus is not a legally qualified candidate under Section 315 of the Communications Act. In his appeal to the U. S. Court of Appeals for the District of Columbia, Sen. McCarthy said he had offered to prove that President Johnson is an active candidate even though he has not announced the fact. But the FCC, he said, refused to give him a hearing at which he could present his evidence.

In its unsigned opinion last week, a three-judge panel of the appeals court noted that its review is limited to determining whether the commission's rule is reasonable and properly related to the Communications Act. The court said it found that the FCC was not unreasonable in applying the rule to Senator McCarthy, "considering the content and the timing of the not unprecedented year-end interview with the President."

But, obviously shying away from endorsing the public-announcement rule in toto, the court added: "The obvious difficulty in determining whether a likely public figure is a candidate within the intent of the statute justifies the commission in promulgating a more or less absolute rule. If the application of such a rule more often than not produces a result which accords with political reality, its rational basis is established. But no rule in this sensitive area can be applied mechanically without, in some instances at least, resulting in unfairness and possible constitutional complications."

Political Reality • The court went on: "But program content and perhaps other criteria may provide a guide to reality where a public figure allowed television or radio time has not announced for public office."

These phrases seem to indicate, some lawyers say, that the commission must be prepared to vary its application of the public-announcement rule in some instances where a political figure has not announced that he is a candidate. The court's words are also taken to be in response to the point made by FCC General Counsel Henry Geller that the commission could insure equality by invoking its fairness doctrine where Section 315 does not come into play.

Senator McCarthy's lawyers, Josef Rauh, Benedict P. Cottone and John Silard, said after studying the decision that they had decided not to ask the full nine judges of the D. C. circuit to rehear the case, or the U. S. Supreme Court to review.

The case was heard two weeks ago in an expedited hearing due to the imminence of the New Hampshire primaries next month (Broadcasting, Feb. 19) by Senior Circuit Judge Charles Pahy, and Circuit Judges J. Skelly Wright and Carl McGowan.

TV and newspapers called complementary

News directors and producers for the San Francisco-Oakland area's four commercial VHF stations assembled last week at the 21st annual conference of the Western Radio and Television Association to answer the question, "Is the Newspaper Obsolete?" The participants in the session, a key one of the three-day (Feb. 20-22) educational broadcasters' convention, were quick to agree that newspapers are far from worn out despite a strike that started Jan. 5 against San Francisco's two daily papers. The gentlemen of the TV news subsequently spent the next hour or so of their discussion concluding that television news is not really in competition with newspaper news.

The two media serve different purposes and are geared differently, was the consensus. Newspapers sometimes provide good source material to TV news departments, yet in the absence of newspapers during the current strike, the stations hadn't lacked for story leads or background copy.

Chalmers H. Marquis, executive director of the National Association of Educational Broadcasters, broke into the general accord to tell of disconcerting experiences he had been interviewing by TV newsmen in recent weeks. While stamping the boards on behalf of the
Public Television Act, Mr. Marquis said that he was interviewed by TV reporters who seemed completely unaware of what the public television concept is all about. He indicated that the TV news men had no background for their assignments and, based on the asinine questions he was asked, clearly showed they had not done any homework.

Last week's WRDA conference, which brought together leaders from educational and commercial radio and television stations primarily from the 12 western states, (including Hawaii) attracted some 500 people. The conference included a series of seminars designed to evaluate the current status of broadcasting and to project future developments.

Climaxing the affair was the presentation of distinguished service awards to James Day, president and general manager of noncommercial KOED-TV San Francisco, who for 18 years was president of WRTA; Allison McNay, coordinator, school and college relations, Standard Oil Co. of California; and Dr. James Morris, informational services director, Oregon state system of higher education. The presentations were made by James L. Loper, president of WRTA and general manager of noncommercial KCET-TV Los Angeles. John Cambus, ETV coordinator of California State College at Hayward, was chairman of the conference.

Mutual has plans for film, TV production

Matthew J. Culligan, president of the Mutual Broadcasting System, revealed last week in Los Angeles, that Mutual is attempting to go into motion-picture and television production. Mr. Culligan made Mutual's plans known after telling some 200 members of the Hollywood Radio and Television Society about his recent trip to Vietnam.

News media coverage of the war "leaves much to be desired," he said, because it ranges from "brilliant" through "uneven" and "incomplete" down to "incompetent." He indicated that it was more often incompetent than brilliant.

Mutual, which now has 523 affiliates, has acquired rights to "Country Team," a novel by Robin Moore, author of "The Green Berets." Mr. Culligan said the property will be made into a 90-minute feature film for theatrical release and will serve as a television pilot if current plans jell. MBS would put up the development money with Sylvester (Pat) Weaver, now communications director of Wells, Rich, Greene Inc., New York, in charge of production.

Mr. Culligan indicated the project might be filmed in the Philippine Islands.

Mr. Culligan in his address to the radio-TV society was generally critical of news people's failure to see "the entire mosaic" of the Vietnam situation. He contended that there is a "simple reason" why news coverage is inadequate. Experienced men, he said, are reluctant to accept long-term assignments in Vietnam because it's a bad and uncomfortable place to be. Instead war zone assignments are given to young reporters who don't have the background to accurately evaluate what they're experiencing and who are headline happy because it's a golden opportunity to make a name for themselves.

Springfield editorials upset CATV operators

Springfield Television Broadcasting Corp., which has had intermittent jousts with local CATV's in the service areas of its Massachusetts TV stations, faces still another duel.

The Community TV Association of New England, a group of cable operators, has asked the FCC to revoke the licenses of or impose the maximum monetary penalty against Springfield's WWLP-TV Springfield, and its satellite, WRJLP-TV Greenfield. The association also wants the commission to start cease-and-desist proceedings against the licensee's practices that form the basis of its complaint.

Community TV alleges that Springfield President William L. Putnam has broadcast several editorials that are of a "vitiative nature" and "malicious design," and constitute "personal attacks upon the character, honesty and integrity of area CATV proprietors."

The most recent editorial, the group says, terms the alleged benefits of cable reception as "clearly a bit of lar- ency." That editorial, it claims, is at least one of five broadcast since February 1966 in which Mr. Putnam is alleged to have attacked the cable industry.

What piques Community TV is that Springfield has not presented any "pro-CATV spokesmen or viewpoints," has not informed CATV owners of its editorial comments, and has not "regularly made specific offers for use of its facilities." Community TV claims that Springfield "failed to make even minimal attempts at compliance" with fairness-doctrine rules.

In 1965 the commission denied a similar attempt by a Brattleboro, Vt. CATV operator to revoke the WRJLP license on the grounds that Mr. Putnam had broadcast editorials highly critical of local CATV operations. But the commission, at that time, also warned Springfield that the editorials "clearly support" the personal attack charges made by the cable operator, and that Springfield had "seriously failed to discharge its responsibility to operate in the public interest" (BROADCASTING, March 15, 1965).

NAB files brief in copyright case

Another attack on the idea of exempting cable-TV systems carrying local stations from copyright liability was made last week. The opposition was voiced by the National Association of Broadcasters in a friend-of-the-court brief filed in the U. S. Supreme Court, preparatory to the March 12 argument in the United Artists v. Fortnightly CATV case.

NAB protested the suggestion made by Solicitor General Erwin D. Griswold that CATV systems carrying TV stations putting a grade-B signal over the community should be free from royalty payment requirements (BROADCASTING, Feb. 5). Such a move, NAB said, would have "untoward" consequences. It would seem to be applicable, the association said, to "radio retransmission such as that performed by background music systems . . . as well as to retransmission of television signals by . . .
The city that turns us on

San Francisco is the city that sets the pace, makes the trends, starts the styles. San Francisco: one of a kind. Unique.

In the San Francisco Bay Area, viewers are turning on KTVU, the only television station that programs its entire schedule to match the varied tastes of this market.

So when you need impact and coverage, go to the independent that's tuned to the market and gives you a net weekly circulation of 1,204,700 TV homes. *The Nation's Leading Independent TV Station.

KTVU 2
SAN FRANCISCO • OAKLAND

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

* Figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.
The sweep of the RCA TK-43 color cameras on this large set for a furniture commercial brings out every selling nuance in the scene. "How the Record-Go-Round replaces old-fashioned clutter" is a story well told.

We put a kick in our commercials with RCA TK-43's!...Pictures are the sharpest, colors more vivid, skin tones most natural.

With two mobile units and four TK-43 color cameras always ready to take off to points unknown at a moment’s notice, LewRon Television, Inc. makes quality with mobility the keynote of their color television production service. In their own words they “do anything, go anywhere, with the finest of studio equipment.”

The two vans house the complete production system—cameras, control, switching, monitoring and taping. Their RCA color cameras produce the finest studio quality pictures, under all conditions —whether on location in hot sands of California or in air-conditioned studios of the East.

"The RCA TK-43 color cameras provide the kind of pictures that sell on sight," says Ron Spangler, president of LewRon. "Once we get oriented on a job, we know it will be a success... colors are more vivid... skin tones are the way skin really looks... pictures consistently sharp. Our clients like the believability and freshness these cameras give their commercials."

You don't have to go as far as LewRon goes to prove the superiority of RCA color cameras! Ask your Broadcast Representative to fill you in on other users. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.
The "magical disappearances of King Syrup at the breakfast table" is faithfully depicted by the TK-43 cameras. Only the hands and the product are seen in the finished commercial, so natural colors—from fingers to golden brown syrup—are a must.

Remote color pickups on tape—commercials, sports events and local performances of any type are handled from this color control center.

The two big mobile television vans which LewRon provides for on-location commercials contain a complete production facility.
Why Won’t You Submit a Programming Statement to SRDS?

Is it because you feel it would take away the representative’s selling time and promote closet buying?

Is it because you can’t describe the station sound in print, or because 100 words is not enough?

Is it because you feel the SRDS program cannot be policed and misstatements will appear?

Is it because what you can say will be misinterpreted or will be prejudicial?

Is it because you feel the material reported will be misused and otherwise confused?

Essentially, these are the reasons offered by stations who have not as yet submitted programming statements. On the other hand, over 1,600 stations voluntarily proffered statements which appear routinely in Spot Radio Rates and Data. This total grows each month.

What has happened?

The trend towards closet buying or the infringement on representative selling time has not been influenced one way or another. Nor will it be when all stations participate.

Agency buyers of spot radio have been high in their praise of this SRDS effort. Statements do not report station sound. This would be subjective and promotional. Rather, they describe the programming placed on the air and the audience for whom it is intended.

Each time a station has been accused of a misstatement, SRDS has investigated. If the allegations had merit, the station willingly and voluntarily modified and corrected its statement. Everything in the world around us is subject to misrepresentation and/or prejudice. In broadcast, these influences are nurtured each day by your competitors and their sales agents. SRDS provides each station the opportunity to describe its programming rather than deliver this function by default to the competitor or the uninformed editor of a trade publication. Have you ever listened to a tape of your station submitted by someone else — not you?

Your sales responsibility, your sales function, has not been usurped. The programming statement you submit does not substitute for salesmanship — rather, it inspires it. Its appearance leads to further questions. The agency buyer of spot radio is encouraged to seek more information. No agency worthy of its name would permit a radio buy without adequate investigation of all station values. The programming statement is only one element of this evaluation process. It provides a beginning point for the buyer. It is not and cannot be construed as an end unto itself. 1.600 stations have demonstrated that programming can be described objectively in 100 words.

Convinced? We hope so. Check the statements appearing in your market; then sit down and write one. This valuable service is free. SRDS will be glad to include yours in our next issue.

Cordially,

Harry C. Hartenway
Publisher

STANDARD RATE & DATA SERVICE, INC. 5201 OLD ORCHARD ROAD/SKOKIE, ILLINOIS 60076
satives, translators and boosters.”

What the solicitor general has done, NAB said, is to suggest that the court rewrite the copyright law. “That pow-
er,” NAB declared, “resides only in the Congress.”

Copyright law is critically important to the development of local broadcast stations, the trade association observed, because it helps protect a station’s program exclusivity which is “central to the health of a broadcast station.”

Growing Stronger • CATV in its early days, NAB said, posed no serious threat because it merely extended the range of local stations into homes within the same market area. More recently, the association noted: “CATV systems have come on a large scale to import into the market areas of local stations programs broadcast by far-distant stations serving a different market.” This not only damages copyright owners, NAB stated, “but will also, by denying to local broadcast stations the exclusive program rights upon which they depend, seriously undermine the public policy in favor of local broadcast sta-
tions.”

Earlier, the All-Channel Television Society (ACTS), representing UHF television stations, charged that CATV systems “are nothing less than commercial ‘closed circuit’ television stations” because they import distant TV-station programs and in many cases originate their own programs.

In filing its friend-of-the-court brief with the Supreme Court, ACTS stressed that program exclusivity is of “primary importance” to independent UHF sta-
tions. “CATV retransmission of syndi-
cated and feature-film programs broad-
cast by distant television stations can destroy” this right, ACTS said.

Program notes . . .

Embassy package • Embassy Pictures Corp.’s television division has an-
ounced availability for TV of its “28 for ’68” off-network package of fea-
ture films. In the package are such films as “Woman Times Seven,” “Nevada Smith,” and “The Sands of Kalahari.” Ninety percent of the features are in color.

Record division • The Campbell, Sil-
ver, Cosby Corp., Beverly Hills-based company that produces The Bill Cosby Radio Program among other entertain-
ment business enterprises, has formed Tetragrammaton Records, a record-producing division. Arthur Mogull, for-
mer director of Eastern operations for Warner Bros. Records and executive with the music division of Warner Bros., has been named president of Tetragram-
maton. He also will head Manger Mu-
ic and all other music publishing ac-
tivities of the new division. Earlier Campbell, Silver, Cosby formed a first-
trun TV syndication wing in New York under the direction of Bob Guy, for-

terly program development manager for Storer Broadcasting Co. First pro-
gram is The Kissy-Face Show, to star actress Carol Wayne.

Vice President interviewed • Westing-
house Broadcasting Co. is producing a one-hour special, Hubert Humphrey: A Conversation, with WBC commenta-
tors Rod MacLeish and Carl Rowan interviewing the vice president on vari-
ous topics. Taped at KWK-TV Philadel-
phia, today (Feb. 26) the program will be shown on KDKA-TV Pittsburgh, Feb. 27; WJZ-TV Baltimore, Feb. 28; KFXX-TV San Francisco, Feb. 28, and WBB-TY Boston, Feb. 28.

Distribution rights • North American Television Associates, Hollywood-based TV production and distribution com-
pany headed by Dick Dinsmore, has ac-
quired rights for “The Long, Red Shadow,” a color feature produced in South Africa. The acquisition is said to mark the opening of a new source of films for the world market. Accord-
ing to Mr. Dinsmore, “The Long, Red Shadow,” will be the first to be pro-
duced at the Percival Rubens Studios in South Africa.

BROADCASTING ADVERTISING

AAMCO raises its ad budget

Radio-TV will get about $6.5 million, most placed locally

AAMCO Transmission Inc., King of
Prussia, Pa., said last week its advertis-
ing program this year will be at a spend-
ing rate of about $10 million. Of this amount, some $6.5 million will be in radio and TV, and, as explained last week to BROADCASTING, some 90% of broadcast ad placement will be by local dealers buying at the local rate.

The $10-million expenditure repres-

ents a 25% increase over 1967’s spend-
ing level, AAMCO officials said.

Advertising for AAMCO Transmis-
sions is being prepared and handled by a house agency, The Bell Agency, Bridgeport, Pa. AAMCO franchises transmission repair and replacement centers throughout the U. S.

AAMCO officials said 18 regional agencies in the U. S. would place the advertising on behalf of local franchised dealers on the theory the regional agen-
cy would have “intimate knowledge of the stations there.” All ads will contain dealer identification. The advertiser said the campaign would not be co-op “in the usual sense” but described its buy-
ing method as “dealer supported and funded.”

Density • In its announcement last week, the company said its campaign would be saturation in nature and use “heavy concentrations of television and radio with extra coverage in high-driv-
ing areas.” Also in the campaign plans are a “sizeable” newspaper and “some magazine” activity. The campaign started Feb. 19.

A series of commercials is themed to family groups experiencing “some of the most common causes of transmis-
tion trouble;” with the danger lifted once the transmission dealer comes into the picture. Filming of the one-minute color commercials was by Pelican Films, Hollywood. This is the same company that previously used Leo Du-
rocher and Zsa Zsa Gabor in its com-
mercials.

AAMCO’s regional agencies are Mil-
ler Advertising Agency Inc., New York; Albert Jay Rosenthal & Co., Chicago; Carlton Advertising Inc., Pittsburgh; Gus Parmat Advertising Inc., Provid-
ence, R. I.; Jasen Advertising, Chico-
pa, Mass.; Barron & Maffle, Boston; Saks/Pinsky/Fishhaut Advertising Inc., Minneapolis; Sher & Jones Inc., Kansas City; Charles Tombras & Associates, Knoxville, Tenn.

Also: C. Noel & Associates, Louis-
ville, Ky.; Enyart & Rose Advertising, Los Angeles; E. J. Schaeffer & Associ-
ates, Miami; Dennis, Parsons & Cook, Jacksonville, Fla.; Evans Advertising Agency Inc., Houston; George Worden Co., Washington; Paul Silver Advertising Inc., Baltimore; Heims and Turtle-
dove, Portland, Ore.


• KTMS Santa Barbara, Calif.: Bern-
ard Howard & Co., San Francisco.

• WTVS Jackson, Tenn.: Walton Broad-
casting Sales, New York; C. K. Beaver and Associates, Memphis, Tenn.
Spot, network radio drop only slightly

RAB nine-month report for 1967 shows less than 1% decline despite cigarette, automobile losses

Spot radio's estimated revenues for the first nine months of 1967 were $221.8 million and network radio's were $54.5 million, the Radio Advertising Bureau reported last week.

RAB said the totals represented a near even point with the same period in 1966 despite a sharp curtailment in spot-radio spending by tobacco advertisers and automobile declines in spot caused largely by labor strikes.

The radio declines were 0.6% in spot and 0.5% in network. RAB said that excluding tobacco advertising the gain in spot for the period would have come to 4%, noting that a number of "diverse and influential major advertisers substantially increased their spot investments in 1967." Network radio, RAB said, "showed a similar pattern."

TOP-100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) FIRST 9 MONTHS 1967

1. General Motors $16,860,000
   Buick cars 3,064,000
   Cadillac cars 949,000
   Chevrolet cars 5,072,000
   Delco-United Motors Service 26,000
   Fisher Body 2,000
   Frigidaire 340,000
   G.M.A.C. 884,000
   GMC trucks 6,000
   Guardian Maintenance 583,000
   Harrison Radiator 780,000
   Oldsmobile cars 929,000
   Pontiac cars 2,177,000
   Soap Box Derby 5,000
   Institutional 818,000

2. Ford Motor 9,352,000
   Autolite 13,000
   Ford cars 8,086,000
   Ford trucks 83,000
   Lincoln-Mercury cars 593,000
   Institutional 577,000

3. Chrysler 9,318,000
   Chrysler cars 2,209,000
   Dodge cars 3,951,000
   Dodge trucks 229,000
   Plymouth cars 2,725,000
   Simca cars 129,000
   Institutional 12,000

4. Coca-Cola/Bottlers 6,894,000
   Coca-Cola 4,977,000
   Fresca 696,000
   Sprite 396,000
   Tab 488,000
   One-way bottles campaign 71,000
   Butternut coffee 222,000

5. Pepsi/bottlers 6,495,000
   Devil Shake 157,000
   Diet Pepsi 1,473,000
   Mountain Dew 641,000
   Patio Diet Cola 2,000
   Pepsi-Cola 4,029,000
   Toot 108,000
   Frito Lay Div. 42,000
   Crispy's 1,000
   Fritos 5,000
   Lay potato chips 14,000
   Rold Gold pretzels 55,000

6. R. J. Reynolds Tobacco 5,586,000
   Camel cigarettes 1,540,000
   Day's Working chewing tobacco 7,000
   Prince Albert pipe tobacco 176,000
   Salem cigarettes 128,000
   Winston cigarettes 2,747,000
   Winston 100 cigarettes 946,000
   R. J. Reynolds Foods Div. My-T-Fine puddings 42,000

7. American Home Products 4,372,000
   Anacin 1,574,000
   Black Flag 10,000
   Conquest 10,000
   Demol 18,000
   Doral 1,000
   Dristan 12,000
   Easy-off 17,000
   Nex 49,000
   Preparation "H" 2,555,000
   Snarol 24,000
   Triptone 9,000
   American Home Food Div. Chef-Boy-ar-Dee pizza 93,000

8. Jos. Schlitz Brewing 3,842,000
   Blitz Bavarian beer 3,000
   Burgermeister beer 693,000
   Old Milwaukee beer 218,000
   Primo beer 3,000
   Schiltz beer 2,802,000
   Schiltz malt liquor 123,000

9. AT&T Combined Bell System 3,600,000
   companies 3,600,000

10. American Oil 3,431,000
    Amoco gas & oil 1,977,000
    Amoco heating fuel 5,000
    Amoco tires, batteries, accessories 234,000
    Standard gas & oil 1,019,000
    Standard heating fuel 12,000
    Standard tires, batteries, accessories 158,000
    Agricultural chemicals 26,000

11. Anheuser-Busch 3,155,000
    Budweiser beer 1,650,000
    Busch Bavarian beer 711,000
    Michelob beer 745,000
    Cotton Maid starch 47,000
    Delta syrup 2,000

12. American Tobacco 3,047,000
    Carlton cigarettes 51,000
    Half & Half cigarettes 5,000
    Lucky Strike cigarettes 53,000

Est. Expenditures

Mayo cigarettes 8,000
Montclair cigarettes 49,000
Pall Mall cigarettes 1,689,000
Sweet Caporal cigarettes 1,000
Tareyton cigarettes 1,191,000
Tennison cigarettes 1,000

13. Royal Crown Cola/bottlers 2,837,000
    Diet Rite 1,203,000
    Kickapo 7,000
    Quench 17,000
    Royal Crown Cola 1,610,000

14. Campbell Soup 2,732,000
    Campbell beans 17,000
    Campbell soups 2,432,000
    Campbell tomato juice 43,000
    Campbell V-8 juice 78,000
    Franco-American foods 3,000
    Pepperidge Farm products 160,000

15. P. Lorillard 2,684,000
    Beech-Nut chewing tobacco 2,000
    Kent cigarettes 845,000
    Newport cigarettes 276,000
    Old Gold cigarettes 11,000
    True cigarettes 1,550,000

16. Pan American World Airways 2,463,000
    Air travel 2,463,000

17. Humble Oil & Refining 2,430,000
    Esso gas & oil 2,262,000
    Esso heating fuel 136,000
    Tires, batteries, accessories 32,000

18. Falstaff Brewing 2,372,000
    Falstaff beer 2,132,000
    Krueger beer 28,000
    Narragansett beer 21,000

19. General Foods 2,292,000
    Gainses Burgers 17,000
    Great Shakes 881,000
    Jello gelatin 177,000
    Jello instant pudding 11,000
    Log Cabin syrup 39,000
    Maxib coffee 91,000
    Maxwell House coffee 663,000
    Orange Juice 30,000
    Post Cereals 4,000
    Sanka coffee 349,000
    Tang 30,000

20. Colgate-Palmolive 2,212,000
    Action bleach 24,000
    Alka 17,000
    Cold Power 11,000
    Colgate dental cream 139,000
    Cue 3,000
    Fab 647,000
    Flortent 10,000
    H.A. 39,000
    Hour After Hour 101,000
    Lustre Dreme 54,000
    Og Oj toffees 35,000
    Respond 25,000
    Tackle 413,000
    Ultra-Brite 542,000
    Wash 'n Dri 152,000

21. Bristol-Meyers 2,112,000
    Ammens powder 204,000
    Ban Spray 431,000
    Bufferin 43,000
    Duramaz 39,000
    Excedrin 528,000
    Score 1,000
    Vitalis 18,000
    Vote tooth paste 14,000
    Clairol Shampoo 6,000
    High Lightning 6,000
    Midnight Sun 169,000
    Numero Uno 16,000
    Psisst 4,000
    Summer Blond 404,000
    Summer Brite spray 56,000
    Sudden Summer 6,000
    That Look 4,000
    Uncurl 40,000
    Vitapoint 15,000
    Drackett Div. Behold 3,000

BROADCASTING, February 26, 1968
ChiOgo's St. Valentine's Day massacre lives again in Southern California. Davis, Johnson, Mogul & Colombo-Itc, Los Angeles agency, has restaged the Capone-era happening replete with hoodlums in pinstripe suits and lout dogs, their rivals lined up against a wall, blasting machine guns and a devouring wall of cash loot. It's meant to be funny and to provide the spur for a big "Win-You-Over Sale" by the agency's client, Plymouth Dealers Association of Southern California. The TV end of the campaign got underway last week with two 60-second TV spots based on the gangland shoot-up theme. The spots will be given saturation play on a combination of network-owned and independent stations in the Los Angeles market. The total TV schedule, to be shown in three separate two-week flights, is primarily scheduled for evening viewing and includes prime-time rotates.
ON MARCH FIRST
WNEM-TV channel 5
FLINT, SAGINAW, BAY CITY, MIDLAND
is represented by...

STS

STORER TELEVISION SALES
NEW YORK, CHICAGO, DETROIT, ATLANTA, LOS ANGELES, SAN FRANCISCO
MORE ADULTS WATCH WNEM-TV channel 5, FLINT, SAGINAW, BAY CITY, MIDLAND, THAN ANY OTHER TELEVISION STATION* IN EASTERN MICHIGAN

...leading early and late evening local newscasts
...leading Network News
...first in early morning (Today Show)
...first in mid-morning (Hollywood Movie)
...first in the afternoon (Mike Douglas)
...first in early fringe (Merv Griffin)
...first in late fringe (Tonight Show)

plus

over 5000 top feature films...quite possibly the largest film library of any television station in the country.

WNEM-TV

Channel 5
GERITY BROADCASTING COMPANY

Source ARB 11/67 9AM-Mid
<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Est. Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross &amp; Blackwell products</td>
<td>17,000</td>
</tr>
<tr>
<td>Decaf</td>
<td>649,000</td>
</tr>
<tr>
<td>Nescafe</td>
<td>49,000</td>
</tr>
<tr>
<td>Tasters Choice coffee</td>
<td>69,000</td>
</tr>
<tr>
<td>63. Stroh Brewing</td>
<td>802,000</td>
</tr>
<tr>
<td>Gobelin beer</td>
<td>72,000</td>
</tr>
<tr>
<td>Stroh's beer</td>
<td>730,000</td>
</tr>
<tr>
<td>64. Eastern Air Lines</td>
<td>785,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>765,000</td>
</tr>
<tr>
<td>65. Carnation</td>
<td>732,000</td>
</tr>
<tr>
<td>Alber's grits</td>
<td>3,000</td>
</tr>
<tr>
<td>Carnation milk</td>
<td>88,000</td>
</tr>
<tr>
<td>Contadina tomato products</td>
<td>258,000</td>
</tr>
<tr>
<td>Friskies cat food</td>
<td>4,000</td>
</tr>
<tr>
<td>Ice cream</td>
<td>13,000</td>
</tr>
<tr>
<td>Instant breakfast</td>
<td>368,000</td>
</tr>
<tr>
<td>Tuna</td>
<td>1,000</td>
</tr>
<tr>
<td>66. Paust Brewing</td>
<td>721,000</td>
</tr>
<tr>
<td>Blatz beer</td>
<td>218,000</td>
</tr>
<tr>
<td>Pabst beer</td>
<td>563,000</td>
</tr>
<tr>
<td>67. International Nickel</td>
<td>705,000</td>
</tr>
<tr>
<td>Nickel products</td>
<td>705,000</td>
</tr>
<tr>
<td>68. Chas. Pfizer</td>
<td>763,000</td>
</tr>
<tr>
<td>Agricultural products</td>
<td>150,000</td>
</tr>
<tr>
<td>Coty perfumes</td>
<td>196,000</td>
</tr>
<tr>
<td>Piacquino cream</td>
<td>221,000</td>
</tr>
<tr>
<td>Piacquino Rinse-off</td>
<td>61,000</td>
</tr>
<tr>
<td>Thermodent toothpaste</td>
<td>53,000</td>
</tr>
<tr>
<td>Un-Burn</td>
<td>18,000</td>
</tr>
<tr>
<td>69. Robert Hall Clothes</td>
<td>701,000</td>
</tr>
<tr>
<td>Clothing</td>
<td>701,000</td>
</tr>
<tr>
<td>70. Atlantic-Richfield</td>
<td>687,000</td>
</tr>
<tr>
<td>Atlantic gas &amp; oil</td>
<td>470,000</td>
</tr>
<tr>
<td>Atlantic heating fuel</td>
<td>3,000</td>
</tr>
<tr>
<td>Richfield gas &amp; Richlube oil</td>
<td>199,000</td>
</tr>
<tr>
<td>Richfield heating fuel</td>
<td>4,000</td>
</tr>
<tr>
<td>Tires, batteries, accessories</td>
<td>11,000</td>
</tr>
<tr>
<td>71. Sterling Drug</td>
<td>672,000</td>
</tr>
<tr>
<td>Bayer asph/lin</td>
<td>36,000</td>
</tr>
<tr>
<td>Campho-Phenique</td>
<td>140,000</td>
</tr>
<tr>
<td>Cope</td>
<td>3,000</td>
</tr>
<tr>
<td>D-Con</td>
<td>327,000</td>
</tr>
<tr>
<td>Dr. Caldwell's</td>
<td>3,000</td>
</tr>
<tr>
<td>Flirn</td>
<td>32,000</td>
</tr>
<tr>
<td>Midol</td>
<td>20,000</td>
</tr>
<tr>
<td>Lehn &amp; Fink Div.</td>
<td>56,000</td>
</tr>
<tr>
<td>Beacon wax</td>
<td>51,000</td>
</tr>
<tr>
<td>Lyol</td>
<td>4,000</td>
</tr>
<tr>
<td>Stridex</td>
<td>4,000</td>
</tr>
<tr>
<td>72. McCormick</td>
<td>671,000</td>
</tr>
<tr>
<td>McCormick spaces</td>
<td>656,000</td>
</tr>
<tr>
<td>Schilling coffee</td>
<td>2,000</td>
</tr>
<tr>
<td>Schilling tea</td>
<td>2,000</td>
</tr>
<tr>
<td>73. Melville Shoe</td>
<td>658,000</td>
</tr>
<tr>
<td>Miles shoes</td>
<td>160,000</td>
</tr>
<tr>
<td>Thom Mcn shoes</td>
<td>642,000</td>
</tr>
<tr>
<td>74. Miller Brewing</td>
<td>657,000</td>
</tr>
<tr>
<td>Gettlemen beer</td>
<td>12,000</td>
</tr>
<tr>
<td>Miller High-Life beer</td>
<td>649,000</td>
</tr>
<tr>
<td>75. Qantas Empire Airways</td>
<td>647,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>647,000</td>
</tr>
<tr>
<td>76. National Brewing</td>
<td>638,000</td>
</tr>
<tr>
<td>Altes Golden lager beer</td>
<td>22,000</td>
</tr>
<tr>
<td>Colt 45 malt liquor</td>
<td>378,000</td>
</tr>
<tr>
<td>French 76 Sparkling malt liquor</td>
<td>7,000</td>
</tr>
<tr>
<td>National Bohemian beer</td>
<td>104,000</td>
</tr>
<tr>
<td>National Premium beer</td>
<td>75,000</td>
</tr>
<tr>
<td>007 beer</td>
<td>25,000</td>
</tr>
<tr>
<td>Regal beer</td>
<td>27,000</td>
</tr>
<tr>
<td>77. Quaker State Oil Refining</td>
<td>636,000</td>
</tr>
<tr>
<td>Quaker State oil &amp; lubricants</td>
<td>636,000</td>
</tr>
<tr>
<td>78. Monarch Wine Co.</td>
<td>627,000</td>
</tr>
<tr>
<td>Manischwitz wine</td>
<td>627,000</td>
</tr>
<tr>
<td>79. Blue Cross/Blue Shield</td>
<td>624,000</td>
</tr>
<tr>
<td>Hospital &amp; medical insurance</td>
<td>624,000</td>
</tr>
<tr>
<td>80. Menley &amp; James Labs</td>
<td>620,000</td>
</tr>
<tr>
<td>Contac</td>
<td>620,000</td>
</tr>
<tr>
<td>81. National Biscuit</td>
<td>586,000</td>
</tr>
<tr>
<td>Cookies</td>
<td>97,000</td>
</tr>
<tr>
<td>Crackers</td>
<td>30,000</td>
</tr>
<tr>
<td>Cream of Wheat</td>
<td>17,000</td>
</tr>
<tr>
<td>Hammles</td>
<td>32,000</td>
</tr>
<tr>
<td>Honey-Maid Grahams</td>
<td>34,000</td>
</tr>
<tr>
<td>Millbrook bread</td>
<td>6,000</td>
</tr>
<tr>
<td>Pretzels</td>
<td>4,000</td>
</tr>
</tbody>
</table>

---

**A treat from Tabby**

Such nationally known figures as Betty Grable, Jack Dempsey, Jane Russell and Casey Stengel (above) are starred in a group of one-minute color commercials for various Tabby cat food products that will be shown on five-feature-film segments on ABC-TV, CBS-TV and NBC-TV as well as NBC-TV's *Dean Martin Show*, starting on March 3.

The commercials were produced for Usen Products Co., a division of P. Lorillard & Son, Woburn, Mass., by Galfas Productions, New York. The commercials stress that cats need a varied diet and Tabby products contain at least two and as many as five different foods. The agency for Tabby is Lois Holland Calaway, New York.

---

**Source:** Radio Advertising Bureau/Radio Expenditure Reports

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

---

**TOP 100 NETWORK RADIO ADVERTISERS**

(By Brands)

**FIRST 9 MONTHS—1967**

<table>
<thead>
<tr>
<th>Brand/Service</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodrich tires &amp; tubes</td>
<td>558,000</td>
</tr>
<tr>
<td>Rayco Div.</td>
<td>2,000</td>
</tr>
<tr>
<td>67. Western Air Lines</td>
<td>556,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>556,000</td>
</tr>
<tr>
<td>68. Revlon</td>
<td>553,000</td>
</tr>
<tr>
<td>Comeback</td>
<td>34,000</td>
</tr>
<tr>
<td>Natural Wonder</td>
<td>335,000</td>
</tr>
<tr>
<td>Sunnyside Up</td>
<td>150,000</td>
</tr>
<tr>
<td>Knomark Div., Tintex dye</td>
<td>14,000</td>
</tr>
<tr>
<td>88. Standard Brands</td>
<td>546,000</td>
</tr>
<tr>
<td>Blue Bonnet margarine</td>
<td>154,000</td>
</tr>
<tr>
<td>Chase &amp; Santoro's coffee</td>
<td>124,000</td>
</tr>
<tr>
<td>Fives dog food</td>
<td>41,000</td>
</tr>
<tr>
<td>Fleischmann's margarine</td>
<td>76,000</td>
</tr>
<tr>
<td>Fleischmann's yeast</td>
<td>92,000</td>
</tr>
<tr>
<td>Hunt Club dog food</td>
<td>1,000</td>
</tr>
<tr>
<td>Planters peanuts</td>
<td>26,000</td>
</tr>
<tr>
<td>Royal desserts</td>
<td>7,000</td>
</tr>
<tr>
<td>Shake-A-Pudding</td>
<td>13,000</td>
</tr>
<tr>
<td>Siesta coffee</td>
<td>12,000</td>
</tr>
<tr>
<td>90. Arnold Bakers</td>
<td>544,000</td>
</tr>
<tr>
<td>Arnold Bakery products</td>
<td>545,000</td>
</tr>
<tr>
<td>91. American Sugar</td>
<td>536,000</td>
</tr>
<tr>
<td>Domino sugar</td>
<td>536,000</td>
</tr>
<tr>
<td>92. Volvo</td>
<td>519,000</td>
</tr>
<tr>
<td>Volvo cars</td>
<td>519,000</td>
</tr>
<tr>
<td>93. American Bakers</td>
<td>513,000</td>
</tr>
<tr>
<td>Barbara Ann bread</td>
<td>71,000</td>
</tr>
<tr>
<td>Bunny bread</td>
<td>5,000</td>
</tr>
<tr>
<td>Dresses cakes</td>
<td>7,000</td>
</tr>
<tr>
<td>Langendorf bread</td>
<td>139,000</td>
</tr>
<tr>
<td>Merola bread</td>
<td>54,000</td>
</tr>
<tr>
<td>Tasteab bread</td>
<td>220,000</td>
</tr>
<tr>
<td>94. General Finance</td>
<td>497,000</td>
</tr>
<tr>
<td>Loans &amp; financing</td>
<td>497,000</td>
</tr>
<tr>
<td>95. Tidewater Oil</td>
<td>496,000</td>
</tr>
<tr>
<td>Living A gas &amp; Veedol oil</td>
<td>496,000</td>
</tr>
<tr>
<td>96. Levi Strauss</td>
<td>486,000</td>
</tr>
<tr>
<td>Casual &amp; sports wear</td>
<td>486,000</td>
</tr>
<tr>
<td>97. General Mills</td>
<td>480,000</td>
</tr>
<tr>
<td>La Fina flour</td>
<td>10,000</td>
</tr>
<tr>
<td>Morton snacks</td>
<td>89,000</td>
</tr>
<tr>
<td>&quot;Total&quot; cereal</td>
<td>9,000</td>
</tr>
<tr>
<td>Wheaties cereal</td>
<td>372,000</td>
</tr>
<tr>
<td>98. du Pont</td>
<td>470,000</td>
</tr>
<tr>
<td>Butte Knit</td>
<td>71,000</td>
</tr>
<tr>
<td>Cantreene</td>
<td>308,000</td>
</tr>
<tr>
<td>Lorox</td>
<td>11,000</td>
</tr>
<tr>
<td>Lytra girdles</td>
<td>6,000</td>
</tr>
<tr>
<td>#2 Car Wax</td>
<td>10,000</td>
</tr>
<tr>
<td>Rally car wax</td>
<td>63,000</td>
</tr>
<tr>
<td>Remington Arms. Div.</td>
<td>5,000</td>
</tr>
<tr>
<td>99. Miles Laboratories</td>
<td>468,000</td>
</tr>
<tr>
<td>Bactine cream</td>
<td>469,000</td>
</tr>
<tr>
<td>100. Piel Bros.</td>
<td>466,000</td>
</tr>
<tr>
<td>Piel's beer</td>
<td>466,000</td>
</tr>
</tbody>
</table>

Source: Radio Advertising Bureau/Radio Expenditure Reports
### Atlantic-Richfield a big baseball fan

The Atlantic-Richfield Co., with headquarters in both Philadelphia and Los Angeles, has significant baseball sponsorship going on both coasts. Already established as probably the longest continual sponsor of major-league baseball in the U. S., having sponsored both the Pittsburgh Pirates and Philadelphia Phils for 30 years and the Boston Red Sox and New York Yankee games for more than 20 years in its Eastern marketing territory (all out of N. W. Ayer & Son), Atlantic-Richfield also was quick to grab off long-term exclusive rights to TV-radio broadcasts of the resented Oakland Athletics.

The gasoline and motor oil advertiser, through its West Coast agency, Hixon & Jorgensen Inc., negotiated a five-year package with the Athletics, with an additional five-year option. According to the agency, the deal calls for "in excess of $1 million a year."

Actually, major league baseball is only one of four major professional teams Atlantic-Richfield is sponsoring on West Coast radio and TV. Early last year, the advertiser, again through H.&J., negotiated a 10-year contract with Jack Kent Cooke for exclusive broadcast rights to games of his Los Angeles Lakers National Basketball Association team and his Los Angeles Kings National Hockey League club. Later that year, Atlantic-Richfield secured the broadcast rights for five years for the Seattle Supersonics, another NBA team. In addition, the company sponsors Pacific Eight basketball and UCLA football and basketball games on radio and two separate weekly TV programs featuring UCLA coaches. This all makes Atlantic-Richfield, probably, the biggest sports sponsor on the West Coast.

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit cards</td>
<td>40,000</td>
</tr>
<tr>
<td>Travelers cheques</td>
<td>648,000</td>
</tr>
<tr>
<td>25. National Dairy Foods</td>
<td></td>
</tr>
<tr>
<td>(Kraft Foods)</td>
<td></td>
</tr>
<tr>
<td>Parkay margarine</td>
<td>674,000</td>
</tr>
<tr>
<td>Kraft music hall T.V.</td>
<td>666,000</td>
</tr>
<tr>
<td>* program promotion</td>
<td>8,000</td>
</tr>
<tr>
<td>26. du Pont</td>
<td>658,000</td>
</tr>
<tr>
<td>Antron</td>
<td>26,000</td>
</tr>
<tr>
<td>*Automotive products</td>
<td>303,000</td>
</tr>
<tr>
<td>Dacron</td>
<td>59,000</td>
</tr>
<tr>
<td>Orilon</td>
<td>138,000</td>
</tr>
<tr>
<td>Stren</td>
<td>83,000</td>
</tr>
<tr>
<td>Zerex</td>
<td>28,000</td>
</tr>
<tr>
<td>Remington Arms Div. Hunting &amp; camping equipment</td>
<td>21,000</td>
</tr>
<tr>
<td>27. 3M</td>
<td>593,000</td>
</tr>
<tr>
<td>Games</td>
<td>22,000</td>
</tr>
<tr>
<td>Scotchgard</td>
<td>60,000</td>
</tr>
<tr>
<td>Tapes</td>
<td>301,000</td>
</tr>
<tr>
<td>Tarn-Schild</td>
<td>210,000</td>
</tr>
<tr>
<td>28. Bowles Communications</td>
<td>570,000</td>
</tr>
<tr>
<td>Family Circle magazine</td>
<td>220,000</td>
</tr>
<tr>
<td>Look magazine</td>
<td>350,000</td>
</tr>
<tr>
<td>29. General Foods</td>
<td>526,000</td>
</tr>
<tr>
<td>Maxwell House coffee</td>
<td>122,000</td>
</tr>
<tr>
<td>Sanka coffee</td>
<td>404,000</td>
</tr>
<tr>
<td>30. Block Drug</td>
<td>497,000</td>
</tr>
<tr>
<td>Nytol</td>
<td>201,000</td>
</tr>
<tr>
<td>Polident</td>
<td>260,000</td>
</tr>
<tr>
<td>Tegrin</td>
<td>36,000</td>
</tr>
<tr>
<td>31. Kellogg</td>
<td>473,000</td>
</tr>
<tr>
<td>*Cereals</td>
<td>473,000</td>
</tr>
<tr>
<td>32. Quaker State Oil Refining</td>
<td>443,000</td>
</tr>
<tr>
<td>Quaker State oil &amp; lubricants</td>
<td>443,000</td>
</tr>
<tr>
<td>33. Armstrong Cork</td>
<td>435,000</td>
</tr>
<tr>
<td>Epic Floor wax</td>
<td>435,000</td>
</tr>
<tr>
<td>34. Sinclair Refining</td>
<td>418,000</td>
</tr>
<tr>
<td>Sinclair gas &amp; oil</td>
<td>418,000</td>
</tr>
<tr>
<td>35. Warner-Lambert Pharmaceuticals</td>
<td>415,000</td>
</tr>
<tr>
<td>Cornhuskers lotion</td>
<td>415,000</td>
</tr>
<tr>
<td>36. Miller Brewing</td>
<td>394,000</td>
</tr>
<tr>
<td>Miller High Life beer</td>
<td>394,000</td>
</tr>
<tr>
<td>37. Retail Clerks International Assn.</td>
<td>389,000</td>
</tr>
<tr>
<td>Union promotion</td>
<td>389,000</td>
</tr>
<tr>
<td>38. Ford Motor</td>
<td>387,000</td>
</tr>
<tr>
<td>Ford cars</td>
<td>206,000</td>
</tr>
<tr>
<td>Lincoln/Mercury cars</td>
<td>28,000</td>
</tr>
<tr>
<td>39. AFL/CIO</td>
<td>386,000</td>
</tr>
<tr>
<td>Union promotion</td>
<td>369,000</td>
</tr>
<tr>
<td>40. Bankers Life &amp; Casualty</td>
<td>361,000</td>
</tr>
<tr>
<td>White Cross hospital &amp; medical insurance</td>
<td>361,000</td>
</tr>
<tr>
<td>41. Cigarette Service Oil</td>
<td>354,000</td>
</tr>
<tr>
<td>Pennzoil</td>
<td>354,000</td>
</tr>
<tr>
<td>42. Pennsylvania</td>
<td>347,000</td>
</tr>
<tr>
<td>Pennzoil gas &amp; oil &amp; lubricants</td>
<td>347,000</td>
</tr>
<tr>
<td>43. Knox Gelatine</td>
<td>316,000</td>
</tr>
<tr>
<td>Vermont Gelatine</td>
<td>316,000</td>
</tr>
<tr>
<td>44. Formula 409</td>
<td>314,000</td>
</tr>
<tr>
<td>&quot;Formula 409&quot; cleaners</td>
<td>314,000</td>
</tr>
<tr>
<td>45. Pepsi</td>
<td>307,000</td>
</tr>
<tr>
<td>Pepsi-Cola</td>
<td>307,000</td>
</tr>
<tr>
<td>46. American Cynclid (J. H. Breck Div.)</td>
<td>301,000</td>
</tr>
<tr>
<td>Brack shampoik</td>
<td>301,000</td>
</tr>
<tr>
<td>47. Meredith Publishing</td>
<td>298,000</td>
</tr>
<tr>
<td>Better Homes &amp; Gardens magazine</td>
<td>298,000</td>
</tr>
<tr>
<td>48. Harris Mfg.</td>
<td>276,000</td>
</tr>
<tr>
<td>Castle additive</td>
<td>276,000</td>
</tr>
<tr>
<td>49. Mutual of Omaha Insurance</td>
<td>273,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>273,000</td>
</tr>
<tr>
<td>50. National Bisscut</td>
<td>272,000</td>
</tr>
<tr>
<td>Crackers</td>
<td>76,000</td>
</tr>
<tr>
<td>51. 100% Bran cereal</td>
<td>194,000</td>
</tr>
<tr>
<td>Chas. Pfizer</td>
<td>272,000</td>
</tr>
<tr>
<td>53. Imperial perfume</td>
<td>275,000</td>
</tr>
<tr>
<td>52. Billy Graham Evangelistic Assn.</td>
<td>267,000</td>
</tr>
<tr>
<td>Religious</td>
<td>267,000</td>
</tr>
<tr>
<td>53. Purex</td>
<td>267,000</td>
</tr>
<tr>
<td>Arys reducing candy</td>
<td>267,000</td>
</tr>
<tr>
<td>54. Ocean Spray Cranberries</td>
<td>260,000</td>
</tr>
<tr>
<td>Cranberry products</td>
<td>260,000</td>
</tr>
<tr>
<td>55. F &amp; F Laboratories</td>
<td>255,000</td>
</tr>
<tr>
<td>F &amp; F cough drops</td>
<td>255,000</td>
</tr>
<tr>
<td>56. Luden's</td>
<td>241,000</td>
</tr>
<tr>
<td>Luden's cough drops</td>
<td>241,000</td>
</tr>
<tr>
<td>57. In-Sink-Erator Mfg.</td>
<td>234,000</td>
</tr>
</tbody>
</table>
### TV to be used for low-cafein colas

The latest race among soft drinks appears to have begun between Canada Dry, which says its new Sport Cola is 99% caffeine free, and Cot, which says its Lo-Caffein is 99.5% caffeine free and has no sugar besides. Canada Dry's plans for Sport Cola were outlined in New York last week by President David J. Mahoney, who said the cola would receive more advertising support than any other new product in the company's 46-year history, with "65% to 70% and, later on, perhaps more" of the action going to television.

The marketing plan calls for Sport Cola's introduction in "key eastern, midwestern and West Coast cities" during the next six months. Canada Dry's agency on the account is Ted Bates & Co., New York.

### ANA western meet to look into future

Youth and tomorrow's markets, the future tools of communications, and the creative techniques to be used in the next 10 to 20 years will be the main topics at the 22d annual western meeting of the Association of National Advertisers at Del Monte Lodge, Pebble Beach, Calif., March 20-23.

### Also in advertising...

**Name change** - Ward Archer & Associates Inc., is the new name for Archer & Woodbury, advertising and public relations firm in Memphis. Harry Woodbury, former partner in the 16-year old company, has accepted a position with the Memphis city government.

**All-around house** - Steinberg, a television film commercial production house that started in Hollywood last month, is offering advertisers and agencies what it claims is "complete service capability." Included in the new com-

---

**Table: Expenditures**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>57. Del Monte</td>
<td>234,000</td>
</tr>
<tr>
<td>58. MacFadden-Bartell</td>
<td>231,000</td>
</tr>
<tr>
<td>59. *Magazines</td>
<td>231,000</td>
</tr>
<tr>
<td>60. General Mills</td>
<td>230,000</td>
</tr>
<tr>
<td>61. Bisquick</td>
<td>220,000</td>
</tr>
<tr>
<td>62. Total* cereal</td>
<td>217,000</td>
</tr>
<tr>
<td>63. Briskman</td>
<td>213,000</td>
</tr>
<tr>
<td>64. General Harvestiano Printers</td>
<td>211,000</td>
</tr>
<tr>
<td>65. Del Al Cadet tractors</td>
<td>211,000</td>
</tr>
<tr>
<td>66. Gillette</td>
<td>206,000</td>
</tr>
<tr>
<td>67. Gillette Safety Razor Co. Div. - razors &amp; blades</td>
<td>45,000</td>
</tr>
<tr>
<td>68. *Del Al Pinst - Tomb permanent</td>
<td>161,000</td>
</tr>
<tr>
<td>69. Quality Courts Motels</td>
<td>205,000</td>
</tr>
<tr>
<td>70. Hotel &amp; motel service</td>
<td>205,000</td>
</tr>
<tr>
<td>71. Rich Products</td>
<td>205,000</td>
</tr>
<tr>
<td>72. Coffee Rich</td>
<td>197,000</td>
</tr>
<tr>
<td>73. Union Carbide</td>
<td>197,000</td>
</tr>
<tr>
<td>74. Prestone</td>
<td>190,000</td>
</tr>
<tr>
<td>75. *6-12&quot; insect repellent</td>
<td>190,000</td>
</tr>
<tr>
<td>76. Astma Life &amp; Casualty insurance</td>
<td>190,000</td>
</tr>
<tr>
<td>77. Keebler</td>
<td>190,000</td>
</tr>
<tr>
<td>78. Cookies &amp; crackers</td>
<td>190,000</td>
</tr>
<tr>
<td>79. Pillsbury</td>
<td>190,000</td>
</tr>
<tr>
<td>80. Sweet-10</td>
<td>190,000</td>
</tr>
<tr>
<td>81. RCA</td>
<td>190,000</td>
</tr>
<tr>
<td>82. *Home-entertainment products</td>
<td>190,000</td>
</tr>
<tr>
<td>83. Tape cartridges</td>
<td>45,000</td>
</tr>
<tr>
<td>84. National Oil Products (Vestra Div.)</td>
<td>180,000</td>
</tr>
<tr>
<td>85. Oste rugs &amp; carpets</td>
<td>180,000</td>
</tr>
<tr>
<td>86. Holiday line of America</td>
<td>180,000</td>
</tr>
<tr>
<td>87. Hotel &amp; motel service</td>
<td>180,000</td>
</tr>
<tr>
<td>88. Amana Refrigeration</td>
<td>180,000</td>
</tr>
<tr>
<td>89. *Amana appliances</td>
<td>180,000</td>
</tr>
<tr>
<td>90. K-F Glass Mfg.</td>
<td>178,000</td>
</tr>
<tr>
<td>91. Food preserving jars</td>
<td>178,000</td>
</tr>
<tr>
<td>92. Cessna Aircraft</td>
<td>178,000</td>
</tr>
<tr>
<td>93. Flying lessons</td>
<td>115,000</td>
</tr>
<tr>
<td>94. Cessna aircraft</td>
<td>61,000</td>
</tr>
<tr>
<td>95. Mobil Oil</td>
<td>165,000</td>
</tr>
<tr>
<td>96. Mobil gas &amp; Mobil oil</td>
<td>100,000</td>
</tr>
<tr>
<td>97. Travel-guide promotion</td>
<td>65,000</td>
</tr>
<tr>
<td>98. Benjamin Moore</td>
<td>183,000</td>
</tr>
<tr>
<td>99. Benjamin Moore paints</td>
<td>183,000</td>
</tr>
<tr>
<td>100. Jeffrey Martin Laboratories</td>
<td>157,000</td>
</tr>
<tr>
<td>101. Compox</td>
<td>157,000</td>
</tr>
<tr>
<td>102. Nationwide Insurance</td>
<td>157,000</td>
</tr>
<tr>
<td>103. Insurance</td>
<td>157,000</td>
</tr>
<tr>
<td>104. Benrus Watch</td>
<td>152,000</td>
</tr>
<tr>
<td>105. Benrus watches</td>
<td>152,000</td>
</tr>
<tr>
<td>106. Newsweek</td>
<td>152,000</td>
</tr>
<tr>
<td>107. Newsweek magazine</td>
<td>152,000</td>
</tr>
<tr>
<td>108. Metropolis Brewery of N. J.</td>
<td>151,000</td>
</tr>
<tr>
<td>109. Champoline malt liquor</td>
<td>151,000</td>
</tr>
<tr>
<td>110. International Minerals &amp; Chemical</td>
<td>147,000</td>
</tr>
<tr>
<td>111. Accent seasoning</td>
<td>147,000</td>
</tr>
<tr>
<td>112. Accent seasoning</td>
<td>146,000</td>
</tr>
<tr>
<td>113. Accent seasoning</td>
<td>146,000</td>
</tr>
<tr>
<td>114. Doan's pills</td>
<td>145,000</td>
</tr>
<tr>
<td>115. Anderson</td>
<td>145,000</td>
</tr>
<tr>
<td>116. Anco windshield wipers</td>
<td>145,000</td>
</tr>
<tr>
<td>117. V-M</td>
<td>144,000</td>
</tr>
<tr>
<td>118. V-M phonographs &amp; tape recorders</td>
<td>144,000</td>
</tr>
<tr>
<td>119. Standard Brands</td>
<td>142,000</td>
</tr>
<tr>
<td>120. Fleischmann's margarine</td>
<td>140,000</td>
</tr>
<tr>
<td>121. Borg-Warner</td>
<td>141,000</td>
</tr>
<tr>
<td>122. Stereo tapes &amp; cartridges</td>
<td>141,000</td>
</tr>
<tr>
<td>123. North American Van Lines</td>
<td>139,000</td>
</tr>
<tr>
<td>124. Moving service</td>
<td>139,000</td>
</tr>
<tr>
<td>125. Curtis Publishing</td>
<td>139,000</td>
</tr>
<tr>
<td>126. Holiday magazine</td>
<td>88,000</td>
</tr>
<tr>
<td>127. Saturday Evening Post magazine</td>
<td>130,000</td>
</tr>
<tr>
<td>128. Pizza parlors</td>
<td>128,000</td>
</tr>
<tr>
<td>129. Berna Grade Crude Oil Assn.</td>
<td>125,000</td>
</tr>
<tr>
<td>130. Berna Grade oil promotion</td>
<td>125,000</td>
</tr>
<tr>
<td>131. Beer Div.- Tonit &amp; Rubber Tires</td>
<td>125,000</td>
</tr>
</tbody>
</table>

---

**Source:** Radio Advertising Bureau, Inc./Radio Expenditure Report.
mercial producer's service are sound stages of various sizes, standing crews, creative assistance and processing labs. Lou Steinberg, former free-lance TV film producer, is principal in the new operation at 1025 N. McCadden Place, Hollywood 90038.

Business briefly...

Shulton Inc., New York, in announcing 1968 promotion plans for the Burl- ley line of men's toiletries, said spot TV will be used in a Father's Day campaign and network TV during the Christmas holidays. Wesley Advertising, New York, is agency.

Pontiac Motor Division, General Mo- tors Corp., Pontiac, Mich., will sponsor two hour-long skiing specials on NBC-TV. The Roch Cup race at Aspen, Colo., will be televised March 17, 5:30-6:30 p.m. EST, and the Governor's Cup Race at Heavenly Valley, South Lake Tahoe, Calif., is scheduled for April 7, 5-6 p.m. EST. MacManus, John and Adams, Bloomfield Hills, Mich., is agency.


Buick Motor Division of General Mo- tors Corp., Flint, Mich., through McCann-Erickson, Detroit, bought participations in 15 nighttime programs on NBC-TV. Also buying participations on NBC-TV were E. R. Squibb & Sons division of Olin Mathieson, through Benton & Bowles, both New York; in eight nighttime series plus weekend news reports by Frank McGee; Sunset Growers Inc., through Geyer-Oswald, both San Jose, Calif., in 10 night shows and the Frank McGee weekend shows; McDonald Corp., through D'Arcy Advertising, both Chicago, in 11 nighttime series. Simmons Co., through Young & Rubicam, and RCA, through J. Walter Thompson, all New York, will co-sponsor The Bill Cosby Special on Monday, March 18 at 8-9 p.m. NYT.

American Airlines, through Doyle Dane Bernbach, both New York, will sponsor NBC-TV coverage of the American Air- lines Astroflight Golf Classic Sunday, March 17 (5:30-6:30 p.m. NYT) from the LaCosta Country Club. In other buys on NBC-TV, Flerist Transworld Delivery Association, Detroit, through Post-Keyes-Gardner, Chicago, has participated in seven prime-time programs, while Polaroid Corp., Cambridge, Mass., through DDB, New York, bought time in 11 nighttime programs.

Bristol-Myers Co., through Young & Rubicam, both New York, has bought sponsorship in NBC Radio's Chet Hunt- ley's Perspective on the News, David Brinkley Reports, News on the Hour, News of the World, and Monitor. The Bor- den Co., also through Y&R, both New York, has purchased time in the Huntley, Brinkley and Monitor pro- grams, and Emphasis. Morton Salt Co., division of Morton International Inc., through Needham Harper & Steers, both Chicago, has also bought time in Em- phasis.

West Chemical Products Inc., Long Island City, N. Y., will use television extensively in its 1968 advertising program. CN and Westpine Liquid Cleaners will be promoted on spot TV in the New York metropolitan area, and a new product, Westpine Aerosol Spray Deodorizer, will be introduced in the spring with spot TV. Another new product, Westpine Spray Cleaner, will use print advertising. CN Liquid Clean- ers will be tested in Syracuse, N. Y., Louisville, Ky., and Nashville prior to national introduction. J. M. Mathes Inc., New York, is West's agency.

New rates for NBC Radio

Network says some changes will be up but others will allow buying at same level

NBC Radio has tentatively targeted April 1 as the date it will issue a new rate card, representing its first increase in rates in more than three years (CLOSED CIRCUIT, Feb. 5).

Network officials, however, said last week that the new card may be issued later, indicating they were working "without haste" with advertisers to per- mit them "to buy network differently if they can, and thus take advantage of the card's provisions."

NBC Radio's proposed new rate card and the network's use of studies, such as Radio's All-Dimension Audience Re- search and imagery transfer projects as selling tools, were among subjects touched last week at an NBC Radio network affiliates' executive committee meeting in New York (Feb. 20).

During the session, Stephen B. La- bunski, president of the NBC Radio Division, spoke of the network's "continued stability and future growth," noting also new advertisers attracted to network radio and the development of new programming services "to fit to- morrow's way of doing things."

'Daring' Move: NBC officials, observ- ing that NBC Radio has "the highest prices of all the radio networks," said that in some respects it was "dar- ing" for the network to issue a new rate card. They said they could not express the new prices in terms of an "average percentage increase," adding that increases probably would encompass a considerable range, up to more than 15% in some instances, while some advertisers "may not have to pay anything more than they do now" de- pending on such factors as frequency.

Advertisers will be afforded regular contract protection under the new rate card.

According to Reggie Martin, WSPD Toledo, Ohio, vice chairman of the affiliates' executive group, the meeting was "the most productive and finest since I've been on the committee." He acted as chairman in place of Elmo Ellis, WSN Atlanta, who could not at- tend the session.

Donald J. Mercer, NBC vice presi- dent, station relations, presided. Among other NBC officials who attended in addition to Mr. Labunski were Marion Stephenson, vice president, administra- tion, NBC Radio Division; Robert Wogan, vice president, programs, NBC Radio network, and Reuven Frank, executive vice president, NBC News.

It was announced at the meeting that the NBC Radio network affiliates' convention would be held in New York Oct. 24-25 at the Plaza hotel.

Agency appointments...

- Shoe Corporation of America, Colum- bus, Ohio, has appointed Holzer/Tay- lor/McTighe/Dawson, Hollywood, to handle its budget, estimated to bill about $3 million annually. Television and ra- dio, along with national magazines, out- door and newspapers are on the foot- wear manufacturer-retailer's media list.
- H/T/M/D already was handling SCA's West Coast division, Gallenkamp Stores Co.
- Reach McClinton & Co., New York, has been appointed to handle four lines of Shulton Inc.'s cosmetic and toiletries division, also New York. Desert Flower bath and fragrance line and Brongo- tan sun products moved from Wesley Advertising Feb. 1; Taji fragrances, handled by Caldwell Davis, and Ice-O- Dermed medicated skin products, at Street & Finney, move effective April 30. A spokesman for Shulton estimated com- bined billings at over $1 million, and said no definite plans for radio or television have been set.

BROADCASTING, February 26, 1968
WBC productions modestly presents Merv Griffin:

<table>
<thead>
<tr>
<th>TIME</th>
<th>CITY</th>
<th>STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pm</td>
<td>CHICAGO</td>
<td>WMAQ-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>BALTIMORE</td>
<td>WJZ-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>BOSTON</td>
<td>WBZ-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>PITTSBURGH</td>
<td>KDKA-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>PHILADELPHIA</td>
<td>KYW-TV</td>
</tr>
<tr>
<td>4:30</td>
<td>SAN FRANCISCO</td>
<td>KPIX</td>
</tr>
<tr>
<td>5 pm</td>
<td>CLEVELAND</td>
<td>WEWS</td>
</tr>
<tr>
<td>8:30</td>
<td>NEW YORK</td>
<td>WNEW-TV</td>
</tr>
<tr>
<td>8:30</td>
<td>LOS ANGELES</td>
<td>KTTV</td>
</tr>
</tbody>
</table>

ABR November 1967, Monday-Friday the figures shown are a reflection of the original survey estimates only. Their precision, rather than accurate to any precise mathematical degree, is a function of the techniques and procedures used. These figures are subject to the qualifications of the service noted or described in their report.
These are just a few of the 120 stations now carrying the Merv Griffin Show. 250 new shows a year, 60/90 minutes, in color, from WBC Program Sales, Inc., 240 West 44th Street, New York, N.Y. 10036. Phone (212) 736-6300.
Space for 10-w FM’s will continue: Cox

Educational-FM broadcasters who have been worried about the FCC’s expressed interest in phasing out 10-w operations have been given some reassurance. Commissioner Kenneth A. Cox says his “best guess” is that the commission will continue to authorize such stations, though on the five lowest educational FM channels. Such an arrangement would help in the commission’s effort to eliminate FM interference to television channel 6.

Commissioner Cox, in a speech before the New England Intercolligate Radio Conference at Wesleyan University, Middletown, Conn., on Feb. 17, noted that many colleges and high schools had reacted with alarm to the commission’s notice on inquiry suggesting that 10-w operations present “problems” and don’t appear to represent an efficient use of the spectrum. In the same inquiry, issued in November 1966, the commission proposed the creation of a table of assignments for the 20 educational FM channels (Broadcasting, Nov. 11, 1966).

Many comments filed in the inquiry said that 10 w is sufficient to reach the audience involved and that a requirement to go to higher power would be financially burdensome, in terms both of initial costs and higher operating expenses.

Better Spectrum Management • The commission isn’t interested in causing FM operations to shut down, but it does want to “achieve a more rational and effective use of our educational frequencies,” the commissioner said. He noted “that a few class-D [10-w] stations serving very limited audiences may prevent higher-power operations which would be capable of much broader public service.”

And while warning he couldn’t speak for his colleagues, he said that his “best guess as to the outcome” of the pending proceeding is that the commission will continue to authorize 10-w stations—but that it would try to confine them to the five lowest channels, 201-205. Sixty-three of the 197 existing 10-w stations now operate on those channels. Those on higher-numbered channels will be allowed to remain there, but may be faced with competing applications proposing higher-powered stations. This, he said, would require the 10-w operations to increase their power or move to one of five lowest channels, if such an assignment is available.

The commissioner, who expressed the belief that the commission will adopt an allocations table for FM broadcasting, as one has been adopted for commercial FM broadcasting, said educational channels 206-210 will be used for class-A assignments and channels 211-220 for class-B or class-C stations. Class-A stations may operate with up to 3 kw with 300-foot antennas; class B, with up to 50 kw and 500-foot antennas; and class C, with up to 100 kw and a 2,000-foot antenna.

Help TV • This would provide some protection against FM-caused interference to television channel 6—one of the concerns of the inquiry—since it would place the lowest-powered FM stations on frequencies closest to those occupied by channel 6. That channel occupies spectrum space between 82 and 88 mc, and FM channel 201 starts at 88.1 mc.

Commissioner Cox said a table of allocations appears likely because of a need to coordinate U. S. FM allocations policy with Canada, which plans to issue a table of its own soon, and because the Department of Health, Education and Welfare has urged that one be adopted to simplify its administration of congressional policy in educational broadcasting.

He said the commission hopes to “conclude the matter” by summer. At present, he said, the commission is awaiting word from Canada on its final action in its allocations proceeding.

Changing hands ...

APPROVED • The following transfers of station interests were approved by the FCC last week (For other FCC activities see For The Record, page 69).

• KWIC Salt Lake City: Sold by Dale R. Curtis and associates to Sherwin and Abe Brotman, Delwin Morton, William Don Hughes and Jack Van Volkenburg, for $150,000 upon closing and $2,000 per year for five years for consultant fee. Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency and owner of Will Sher Advertising Agency, both in Dallas, as well as owner of amusement corporation and apartment-construction company. Mr. Abe Brotman owns movie theater and is in construction. Mr. Volkenburg is television-sales representative with John Blair & Co., New York. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KEES Gladewater, 25% partner in KDOX Marshall, 30% owner of KWAC-Waco-Marlin, 25% owner of KXYL McKinney and 100% owner of KCAD Abilene, all Texas. KWIC is a daytimer on 1550 kc with 10 kw.

• WLPAM-FM Lexington, Ky.: 80% sold by Robert P. O’Malley and asso-
associates to Illinois Broadcasting Co. for $129,000, with option to purchase remaining 20% within 10 years (see story below).

Cable Television

- Kalispell, Columbia Falls, Polson and Big Fork, all Montana: Sold by Northwest Video Corp. to H & B American Corp. in exchange of stock valued at $1.2 million. Contract is to be worked out. H&B American, multiple CATV owner with 47 systems in 10 states and Canada serving 108,000 subscribers, only recently acquired 80% of a CATV franchise in Portland, Ore., and is buying KNEZ Lompoc, Calif., and has applied for channel 16 in Dubuque, Iowa (Broadcasting, Feb. 5). Northwest Video is principally owned by John R. and G. Norman Penwell, together owning 62%, and Archer S. Taylor, 24% and others. The four systems serve 5,000 customers. Malarkey, Taylor and Associates, Washington, assisted in the transaction.

Lexington sale okay draws two dissents

Illinois Broadcasting Co.'s acquisition of a majority interest in Wlap-AM-FM Lexington, Ky., was given FCC approval last week. But the approval came over the objection of Commissioner Nicholas Johnson that a hearing on the transfer should have been held because of the alleged involvement of IBC's newspaper connected owners in anticompetitive practices. Also dissenting was Commissioner Robert T. Bartley, Commissioner Lee Loevinger abjured.

At issue was the transfer of 80% of the stock of the stations principally owned by Robert P. O'Malley (33 1/3%) and John D. Huckstepp (20%) to Illinois Broadcasting Co. for $129,000. IBC also holds an option to acquire the remaining 20% from Incentive Capital Corp., either for $1 within 10 years if a $244,000 debt the licensee owes Incentive Capital is paid, or for $10,000 within five years of closing if the licensee is not in default of its payments.

IBC is principally owned by members of the Lindsay and Schaub families who own Lindsay-Schaub Newspapers Inc.

Other Interests - In addition, IBC is licensee of WSOU-AM-FM Decatur and WVLN-AM-FM Olney, both Illinois, and Lindsay-Schaub Newspapers owns 20% of Midwest Television Inc., licensee of WCIA-TV Champaign, WMBD-AM-FM-TV Peoria, both Illinois, and KFMB-AM-FM-TV San Diego, Calif. Seven holders of minority interests in Lindsay-Schaub also own, collectively, 21.5% of the stock of Quincy Newspapers Inc. 88% owner of WGEM-AM-FM-TV Quincy, Ill.

Commissioner Johnson's complaint centers on the connection between IBC and Lindsay-Schaub Newspapers—and the fact that the Justice Department in March 1967 filed a civil complaint under the Sherman Act alleging that the newspaper group had operated in a manner designed to drive the competitor of its Champaign-Urbana newspaper out of business. The proceeding was ended when Lindsay-Schaub entered into a consent decree prohibiting it from engaging in various practices.

How the strike hit NABET's wallet

The total cash operating funds of the National Association of Broadcast Employees and Technicians was reduced by more than $400,000 last year, making 1967 "the single most costly year" in the union's history. NABET's deposits in U.S. banks and savings and loans institutions as of Dec. 1, 1966 were $517,526. One year later the balance was $104,319, a record-breaking expenditure of $413,207.

According to a financial report released by Arthur Hjorth, international secretary treasurer and published in the NABET News, the 64-day strike against ABC was primarily responsible for bringing the union's cash balance sheet to an "unhealthy low." The strike against ABC cost more than $200,000. An additional $66,000 was paid to the network for premiums on the medical and life insurance programs that benefit NABET members. A portion of this total is normally covered by individual members but as a consequence of the strike no attempt was made to recover the premium payments.

NABET's domestic defense fund, $179,961 on June 30, 1967, had shrunk to $41,138 by the end of the year. During the ABC strike a total of $263,280 was doled out to locals in New York, Washington, Chicago, San Francisco and Hollywood. These locals have an aggregate membership of 1,350.

Besides the strike itself, other reasons given for the "staggering" union expenditures were the lengthy negotiations with NBC and CBS in Miami and New York and the cost of fighting injunction battles. NABET News, in referring to the latter situation, described it as "money spent to repair the rip within union ranks."
Lee hopes to extend local service to entire grade-B area

The FCC decision two weeks ago to make greater use of CATV systems as instruments for implementing the commission’s TV allocations plan is a departure in CATV policy (BROADCASTING, Feb. 19). But it may also turn out to be a first step toward a commission policy of requiring television stations to employ the technical means needed to make real, as well as apparent, the extent of their service area.

Such a development is the aim, at least, of Commissioner Robert E. Lee, who, under the commission policy of ascribing responsibility for orders in hearing cases to commissioners, prepared the decision in the landmark Shenandoah proceeding.

In that one, a cease-and-desist case involving four CATV systems in the Wilkes-Barre-Scranton, Pa., area, the commission held that it will, in general, require a CATV system to accord local stations carriage and nonduplication protection, regardless of whether the stations provide a viewable signal in any part of the CATV community.

The commission on previous occasions had held that lack of a signal was a ground for waiver of the rules providing such protection. But it now says that those rulings are "superseeded."

Local Service • The Shenandoah decision rests on the concern for an allocations policy which is based on the concept of local service. And although the decision will probably be tested in the courts, Commissioner Lee last week said he is nulling ways of broadening the implications of that decision for broadcasters.

"We have in effect carved out an area the size of the station’s grade-B contour and said to the station, 'This is yours to serve.'" But there are places that a station cannot reach for technical reasons—the station may be in a low spot, for instance. "I’d like to find a way to require the station to overcome those technical problems, by one means or another."

CATV systems provide one means. Translators and boosters could provide others, he said. His thinking isn’t complete on the subject. But he indicated he might attempt to persuade the commission to issue a notice of inquiry to explore the questions involved.

Meanwhile publication last week of the Shenandoah order disclosed that the commission had modified language in a passage discussing the responsibilities of the station given protection under the new policy.

Requirement • Originally, the passage said: "Where a waiver request is denied on the allocations ground, we shall therefore require a specific showing by the local station at renewal time as to its efforts to ascertain and serve as a local outlet for the community in question...."

The final version retains a reference to the station’s "heightened" responsibility as a local outlet as a result of the decision, but then stresses that "it remains to the good faith and reasonable judgment of the licensee as to what programing should be presented, taking into account the many demands upon him for broadcast time and the relative importance of such demands," then adds:

"What is required here is only that in making his judgment the licensee will have appropriately surveyed the needs of these communities in his service area.

Commissioner Lee, who was responsible for the modification, said it was intended only to make clear that the commission is not requiring "anything new" but is simply continuing its policy of requiring licensees to meet community needs.

Florida survey studied by CATV conference

Cable-TV operators attending the second cablecasting conference in Salt Lake City this week are carefully studying a survey of closed-circuit CATV activities in Florida.

The Salt Lake City meeting is being sponsored by the National Cable Television Association. Cable operators in attendance are being shown the operation of originating studios, from the simplest one-man operation, to a full-scale color studio. They also are scheduled to participate in a discussion on buying films, advertising, and the potential for joint programing of CATV channels by local radio stations and cable owners.

The three-day meeting is also expected to hear a discussion of the future of CATV and of origination by Bill Daniels, CATV operator and broker, and George C. Hatch, group broadcaster-CATV operator. Sam Street, NCTA director of field services, is to moderate the discussion.

Florida Study • But, perhaps, the most intense interest by the estimated 75 cable operators attending the meeting is centered on the Florida survey undertaken by that state’s CATV association.

The report shows that of the 24 CATV systems operating in the state, 23 provide weather, and 22 background FM music. Other types of closed-circuit programing are originated by 15—community announcements, local origination, stock ticker reports, news services and movies.

Significantly, four of the 15 CATV systems reported that they carry advertising on a regular basis.

Three of these four reported monthly revenues of $100 to $500; one grosses over $1,000 a month. The four systems were not identified, and Florida CATV Association officers declined to identify them.

Although the addition of local-origination programs cost the cable TV operators something, nine of the 15 in the state reported the extra cost was nominal; five estimated their cost as between $100 and $500 a month, and one said he incurred monthly expenses in excess of $500.

Plus Factors • Thirteen of the 15 systems engaging in origination expressed the belief that their closed-circuit activities resulted in increased subscriber satisfaction and the betterment of the cable systems’ public image, according to W. Clarke Swanson Jr., Sebring, Fla., a vice president of the association and chairman of its local-origination committee.

Another cable owner considered substantial advertising revenues, as well as increased customer satisfaction as the most benefit from cablecasting.

Morgan heads Columbia panel

Columbia University will hold an all-day symposium on the influence of the press on the American society Saturday, March 9, at Ferris Booth hall on the university campus in New York. Panels will be held on broadcasting, books and newspapers.

The broadcasting panel will be moderated by Edward P. Morgan of the Public Broadcast Laboratory. Participants will be James C. Hagerty, vice president, corporate relations, ABC; David Schoenbrun, former CBS News correspondent and now on the faculty of international affairs at Columbia, and Gordon Manning, vice president and director of news, CBS News.
NOW . . . NEW PERFORMANCE STANDARDS IN SYNC PULSE STABILITY
with Visual's CSG-1 Digital Sync Generator

Incorporating the latest state-of-the-art components—including digital design techniques and the reliability and simplicity of integrated circuits—Visual's CSG-1 Digital Sync Generator offers vastly improved time-base stability which eliminates loss of color-lock on video tape recording.

An unusually high frequency clock allows digital frequency division only, without the need for frequency multiplication with its inherent time-base errors. Other features include: Dual Outputs, permitting pulse assignment to Operation and Production; Built-in sync changeover for standby operation; Synclock, to provide uniform positive lockup to external color or monochrome sync, and Bar-Dot, a switch-selectable test signal for monitor linearity and color convergence alignment.

For that extra edge of performance and reliability at a practical price, upgrade your video signal origination and transmission with this state-of-the-art development from Visual Electronics!
FOR IMMEDIATE RELEASE

Wage negotiations between the Communications Workers of America and the Western Electric Installation Division of the Bell System opened in New York February 5, near the 18-month point of a three-year contract. The deadline date is March 6; after that, parleys cannot continue without agreement by negotiators.

<table>
<thead>
<tr>
<th>Company</th>
<th>Deadline</th>
<th>Location of Talks</th>
<th>Number Represented</th>
<th>Top CWA Official</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Electric installation: Installers and job clerks—nationwide</td>
<td>3/6</td>
<td>New York City</td>
<td>22,470</td>
<td>Patrick J. Morgan, National Director</td>
</tr>
<tr>
<td>Ohio Bell</td>
<td>3/10</td>
<td>Cleveland</td>
<td>19,200</td>
<td>Walter Schaar, Vice President</td>
</tr>
<tr>
<td>Illinois Bell: State &amp; Suburban Area, traffic department</td>
<td>3/17</td>
<td>Chicago</td>
<td>5,900</td>
<td>Arthur B. LeFevre, Vice President</td>
</tr>
<tr>
<td>Northwestern Bell (Iowa, N.D., S.D., Minn. &amp; Neb.)</td>
<td>3/27</td>
<td>Omaha</td>
<td>18,300</td>
<td>D. K. Gordon, Vice President</td>
</tr>
<tr>
<td>Western Electric: production and maintenance plant, Buffalo, N.Y.</td>
<td>3/27</td>
<td>Buffalo</td>
<td>1,835</td>
<td>George Miller, Vice President</td>
</tr>
<tr>
<td>Wisconsin Tel.: plant, traffic and accounting departments</td>
<td>3/30</td>
<td>Milwaukee</td>
<td>6,460</td>
<td>Arthur B. LeFevre, Vice President</td>
</tr>
<tr>
<td>New Jersey Bell: traffic department</td>
<td>3/30</td>
<td>Newark</td>
<td>7,400</td>
<td>George Miller, Vice President</td>
</tr>
<tr>
<td>Illinois Bell: Chicago Toll, traffic department</td>
<td>3/31</td>
<td>Chicago</td>
<td>1,070</td>
<td>Arthur B. LeFevre, Vice President</td>
</tr>
<tr>
<td>Michigan Bell: plant, traffic &amp; accounting departments</td>
<td>4/2</td>
<td>Detroit</td>
<td>17,950</td>
<td>Walter Schaar, Vice President</td>
</tr>
<tr>
<td>Cincinnati &amp; Suburban Tel. &amp; Citizens Tel.</td>
<td>4/2</td>
<td>Cincinnati</td>
<td>3,000</td>
<td>Walter Schaar, Vice President</td>
</tr>
<tr>
<td>Pacific Northwest Bell, (Wash. &amp; Idaho area)</td>
<td>4/9</td>
<td>Seattle</td>
<td>10,800</td>
<td>R. W. Hackler, Vice President</td>
</tr>
<tr>
<td>C &amp; P of Washington</td>
<td>4/9</td>
<td>Washington</td>
<td>10,880</td>
<td>W. K. Edwards, Vice President</td>
</tr>
<tr>
<td>Indiana Bell: plant, traffic &amp; accounting departments</td>
<td>4/12</td>
<td>Indianapolis</td>
<td>6,515</td>
<td>Arthur B. LeFevre, Vice President</td>
</tr>
<tr>
<td>Pacific Tel. &amp; Tel.: plant, traffic &amp; accounting departments — Northern Calif. &amp; Nevada</td>
<td>4/16</td>
<td>San Francisco</td>
<td>26,595</td>
<td>R. W. Hackler, Vice President</td>
</tr>
<tr>
<td>New England Tel. &amp; Tel.: directory-clerical departments</td>
<td>4/25</td>
<td>Boston</td>
<td>550</td>
<td>George Miller, Vice President</td>
</tr>
<tr>
<td>C &amp; P of Maryland: plant, commercial, accounting &amp; treasury departments</td>
<td>4/26</td>
<td>Baltimore</td>
<td>4,940</td>
<td>W. K. Edwards, Vice President</td>
</tr>
<tr>
<td>Illinois Bell: traffic department, Chicago area</td>
<td>4/28</td>
<td>Chicago</td>
<td>3,400</td>
<td>Arthur B. LeFevre, Vice President</td>
</tr>
</tbody>
</table>

COMMUNICATIONS WORKERS OF AMERICA, AFL-CIO
1925 K Street, N.W., Washington, D.C. 20006
AND FUTURE REFERENCE

In January, the CWA Collective Bargaining Policy Committee declared: "The issue which we face... is whether those who work for wages will come into their own in 1968, in sharing in the remarkable prosperity which we have contributed so much to create... The gap between our real performance and our potential is tied directly to the uneven levels at which the various sectors of our population have participated in America's economic growth, especially in the last two years. The closing of that gap will be an issue in every set of major negotiations in 1968."

<table>
<thead>
<tr>
<th>Company</th>
<th>Deadline</th>
<th>Location of Talks</th>
<th>Number Represented</th>
<th>Top CWA Official</th>
</tr>
</thead>
<tbody>
<tr>
<td>C &amp; P of West Virginia</td>
<td>4/29</td>
<td>Charleston</td>
<td>3,825</td>
<td>W. K. Edwards, Vice President 202/337-6700</td>
</tr>
<tr>
<td>C &amp; P of Virginia</td>
<td>5/1</td>
<td>Richmond</td>
<td>9,400</td>
<td>W. K. Edwards, Vice President 202/337-6700</td>
</tr>
<tr>
<td>Mountain States Tel. &amp; Tel.: plant &amp; traffic departments, (Ariz., Idaho, Wyo., N. Mex., Texas &amp; Utah)</td>
<td>5/9</td>
<td>Denver</td>
<td>14,905</td>
<td>John Carroll, Vice President 303/Acoma 2-1514</td>
</tr>
<tr>
<td>Malheur Home Telephone Co.</td>
<td>5/9</td>
<td>Denver</td>
<td>20</td>
<td>John Carroll, Vice President 303/Acoma 2-1514</td>
</tr>
<tr>
<td>Pacific Tel. &amp; Tel.: plant &amp; accounting departments, Southern Calif.</td>
<td>5/13</td>
<td>San Francisco</td>
<td>14,200</td>
<td>R. W. Hackler, Vice President 415/KLondike 2-1422</td>
</tr>
<tr>
<td>Southern Bell (Ala., N.C., S.C., Miss., Fla., Tenn., La., Ky., &amp; Ga.)</td>
<td>5/14</td>
<td>Atlanta</td>
<td>65,300</td>
<td>R. B. Porch, Vice President 404/Jackson 3-2917</td>
</tr>
<tr>
<td>Western Electric — production &amp; maintenance plant, Merrimack Valley</td>
<td>7/8</td>
<td>North Andover, Mass.</td>
<td>6,495</td>
<td>George Miller, Vice President 212/349-0800</td>
</tr>
<tr>
<td>Western Electric, North Carolina: production &amp; maintenance plant</td>
<td>7/12</td>
<td>Winston-Salem</td>
<td>5,130</td>
<td>R. B. Porch, Vice President 404/Jackson 3-2917</td>
</tr>
<tr>
<td>Southwestern Bell: plant, traffic, commercial, accounting &amp; directory (Texas, Kan., Ark., Okla. &amp; Mo.)</td>
<td>8/4</td>
<td>St. Louis</td>
<td>50,685</td>
<td>D. L. McCowen, Vice President 314/GArfield 1-2211</td>
</tr>
<tr>
<td>New England Tel. &amp; Tel.: directory salesmen</td>
<td>8/10</td>
<td>Boston</td>
<td>140</td>
<td>George Miller, Vice President 212/349-0800</td>
</tr>
<tr>
<td>New York Tel. Co.: plant department</td>
<td>8/26</td>
<td>New York City</td>
<td>25,420</td>
<td>George Miller, Vice President 212/349-0800</td>
</tr>
<tr>
<td>Bell Telephone Labs</td>
<td>9/6</td>
<td>Newark</td>
<td>1,470</td>
<td>George Miller, Vice Président 212/349-0800</td>
</tr>
<tr>
<td>Western Electric Sales</td>
<td>9/25</td>
<td>New York City</td>
<td>12,370</td>
<td>F. J. Novotny, National Director 212/349-3734</td>
</tr>
<tr>
<td>Western Electric, production &amp; maintenance plant, Kansas City</td>
<td>10/1</td>
<td>Kansas City</td>
<td>3,750</td>
<td>D. L. McCowen, Vice President 314/GArfield 1-2211</td>
</tr>
<tr>
<td>New Jersey Bell: commercial &amp; marketing departments</td>
<td>11/1</td>
<td>Newark</td>
<td>2,600</td>
<td>George Miller, Vice President 212/349-0800</td>
</tr>
</tbody>
</table>

Joseph A. Beirne, President  
Lee White, Director of Public Relations  
202/FE 7-7711
Cox, Johnson chide staff on mass renewals

FCC approval was given last week to the license renewal of 194 radio-TV stations in Iowa and Missouri, but not without some harsh comments from Commissioners Kenneth A. Cox and Nicholas Johnson. Following their practice in past renewal periods, the commissioners expressed displeasure at staff action in renewing without question the licenses of stations proposing to provide what they consider an inadequate amount of news and public-affairs programing.

Among the current list of renewals are five stations proposing less than 5% news programing; 14 with less than 1% public affairs programing, and 12 with less than 5% public affairs and "other" (religious, instructional and agricultural) programing. Some stations are listed as allegedly deficient in more than one category.

Commissioner Cox noted that "as a matter of processing, I think all of these stations should have been queried as to their program proposals. Some of them may have valid explanations," he said, "but I doubt if all of them do." At least one station in the St. Louis market proposed the "lowest percentage" of news programing out of the 194-station list, the commissioner claimed, noting that it wasn't a marginal, small town, class-IV AM station, but a "profitable" metropolitan TV outlet.

Commissioner Johnson termed the renewals a "cynical squandering of the valuable largess" the commission dispenses, "a shameful fraud on the public." The only parties who may have profited from the renewal process, he suggested, are members of Washington's Federal Communications Bar.

The commissioner also noted that most of the "responsible" broadcasters in the renewal list are "hurt worst of all by our [the commission's] lackadaisical winkng at their less conscientious colleagues." He expressed the hope that the "unrepresented American viewer" would someday be told of his rights, and would "rise up and demand better service from his representatives, the seven men who man this commission."

WQAD-TV's ownership

Ownership of Moline Television Corp., reported in a BROADCASTING, Feb. 12 story about WQAD-TV Moline, Ill., should have been listed as Arthur M. Swift, executive vice-president (14.225%), and Francis J. Coyle, president (10.744%), and others. WQAD-TV (ch. 8), licensed to Moline Television Corp., had its license renewal application set for hearing by the FCC with a competing application for the facility from Community Telecasting Corp.

FCC's Wadsworth finds relaxation in painting pastorals

What does an FCC commissioner do when he's not occupied with the business of regulating? Some may be holed up with staff or other experts exploring possible new areas of regulation. Others may be at home secretly watching television. But Commissioner James J. Wadsworth may be off somewhere with paint and easel doing a landscape or collecting sea shells by the seashore with which to fashion surprisingly delicate shell paintings of flowers and fish.

There may be other painters at the commission. But Commissioner Wadsworth is the only one to have surfaced—his work, both in oils and in shells, adorns his office walls, all of it signed WADS. Perhaps a score more decorate his home in suburban Maryland.

Pastoral Scenes * Most of the paintings are of scenes remembered from his youth and young manhood in and around Geneseo, in rural upstate New York (or at least suggested by his memories)—farms, including one where he once lived, lush valleys and fields, a one-room school house, country roads.

Commissioner Wadsworth has never had formal training—informal, either, for that matter—and paints in what he calls a Grandma Moses type of primitivism. His colors are not extremely subtle, but some of his work can evoke a mood, as for instance a tree-shaded country lane in early fall that has about it a hush-of-evening feeling.

The commissioner started painting in 1949. "My wife [who died Dec. 31, 1965] and some friends decided they would take up painting, and formed a club. But after four or five weeks, she gave it up, gave me her equipment, and said: 'You do it.'"

For the next 10 years, during most of which time he was a member of the U.S. mission at the United Nations—for seven years as deputy ambassador and in 1960 as ambassador—he found it a good way to relax, "a Sunday kind of thing, a lot of fun."

Shell Constructions * But in recent years he's been concentrating on his...
Van Deerlin on agenda of NAFMB convention

Representative Lionel Van Deerlin (D-Calif.), member of the House Commerce Committee, will be the luncheon speaker on the opening day of the National Association of FM Broadcasters convention in Chicago March 29-31.

Registration for the convention is running ahead of last year's record 334. NAFMB will hold its Friday and Saturday sessions at the Palmer House and will move to the Great Hall of the Pick-Congress for the Sunday FM Day program, run jointly by NAFMB and the National Association of Broadcasters.

NAFMB, which programs the morning session on FM Day, has three speakers lined up: Miles David, Radio Advertising Bureau, on management'sshell paintings. He began several years ago, when he came upon some attractive shells while vacationing in Fort Myers, Fla. Now he uses shells he picks up there as well as at his summer home in Black Point, Conn., where he now does most of his shell work. He simply collects a supply of shells, sorts them out as to color and size, forms them into the object he has in mind and attaches them to canvas or to some other backing with cement. Flowers and fish seem to be his favorite subjects. But his collection includes a number of friendly looking beasts—geese, parrots, elephants, all done in shells set off with bits of blue, red and green glass. The results are frequently festive, and he's given away many of his products—including a pair of elephants that went to former President Eisenhower on his 50th wedding anniversary.

The commissioner's hobby would seem to indicate a yearning to return to his rural origins. But it is in a couple of paintings hanging on a wall in his home in which the urbanite comes out. Both are scenes of family picnics, one at the shore and the other in the country. And in both, along with the family clustered around the picnic lunch, one can see an army of ants advancing on the food, some vultures hovering overhead and thunderclouds gathering in the distance. If one must go home again, he seems to be saying, let it be through the hobbyist's paintbrush.
function; Harold Kassens, assistant chief of FCC's broadcast facilities division, on stereo monitors and subsidiary communications authorization, and David Yellen, Memphis State University, on education.

Much of the Saturday sessions will be devoted to various types of promotion. Among the participants in the promotion meetings and their subjects: John Laurence Jr., Taft Broadcasting, Cincinnati, on using your own facilities; Philip Lesley, Philip Lesley Co., Chicago, on public relations and publicity; Jay Smolen, Institute of Outdoor Advertising, New York, on outdoor, and John Mecchella, Dartnell Corp., Chicago, on direct mail. Other panelists will cover sales promotion devices, AM, TV and print promotion.

TV objections don't stop two CATV systems

The FCC last week gave two CATV's permission to begin operations despite objections by local television stations that they would suffer adverse economic impact from the competition. The commission action affects Cotton Hill Cablevision Inc.'s Malden, Mo., system and Webster All Channel Cablevision Inc.'s Providence, Ky., system.

WPSD-TV Paducah, Ky., WEHT (TV) Evansville, Ind., and KFVS-TV Cape Girardeau, Mo., called for an evidentiary hearing on the proposals, saying the proposed cable operations would have an adverse effect on their ability to serve the public interest.

The commission said the stations failed to make a basic showing of economic impact by not supplying specific facts about their own finances or the effect of present CATV activity on their operations. "We believe it extremely unlikely," the commission said, "that they could make a persuasive showing that the present level of CATV activity in their markets has had an adverse effect on their operations."

FCC acts in translator cases

Two VHF TV translator actions came out of the FCC last week. One involved a hearing examiner's initial decision in the commission's first comparative hearing on competing applications for translator. In the other, the commission renewed a translator license, despite a question of whether or not the translator is providing program exclusivity a complaining Idaho station says it should. The commission said that the nonduplication conditions in its present translator rules don't apply in this case.

Hearing Examiner Charles J. Frederick recommended that KOOK-TV Billings, Mont., be granted a construction permit for a 100-w translator on channel 13 in Lewiston. The examiner would decide on competing application of KLUR-TV Billings, Mont.

Mr. Frederick said he couldn't prefer either applicant on a hearing issue that would determine which was the best prospect for building and operating a regular TV station on the Lewiston facility. He said, however, that the KOOK-TV proposal would provide its service area "an off-the-air service from the standpoint of local, regional and recorded programing that is entirely new to translator viewers in central Montana. . . ."

In the other translator action, the commission renewed the license of K13FQ Burley, Idaho, a 1-w VHF translator that is community sponsored. K13FQ rebroadcasts KIFI-TV Idaho Falls, an NBC affiliate.

The renewal was opposed by KMVT (TV) Twin Falls, Idaho, also an NBC affiliate. KIFI-TV is within the grade A contour of KMVT.

KMVT claimed that translator duplication of its NBC programing fractionalized its viewing audience of which Burley represented 8%. It also claimed the translator violated the commission's rules because it did not get NBC's permission to rebroadcast its programs. The station asked the commission either to deny the translator's renewal or to grant it with same-day program exclusivity extended to KMVT.

The commission denied the request because it said it found that "no substantial or material questions of fact" had been offered regarding the renewal. But it also said that until a study of its translator rules is completed, the current interim policy doesn't cover KMVT's nonduplication complaint.

A nonduplication restriction on translators, similar to that imposed on CATV, is one of the key rulemaking proposals currently under study by the commission (Broadcasting, Oct. 30, 1967). The translator rules apply nonduplication conditions only where a licensee-owned VHF translator is located within the grade A contour of a duplicated station.

The commission said that although K13FQ doesn't have NBC's consent to rebroadcast of its programs, the translator does have KIFI-TV's consent, and this, the commission concluded, meets the rule's requirements.

Commissioner Kenneth A. Cox, who has dissented in the past to the commission's refusal to require translators to afford same-day nonduplication protection to TV stations, dissented to this action as well.

Satellite reception in 10-15 years

Speaking in Dayton, Ohio, to members of the Newcomen Society in North America, J. Leonard Reinsch, president of Cox Broadcasting Corp., outlined his company's efforts in keeping pace with dramatic changes in the communications industry.

Mr. Reinsch reported that Cox's cable division and program-production division are putting the company in a position to participate in future communications not only in the transmission of programing, but in the creation and production of programs as well.

He predicted that in the next 10 to 15 years television stations will be receiving network programs via satellite and that the use of cable-TV systems to bring program fare directly into the homes will be greatly expanded.

Negro TV-radio habits underscored

A five-year study shows Negroes are willing to pay more for television sets than are whites, according to Dr. John E. Allen III, vice president of Brand Rating Research Corp. Speaking at the Southern Retail Executives Institute meeting in New Orleans, he said that Negroes spend an average of $13 per person for TV sets, compared to $8.80 for white persons.

Dr. Allen also said that the study showed that "a great number of Negroes surveyed didn't know who Ralph Bunche or Martin Luther King were, but almost all of them knew who their local Negro disc jockey was."

WBOC to join CBS Radio

WBOC Salisbury, Md., will become a CBS Radio affiliate on March 1. The station operates on 960 kc, with 5 kw daytime and 1 kw nighttime. WBOC was an ABC affiliate until Dec. 31, 1967. There is no CBS Radio affiliate currently in Salisbury.

WCOV to be NBC affiliate

WCOV Montgomery, Ala., joins NBC Radio as an affiliate when its contract with CBS expires at the end of April. WCOV-TV will remain a CBS-TV affiliate. The station operates on 1170 kc, with 10 kw during the day and 1 kw at night. WCOV replaces WHHY as the NBC affiliate in Montgomery. CBS Radio has not yet named a new affiliate there.
Panel urges basic spectrum research

Collection of data from field investigations would be first step to solving space squeeze

This year's first congressional excursion into frequency-allocation problems—a matter that's been under study for decades—was officially a quest for what House Small Business Subcommittee Chairman John Dingell (D-Mich.) termed the "best and quickest solutions." But the preponderance of testimony heard during two full days of subcommittee panel discussions held last week pointed toward a need for still more study.

What was being recommended, however, was not another round of theoretical examinations, but a new breed of investigations: "spectrum engineering" became a banner for many of the panelists to rally around. And it soon became apparent that spectrum engineering meant re-examination of all basic assumptions in spectrum-allocation problems—including whether or not there is an actual shortage of frequency space for land-mobile radio.

To be sure, business-radio forces didn't retreat from the position that land-mobile congestion was real, tangible, and "now," but at the same time, as the panel discussion progressed, Representative Dingell gave periodic indications that the message he was receiving through the congestion of claims and counter-claims in the hearing room was that "best" solutions were not likely to be the "quickest," and vice versa.

Field Research = Spectrum engineering—which would begin with basic data collection of actual field use of facilities and frequencies—got prompt support at the start of the hearing from James D. O'Connell, director of the White House's Office of Telecommunications Management. In the process, Mr. O'Connell seemed to hint that, with proper engineering to squeeze maximum use from frequencies, channels now reserved for government radio service might be available for sharing. But it remained unclear whether Mr. O'Connell was referring to intragovernment sharing or an opening up of some federally reserved space for business transmissions.

In response to a question put by Subcommittee Counsel Gregg Potvin on whether Mr. O'Connell thought that the federal frequencies were being so efficiently used that sharing by land-mobile was precluded, he replied: "As a general statement I would say that is true at this time."

But, he continued: "This is not to say that if we could achieve an adequate engineering capability in these congested areas that more sharing could not be accomplished. I want to give as my opinion that if we had an adequately engineered capability... more sharing could take place, government and non-government, than is now taking place...

Supporting later interpretations that Mr. O'Connell was indeed discussing government-business sharing were his next words: "...with the present lack of an engineering capability, it would cause more chaos than it would reduce to effectively open up in a blanket sense government frequencies."

Added Emphasis = At the opening of the second day's session, panelist Lester Lindow, executive director of the Association of Maximum Service Telecasters, laid heavy stress on Mr. O'Connell's statement on the possibility of government frequencies being made available after the proper engineering spadework, but the White House official was not on hand to provide a clarification. His role, in deference to his official position, had been as a witness and not as a panelist.

Similarly, Richard P. Gifford, general manager of General Electric's communications products department, was granted witness status in view of his position as chairman of the Joint Technical Advisory Committee (JTAC) of the Institute of Electrical and Electronics Engineers and the Electronics Industries Association. Neither Mr. Gifford nor Mr. O'Connell participated in the give-and-take among panelists.

Basic to the hearing's focus on spectrum engineering was an unissued JTAC report cited favorably by Mr. O'Connell, who said he had just been briefed verbally on the JTAC findings (the report is slated to be issued in late April). "I believe they indicate," he noted, gaining confirmation from his seatmate, Mr. Gifford, "the need for much more extensive engineering-data collection in the saturation areas... to actually deal with the problems of the fitting in from

Richard P. Gifford, JTAC chairman (l), and James D. O'Connell, administration's director of telecommunications.

BROADCASTING, February 26, 1968
an engineering point of view of more services than can be done in the generalized assignment methodology."

That methodology, summed up as "block allocations," soon qualified as the villain of the panel discussions; misallocation of forestry frequencies in Brooklyn, N.Y., or marine channels in Kansas found no defenders. But land-mobile spokesmen argued that correction of such obvious mismatches would only provide "a drop in the bucket" of needed relief.

What Shortage? • But broadcasters, led by Vincent Wasilewski, National Association of Broadcasters president, and Mr. Lindow of AMST, countered, in effect, that radical solutions such as pre-emption of space now reserved or in use for broadcasting should not even be considered until the precise dimensions of the land-mobile shortage can be established and all steps are taken to insure efficient use of all nonbroadcast frequencies.

Radical proposals were present in quantity, but the most radical specter—diversion of broadcast signals to a cable distribution system—was raised not by the business-radio forces but by the broadcasters. Land-mobile forces, led by William J. Weisz (Motorola Inc. executive and chairman of the Advisory Committee on Land Mobile Radio Services) and William L. Detwiler (director of the National Association of Business and Educational Radio, and, as proprietor of a radio-equipped firm in Denver, a representative of small business), were vociferous in denying that an all-wire broadcasting system was a land-mobile goal. Mostly, it was indicated that only the bottom seven UHF channels were needed.

The panel discussions themselves began with prepared remarks from Seymour N. Siegel, director of New York City's municipal broadcasting system. Mr. Siegel represented both land-mobile (safety and public services) and broadcasting (WNYC-AM-FM-TV) responsibilities, detailing the urgent utility-communication needs of a large city while at the same time defending the contributions to community life that broadcasting can provide.

Rather Fight • One early dispute that emerged in connection with use of the lower seven UHF channels for land mobile was the cost of moving a television facility to a higher channel (characterized as minimal by some of the business-radio forces present). Mr. Siegel noted that an impending move for his WNYC-TV transmitter to the World Trade Center buildings now under construction would involve a new-antenna cost in the vicinity of $100,000. (Changing channels also requires new antennas cut to the correct frequency, it was noted.)

Broadcasters' evidence that some of the moved channels could not be reassigned elsewhere above channel 20 led the discussion back to engineering considerations for land mobile.

While emphasis was placed on efficiency engineering for nonbroadcast uses, broadcasting engineering also came in for attack. Kenneth Norton, a Department of Commerce spectrum specialist with the department's Boulder, Colo., radio propagation laboratory, urged short spacing between TV stations (to provide a "more efficient" interference-limited, rather than noise-limited, distribution of TV signals) and offset carriers (for providing space for sharing between adjacent channels).

These ideas had long ago been considered and discarded by decision-makers, Mr. Lindow countered, leaving Mr. Norton in the position of a minority one.

Another dimension of broadcast efficiency was probed by John J. Williams, minority counsel for the subcommittee. Noting that in Washington one UHF channel in the lower seven was dark until 5 p.m. while another featured syndicated rerun material during land-mobile peak hours, Mr. Williams suggested that such use of spectrum space represented a less-than-efficient use of a scarce resource. The exchange came during a general panel discussion on Mr. Lindow's prepared remarks and Mr. Lindow had a shortage of allies in parrying the thrust. Mr. Wasilewski abruptly asked Mr. Williams what government agency was going to define and prescribe "efficient programing." Aid from a different quarter appeared when Mr. Norton said he supported broadcasters completely on this point. Programming choices are made, he said, in competitive situations and there should be no censorship other that that exercised in the market by those who watch. In fact, he said, the market might be a solution to spectrum shortages, too, if frequencies were opened up to competitive bidding.

Technical Voice • Broadcasters' positions on most of the technical arguments raised during the hearing were summarized by Howard Head, Washington consulting engineer representing AMST, who from the audience soon gained an unofficial position as an auxiliary panelist. He also gave the subcommittee a capsule explanation of UHF "taboos" (that complicate assignment of neighboring frequencies) and an FCC report on monitored land-mobile usage in the New York area (that showed some services saturated but others used lightly if at all).

His resume of the FCC report attracted the critical fire of the land-mobile forces. Mr. Weisz suggested that the subcommittee should turn to a land-mobile engineer for information on land-mobile reports, as he said, land-mobile advocates ask broadcast engineers on broadcasting matters. And Mr. Head's UHF-taboo comments brought forth a burst of discussion on their continued necessity; that led to general agreement on another area for study—
1968 Broadcasting Yearbook
51 separate directories in a single volume

The most complete and most authoritative source of facts about the business of broadcasting ever published.


Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1968 Broadcasting Yearbook—the one-book library of television and radio information.

1. TV Station Directory
2. TV Call Letters
3. TV Channels
4. TV Allocations
5. Advertising Agencies
6. AM & FM Radio Directory
7. AM Station Call Letters
8. AM Radio by Frequencies
9. Equipment Directory
10. Broadcast Product Guide
11. NAB Television Code
12. NAB Radio Code
13. Program Producers, Distributors
14. Talent Agents, Managers
15. Radio & TV Representatives
16. Network Executives
17. Regional TV Networks
18. Regional Radio Networks
19. Canadian TV Stations
20. Canadian TV Channels
21. Experimental TV Stations
22. Community Antenna TV
23. TV Applications Pending
24. Transfers of TV Ownership
25. Newspaper Ownership of TV
26. Group TV Ownership
27. FM Commercial Call Letters
28. FM Educational Call Letters
29. FM Frequencies, Channels
30. Caribbean, Mexican Stations
31. Canadian AM by Frequency
32. Canadian FM by Frequency
33. College Radio Stations
34. Canadian Board of Governors
35. International Radio Stations
36. Frequency Measuring
37. Station Applications
38. FCC Rules & Regulations
39. Major Awards, Citations
40. RTNDA News Directors
41. Radio-TV Schools
42. Radio-TV News Services
43. Foreign Language Programs
44. Country & Western Stations
45. Negro Programming
46. Associations, Societies
47. Government Agencies
48. Radio-TV Attorneys
49. Consulting Engineers
50. Farm Directors
51. Major Trends, Events

Plus original reference material not available elsewhere, including the dimensions of broadcasting (key facts about television and radio), extent of broadcast editorializing, program data (who listens, watches, and at what times), broadcast time sales 1935 through 1966, books and reference works published during the year.

USE THIS FORM TO ORDER

Please send ................ copies @ $10.00 to

Name __________________________ Position __________________________

Company _____________________

[ ] Business Address
[ ] Home Address

City ___________ State _______ Zip _______

BROADCASTING, February 26, 1968
TV receiver design.

The presence of millions of TV receivers, built and installed to specific standards and purchased by constituents of congressmen also put a damper on some of Mr. Norton's suggestions for eliminating the taboos or re-engineering the system to narrower bandwidths.

And Mr. Dingell's regard for the welfare of constituents warmed broadcasters' hearts when he publicly re-affirmed his support for a system of free broadcasting and vowed to fight any move to take television broadcasting off the air and put it onto cable.

But the taboos came under fire from another land-mobile advocate later in the hearing. Mr. Weizs told the sub-committee of studies under way to change the prohibitions so as to permit more station assignments within the present UHF bands. If the same number of outlets now allocated could be slotted into fewer channels, the implication was that space could be opened for other services.

Special Target * The FCC at another point in the discussion got a sample of Mr. Dingell's heat. Sparked by a suggestion that another study was earmarked for FCC consideration, the congressman, who is also an activist member of the Commerce Committee, lashed out that the FCC must file all the studies unread because nothing ever happens. It all sums up "the outrage I feel at the FCC," he said. "I think they're not doing their job. I've seen them lying down comfortably beside problem after problem."

He also added that, except for his despair for the FCC acting in the public interest, he would like to give the commission all the money it would need to do the job the law charges it with. He noted that he had just entered a bill to facilitate FCC funding problems (it would free the commission from Budget Bureau restraints and provide for direct funding by the congressional appropriations committees [Broadcasting, Feb. 19]).

The discussion of money needed for spectrum engineering brought forth one estimate of $50 million annually, which was noted to be more than twice the FCC's current budget for all activities.

The commission will get its turn at bat at a later but still unspecified date. Mr. Dingell indicated before last week's hearing that the record developed by the panelists will be provided to the FCC and commission members will be then given a chance to discuss the issues raised. Discussion is as far as the Dingell subcommittee can take the land-mobile matter; it has no authority to report legislation.

But the hearing could ultimately have legislative repercussions if Mr. Dingell proves to be influenced one way or the other by the argument as it develops. For he and some close colleagues also wield considerable influence on the Commerce Committee, which directly oversees the FCC and rules on legislation affecting broadcasting.

No slow down in spectrum fight

NAB officials meet with Comsat, LBJ's task force, but position remains firm

After a meeting with members of the President's telecommunication task force last week, executives of the National Association of Broadcasters showed no tendency to diminish attempts to ward off wholesale changes in spectrum allocation or management.

Five top representatives from the task force, including its chairman, Under Secretary of State for Political Affairs Eugene V. Rostow, met with eight NAB staff members and 11 broadcasters representing the association's executive and Future of Television committees on Wednesday (Feb. 21).

On Tuesday (Feb. 20) the NAB representatives met with James McCormack, chairman of Comsat, and three of his top people for a review of Comsat's experimental satellite plan.

The meetings, planned almost a month earlier (CLOSED CIRCUIT, Feb. 5), came as broadcasters, their allies and enemies paraded to Capitol Hill to participate in two days of panel discussions before the House Small Business Subcommittee, which is seeking a prompt solution to the shortage of land-mobile frequencies (see page 53).

No Prejudging * The task force representatives repeatedly told the broadcasters that they had no preconceived notions about what to do with the spectrum or who should control frequency allocation. Reportedly, they attempted to allay fears that task force staff members were opting for moving TV from an on-air to a wire service and said they were studying broad areas in which there was a variety of opinions.

However, the government representatives intimated that their view might change with further research and that several studies are planned but are not as yet implemented.

NAB officials refused to comment, but it was learned that the task force has commissioned Complan, a Washington research firm, primarily made up of former AT&T personnel, to study and come up with answers to the broad questions of what consumer services are likely to be in the 1980's, including the possibilities of switching of television and other "ether" services to wire. Implicit in the study is how more program services can be provided.

The task force spokesmen also said they were not committed to any course of action in the over-all consideration of a new regulatory structure for spectrum usage. Some reports have indicated a movement afoot to move spectrum management from the FCC to the executive branch.

Partial Report * Although the task force is under a presidential directive to report its findings by mid-August, the feeling after last week's session was that the deadline seemed improbable for a complete report. However, a partial, or at the least, a preliminary report probably would be made by the deadline.

One broadcaster at the meetings found the sessions "frank" with the task force "trying to play soft music for us, trying to quiet any fears we might have" as to what they have in mind.

However, he added, he has even stronger feelings now that there's "trouble in the air" for broadcasting and that the industry should be "concerned and watchful."

Originally scheduled by the Future of Television Committee as part of its
25% have color TV

The number of color-equipped TV households in the U. S. climbed to 14,130,000, as of Jan. 1, according to NBC's latest estimate announced by Hugh M. Beville Jr., NBC vice president for planning.

This represents a gain of 4,950,000 color TV homes in 1967, the largest annual increase to date and a gain of 54% over the Jan. 1, 1967 figure of 9,180,000. Mr. Beville said that 25.1% of U. S. TV households owned color sets on Jan. 1.

Color sales up 11% in 1967, says EIA

Color television set sales by distributors to retailers moved up 11.1% in 1967, although the sales of black and white TV receivers slumped 21.9%. Overall, TV set sales dropped 8.5%, the Electronics Industries Association reported last week.

Major jump in color sales occurred in table and portable models, zooming a heavy 89.1%. Color consoles and radio-TV color combinations slumped 5.6% and 10.2% respectively.

Radio sales for the year were soft; down 7.4% overall, 8.9% for home radios, and 5.2% for auto radios. Actually, the only plus in any category of radio sales was for FM; sales were up by 9% in the home radio field and by a hefty 35.5% in the automotive field. Biggest jump in the home radio FM field was in the portable category, up 27.5%.

Set sales for the year ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>Monochrome</th>
<th>Color</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>5,224,499</td>
<td>4,702,463</td>
<td>6,949,744</td>
</tr>
<tr>
<td>1967</td>
<td>5,434,702</td>
<td>4,702,463</td>
<td>8,900,208</td>
</tr>
<tr>
<td>1968</td>
<td>9,388,288</td>
<td>(4,053,935)</td>
<td>9,388,288</td>
</tr>
</tbody>
</table>

RCA introduces five-megawatt antenna

RCA's Commercial Electronics Systems Division, Camden, N. J., has developed a UHF antenna capable of radiating an omnidirectional TV signal.
Film labs recover from strain of switching to color

The film-processing laboratories in Hollywood and New York all have experienced and have all but adapted to a profound change in their business—the shift from black-and-white production and printing to color. The jump from an over-all three-network average of some 30% in color in prime-time television during the 1964-65 season to 80% in the fall of 1965 found few film laboratories fully prepared to meet the challenge. A major consequence was a serious squeeze on laboratory facilities and personnel. There just wasn’t enough machinery and personnel to handle the color load on normal schedules. Labs servicing television were forced into overtime and weekend hours to try to keep up with the deadlines.

But now with virtually all prime-time color programming on the three networks and most syndication offerings also in color, the film labs seem to be on the top of the situation and prospering because of the color breakthrough. "Color has been a boon," assures Neal Keehn, vice president of sales, DeLuxe Laboratories, Hollywood. "Sure our profit margin the first year was cut into by all the confusion and overtime," he explains. "But with color we’re dealing in a higher priced area. It should make for greater profit margins."

High Profits = De Luxe Labs, with a major plant in New York as well as Hollywood, is a division of 20th Century-Fox, General Film Laboratories, with a separate plant in Hollywood, is a division of De Luxe.

While 20th Century-Fox does not reveal details on its income sources, industry observers believe that the DeLuxe-General Film operation provided the company with a profit of some $5 million for the nine-month period ended Sept. 30, 1967.

Yet to reap the golden harvest that color promises, DeLuxe-General Film and other film laboratories had to make sizeable investments in manpower and equipment. Almost all of the labs have added to their facilities and taken pains to retain personnel because processing color is different from processing black-and-white film, requiring different machines, different ways of treating and handling. It’s estimated that the capability of film labs around the country has maybe doubled since the color breakthrough of the 1965-66 season.

Men and Money = DeLuxe-General Film has kept step with the color stampede by investing between $2 million and $3 million in new equipment within the last two years. The processor also increased its total manpower by some 50%. The company now has some 750 employees in its bigger New York plant and another 750 people divided between its two facilities in Hollywood (revenues are roughly equal between the two coasts, but New York, because it’s concerned more with release printing as opposed to the West Coast’s emphasis on production or front-end work, generates substantially more footage).

Among the new equipment DeLuxe General Film has crowded into its facilities is a reportedly “very successful” turbine drive negative dryer developed by a company employee, Everett Hanson. It’s a high-speed machine that is said to “be easy” on the film going through, with rarely a strain or break developing.

More Contracts = Some 85% of the total volume of business being handled by DeLuxe-General Film is color work. This is believed to be indicative of the current industry-wide situation. "In all the contract talks we’ve been having over recent months, it’s always color we’ve been talking about," reports Neal Keehn.

In hopes of staying ahead of color processing demands, DeLuxe-General Film still is expanding its facilities on both coasts. Its Chicago operation, a black-and-white facility that was shut down when color came in strong, will be reopened in the near future as a fully equipped 16mm and 35mm professional laboratory.

The company, which has a basic processing contract with ABC-TV, and on the West Coast does two-thirds of its work in television programs and commercials, is confident that the network surge into color film still has a lot more dividends to pay. "On the basis of a market survey we recently completed," says Neal Keehn, "we’re quite sure of color film continuing to grow even though some other media may be cutting in here and there."

The five-sided unit emits a signal of five megawatts, effective radiated power, when used with 110-kw transmitter, RCA’s most powerful UHF unit. Dubbed the “Polygon,” the antenna is constructed with panels welded together at the edges to give a pentagonal cross-section and make the unit self-supporting. A fibreglass dome covers the antenna assembly to protect against weather effects, reduce headwind and provide a cylindrical appearance.

The antenna has a gain of 60, ranges from 120 to 190 feet in length, and costs from $150,000 to $200,000, depending on transmitting frequency.

RCA said the Polygon’s pentagonal shape results in horizontal pattern circularity better than plus or minus 1.5 db for any UHF channel. In the vertical plane, the antenna radiates a strong signal below the main beam to cover areas close to the transmitting site.

It can also be supplied as a direction-antenna.
ABC Inc. plans $75-million debentures

REVENUE ROSE IN 1967, BUT EARNINGS FELL $1.31 A SHARE

ABC Inc. last week announced a $75-million refinancing plan, a drop in last year's earnings and the resignation of a top TV executive.

Company officials said ABC would make a public offering of $75 million in convertible subordinated debentures, due March 1, 1993. Proceeds from the sale will repay bank loans and a loan made early in 1966 by the International Telephone & Telegraph Corp., ABC's erstwhile partner in a merger that fell through earlier this year (BROADCASTING, Jan. 8).

The loans total about $53 million, according to ABC officials. The remainder of the $75-million debenture issue will be added to the corporation's working capital.

ABC officials say the corporation owes four banks $27.9 million and owes $25 million to ITT. ABC also owes some $66 million to the Metropolitan Life Insurance Co., according to data on file with the FCC in January. Repayment of that debt would not be affected by the refinancing plan.

According to ABC, the offering will be made by a group of investment banking firms managed by Lehman Brothers, New York, sometime next month. Coupon, price, and conversion price will be set then.

**Merger Preliminary** • ABC officials indicated that successful issuance of the debentures is a preliminary to any merger or acquisition. Since the failure of the ABC-ITT deal, ABC officials have entered into discussions with other companies, among them Monogram Industries Inc., Los Angeles producer of sanitation systems and electrical materials.

Last week, however, Monogram said the talks were off. An ABC spokesman acknowledged, for the first time, that talks had been held, but ABC would issue no formal statement. Sources indicated that discussions between the two corporations had not concerned a merger, but rather acquisition of Monogram by ABC.

Simultaneous with announcement of the refinancing plan, ABC Inc. President Leonard Goldenson reported financial results for 1967: Operating earnings, he said, were $11,759,000 or $2.50 a share, compared with $17,860,000 or $3.81 a share in 1966. Earnings, in 1967, including capital and nonrecurring gains, were $13,529,000 or $2.88 a share, compared with $18,066,000 or $3.85 a share for 1966.

Revenue in 1967 was $574,952,000 compared with $539,972,000 in 1966. ABC's Broadcast Division, which includes the TV and radio networks and the owned stations, in 1967 rose to $431,325,000 from $413,684,000 in 1966.

Theater revenues increased in 1967 to $84,877,000 from $82,390,000 in 1966. Revenue from merchandise sales and other ABC activities rose to $58,750,000 from $43,898,000.

**Higher Color, News Costs** • Mr. Goldenson explained that ABC's lower earnings were in no small way attributable to the "prevailing uncertainty in the advertising community." ABC, he said, also experienced rising costs attributable to the TV network's colorization, news coverage of June's Middle-East crisis, the effects of two labor disputes and a
“lack of flexibility in planning and operations because of the long delay of the proposed ITT merger.

“Cumulatively, these factors affected over-all broadcasting results. Earnings from nonbroadcast activities, theaters and phonograph record operations, were ahead of the prior year,” he said.

Mr. Goldenson added that while the second quarter of 1968 looks better than the comparable period last year, “earnings for the first quarter of 1968 will be substantially lower than for the like period of 1967,” a development attributed to the continuing cost-earnings squeeze experienced in 1967, plus the start-up costs of ABC's four-network radio service.

Mr. Goldenson said the outlook for 1968 was considerably improved because program changes have increased the TV network’s audiences; there has been an “increased advertiser demand for ABC prime-time availabilities; and “certain economy measures have been undertaken in all operating areas, particularly with respect to network programs, public affairs.”

Next to the Chain of Command: One economy measure just implemented brought a realignment of the chain of command at ABC-TV, resulting from the resignation of Edward Bleier as vice president in charge of public relations and planning. Under Mr. Bleier, ABC-TV's marketing, advertising and publicity departments were integrated in public relations. Each department now reports directly to Elton Rule, ABC-TV president.

ABC-TV's advertising and promotion is headed by Donald Foley and press relations by Ellis Moore. Both are vice presidents. Richard Swart Jr., who was director of marketing and sales under Mr. Bleier, has resigned to take a similar job with Life magazine. Jerome Zucker remains as director of sales development.

Mr. Bleier, a veteran of 14 years at ABC and a vice president since 1960, said he will start an "independent enterprise to combine television program production with marketing and promotional extensions in other media."

Despite recent across-the-board economy measures, ABC News announced last week that it has retained Audits & Surveys Inc., marketing research organization, to conduct all political polls during the year. Audits & Surveys will provide ABC News with information and statistics beginning with the New Hampshire presidential primary on March 12.

SEC Filing: In a registration statement, filed with the Securities and Exchange Commission in Washington last Wednesday (Feb. 21), ABC proposed to issue the debentures in multiples of $1,000. The notes are to be due March 1, 1993. The registration carried no interest or conversion price. These are to be filed later.

ABC plans to begin retiring $3 million annually beginning March 1, 1979; beginning March 1, 1973, it may also, it said, begin to retire an additional $3 million annually. The debentures would be redeemable at the option of the company on 30 to 60 days notice.

ABC said it had long-term debt of $63,750,000 in 4.52% notes running to 1985; and $6,024,697 in 4.5% to 6.5% mortgages and other notes payable through 1981. In its consolidated financial statement as of Dec. 30, 1967, ABC showed total assets of $365,210,000, of which $199,223,000 were current assets; total current liabilities of $116,173,000, and long-term liabilities of $97,207,000. The company had $78,494,000 in retained earnings at the end of 1967.

In addition to its radio and television station holdings, ABC has agreed to buy KNXZ-AM-FM Houston for ABC stock plus assumption of liabilities, for a total consideration of about $3 million (BROADCASTING, Feb. 5).

ABC also has minority interests in TV in Australia, Canada, Lebanon, Japan, the Netherlands, Okinawa and the Philippines. It also owns 400 movie theaters, is a record manufacturer, is engaged in motion-picture production, owns tourist attractions at Silver Springs and Weeki Wachee, both Florida, and is building Marineworld at Redwood City, Calif., due to open later this year. ABC also owns the Prairie Farmer, Wallace's Farmer and the Wisconsin Agriculturist.

For 12 months ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.30</td>
<td>$2.81</td>
</tr>
<tr>
<td>Revenue</td>
<td>574,952,000</td>
<td>538,972,000</td>
</tr>
<tr>
<td>Operating earnings</td>
<td>11,759,000</td>
<td>17,860,000</td>
</tr>
</tbody>
</table>

Westinghouse Electric had gains in 1967

Westinghouse Broadcasting Co. had record revenue and profits in 1967, while Westinghouse Electric Corp., its parent company, in its annual report to stockholders reported an increase in sales, net income and earnings per share.

WBC coproduced 11 feature films in 1967 for local television distribution and has scheduled 13 for production this year. The broadcasting group also acquired CATV systems in Florida and New York, bringing the number of its CATV franchise interests to seven.

For the year ended Dec. 31: (Westinghouse Electric Corp.): 

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.21</td>
<td>$3.16</td>
</tr>
<tr>
<td>Sales</td>
<td>2,290,598,000</td>
<td>2,389,598,000</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>122,490,000</td>
<td>118,657,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>37,731,000</td>
<td>37,382,000</td>
</tr>
</tbody>
</table>

Tax court gets IRS, Corinthian briefs

Network affiliation contracts are more uncertain today than ever before because of the growth of UHF and CATV, the potential of pay television and direct broadcasting to the home from satellites and the development of home recording devices, Corinthian Broadcasting Corp. told the U. S. Tax Court last week.

Corinthian is fighting to overturn a ruling by the Internal Revenue Service disallowing amortization of KHOU-TV Houston's CBS affiliation. The disputed taxes for 1957-59 total $316,078.36. Corinthian bought the then KGUL-TV Galveston from Paul Taft and associates in 1956 for $4.8 million. It allocated $2.7 million of the purchase price to the CBS affiliation, and was amortizing this sum over a 14-year period. The case was argued before tax court Judge John W. Kem last fall (BROADCASTING, Nov. 6, 1967).

In its brief last week, Corinthian stressed that the best estimate is that an affiliation contract, limited to two years by FCC rules, can be considered to have a life of six renewals (14 years). And, it added, TV affiliations "are no more immune to change than the structure of the television broadcasting economy . . . ."

Because of technological, economic and political influences, Corinthian said, "there can be no reasonable certainty that any affiliation contract . . . would be renewed for more than six successive terms."

Because of the growth of UHF and CATV, and the portents of pay TV and direct-satellite broadcasting, Corinthian said, there is "no reasonable certainty that petitioner's [Corinthian's] affiliation contract would be renewed for more than six future terms and that there [is] at least one chance in three that it would not be so renewed."

Not So: Contradicting this approach, IRS maintained, as it has in other affiliation amortization cases, that an affiliation contract is automatically renewed for an unlimited number of successive two-year terms, and therefore has no determinable life.

An affiliation contract, IRS contends, is more like goodwill; it's not property, and, since it's not a "wasting" asset, it is not subject to an allowance for depreciation.

In fact, IRS said, an affiliation contract can fluctuate in value; it does not gradually diminish as an ordinary asset does. The CBS affiliation for KHOU-TV has increased in value since Corinthian acquired the station, it noted.

IRS added that there is no evidence
to show that any network ever disaffiliated from a VHF station in favor of a UHF station. The fears of industry "turbulence" from CATV, it continued, "is a myth."

IRS said, the FCC is determined to keep cable TV as a supplement to over-the-air broadcasting. For direct-satellite broadcasting and home recording, these were not a threat for the years at issue, it noted. IRS also attacked Corinthian's argument that affiliations should be treated like leaseholds.

This is Corinthian's second try in the tax court to win approval of network-affiliation amortization. In 1966, it won a tax court ruling in favor of straightforward, 20-year amortization for the CBS affiliations of WISH-AM-TV Indianapolis and WANE-TV Fort Wayne, Ind. It bought those stations in 1956 from C. Bruce McConnell and others for $1.6 million. A federal appeals court, however, reversed the tax court, and the U.S. Supreme Court refused to review.

The next move in the current case is Judge Kern's decision, expected in a month or two.

**Comsat goes into black for first time**

Communications Satellite Corp. (Comsat), Washington, reported a profit for the first three months of 1967—the first profit since the corporation was founded in 1962.

Earnings for the fourth quarter totaled $1,740,000 or $0.17 per share. Comsat reported a 1967 net income of $4,638,000 or $0.46 per share and a net operation loss of $642,000, which was offset by other income totaling $520,000.

Operating revenues increased in 1967 to $18,664,096 from $4,273,000 for 1966. Comsat leased 717 full-time half-circuits during 1967, compared with 73 in 1966, when Early Bird was the only full-time operational satellite. It now has four operating satellites—two over the Pacific and two over the Atlantic. Comparative earnings figures were not available for 1966.

**National General rises**

National General Corp., Los Angeles, with theater exhibition and TV and motion picture interests, reports operating income in the first quarter of the current year that ended Dec. 26, 1967, amounted to $561,775, or 15 cents a share as compared to $425,776, or 11 cents a share for a comparable period last fiscal year. Revenues increased 7.4% to $21.2 million. Figures include operations of the Banner Productions subsidiary, producer of Tartan.

**Chris-Craft's year shows slight rise**

Chris-Craft Industries Inc., Oakland, Calif., a diversified company and a television group broadcaster, reported a new high in sales but only a slight increase in earnings.

For 12 months ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per-share earnings</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$1.75</td>
<td>$76,973,929</td>
<td>$2,966,881</td>
</tr>
<tr>
<td>1966</td>
<td>$1.73</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average number of shares outstanding, 1,958,137.

**New publications cause Cowles's loss**

Cowles Communications Inc., a broadcast and publishing group, reported a loss during 1967 on record high revenues.

The major part of the loss, according to President Marvin C. Whatmore, was due to the "heavy costs of launching and establishing new publications," Sulphur (N.Y.) Sun, Education News, and the British magazine Living.

Cowles publishes Look, Family Circle, and Venture as well as special-interest magazines, four daily newspapers, books and educational materials. It owns three television and two radio stations. For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per-share earnings</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>($0.09)</td>
<td>150,909,000</td>
<td>3,786,000</td>
</tr>
<tr>
<td>1966</td>
<td>($0.24)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Restated to include operating results of two foreign publications not previously included, and change in accounting for the Sulphur Sun.*

**Ameco shows less red ink in latest report**

Ameco Inc., Phoenix, CATV equipment manufacturer reported lower net sales for the fiscal six-month period ended Dec. 31, 1967, although it showed red ink in the profit column, its losses were less than half those of the same period in 1966.

For first half, ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per-share earnings</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>($0.09)</td>
<td>145,810</td>
<td>3,354,969</td>
</tr>
<tr>
<td>1966</td>
<td>($0.24)</td>
<td>282,697</td>
<td></td>
</tr>
</tbody>
</table>

Common shares outstanding, 1,200,000.

**Corinthian earnings up despite lower sales**

Corinthian Broadcasting last week reported lower sales but, because of reduced operating costs, slightly higher earnings during the third fiscal quarter and the nine months ended Jan. 31.

Per-share earnings declined, however, because of a greater number of shares outstanding.

C. Wrede Petersmeyer, chairman and president, said local sales for the company's five TV stations were up 19%, national sales were down 8% and network revenues were level during the third quarter in comparison with the same quarter last year.

Revenues totaled $4,698,086, net income, $1,014,747 and income per share 30 cents for the third fiscal quarter. This compares with $4,719,276, $1,013,572 and 32 cents a share for the same period last year.

For nine months ended Jan. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per-share earnings</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$0.94</td>
<td>13,668,349</td>
<td>13,723,978</td>
</tr>
<tr>
<td>1967</td>
<td>$0.88</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Plough sets records across the board**

Plough Inc., Memphis-based drug, cosmetics and household company and group broadcaster reported 1967 sales, net income and earnings per share to be the highest in the company's 60-year history.

Net sales rose 11%, net income 18%, and earnings per share 20% over 1966. The 1967 estimated sales and earnings and the 1966 figures were reported on a pooling-of-interests basis to reflect the result of Maybelline Co., producer of eye cosmetics, which Plough acquired in December 1967.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Per-share earnings</th>
<th>Revenue</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$3.64</td>
<td>107,000,000</td>
<td>96,717,718</td>
</tr>
<tr>
<td>1966</td>
<td>$3.03</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Net income, 12,550,000; 11,296,158.

Shares outstanding, 3,377,766.

**Avco to acquire Carte Blanche**

Avco Corp., a diversified company with interests in manufacturing, insurance, finance, research and broadcasting last week announced it was negotiating for the acquisition of all class-A voting stock of the Carte Blanche Corp., a national credit-card operation, from the First National City Bank, New York.

In 1966, Carte Blanche earned $1.9 million on revenue of $123,494,000, and had 2,988,000 shares outstanding in each class-A voting and class-B non-voting categories.

Avco also reported consolidated earnings for the fiscal year ended Nov. 30, 1967, before an extraordinary capital gain of $54,171,000 or $3.71 per share, compared with $52,600,000 or $3.30 per share in the previous fiscal year.
Major mergers in offing in Britain

Britain's television industry is still reverberating from two major merger developments—Thorn Electrical's $372-million bid for Radio Rentals and the proposed merger between Electric & Musical Industries and Associated British Pictures Corp. 

EMI, which has agreed to buy 25% interest in ABPC from Warner Brothers-Seven Arts for a reported $22.8 million, plans to bid for the remaining equity. But before it does, EMI wants to know how the Independent Television Authority will react. ABPC is the parent of London's ABC Television which, in turn, controls 51% of new program contractor Thames Television (the other 49% is held by Rediffusion). ITA reserves the right to alter the Thames contract if control of ABPC changes hands. As a consequence EMI may suggest floating ABC Television as an independent subsidiary—an idea it has under consider-

Good finish to '67

Britain's independent television companies netted $63 million in advertising revenue during the last three months of 1967, a rise of more than $2.4 million over the corresponding 1966 quarter. The total is after deduction of agency commissions and discounts, but before payment of the ex-

cherquey, levied at varying rates up to 45%. Much of the increase is due to the independents offering extremely high discount rates to advertisers in the pre-

Christmas period. During December,

Good finish to '67

England's independent television companies netted $63 million in advertising revenue during the last three months of 1967, a rise of more than $2.4 million over the corresponding 1966 quarter. The total is after deduction of agency commissions and discounts, but before payment of the ex-

cherquey, levied at varying rates up to 45%. Much of the increase is due to the independents offering extremely high discount rates to advertisers in the pre-

Christmas period. During December,

for Freedom

Radio and television, including networks and stations, broadcast advertisers and producers, received substantial recognition in the 19th annual awards competition of the Freedoms Foundation of Valley Forge, announced Thursday (Feb. 22).

The principal radio award, an en-
cased George Washington Honor Med-
al, went to KDKA Pittsburgh for its America Family Album; in television, the principal award was to ABC-TV for two programs ("The Declaration of Independence" and "The Constitution" in its Discovery series for chil-

dren.)

Listed in the order given by the foundation were the following awards in TV:

George Washington Honor Medals: Avnet Inc. and Block Drug Co. for their The Americas Image program on NBC-TV; U.S. Chamber of Commerce for its The Incred-

ible Voyage of Mark O'Gulliver; Christian

Television & Films, Portland, Ore., for This is Our Country for The Bob Hope Christmas Special on NBC-TV.

Also, Columbia Gap of Ohio Inc., Colum-

bus, Ohio, for Chet Long: Far East Report; klhr-tv San Antonio, Tex., "A Song Un-

furled" in the Sounds of Our Times music series; kklv-tv Denver, You Can See For Four Years; kwtr-tv Philadelphia, Viet Nam Review; McDonald's Hamburger restaurant chain, World Boy Scout Jamboree on ABC-

TV; Radio Free Europe, Windows to the West; U.S. Military Academy, West Point, N.Y., and ABC-TV, "This is the Point!" Miles Laboratories—Singer Sewing Machine-

Schick Safety Razor, The Brave Rifles.

Also wbnr-tv Columbus, Ohio, "Service to God and Country" program in its Abarre series; kwtr-tv and Project Alert, Day—USA, Pen-

sacola, Fla., Our Constitution; wyal and the Philadelphia Schools, "The Thank-

sgiving Story" in the Junior Americans series; wko-tv Louisville, Ky., Our Day De-

cember 1957; wskk-tv Detroit, The Blessings of Liberty.

Also, wlstv(ty) Cincinnati, America: A Tapestry; wmal-tv Washington, We Have Not Forgotten; wmlar-tv Chicago, We Can't

Forget; wncr-tv Washington, Annapolis: Cit-

del of Freedom; wntv-tv Toledo, Ohio, editorial on the flag; wwtv-tv Detroit, Feat-

ure Story: Fourth of July.

Television honor certificate awards went to kcaq-tv and the Security National Bank, both Sioux City, Iowa; Profile—Late Day USA; Federal Loan and Building Associa-

tion and wwo-tv both, Grand Haven, Mich.; to the People; kmrk(ty) Los Angeles, Teen

Best; wwtv-tv Cleveland, The Young 1ums; wwtv Atlanta, Tribute to the Astronauts.

Awards in radio:

George Washington Honor Medals: The Nelson Rock Band, Fort Lauderdale, Fla., several episodes from the Challenge and Response series; kcvy-

Carraway, Chesapeake, Va., I am on American; kivt San Francisco, Why Fly the Flag?; kglv-fig Island, Fourth of July; krol Portland, Ore., What is the Patrioteam?; Liberty Records, Los Angeles, and Grand Rapids, Mich. And Open Letter to My Teenage Son.

Also, MBS for Freedom on the Move—The Sing-Out Revolution; NBC Radio, Uncom-
mon Courage: Project Alert, Pensacola, Fla., July 4th Radio specials for the Division of the Southern Baptist Convention, Fort Worth, Independence Day Special: Tri-ad Productions, Los Angeles, Perspective Ameri-

can; wskw Scranton, Pa., Day of Infamy; woay Philadelphia, Are These Americans?; wpm Madisonville, Ky., and Peabody Coal Co., St. Louis, Salute to Liberty; wss Butler,

Pa., Boosting a Better America; wlsx Livingston, Tenn., The Spirit of '63 series.

Also, broadcasts: kxfo La. and Arizona, "This is Our Convention, Their Hour and Their Flag; wkty Morehead City, N.C., Berkeley, N.C., "Where Is America?"; wbl Atlanta, Ga.; and, wgs, Grand Rapids, Mich.

RCA (Moorestown, N.J.) received an honor certificate award in advertising. In the "Americana category the following won George Washington Honor Medal Awards: Atlantis Federal Savings and Loan Association, Great American Awards: wncr-

memphis with the Memphis Daily News and Memphis Industrial and Educational Associa-

tion, Law Day USA—What's the Law?; KSLA Special radio announcements for sale of flag display kits to help support the show in Vietnam, and wrcb-tv Phoenix and Arizona Public Service Co., The Indispensable.

Also, wayf-am-tv Louisville, Lincoln and Liberty Associates; wwo-tv Birmingham, Ala., Operation: Message from Home; wjsf Norfolk, Neb., Campaign urg-

ing support of a loyalty day parade; wwd-

rv Miami, "Salute to Freedom" campaign;

INTERNATIONAL

Filmex expands its Mexican production

Filmex Inc. is stepping up its film production activities in Mexico by scheduling more feature films, TV series and commercials there, according to Robert I. Bergman, president.

Through the company's Filmex Interna-
tional, a producing organization

BROADCASTING, February 28, 1968
called Filmexco S.A. has been organized. Already in production, according to Mr. Bergmann, are four theatrical films, 'Trip to Death': 'Requiem for an Assassin' starring Jose Ferrer and Dolores Del Rio; 'Rezzada,' starring Patrick O'Neal, and 'Amor, Amor, Amor.' The first three will be for English-Spanish release and the fourth for the Spanish market only. In preparation is 'Shadow of a Bull' (for theatrical release) and two TV series, details on which will be disclosed at a later date.

Mr. Bergmann said that Filmexco and several other companies have been asked by the Mexican government to produce TV commercials for Latin America as well as TV series. Overseas the company's operation in Mexico is Frank Marerro, vice president in charge of Filmexco S.A.

**Abroad in brief ...**

'Jeannie' in Central America - Whitehall International and Boyle-Midway divisions of American Home Products, through Dillon-Couins & Associates, both New York, have contracted with ABC International for a combination buy of spots and cosponsorship of *I Dream of Jeannie*, Series II, on the Central American Television Network, to run between mid-January and mid-December. The nine products covered in the buy are Griffin Shoe Polish, Bronitin Tablets, Black Flag Insecticides, Easy-Off Oven Cleaner, Dristan decongestants, Wizard deodorizers, Sani-Flush, Freezone, and Sperfi Preparation H.

**Over the mark** - International billing at Young & Rubicam has risen about 75% in the past five years to almost $105 million in 1967, the agency has reported. The billing outside the U.S. was revealed following an international managers meeting recently held by Y&R in London.

High-powered religion - RCA is producing four 100-kw short-wave transmitters for the World Radio Missionary Fellowship Inc., operators of HCJB Quito, Ecuador. Now broadcasting on five frequencies simultaneously with 30 kW each, HCJB will about triple its program coverage with installation of the new transmitters. The acquisition is part of an expansion program including construction of a machine shop.

**Benton & Bowles gets first Italian account**

The new Italian subsidiary of Benton & Bowles announced its first account and the appointment of two managing directors last week.

The new account is S. C. Johnson & Son, Italiana (household products). The B&B group handles advertising for the Johnson organization in the U.S. and the United Kingdom as well.

The new managing directors of Benton & Bowles (Italia) are Dr. Francisco de Barberis, a partner in Studio Testa, Turin, and Crosby Nash, who will be moving to Italy from London, where he has been associate director of B&B Ltd.

**Ohio State honors 39**

**Ohio State honors 39**

**NBC-TV, CBS-TV each take three prizes; ABC-TV wins two**

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 22 television and 17 radio programs on Feb. 15. For network TV programs, the Institute for Education by Radio-Television, a part of Ohio State University, recognized NBC and CBS with three awards each and ABC with two. A special award was presented to NBC-TV for *The Investigation*, "a stark, graphic illustration of one extreme on man's relationship to man." It was cited because "there is no question that television's intimacy makes this drama incredibly compelling, thought provoking and insightful."

In addition to the special award, NBC-TV was recognized for *Life on Other Planets* and Project 20's "End of the Trail," both for children and youth. CBS News captured three awards for adult programing. In the fine arts and humanities it was cited for *The Italians*; in public affairs and community problems, *Morley Safer's Viet Nam: A Personal Report*, and in the personal problems category, *Who, What, Where, Why: The Hippie Temptation."

ABC-TV was recognized for two adult productions: *Robert Scott and the Race to the South Pole* in the natural and physical sciences division, and *General Eisenhower on the Military Churchill*, hosted by Alistair Cooke, in the social-sciences category.

Following is a complete list of the 39 awards:

**Television**

(2) Local formal instruction

Category I - Fine arts and humanities (for children and youth): Pennsylvania State University Division of Broadcasting and Department of Art Education, and Pennsylvania Department of Public Instruction and AEBC, Metal Forms Around Us.

(4) Local informal instruction

Category II - Natural and physical sciences (for adults) (two awards of equal merit): WBKB-TV and Schwartz-Wallace Productions, both Chicago; the World of Andrew W. WNBCTV New York, Sandlot Baller.


Category V - Personal problems (for adults): WNBC-TV New York, A Look the
NCTA alters film with FCC's Johnson

A tentative final chapter was written last week on FCC Commissioner Nicholas Johnson's budding film career, but the indications are that he'll have to live with his star performance in a CATV promotional film for some time to come.

The National Cable Television Association has agreed to dilute the effect of, for the present, and eventually delete the commissioner's remarks contained in an NCTA-sponsored $50,000 20-minute promotional film for the cable industry entitled “CATV: A Response to Public Demand.” The film received a Washington premiere three weeks ago at which time the commissioner was caused no little discomfort (BROADCASTING, Feb. 12).

NCTA said last week that it will insert into current prints of the film (100 were made) an introductory statement by NCTA President Frederick W. Ford. The statement attempts to clarify the commissioner's participation as well as that of Representative Silvio O. Conte (R-Mass.).

AP radio-TV group gives station awards

The Associated Press Radio-Television Association has honored 22 member stations for cooperation in news coverage during 1967.

Special plaques for volume in contributions were given to WBFR Baltimore (1,482 stories), KYK Oklahoma City (1,319 stories) and WQAM Miami (1,125 stories). Other stations receiving plaques were KGRT-TV Harlingen, Tex.; KASY Little Rock, Ark.; WCBM Baltimore; KGHI Billings, Mont., and WALK Pat- chogue, N. Y.

Citations were awarded to runners-up: WMAK Nashville; KQEO Albuquerque, N. M.; WJS Winston-Salem, N. C.; WSAZ Huntington, W. Va.; WKRC Cincinnati; WGAU Athens, Ga.; KKKO Globe, Iowa; and others.

Playing for big stakes in Chicago

Radios and other prizes were showered on over 600 midwestern agency and advertiser representatives last week at the first radio festival of Chicago's Broadcast Advertising Club. But they had to work for it. Spinning program promotional carnival wheels, shooting darts at balloons, or just plain and fancy card shark- ing. Keeping keen eyes on blackjack dealer Gene Taylor (r), ABC vice president and general manager of WLS Chicago, are Dale Stevens, sales manager of WIND Chicago and radio vice president of the ABC who headed festival planning; Peggy Reed, BBDO, and Bill Wilson (t), Young & Rubicam, All major Chicago-area radio stations participated.

(Representative Conte appears in one brief segment to tell how he uses CATV to reach his constituents. It's understood that he did not object to the use of the film clip. Commissioner Johnson appears in five separate film segments or voice-overs for a total of just about five minutes. He objected, principally to the context in which his remarks were placed.)

Spoken introductions In connection with prints already in circulation, NCTA has requested that the Ford statement be read prior to each showing of the film. About 80 prints (either sold or leased) are in distribution throughout the U. S. Once the leased films are returned the statement will be inserted.

The statement by Mr. Ford: “In cable television, as in any new industry, there are problems still to be resolved in which the Congress, the FCC and the courts may be involved. The film you are about to see contains statements by FCC Commissioner Nicholas Johnson and Congressman Silvio Conte of Massachusetts. These gentlemen do not appear as spokesmen for cable television or for the bodies in which they serve.

“Their statements do reflect a keen interest in the present and future potential of the technology used by cable television systems, but should not be construed as endorsement of cable television service to prospective customers or an indication of their support of any governmental policies favorable to the cable industry. We gratefully acknowl- edge their participation in this project.”

NCTA said that in revised or updated editions of the film Commissioner Johnson's remarks will be deleted.

A spokesman for the commissioner said that he was "satisfied" with the NCTA arrangements and considers the incident now "a closed matter."
Drumbeats . . .

Getting the picture • KMTV(TV) Omaha, which bought the famed Bostwick-Frohardt collection of early Omaha and Nebraska scenes shot by one of the nation's most renowned pioneer photographers, has donated a collection of 180 of the historic pictures to the Omaha school system, according to Owen L. Saddler, executive vice president and general manager of KMTV. The large, panel-mounted pictures have been part of a public exhibit at the Joselyn Museum in Omaha during the Nebraska Centennial Celebration. School officials plan to make a mobile classroom and exhibit the pictures in a special truck, circulating it throughout the Omaha school system.

Mrs. America rates 50 states • Noyes, Moran & Co., suburban Chicago advertising agency which also specializes in promotion materials and services to radio-TV stations, has been signed by Mrs. America Inc., Chicago, as national broadcast consultant. The Noyes firm will seek to expand the annual Mrs. America contest into a broader national station promotion event than heretofore with local and state contests in all 50 states. The multiple-contest events provide unique tie-in possibilities for radio-TV station sponsors, according to the Downers Grove, Ill., agency. Mrs. America Inc. is now an interest of Don Young, head of his own Chicago public relations firm.

Community advice • WCCB-TV Charlotte, N. C., has formed a community advisory board. The board, consisting of 13 business, professional and civic leaders, will keep the station advised of the interests and needs of the community as far as television is concerned.

Swinging jingles • Paul Horn, a well-known flautist and composer, has put together a musical orchestra for a singular purpose—to create radio jingles. The orchestra consists of eight brass; tuba; French horn; vibraphone and rhythm section, including two guitars—electric and 12-string—piano and harpsichord. The first result of this melding is a group of station IDs featuring swing waltz, bosa nova and contemporary rhythm signatures and styles. The jingles were created for KMCPC Los Angeles.

The money problem

Secretary of the Treasury Henry H. Fowler last week called on broadcasters to help provide "increased knowledge and understanding" of the international monetary system and the balance of payments problem. He was the speaker at an International Radio and Television Society newsmaker luncheon in New York. Mr. Fowler explained the necessity of President Johnson's proposals in his State of the Union address to increase exports, restrict investments, lending, and travel abroad, increase taxes and enact other anti-inflationary measures. He asked radio and television to "render invaluable service" by creating public awareness.

Poster power • WQAM Miami has combined the current poster fad and requests for pictures of the station's air personalities into a popular promotion. The station offers a large lithograph poster featuring WQAM personalities in 1930's style, perched upon a vintage car, ready to make their getaway. They are giving the poster to listeners through contests both on and off the air.

Poverty-program citation • Dr. Peter C. Goldmark, president of CBS Laboratories Stamford, Conn., has received a national award from the U. S. Office of Economic Opportunity for his efforts in the war on poverty. Dr. Goldmark is chairman of the Committee for Training and Employment. The award is part of the Urban Service Award Program, established to honor those persons "whose dedicated efforts have helped alleviate the problems of the poor in the cities."

TV founder cited • Dr. Vladimir Zwor- rykin, honorary vice president of RCA, has been named winner of the 1968 founder's medal of the National Academy of Engineering. The 79-year-old scientist, who was born in Russia, is the inventor of the iconoscope and the kinescope. His other inventions include infrared devices such as the "sniper scope", an early form of the "electric eye", an electronic diffraction camera and a clock that has no moving parts.

Accepting the replica of an early studio microphone is Reggie Martin (l), vice president and general manager, WSPD, from Clair R. McCollough of the Steinman Stations, president of Broadcasters Foundation.

Pioneers honor 47-year-old WSPD

Honored in its 47th year as a pioneer station that has consistently rendered outstanding service to the public and to broadcasting, WSPD Toledo, Ohio, last week was presented with the eighth annual Broadcast Pioneers "Mike" award at a dinner ceremony in New York. Among dignitaries attending the event were FCC Chairman Rosel H. Hyde; Vincent T. Wasilewski, president of the National Association of Broadcasters; Ohio community and political leaders, including Senator Frank J. Lausche (D-Ohio), and executives of the Storer Broadcasting Co. group. Participating in the program was George B. Storer, chairman of Storer Broadcasting (WSPD was its first station). The station commenced operations April 15, 1921, as WTL; Mr. Storer purchased it in 1927 and the call letters were subsequently changed to WSPD. The Storer group now owns six television and seven radio stations.

Proceeds of the dinner go to the Broadcasters Foundation, the philanthropic adjunct of the Broadcast Pioneers.
BROADCAST ADVERTISING

Eugene J. McCarthy, VP and media director, Young & Rubicam, San Francisco, named director of media relations and planning for agency on West Coast with headquarters in Los Angeles. Eugene J. Grealish, director media relations, Y&R, Los Angeles, transfers to handle major assignment for agency in East.

John S. Bowen, senior VP and management supervisor, Benton & Bowles, New York, elected executive VP and appointed director of account management.

Alfred W. de Jonge, VP in charge of international operations for Benton & Bowles, New York, named senior VP and head of new corporate Benton & Bowles International, that city.

James Miller and Robert Berman, account group heads with North Advertising, Chicago, named senior VP’s.

William M. Claggett, director of frozen products forRalston Purina Co., St. Louis, named director of newly created communication and marketing services department, consumer products division, to handle advertising, media management and promotion.

William H. Genge, member of board of directors, Ketchum, MacLeod & Grove, New York, elected executive VP.

Kevin Begos, creative associate with Knox Reeves Advertising, Minneapolis, elected VP.

Edward D. Brown Jr., account supervisor with Doyle Dane Bernbach, New York, elected VP.

Richard F. Best, administrative manager in creative department, and Irvin N. Lanning and Warren B. Wiethaupt, both senior account executives, elected VP’s of Gardner Advertising, in St. Louis. James D. Weakley, account supervisor, New York, and Don Forbes, West Coast director of programming and manager of Los Angeles office, also named VP’s.

William H. Coleman appointed general manager of Bozell & Jacobs, St. Louis, succeeding Lloyd Graf, assigned to agency’s Omaha office.

Anne Tolstoi Foster, associate creative supervisor on Lever Brothers and Miles Laboratories accounts at J. Walter Thompson Co., elected VP.

Robert G. Ralske, account supervisor with AC&R Advertising, New York subsidiary of Ted Bates & Co., named VP.

Ramon Lago, from Doyle Dane Bernbach, McCann-Erickson and Hicks & Griest, all New York, joins McDonald & Saussy, Nashville, as VP and creative director.

Jim Adair, senior art director with Geer, DuBois & Co., New York, elected VP.

Clifford Ray, account supervisor with Street & Finney, New York, named VP.

Jim Adams, copy chief with Street & Finney, named VP and creative coordinator.

Joseph A. Levy, account executive with Helitzer Advertising, New York agency, named VP.

Ira Slakter, from ABC, New York, joins CBS Radio Spot Sales as assistant to director of sales promotion.

Bruce N. Walen, from Geyer-Oswald and Clyne Maxon, both New York, joins Hicks & Griest, that city, as account supervisor.

Robert G. Patt, with Avery-Knodel, New York, named director of marketing. Ralph Crutchfield, director of station relations for Broadcast Advertisers Reports, joins A-K in New York as director of research.

Martin Cagan, media supervisor with Wesley Advertising, New York, joins Tatham-Laird & Kudner, that city, in similar position.

Emil Dispensa, with Carl Ally Inc., joins Spade and Archer, New York, as senior art director.

Joe Cifarelli, media supervisor at Dancer-Fitzgerald-Sample, and Jack Levins, TV salesman for Peters, Griffin, Woodward, join H-R Television, New York, as western division salesman and eastern division research manager, respectively.

Nancy Stevens and James Santora join Cunningham & Walsh, New York, as research project director and project director in copy research department, respectively.

Peter J. Dalton, VP and media director with West, Weir & Bartel, New York, joins Gardner Advertising, that city, as director of media department.

Kenneth Cowan, director of creative services and sales development for WOR-TV New York, assigned additional duties in charge of advertising and public relations for parent RKO General Inc.

Daniel R. Fineberg, with Gardner Advertising, St. Louis, joins Krupnick & Associates, that city, as director of media and market research.

Kenneth B. Hurd Jr., with Gaynor & Ducas, New York, joins Carl Ally Inc., that city, as account supervisor, American Home Products.

Charlie M oss, copy supervisor with Wells, Rich, Greene, New York, named associate creative director.

Robert Jordan joins Goodwin, Denenberg, Littman & Wingfield, Houston agency, as director of marketing and research.

Dick Calander, sales manager for KNBB San Francisco, joins television sales staff of Edward Petry & Co., that city.

Carlo Anneke joins WKBS-TV Burlington, N. J., as general sales manager and assistant general manager. He was general manager of KTLA(TV) Los Angeles (Broadcasting, Feb. 12).

James K. Wasley, account executive with KSFR(FM) San Francisco, named general sales manager.


Diana Marstella, creative coordinator for Honig-Cooper & Harrington, San Francisco, appointed personnel manager, succeeding Cecelia Miller, who retires.

Deanne Pearson, casting director for Foote, Cone & Belding, Los Angeles, joins Charles H. Stern Agency, that city, as head of children’s department.

Alvin Mullenax, assistant general manager in charge of sales and marketing for WSVA-AM-FM-TV Harrisonburg, Va., named station manager, John T. McNamara, national-regional sales
manager for stations, also named local sales manager.

Kay T. Jenkins, program-sales supervisor with WLOS-TV Asheville, N. C., appointed to newly created post of director of sales development.


Lee Redfield, general sales manager of Metromedia's CKLW Detroit-Windsor, named to Chicago sales staff of Metro TV Sales.

Dick Calender, sales manager, KNBR San Francisco, joins San Francisco sales staff of Edward Petry & Co.

Ollie Hayden, account executive at CBS Radio Spot Sales, Chicago, transfers to New York office.

Phyllis Seifer, assistant manager of advertising promotion for WPIX-TV New York, joins Avco Radio Television Sales, that city, as director of information services.

James A. Sowards, account executive with KNXT-TV Los Angeles, joins CBS TV Stations National Sales, San Francisco, as account executive.

Harold Hinson, with sales department of WBT-AM-FM Charlotte, N. C., named general sales manager. Lovell Waugh, head of sales service and continuity, named administrative assistant to general sales manager.

R. Douglas Oliver, account executive with WLBN-TV Albany, Ga., named local sales manager.

William Morrison, assistant traffic manager for KNXT-TV Los Angeles, named national sales representative. Gus Gourdin, general manager of KDOO-FM San Diego, joins KOB, that city, as account executive.

Mary Arlis Bates, broadcast account supervisor at Foote, Cone & Belding Chicago, joins Earle Ludgin & Co. there as manager of broadcast traffic.

MEDIA


William Mavrides, assistant professor of education and director of instructional media, University of Akron (Ohio), appointed general manager of university's noncommercial WAUP-FM.

Ray McClees, assistant manager of WWCX Ahoskie, N. C., named general manager.

Herman Sitrick, manager of WNUS Chicago, resigns effective March 1.

Doug Berle, with WLEE Richmond, Va., as account executive, appointed station manager of WANT, that city.

Edward F. McLaughlin, general manager, KGO San Francisco, elected VP.

James Parks, station manager of KNBC-TV Los Angeles, resigns effective April 15, Future plans indefinite.

Morris Schechter, treasurer of Reeves Broadcasting Corp., New York, since 1963, elected VP-finance. He will continue as treasurer.

PROGRAMING

Marilyn Hohmann, production assistant with Ralph Edwards Productions, Hollywood, named production assistant to VP and general manager of Hollywood Video Center.


Milton Greene, formerly with United Artists and Twentieth Century-Fox, joins Warner Bros.-Seven Arts, New York, in newly created post of office manager to administer unified operations.

Lawrence C. Einhorn, executive producer with WAKB-TV Chicago, and Arno Marcaccio, producer with WXYZ-TV Detroit, named program director and executive producer, respectively, at WXYZ-TV.


George R. Brown, newsmen with WOR New York, named VP and director of programing.

Jack Swindell, with National Telefilm Associates, joins MGM-TV as head of new Dallas sales office.

Richard D. McHenry Jr., news director of noncommercial KUSC-FM Los Angeles, named talk program producer for 67
KLAC Los Angeles. Mel Leeds, radio commercial producer, appointed assistant program director for KLAC and operations director for its affiliated KMET-(FM) Los Angeles.

Gene Okerlund, music director for KOIL Omaha, joins KDWB Minneapolis-St. Paul as program director.

Walter L. Smith, with WRVA Richmond, Va., appointed operations manager.

Jackson Kane, with WNOR Norfolk, Va., joins KGK Spokane, Wash., as operations manager.

Jay Giles named programing coordinator for WFAA-AM-FM-TV Dallas. Bob Turner, assistant production manager, named production manager.

Barbara Schultz, executive story editor with CBS-TV, New York, named executive producer for CBS Playhouse.

Lawrence A. Rodkin appointed co-ordinator of public service-radio-television programming, University of Illinois, Chicago.

Bruce W. Geddes, producer-director with WTTV(TV) Bloomington-Indianapolis, Ind., joins WKBF-TV Cleveland in similar position.

NEWS

Bill McLaughlin, overseas reporter and bureau chief, CBS News, Bonn.


Donald P. Myers, Denver bureau manager for UPI, moves to New York general desk as writer and editor. Peter A. Cosgrove, UPI engineer, Cleveland, appointed eastern division chief telephoto engineer, Trenton, N. J. Timothy J. Kelly, with AT&T, succeeds Mr. Cosgrove in Cleveland. Roland Lindsey, reporter for Austin (Tex.) American and Statesman, joins UPI, that city, succeeding Terry Young, who resigns to enter PR work. Richard Good joins UPI, Portland, Ore.

Christopher C. Miniclier, writer and editor with AP, New York, appointed East African correspondent, Nairobi, Kenya, succeeding Dennis Needl, named assistant to chief of Middle East services, Beirut, Lebanon.

Jerry Hammons appointed news director for KTXL-TV Texarkana, Tex.-Shreveport, La.

Dan Nelsen, administrative assistant to city manager of Sioux City, Iowa, joins KMBC(TV), that city, as news director.

Bill Winchell, reporter for WTVI St. Louis, appointed director of news for WROK Rockford, Ill.

CBS News recasts six

CBS News has announced following network newsroom re-assignments: Ralph Paskman, assistant director of TV news, assumes additional duties as executive editor, CBS News; Marshall Davidson, director of film operations, named director of operations; Robert Little, foreign assignment manager, and David Miller, national assignment manager, named foreign and national editors, respectively; Arthur Kane, manager, live and video-tape production, named assistant director of operations, and Charles Van Bergen, film supervisor, named manager of film production.

Fred Lewis, news and public affairs director for KGK San Diego, named director of news, sports and special events for KBEK El Cajon, Calif.

Doug Dudley, from KREM(FM) Los Angeles, joins news staff of KHJ-TV Los Angeles.

FANFARE

John C. Burpee, formerly director of advertising and promotion, Avco Broadcasting Corp., Cincinnati, named director of public relations for Ralph H. Jones Co., Cincinnati agency.

Richard Fehr, PR director, Needham, Harper & Steers, New York, joins Rockwell, Quinn & Wall, that city, in similar capacity.

Ed Poulsen and Tom Erwin join Goodwin, Dannenbaum, Litman & Wingfield, Houston, as director of public information and public relations communications director, respectively.

Fred Baum, West Coast publicity manager for Filmways Inc., appointed to newly created post of studio publicity director for CBS Films, North Hollywood, Calif.

Jim Pratt, production manager for WFAA-AM-FM-TV Dallas named promotion manager for TV. Bob Lawler named assistant promotion manager.

Wallace R. Westphal, producer/director with won New York, appointed director of public relations.

Jerry Hahn, manager of KXOL-FM Fort Worth, joins KXOL as head of newly created department of promotion and community affairs.

Carter G. Elliott, regional PR manager for Ampex Corp., Elk Grove Village, Ill., named manager, public relations and advertising, for International Video Corp., Mountain View, Calif.

Jim Cremins, with WBT-AM-FM Charlotte, N. C., named to newly created position of director of promotion and creative services.

Peter C. Weiglin, manager of Mohr & Co., Pittsburgh office, joins WJAS, that city, as manager, advertising and promotion.

Stephen Scott, chief supervisor for food stamp division of Marion county (Ind.) welfare department, joins WFBM-AM-FM-TV Indianapolis as assistant manager, public affairs.

EQUIPMENT & ENGINEERING


Glenn R. Peterson, marketing manager for communication products division of General Electric Co., Lynchburg, Va., named head of GE’s mobile radio business section, that city.

Harry J. Craig, sales engineer in visual communication products division, GE, Schenectady, N. Y., appointed district sales representative, Cleveland office.

Wilford D. Wilkes, transmitter supervisor for noncommercial WPX-TV Clearfield, Pa., joins noncommercial WWVU-TV Morgantown, W. Va., in similar position.

Paul M. (Mike) Hassett, sales manager, commissioned representatives, for Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named director of marketing for switch products division of Oak Manufacturing, that city.

Jim Bebee, with WXYC Cleveland, joins WCOA-AM-FM Pensacola, Fla., as chief engineer, succeeding Jon David Kiker, who joins United Air Lines, Denver.


INTERNATIONAL

Donald Edwards, general manager, local radio development, BBC, London, named to newly created post of managing director, Independent Television News, that city, effective May 1. Nigel Ryan, assistant editor for ITN, named editor, succeeding Geoffrey Cox, who
resigns to become deputy chairman, Yorkshire Television, Leeds, England.

Norman Young, account director at Ogivly & Mather, London, elected VP of New York office in addition to regular duties as transatlantic coordinator on Hertz International account. He will continue to be in London.

James E. Landy, sales manager with Central Dynamics Ltd., Montreal, named VP, general manager, for sales and service of television switching and terminal equipment products.

Robert Lusty, vice chairman of BBC, London, since 1966 and member of board of governors since 1960, retires with no plans announced.

ALLIED FIELDS

A. Louis Read, president of WDSU-AM-FM-TV New Orleans, appointed by President Johnson to National Advisory Council on Supplementary Centers and Services, 11-man special-program evaluation team for elementary and secondary education.


Herbert E. Forrest becomes partner in Washington law firm of Steptoe and Johnson.

DEATHS

John A. Cimperman, 60, director of practices for NBC, died, Feb. 16 at Memorial Sloan-Kettering cancer center, New York, after brief illness. Mr. Cimperman joined NBC in 1960 after 25-year government career with Federal Bureau of Investigation and the U. S. embassy in London. At NBC he conducted continuing research analyses of all practices followed in connection with TV and radio programs. He is survived by wife, Eileen, daughter and two sons.

Henry Parker Smith, 67, manager of WJJS Owensboro, Ky., since 1958, died of heart attack Feb. 17 at Our Lady of Mercy hospital, Owensboro. Mr. Parker started with WJJS Jackson, Tenn., and WLAC Nashville, in 1930’s before joining WKYW Cincinnati in 1947 as commercial manager. He is survived by wife, Tona, daughter and son.

Howard Ellis, 76, senior member of law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, died at his home in Chicago Feb. 18. He had long been champion of freedom of news in law firm representing many broadcast station interests.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 14, through Feb. 21 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical horizontal, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kcs—kilocycles, kw—kilowatts, LS—local sursor, mod.—modification, N.—night, PSA—presure service authority, SCA—subsidy communications authorization. STA—special temporary authorization. T—transmitter, UL—unlimited hours, VHF—very high frequency, vis.—visual, watts.—watts, =—educational.

New TV stations

FINAL ACTION

■ Commission has waived provisions of short-spaced rules (Sec. 73.210) and granted application of St. Louis Educational Television Commission, licensee of KETC-TV to relocate transmitter site southwest of St. Louis 157 miles from center of Evansville and 188.1 miles from site proposed in a pending noncommercial TV application. Action Feb. 14.

OTHER ACTION

■ Review board on Feb. 26 in Jacksonville, Fla. TV broadcast proceeding, Docs. 10834, 17882-84, granted motion for extension of time filed on Feb. 18 by Florida-Georgia Television Inc. and extended to Feb. 27 time for filing oppositions to joint petition for enlargement of issues filed by Florida Gateway Television Co., Community First Corp. and The New Horizons Telecasting Inc. on Feb. 9.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French in Aurora, Ill. (AllJR Broadcasting Inc. and South Kane-Kendal Broadcasting Corp.) TV ch. 60 proceeding, reopened record; granted request by South Kane-Kendall Broadcasting Corp. for leave to amend application to update information with respect to additional business interests of one of its stockholders; and closed record (Docs. 17407-8). Action Feb. 12.

■ Hearing Examiner Jay A. Kyle on Feb. 15 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV channel proceeding, continued hearing scheduled for March 20 to March 21 (Docs. 19889-94). Action Feb. 15.

■ Office of Opinions and Review on Feb. 16 in Chicago (Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council) TV ch. 38 proceeding, granted request by Chicago Federation of Labor and Industrial Union Council to extend time to Feb. 26 to respond to application by Chicagoland for review (Docs. 19669, 19681).

CALL LETTER APPLICATIONS

■ Rochester Telecasting Co., Rochester, Minn. Requests XCTR-TV.

■ Shugirthana Broadcasting Inc., Oneonta, N. Y. Requests WCAJ-TV.

Existing TV stations

FINAL ACTIONS

KECC-TV El Centro, Calif.—FCC granted modification of CP and waived Sec. 73.608 of rules and granted application of Tele-Broadcasters of California Inc. for mod. of CP to change ERP, trans. and ant. system, of KECC-TV. Action Feb. 14.


WFRT-TV New Bedford, Mass. — Broadcast Bureau granted license covering changes in station and license to utilize formerly licensed main trans. as alternate main trans. Action Feb. 15.

KSHO-TV Las Vegas—Broadcast Bureau granted mod. of CP to change ERP to 204 kw visual, 40.7 kw aural; transmitter and

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, February 26, 1968 69
New AM stations

APPLICANTS

Sanford, Fla.—Blue Ridge Broadcasting Inc. Seeks 1180 kc, 250 kw, P.O. address: Box 793 Seneca, S. C. 29678. Estimated construction cost $31,030; first-year operating cost $48,000; revenue $50,000. Principals: J. A. president, and Virginia G. Gallimore, vice-president-treasurer (each 50%). Mr. Gallimore is 52% owner of The Journal and Tribune (Seneca, S. C.) and The Messenger (Gaffney, S. C.) and is owner of WLFJ Lafayette, Ga. Mr. Gallimore is 50% owner of WLFJ. Blue Ridge Broadcasting Inc. of which Mr. & Mrs. Gallimore each own 50%, is 100% owner of WSNF and WBFM, both Seneca, S. C. Ann. Feb. 21.

Flora, Ill.—Douglas Radio Inc. Seeks 1550 kc 5 kw, P.O. address: 3001 Elahsa Avenue Zion, Ill. 60099. Estimated construction cost $19,000; first-year operating cost $20,000; revenue $28,000. Principals: Donald E. Cutta, president (63.3%), William H. Beach, secretary-treasurer (33.3%), and Ross Massey, vice president (3.3%). Mr. Cutta is the owner of all interests. Mr. Beach is manager of lumber company. Mr. Massey has other business interests indicated. (See also 'Reports of applications'). Ann. Feb. 19.

Council Bluffs, Iowa.—Mr. & Mrs. Lawrence W. Atsinger, Sr. seek 1230 kc 10 kw, P.O. address: Box 2455, Council Bluffs, Iowa 51501. Estimated construction cost $39,000; first-year operating cost $36,000; revenue $36,000. Principals: Mr. & Mrs. W. A. Sr., partners (50%). Mr. & Mrs. W. A. Jr., CPA and 50% owner of ladies clothing store in Council Bluffs. Mr. & Mrs. W. A. Jr. are anesthetist and ambulance owner WAGS Blisumphville, S. C. and owner of restaurant. Ann. Feb. 21.

Charlottesville, Va.—Charlottesville-Abell-Marble Broadcasting Inc. Seeks 1470 kc, 10 kw, P.O. address: 1310 Brevard Road, Hendersonville, N. C. Estimated construction cost $52,000; first-year operating cost $60,000; revenue $48,000. Principals: Austin M. Sheffler Jr., Donald H. Holland and Cecll A. Bowers, all general partners. Mr. Holland is president and general manager (each 24.5%). Milford R. Quinn owns 51% of whole food supply business. Messrs. Gerald H. and J. J. Quinn each own 24% of wholesale grocery business. Ann. Feb. 21. Camden, S. C.—McCorker Broadcasting Co. Seeks 1130 kc, 1 kw, P.O. address: Box 428 Camden 29020. Estimated construction cost $30,834; first-year operating cost $48,800; revenue $48,800. Principals: Martin M. Sheffler, Mr. H. and D. Hydrick, vice-president-treasurer (each 50%). Mr. Hydrick is CPA and 50% owner of ladies clothing store in Camden. Mr. Hydrick is also a real estate and investment company, has interests in two mobile perfume companies and has general real estate investments throughout Virginia. Mr. Hydrick is sales executive with advertising agency, owns advertising agency. Ann. Feb. 19.

OTHER ACTIONS


Dodgeville, Wis.—W. D. Hamlin d/b/a Dodgeville Broadcast Bureau granted 810 kc, 250 kw, P.O. address: 110 Dodge St., Mineral Point, Wis. Estimated construction cost $50,000; first-year operating cost $50,000; revenue $50,000. Principals: Mr. D. Hamlin and Dr. Hamlin. Mr. D. Hamlin is surgeon and motel owner. Ann. Feb. 18.

CALL LETTER APPLICATIONS

South Cobb Broadcasting, Austell, Ga. requests WACX.

B-K Broadcasting Co., Chardon, Ohio, requests WBKC.

CALL LETTER ACTION

Green Valley Radio, Del Rio, Tex. Granted KXDR.

Existing AM stations

APPLICATIONS

KXOW Hot Springs, Ark.—Seeks CP to make changes in ant. system. (Increase height); Increase MEV; and change ant. (shorter, same site). Ann. Feb. 19.

KGO Palm Desert, Calif.—Seeks CP to increase power from 500 kw to 1 kw; make changes in DA pattern. Ann. Feb. 18.


WYSE Inverness, Fla.—Seeks CP to change hours of operation from day time and make changes in ant. system. (Increased time and make changes in ant. system). Ann. Feb. 19.

WLZ Lake Worth, Fla.—Seeks CP to increase power from 500 kw to 1 kw. Ann. Feb. 18.

WYFE Rockford, Ill.—Seeks CP to increase power from 500 kw to 5 kw, and move to new trans. to Shaw Road, 5 mi north of Rockford and install new trans. Ann. Feb. 16.

WPVL Palenville, Ohio—Seeks CP to change ant. from directional to nondirectional antenna and make changes in ant. system) change station designation to Bloomington, Ill. and request waiver of Sec. 13.151 of the Rules of CW1 Feb. 17.

KHEK El Paso, Tex.—Seeks CP to change ant. from nondirectional antenna to center of El Paso; make changes in daytime DA system and make changes in day and nighttime DA patterns. Ann. Feb. 19.

FINAL ACTIONS


WWXI Atlanta—Broadcast Bureau granted mod. of license to operate main trans. (DA); increase authorized to unlimited. Ann. Feb. 13.

WQXI-Broadcast Bureau granted license covering change in ant. system and make changes in ant. system) change station designation to Knoxville, Tenn., and request waiver of Sec. 13.151 of the Rules of CW Feb. 17.

KHEX El Paso, Tex.—Seeks CP to change ant. from nondirectional antenna to center of El Paso; make changes in daytime DA system and make changes in day and nighttime DA patterns. Ann. Feb. 19.

OTHER ACTIONS


Hearing on station WILF-Fl from Feb. 3 in Henrietta, Geneseo and Warsaw, all N. Y. and regulated by NYWIS Inc.” (Oxbow Broadcasting Corp., John D. Weekes, AM proceeding granted petition by Oxbow and reaches the decision of the agency, granted on Feb. 20 to March 8 (Docs. 17013-1).

CALL LETTER APPLICATIONS

South Cobb Broadcasting, Austell, Ga. Requests WACX.

B-K Broadcasting Co., Chardon, Ohio, Requests WBKC.

CALL LETTER ACTION

Green Valley Radio, Del Rio, Tex. Granted KXDR.

BROADCASTING, February 26, 1968
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Feb. 15, 1968

ON AIR OR NOT ON AIR

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CP's</th>
<th>Authorized</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,150a</td>
<td>15</td>
<td>86</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,758</td>
<td>40</td>
<td>2,048</td>
</tr>
<tr>
<td>Commercial TV-HFS</td>
<td>453a</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>118a</td>
<td>27</td>
<td>161</td>
</tr>
<tr>
<td>Educational FM</td>
<td>323</td>
<td>6</td>
<td>39</td>
</tr>
<tr>
<td>Educational TV-HFS</td>
<td>96</td>
<td>2</td>
<td>98</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>53</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 In addition, two AM's operator with Special Temporary Authorization.
2 In addition, three VHF's operate with STAs, and two licensed UHF's are not on the air.

STATION BOXSCORE
Compiled by FCC, Dec. 31, 1967

<table>
<thead>
<tr>
<th>COM/LAM</th>
<th>COM/LFM</th>
<th>COM/LMU</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,153</td>
<td>1,732</td>
<td>611</td>
<td>320</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>16</td>
<td>48</td>
<td>34</td>
<td>6</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>17</td>
<td>252</td>
<td>171</td>
<td>38</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,258</td>
<td>2,031</td>
<td>822</td>
<td>362</td>
</tr>
<tr>
<td>License deleted</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

ON AIR

1 In addition, two AM's operator with Special Temporary Authorization.

OTHER ACTIONS

- Review board in Winchester, N. C., AM proceeding, Dec. 1487, granted petition for leave to amend and for official notice filed January 19 by KGXI. Action Feb. 16.
- Commission has waived three-year ownership rule and granted application for assignment of license of WRBC Lenoir City, Tenn., from WRBC Broadcasting Inc. to WRBC Broadcasting Corp., in accordance with complaint filed by WRBC Inc. licensee of WRRC Lenoir City, was denied. Action Feb. 14.

CALL LETTER APPLICATIONS

- EKMO, Golden State Broadcasting Inc., Tucson, Ariz., Requests KHTT.
- KQCY, Plumas County Broadcasting Co., Quincy, Calif., Requests KPCO.

CALL LETTER ACTION

- KEKQ, Wheatland, Calif., Requests KQK

New FM stations

APPLICATIONS


1 In addition, two AM's operator with Special Temporary Authorization.

LEGAL ACTION

- Hearing Examiner Forest L. McInerney in San Clemente, Calif., filed interlocutory action for leave to file motion by applicants and continued from Feb. 12 to April 12 date for exchange of written exhibits. Original record is from Feb. 27 to April 30, or to earlier date which may be specified by FCC in order to complete consideration of record. Action Feb. 15.

BROADCASTING, February 25, 1968

1 In addition, two AM's operator with Special Temporary Authorization.
**RULEMAKING PETITION**

C Camden, S. C. — The Kershaw County Broadcasting Bureau has submitted a rulemaking petition on the condition of the station being protected against interference. The petition was presented to the Bureau on February 5, 2016.

**CALL LETTER ACTIONS**

- **William** S. Digby, Magnolia, Ark. Granted KFDFM(FM) to the station.
- **Twin States Broadcasting Inc.**, Sylvania, Ohio. Granted WGLN(FM) to the station.

**DESIGNATED FOR HEARING**

- **Pompano Beach, Fla.**—The World Classic Radio Foundation Inc., Almaden Inc., of Florida, and Sunrise Broadcasting Corp., has been designated for consideration of the Bureau on February 16, 2016.

**Existing FM Stations**

- **KWCR(FM)** San Bernardino, Calif.—Broadcast Bureau granted the station's license renewal for the installation of new station, change in ERP and ant. height, and change in ERP and ant. height. (BLED-622) Action Feb. 13.
- **KEZ(FM)** San Mateo, Calif.—Broadcast Bureau granted license covering new vertical type ant. Action Feb. 18.
- **WGAS(FM)** Auburn Heights, Ark.—Broadcast Bureau granted renewal of license for FM station and SCA. Action Feb. 16.
- **WILT(FM)** Lowell, Mass.—Broadcast Bureau granted license renewing of license for FM station. Action Feb. 16.
- **WMIC-FM** Sandusky, Mich.—Broadcast Bureau granted renewal of license for FM station. Action Feb. 15.
- **KCMC-FM** Alexandria, Minn.—Broadcast Bureau granted renewal of license for FM station. Action Feb. 15.
- **KDNA(FM)** St. Louis—Broadcast Bureau granted renewal of license for FM station, specify new station and remote control location as 4367 Westminster, St. Louis, Mo. ERP to 50 kW. Action Feb. 16.
- **WWCAF(MC)** McComb, Miss.—Broadcast Bureau granted license renewing of license for new FM and specify studio and remote location as 612 Delaware Avenue. Action Feb. 15.
- **WKN-1**, Newark, N. J.—Broadcast Bureau granted license renewing of new FM. Action Feb. 15.

**LICENSES, ALL STATIONS**

- **Broadcast Bureau granted licenses covering new VHF TV station.** Action Feb. 19.

**CATV**

- **CATV PROPOSALS**
  - **Hearing Examiner** Benjamin P. Cooper, in Miami, Calif. (General Counsel, CATV Corp.). CATV proceeding, granted petition by CATV Electri sec. to modify new station, Feb. 12 to April 15 date for exchange of written exhibits; from Feb. 19 to April 22 date for hearing. Hipser earliest dates as stated by Examiners, and CATV Corp. petition for reconsideration (Doc. 1948) Action Feb. 15.

**Chief Hearing Examiner** James C. Cunningham in Akron, Lorain, Cleveland (Chief Hearing Examiner, Lorain Cable TV Inc. and Teleman Inc.)
CLASSIFIED ADVERTISING

Deadline: Monday Preceding Publication Date

Display ads $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.

No other classification commissions on —word—$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W.
Washington, D.C. 20036

RADIO

Help Wanted

Management

Wanted/professional producer looking for first shot at management/number one rated/west/secured future/growing, expanding, deluxe facilities/top dollar potential/ get excited/move your cool/Box B-223, BROADCASTING.

General manager needed by successful AM-FM in northeast small market. Must be able to sell and handle business in Florida. Send resume and salary requirements. Excellent starting salary plus commision and fringes. Box B-491

We're looking for an ambitious man, 28-35, with solid sales and program building to report to the general manager of station in medium market of North Carolina. Send complete resume. Box B-597, BROADCASTING.

Manager for new full-timer in small northern Arizona city. Interests handle Radio/TV. Some ownership available. Send complete resume and pictures. Box B-322, BROADCASTING.

Go with a winner! Write KVON, Napa, Calif.

Immediate opening experienced saleswoman country and western format—600 watt-810 kw. References required. Contact Ray Tolar, WKHC, Franklin, Tenn., Sales—helpful! Would you like generous starting with excellent career opportunities? Contact management. No collect calls, no resumes, just you in person, at your expense. Contact Tom Armstrong, WFLA, Radio, P.O. Box 663, Greensboro, North Carolina, 315-275-4464, 615-416 FM only.

Top rated station, outstanding market acceptance, seeks young aggressive man experienced in radio sales. If you have a proven sales record and are willing to work hard, enjoy the challenge of working for a station that offers you the opportunity to progress according to your own ability, to sell professionally, live in a beautiful area, with excellent living conditions. Money commensurate with ability and year experience. Send resume and picture to: Don Fouts, WROV Radio, Roanoke, Virginia 24015.

Announcers—(Cont'd)

On the way up? This could be it! Mid-Atlantic market of 400,000 $ kw needs major. Excellent starting salary plus commission. Evening shift. Salary open. Tape and resume to Box B-134, BROADCASTING.

Announcer-professional delivery: good voice; production ability preferable. Morning shift. Top salary—$2,500. Salary plus commission. Box B-236, BROADCASTING.

Announcer: professional delivery: good voice; production ability preferable. Morning shift. Salary open. Tape and resume to Box B-134, BROADCASTING.

Announcer-professional delivery: good voice; production ability preferable. Morning shift. Salary open. Tape and resume to Box B-134, BROADCASTING.

Announcer—(Cont'd)

Progressive Virginia modern country station is looking for a mature professional announcer. Bright sound and tight production a must. We pay above average and you would be joining an above average team. Air check and full details to WXCX, P.O. Box 1001, Harrisonburg, Virginia.

Straight staff board announcer. Network station. 3rd engineer required. Must be immediately available. Beginner considered, must have good voice. Experience preferred. WLDB, Atlantic City, New Jersey.


Top rated station outstanding market acceptance, seeks smooth, creative top 40 announcer. Must have good voice, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience. Good voice. Send tape with picture to Don Fouit, WROV Radio, Roanoke, Virginia 24015.

Leading AM-TV operation has opening for topflight night time announcer, with some television if qualified. Send tape. WSAV Radio, Savannah, Georgia.

Central New England's top FM stereo station has a pressing need for an announcer-coproducer, strong on creative copy. This $2,000 wait good music outlet serves five states. We offer tremendous growth potential for the right man. Endorsed 3rd phones only. Start at $725.00. Write or call Peter R. Smith, WRSB, F. O., 9 First Side Station, Worcester, Mass. 01601.


Immediate opening for experienced announcer with first phone for night shift. Reply to WXYR, 20036, BROADCASTING.

Need mature announcer for MOR top Ohio station in single station market. Excellent starting salary for right man. Call 658-3715 in Bryan, Ohio.

If your're saying something and have a first ticket—call 617-677-6477 collect. Also need newsmen or news director with first ticket.

Technical

Director of engineering needed for group of three stations. Good salary for experienced man. Box B-325, BROADCASTING.

First phone—maintenance and operation for new Xunnahar TV station in the east with new equipment. Send resume to Box B-305, BROADCASTING.

Chief engineer, excellent facilities. Little maintenance. Excellent opportunities in FM and AM. No snow, ice, snow, tornadoes, sandstorms, hurricanes. Mexico is next door. Send complete details to KVOS, Laredo, Texas.

Help Wanted

TECHNICAL—Continued

First phone man for transmitter, no experience. Apply to Technical Director, Station WAMD, Aberdeen, Md.

Immediate opening—engineer for AM-FM station. Excellent salary, good benefits. Heavy tourist resort area offers unlimited fringe benefits. Must be available immediately for supplementing salary, if interested. Year-round activities if you’re a sportsman. Salary open. Write or call Manager, WCSV, Radio, Cheybar, Michigan.

Immediate opening in top AM-FM, Atlantic, Fla. Apply to Manager, Box 215, BROADCASTING.

NEWSPAPER

New director for Midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well-organized, creative applicants with journalism degree and newspaper experience send complete resume and photo to Box A-230, BROADCASTING.

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape and photo to Box A-341, BROADCASTING.

Newman, 21, with experience, or potential, seeks station in TV near single upper south. Chance to grow, 6 person department. Recent college and salary requirements to Box B-138, BROADCASTING.

Top rated TV news operation needs all around newsman. Will consider radio experience and management. Must have proven ability to work in a group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.

Newsmen—top news operation, accept local news, state capital coverage, 2 mobile units, information network, flagship station of single group, with opportunity for rapid advancement. Send resume and salary requirements to 16th Floor, WRC, Washington, D.C. 20075.

Newman—immediately available for major broadcast market. Almost new, single family. Buffalo, N.Y.

Newman—experienced in gathering, writing, and on-air reporting. Send resume, samples of work, tape, and advise of minimum salary requirements to John M. Sherrill, Manager, WKKF, Key West, Florida 33040.

Suburban New York station needs newsman to handle important show. Must be able to gather, write & broadcast. Heavy emphasis on local news. WILN, Peekskill, N.Y.

Help! Need top notch newsmen. If you’re good and news is your “bag” we want to talk. We’re 10,000 watts! If you wish to be number one this year call 305-262-6452. No collect. Ask for manager.

We’re still looking for a radio-TV newsmen. On camera experience desired, but not necessary. Must have good references. Good change for radio man to move up to TV. Contact Ron Hall, 817-FLD-4651, Waco, Texas.

Production—Programming, Others

Production—Progranming, Cont.--Continued

Wanted radio pro for forty hour board and production shift. Only experienced adult, creature person— apply. Need for Florida based AM FM stereo operation. Apply to Box B-130, BROADCASTING.

General manager. Strong on sales. Creative, innovative in programming. Good administrator, must be able to handle successful all around broadcaster. Wishes to relocate in small market and be able to make a mark. Versatility, compensation pay off. Box A-323, BROADCASTING.

California station owners—general manager available immediately. Record will prove aggressive, creative radio television record. Box B-182, BROADCASTING.

Let a station manager run your station. As your manager. He’s bringing the experience of twenty years working in all phases of radio, an overwhelming amount of know-how and technical ideas. He has worked for agency and directly with retailers. Write or wire. Box B-230, BROADCASTING.

As station manager will increase revenue as your best salesman and offer aggressive sales direction. Increase station acceptance with 20 years uninterrupted experience, broadcast thru station managership. Box B-251, BROADCASTING.

General manager. Four years experience available due to station sale. Now in top 100 market but will consider smaller markets. Strong record (1st Strong Station-a year), programing, FCC regulations and procedures. Box B-288, BROADCASTING.

Mr. Owner: interested in this man? College graduate, large family, hard worker, successes preferred. DJ and newscaster, can name it, do anything from producing to announcing. Box B-313, BROADCASTING.

Experienced salesman with broadcast endorsement 3rd, married, age 36. Have combination sales experience. Desire to sell adult sound permanently. Box B-288, BROADCASTING.

Sportscaster. Experienced. Superb play-by-play skills. Some TV. Box B-204, BROADCASTING.

First phone combo: experienced, college, management, straight, like? Box B-158, BROADCASTING.

DJ, tight board, sold news commercials, top play-by-play for major market with top market ratings. Box B-301, BROADCASTING.

Attention citizens by the sea: Talented disc jockey who can do everything... interviews, promotions, production, call-in news and management. 10 years experience. Am not excluding small market by the sea. Box B-246, BROADCASTING.

Help! Prisoner medium in market! Have creative top-40 show, humorous voices, four years experience, college. Must escape! Key hidden in Box B-251, BROADCASTING.

Sweeping rock & roll dj with 3rd phone and broadcast endorsement deserves small to medium market and 3rd letter. Has experience for tape and references. Box B-261, BROADCASTING.

Former university basketball star, now actively working as sports commentator and play-by-play pro for major market radio—desires sports position in major market. Box B-306, BROADCASTING.

Ambitious young family man, draft exempt, class ticket, 21 yrs experience, excellent references. Can be produced. Job prefers top or MOR. Looking for permanent position in Florida with advancement. Write Box B-263, BROADCASTING.

Lively young top 40 jock. First phone. Experience! Box 215, BROADCASTING.

Radio-television, all phases, I can do any job better. Box B-365, BROADCASTING.

Situations Wanted

Announcers—(Cont’d)

College degree, four years experience third endorsed 22 years old. Marriage - marriage—marriage. Seeking to establish broadcast career. Exempt. Seeking MOR station in south Florida. Responsible, mature voice, now morning man in 500,000 plus market. Box B-303, BROADCASTING.

Almost two years experience, some college, no family. Apply to Box B-289, BROADCASTING.

Announcer with professional sound, mature, MOR personality, college graduate, five years experience. Box B-278, BROADCASTING.

Dj—newscaster—salesman. Experience, college, college, college. Must be available immediately. Write or call. Edit and write news, Draft exempt. Box B-237, BROADCASTING.

Female disc jockey, announcer, newscaster. Tight board, third endorsed. Creative com- mercials or writing, versatile. Sales, aggressive, dependable. Box B-285, BROADCASTING.

Excellent voice and references, young professional west coast announcer. Immediately available due to unprecedented circumstances. Box B-255, BROADCASTING.

Sportscaster. 21, play-by-play, college, draft exempt, great night experience. Box B-294, BROADCASTING.

Busy manager’s right hand man! Top flight air man, strong copy and production. Seven years experience. Not interested in radio. Please write or call. Box B-288, BROADCASTING.

You name it, talk to television. 20 years experience with world’s largest radio-television network. Phone Only. Box B-298, BROADCASTING.

Announcer, dj, authoritative newscast. Mature sound, looking to settle. Box B-307, BROADCASTING.

Authoritative newscaster, dj, announcer. Family man, no floater. Box B-308, BROADCASTING.

Great sound, creative, witty! I lie a lot, but do have 1 years large market experience. Young, college, college, college, college. Please write, third endorsed, responsible. Need PTF, or announcements or something, talk about what you need. Box B-399, BROADCASTING.

Large market drive time lock now at modern country station. Six years experience. Family man. Prefer top-forty or modern country. To far west, will consider other large markets. Good solid production, commercials, delivery. Box B-310, BROADCASTING.

Versatile, young, experienced, third phone. Frequently, you are known for all around ability in Florida only. Specially: MOR combo work, but can adapt to any format. College, strong, draft exempt. Please write or box any time. Box B-315, BROADCASTING.


Radio-TV announcer, college grad, 24, draft exempt. Seeking first position and eager to work hard. Free to relocate. Jim Blume. 12530 Elm, Blue Island, Ill. 60401, or (312) 388-2172.


Female voice major experience mature voice available immediately. 509-MAF-1409.

Available March 15—announcer—10 years experience. First class license—modern country or middle-of-the-road—Bob Millspaugh. Rt. 6, Box 2118, Hot Springs, Arkansas 71901, phone CO 2-1706.

Announcer, first class license, Broadcasting experience. Please contact Paul 207-854-3834.


Career Academy graduate—dependable—pleasant voice—strong dj, commercial, third endorser. Four years experience.

First phone, married, experience top 40 and C&W, available immediately, contact Don Yager, 1260 E. 38, Albany, Oregon.
Situations Wanted
Announcers—(Cont'd)

Bright air personality, not a floater, or prima donna, veteran play-by-play man. Experienced French dj seeks employment on French speaking stateside station, preferably New York or New England. Has lived on the most powerful commercial station in the world. Call Larry Bennett, Box 262, Montserrat, British West Indies.


Fully experienced British ex-pirate dj, previously with British Forces Network, now with the most powerful commercial radio station in the world. Seeks a good swinging stateside station. Box 104, Station 21, Radio Antilles, Box 262, Montserrat, British West Indies.

Hard worker loves west; 3rd/end. Personality test in all phases. 7718 Amber, Stockton, California 95207.

Technical

Experienced chief engineer desires position in midwest or central Florida. Box A-304, BROADCASTING.

First phone/day/eve. Fifteen years experience with medium market in order to write a book. No maintenance; will work if necessary. Box B-287, BROADCASTING.

NEWS


TELEVISION—Help Wanted

Sales

Southwest TV major network middle west. Exceptional opportunity for salesman of proven ability. Must have salesman sales oriented operation. Assume established list with opportunity to grow. Send complete resume including references to Box B-797, BROADCASTING.

WTMJ-TV, NBC in Milwaukee, seeking local salesman to activate local retailers. Prefer young college graduate with good sales records or sales potential. Box 7, West Bend, WTMJ-TV, Milwaukee, Wisconsin 53001.


CBS affiliate in growing southeastern market needs experienced local/regional account executive immediately. Protected account list and excellent compensation plan. Fine opportunity for capable man. Write or call Ed Rizell, Local/Regional Sales Manager, WFMX-TV, Greensboro, N. C.

Announcers

Major VHF color CBS-TV affiliate needs immediate replacement for announcer answering service. Apply by May 14th. Opening opportunity for "up and coming" performer to move up in Salt Lake community. Box immediately to Box B-83, BROADCASTING, station Manager. In care of. Box 100, Salt Lake City.

Newspaper Mexican fellow capable of 16mm silent and sound film filming, writing, reporting, air work and interviews. Send resume and VTR to Stan Scott, News Director, WSTV-TV, Station Manager, Ohio.

Experienced male announcer chance for weather and news shows. Contact Barry Biddle, 43rd Street, Ohio market. 415-225-3010 (no collect calls).

TELEVISION—Help Wanted

Technical—(Cont'd)

Maintenance supervisor — group operation, including transmitter, talent, engineering and equipment opportunities, midwest. Send resume and photo to Box B-318, BROADCASTING.

Immediate openings for experienced television engineers with first class licenses for midwest. Send resume and photo to Chief Engineer, KVJQ-TV, Eureka, California 95501.

Immediate openings for experienced VHF technicians in all color stations. Experience desirable. Excellent pay and benefits. Call R. L. Reynolds, Chief Engineer, WWJ-TV, 622 Lafayette Blvd, Detroit 48231. Phone (313) 263-9541.

Television studio VTR and transmitter engineers for operation, maintenance of ETV systems. Minimum experience necessary. Good benefits. Send resume to: WETV, 115 N. Market St., Lebanon, Pennsylvania.

Television studio technician requires first-class radio telephone license. Minimum three years experience. Write: Lou Bell, Studio Supervisor, Television Station KRTV, 645 Park Avenue, San Jose, Calif., 95110 (408) 266-1111, Equal opportunity employer.

NEWS

News director for midwest radio and TV in competition in town of 100,000. These regional stations have excellent new equipment. They want someone with ambition and organized, creative applicants with journalistic degree and newspaper or broadcast experience send complete resume and photo to Box A-304, BROADCASTING.

Top rates—the operation needs all around newcomer. Willing to move to radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.


News producer for major broadcast, at least 3 years experience. Must have complete familiarity with video tape and film production. Must be prepared to produce an aggressive ½ hour multi-talent newscast. Box B-300, BROADCASTING.

Production—Programming, Others

Combined TV/FM-AM station in Iowa needs 1st class technician in either operations or maintenance. Previous experience not essential. Calling: BROADCASTING.

Stage manager and assistant to film director. Two men with good TV background and less than five years' experience. Production man must have thorough knowledge of color lighting, film processing, and directing potential. Film man must have a background in film handling and on air procedures. "Take charge of department" for opportunity for experience and advancement in a full-color, Illinois CBS affiliate. Box B-287, BROADCASTING.

If you are a truly creative television producer, interested in working in ETV, an individual who knows television production well, can write, is flowing over with ideas, and has the ability to translate informational material into imaginative, creative, stimulating television programs, send a resume and salary requirements to Associate Director, Mississippi Authority for Educational Television, P.O. Drawer 2470, Jackson, Mississippi.

Situations Wanted—Management

Television station manager with impressive commercial and station management, sales, programming, film buying, personnel training and design/construction/opera- tion experience. Box B-288, BROADCASTING. Exp. 15 years. Acquaintances in major markets. Married. Industry and civic leader. degrees, and will grow. Involvement, sense of future and more important than salary. Box B-296, BROADCASTING.

Now v.p. general manager, 41. Experienced in all phases of television and CATV. Community-minded. Involvement, sense of direction and urgency contagious. Adept in orienting groups towards common goals. Subor- danation, concentration, and people skills. Looks for less complex and people intensive. Confident, Box B-288, BROADCASTING.

Executive producer: creative, energetic, productive. Age 29. Seeks to develop experience with network or major market. Box B-250, BROADCASTING.

Sales

Need a TV salesman? College degree in radio-TV, family man, military complete. 7 years experience in most phases of broadcast- ing, past two in top 10 market. Limited sales experience but have area delivery. Want opportunity to grow with progressive organization in Texas or Florida. Box B-383, BROADCASTING.

Situations Wanted—Announcers

Experienced, authoritative airman and reporter. A pro on and off the air. Move to administrative position in Midwest market. Send resume to: CBS TV, 3130 West, Chicago. Have 14 years news director experience. Can film, edit, write and air, sponsor getting, award winning newscasts and documentaries. Excellent recommendations. Box B-195, BROADCASTING.

News director: 31 years old, 12 years experience with 8 in television. Want opportunity to move up in markets, gain larger salary and more challenge. B. A. degree and News communication. Box 313, WJW, Cleveland. Have 14 years news director experience. Willing to locate anywhere, minimum 15,000. Box B-254, BROADCASTING.

Production—Programming, Others

Television program manager with valuable six years experience, can analyze, coordinate, and implement programs. Has strong background in television program department. Box B-182, BROADCASTING.

University television instructor with commercial, educational, and consulting experience in station management, programming, sales, and production. Desires association with large television operation or educational institution. Box B-182, BROADCASTING.

Bottom rung TV artist seeks move up. Shows and production. Box B-179, BROADCASTING.

Have gun—will travel! Training partners with good spread, savvy TV executive, peace, maybe 45er. Good interest in management, creation, production, direc- tion, budget, liaison. Spread can be industr- ial, advertising, educational, news, scholastic, etc. Moneybelt holds average 18-22 years. Box 103, WJZ, Baltimore. Express cowboy sits well, shoots straight, rides tall and has the grand old west for TV. Send contact information. Box 201, Fernandina Beach, Florida, 32034 (702) 716-3021.

Executive producer: creative, energetic, productive. Age 29. Seeks to develop experience with network or major market. Box B-250, BROADCASTING.
FOR SALE—Equipment—(Cont'd)

FOR SALE—Equipment—(Cont'd)


Transistor power. Now put your transistor where it belongs—or, in other words, not where power line happens to be. Use the Transistor AN/PRC-29, a battery operated generator. No moving parts, simple to operate, leave unattended 8-12 months. General Instrument Corp., The Manhattan, New York 59-7, Hicksville, New York 11802, 516-681-4300, ext. 205.

Television radio transmitters monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring daily comic comment introductions. Free catalog. Order Comedy Books, Atlanta, Georgia 30308.

Desjays! 6000 classified ad lines. $5.00. Comedy catalog free, Ed Orrin, Boyer Rd., Mariposa, California 95338.

"Pay Days!! Hours!!"—daily radio gag service—may be available in your market. Sample a month! $3.00, Box 3736, Merchants National Bank, South Bend, Indiana 46612.

Attention top 50 stations. Complete oldies file of 3,000 45's from 1956-1967. All brand-new, top 100 today, only. Private collection. Best offer, Box 2290, BROADCASTING.


Comedy material. Original. terific. Details. 10c. Frankel, P.O. Box 933, Chicago 60660.

Instant gags for radio and TV. Lists of one-liners, gags, gags, station breaks, etc. Listed in free "Broadcasting" catalog. Write: Show-Biz World, 2100-1725 East 28th St., Brooklyn, N. Y. 11239.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also resident classes in Washington, D.C. Free catalog.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved. Accredited for Veteran Training by the National Association of Trade and Technical Schools. Write Elkins Institute, 2600 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Radio License School, with a highly qualified faculty, conveniently located on the loop in Chicago. Fully G1 approved. Elkins Radio License School of Chicago, 1120 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest possible success rate in Theory and laboratory training. Approved for Veteran Training by the Illinois Institute of Radio School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters License School of Atlanta, offers the highest success rate of any First Class License school. Fully approved for Veteran Training. Elkins Radio License School of Atlanta, 1150 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Classes begin May 1st and October 1st.

Announcing, programming, production, newswriting, technical operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most modern broadcasting school including our own, commercial broadcast station. Accredited by the National Association of Trade and Technical Schools.

Box 1720, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations Taken. Box 1720, Now for April 10-June 28. For information, references and reservations write William B. Orgen Radio Operations Engineering School, 5705 Warner Avenue, Huntington Beach, California 92647, (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-15 per week. Classes begin May 1st and October 1st.

Box 1139, Sarasota, Florida.

R.E.'s in the center of the U.S. can train for the Master's Card for Radio Telephone License in only (5) weeks. Total tuition $350.00. Free placement in rooms & apartments $15-10 per week. Classes begin May 1st and October 1st.

R.E.'s or a BROADCASTING office near you or write 3125 Gilham Road, Kansas City, Missouri.

"Yes it's New" R.E.'s at 600 Caroline Street, Frederickburg, Virginia. But it's R.E.'s famous (5) week course for the 1st Phone License that makes the name Vic. Call 372-2911. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, 9607, New Orleans, for radio announcing careers.


First phone in six to twelve weeks through rapid and efficient 4 weeks on the job plus one week personal instruction in Washington, Atlantic, Minneapolis, Denver, Seattle, Memphis or Charleston. Sixteen years FCC license teaching experience. For referenties and reservations write, Bob Johnson Radio License Instruction, 16000 Duncan, Manhattan Beach, Calif. 90266.

Guaranteed first phone, 4.6 weeks, Broadcasters' Training Academy, Box 23471, St. Louis 63104.

WANTED—To Buy—Equipment

We need used, 224, 500, 1 kw & 10 kw AM transmitters. Jacks, Supply Corp., 1314 Hurbide St., Laredo, Texas 78040.

Wanted: guyed or self-supporting tower 16 ft. high. Also, vertical, pedestal mount antenna and 6 bay FM antenna related equipment. 4 kw wind load. Contact William A. Eckberg or Ivar Nelson, KFMY-TV, Blalmar, North Dakota, telephone 701-233-0900.

Stereo equipment needed—Immediate buyer for used Ampex PD-10 stereo duplicator with two bays of three boxes. Box 270, BROADCASTING.

Long Island FM-Wants equipped used remote broadcast van/truck. Box 271, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—helical, styrofoam, polyethylene, etc. Many other items, bargains priced. Write for price list. S. E. Wagner, Box 1003, Oakland, California 94603, phone 415-632-3537.

For sale: must move, real buy on known brand—kw AM transmitter. Box 269, BROADCASTING.

TK-26 color film chain. Has separate centering supply includes processor, shaking and ready for immediate delivery, aperture/corrector, TM-8 & monitor two WL-1 seconds. $8,000. Box 262, BROADCASTING.

TK-26 Color Film Camera available, ideal for low budget color. Material not included. Contact: TK-26, WOJO-TV, P. O. Box 708, LaVerne, Oklahoma, 355-7000.

RF Bridge GR 916A, BC 21 Frequency Meter. CHL Bridge, drafting equipment, LeRoy Templates, pen, etc. Many other items, bargain priced. Write for list. Retired Engineer. Box 274, BROADCASTING.

UHF 12½ kw RCA transmitter (used). Negotiable price to include freight and packing. Installation extra. Package does not include filliplexer which is indifferentely required for each specific channel. Transportation responsibility of buyer. Inspection at seller's option. $75,000.00. Box 275, BROADCASTING.

VTR Modulator/Demodulator (LB.M) alien type 1114 RF, excellent condition, reasonable. Write: Box 276, BROADCASTING.

TK-41-C and TK-41-B modified to 41-C. Box 302, BROADCASTING.

Moteley remote metering and monitoring unit complete with remote studio and transmitter equipment including mounting rack. Excellent condition. Original price of $1,000.00—due to procedural changes will sell this model WQW for a far better price—un questions $750 which we carry as our present deprecation value. For details call or write WQW, 1080 Diversey Pkwy., 1003, Chicago, Illinois 60614.

Fairchild stereo limiter, model 870 and stereo limiter, model 860, both in excellent condition. Contact Chief Engineer, WDIF, 1085 Cook St., 1003, Chicago, Illinois 60614.

Scotch audio recording tape, lowest prices. Tape Center, P. O. Box 4335, Washington, D. C. 20016.

Rust AL-10 automatic transmitter logging system. Unused. Includes two magnetic pulse counters, best-in-class counter with barrier balancing, meter reading sampler unit, one plate current sampler, and two DC offsets for AM operation. Price: $1,400.00. Box 1003, Hastings, Nebraska 68901.

Bud A-130 automatic remote logging unit. System. Unused. Includes two magnetic pulse counters, best-in-class counter with barrier balancing, meter reading sampler unit, one plate current sampler, and two DC offsets for AM operation. Price: $1,400.00. Box 1003, Hastings, Nebraska 68901.


BROADCASTING, February 26, 1968
MR. OWNER . . . WE RECRUIT TOP MANAGEMENT PERSONNEL

GENERAL MANAGERS
SALES MANAGERS
BUSINESS MANAGERS
PROGRAM DIRECTORS
PRODUCTION MANAGERS
NEWS DIRECTORS
CHIEF ENGINEERS

May We Confidently Represent Your Station?

Nationwide Broadcast Personnel Consultants
645 NORTH MICHIGAN AVENUE CHICAGO 60611 AREA CODE 312-337 5318

Production—Programing, Others

Continued

We are looking for a
DYNAMIC NEWS DIRECTOR
Here is your opportunity
to join a live wire radio group & live in "The Land
of Sunshine" in
JACKSONVILLE, FLORIDA
FULL TIME 5000 WATT STATION
ALL NEW EQUIPMENT—STRONG YOUNG
MANAGEMENT TEAM.
If you feel you can qualify
send your photo, tapes & resume to
R. T. OLDENBURG 1435 Ellis Road
JACKSONVILLE, FLORIDA 32205

Situations Wanted—Management

Program Director-Manager
12 years experience in top 50 mar-
kets, heavy sales promotion, write
3636 SW 9th St., Apt. 28, Miami,
Fla., or call 305-379-3846, ext 78.

TELEVISION
Help Wanted—Management

BUSINESS MANAGER
Network owned VHF station in a top
10 market has executive opening for a
top man to assume responsibility for
management and control of all business
affairs. Position offers good potential
for advancement in several areas of
management. If you are looking for a
challenge in the active direction of all
aspects of company business and corpo-
rate advancement send a resume with
photo that outlines your qualifications
and a letter that tells us why you can
help us run a successful business. Send
resume to Box B-173, Broadcasting.

Production—Programing, Others

Continued

PRODUCTION DIRECTOR
Born of the flower generation,
powered by ideas and love . . .
for our business!
Network-owned station in top ten
Eastern market interviewing most
brilliant young production experts
in the country! If you only vague-
ly remember “Lucky License,”
“Money Matchbooks,” Chuck Blore,
and Don Keyes . . . and are now
ready to blaze new trails in radio
. . . we’d like you on our frequen-
cy. Send tape, examples of ideas,
philosophy, references, and pic-
ture to
Box B-255, Broadcasting.

MAJOR N.Y.C. STATION
Seeks top notch PROGRAM
DIRECTOR, who really knows
and can select good pop music,
and keep a top staff on the
ball and happy. Please send
resume of proven experiences;
art; salary, etc., to
Box B-304, Broadcasting.

ANNOUNCER—TOP 40
Midwest Metro Market—Needs
bright sounding young man to
continue with Number One rat-
ings. Tape and details to
Box B-137, Broadcasting.

Major N.Y.C. Station

Seeks top notch PROGRAM
DIRECTOR, who really knows
and can select good pop music,
and keep a top staff on the
ball and happy. Please send
resume of proven experiences;
art; salary, etc., to
Box B-304, Broadcasting.

ANNOUNCER—TOP 40
Midwest Metro Market—Needs
bright sounding young man to
continue with Number One rat-
ings. Tape and details to
Box B-137, Broadcasting.

Major N.Y.C. Station

Seeks top notch PROGRAM
DIRECTOR, who really knows
and can select good pop music,
and keep a top staff on the
ball and happy. Please send
resume of proven experiences;
art; salary, etc., to
Box B-304, Broadcasting.
TELEVISION—Help Wanted
Technical—(Cont’d)

BROADCAST FIELD ENGINEERS
RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacations, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N.J. 08101. We are an equal opportunity employer.

RCA

ENGINEERS

We have an opening for a particular type of engineer. The man we are looking for has been in television for several years, is capable and resourceful, he knows television and is looking for a chance to become a specialist in an area that he likes. He is probably working in a small or medium market station and wants the opportunity to move up to a major market VHF station that has the equipment and the plant to allow him to do his job properly—a station that insists on quality and will go all out to get it. If this sounds like you, call or write me today—what can we lose by talking?

Larry Messenger, Technical Manager, WHYY-TV, Philadelphia, Pa. 19104

WANTED TO BUY—Stations

AM for Sale
Midwest Medium Market Daytimer profitable... good cash flow terms to qualified buyer
Box B-291, Broadcasting.

FM Station Class B
Southern California fastest growing market. Excellent opportunity for money maker.
6th Independent FM Market in United States.
P.O. Box 35272, Los Angeles, Calif. 90035
Phone 213-657-5892

For Best Results
You Can’t Top A
CLASSIFIED AD

La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
212-334-3050

G. BENNETT LARSON, INC.
R.C.A. Building, 3636 Sunset Blvd., Suite 701
Hollywood, California 90069
213-469-1171
BROKERS-CONSULTANTS

Confidential Listings
Radio—TV—CATV

Miss. small daytime 70M terms | Wisc. small daytime 216M cash
Flat. small fulltime 100M nega. | Ill. small daytime 235M 29%
Colo. medium daytime 120M nega. | Azte. small fulltime 90M 29%
Gulf metro daytime 175M terms | Ore. medium fulltime 175M terms
East major profitable 600M 29% | S.E. metro daytime 100M 29%

M. Chapman

Chapman Associates
2045 Peachtree Road
Atlanta, Ga. 30309

FOR THE RECORD 79

Continued from page 73
CATV proceeding, designated Hearing Examiner Forest L. McWeeney in lieu of Hearing Examiner Gifford D. Zier to serve as presiding officer and scheduled hearing conference for March 5, 6 (Doc. 17597-89) Action Feb. 13.


ACTIONS

FCC directed Athens TV Cable of Alabama Inc., owner and operator of CATV system at Athens, Ala., how causes it should not be ordered to cease and desist from refusing to provide program exclusivity to WSHK-TV Huntsville, Ala., in violation of sec. 74.1103 of rules. Action Feb. TV


Commission has authorized operation of CATV systems at Malden, Mo., and Providence, Ky., denying opposition petitions of two licensees in Paducah, Ky., Ind and Cape Girardeau, Mo. Action Feb. 14.

Commission has granted a certificate of public convenience and necessity and granted a waiver of sec. 74.1103 of rules filed by TV Pix Inc., CATV operator at Cannon City and Stateline, both Nevada, and Al Tahoe, Calif. Action Feb. 14.

Commission has deferred action on complaint by Ashtabula Cable TV Inc., in which the CATV system operator at Ashtabula, Ohio, charged that Ashtabula Telephone Co. has undertaken construction of plant and associated facilities to provide transmission and distribution of signals to competing CATV systems without affirmative action commission's authorization. By separate action, commission denied petition for hearing in violation of sec. 74.1103 of rules.

Commission has deferred action on complaint by Ashtabula Cable TV Inc., in which the CATV system operator at Ashtabula, Ohio, charged that Ashtabula Telephone Co. has undertaken construction of plant and associated facilities to provide transmission and distribution of signals to competing CATV systems without affirmative action commission's authorization. By separate action, commission denied petition for hearing in violation of sec. 74.1103 of rules.

Commission has granted request of Shenango Cable TV Inc. for waiver of hearing requirement of sec. 74.1103 of rules to permit CATV systems in Sharon, Hickory Township, and Sharpsville, all Pennsylvania, to import distant signal of WQED(TV) Pittsburgh, for subscribers and public and parochial school systems in communities until activation of the Youngstown, Ohio, educational assignment of Ch. 4, Action Feb. 14.

FCC has directed Center TV Co. owner and operator of CATV system at Warwood, W. Va., to show cause why it should not be ordered to cease and desist from refusing to provide program exclusivity to WSTV-TV Steubenville, Ohio, and WTRF-TV, Wheeling, W. Va., in violation of sec. 74.1103 of rules. Action Feb. 14.

Commission dismissed petition for issuance of a cease and desist order filed by Circle L Inc., licensee of KCR(L)TV Reno.
COMMUNITY ANTENNA ACTIVITIES

The following activities are in community antenna television reported to Broadcasting, through Feb. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

### Indicates franchise has been granted.

#### Milpitas, Calif.-H & B Communications Corp., Nation Wide Cablevision and Teleprompter Corp. (all multiple CATV owners), each has applied for installation of a television station sales agreement which Miller would offer a minimum gross revenues plus $30,000 cash advance. Nation Wide would charge a $2,505 monthly fee for 12 channels with no installation costs. Teleprompter would charge $895 installation fee and a $5,000 monthly fee.

#### Tuscaloosa, X-Mecessary TV Inc. has applied for a franchise. Installation and monthly fees would be $25,000. City would receive 51% of the franchise.

#### Tyler, Tex.—Micanopy TV Inc. has applied for a franchise. Installation and monthly fees would be $20,000 and $5,000, respectively. Firm would offer a minimum of five channels.

#### Tullahoma, Tenn.—Telethorpe Telephone Co. has been granted a franchise. City will receive 30% of the annual gross revenues.

#### Trenton, N.J.—Thomastown Telephone Co. has been granted a franchise. City will receive 35% of the franchise.

#### Tunkhannock, Pa.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Tuscumbia, Mo.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Twps., New Jersey—Wasser-dale Cable Inc. has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Upland, Wash.—KNTM-AM-FM-TV Co. has applied for a franchise to service various areas in the community.

#### Virginia, Va.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Virginia, Va.—Wasser-dale Cable Inc. of Greenvale, has applied for a franchise.

#### Vinyard, Md.—Teletronics Inc. has applied for a franchise to service various areas in the community.

#### Voice, Ind.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Watertown, N.Y.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Waterloo, Iowa—Wireless Cablevision Inc. of Des Moines, has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Wayland, Mich.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westland, Mich.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westerville, Ohio—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westwood, Mass.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### West York, Pa.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westfield, Mass.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Wetumpka, Ala.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Wheaton, Md.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westfield, N.Y.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westland, Mich.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westwood, Mass.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.

#### Westfield, Mass.—Clearview Cable Television Co. of Martinville, Va. (multiple CATV owner), has applied for a franchise. Installation charge will be $10 with a $5 monthly fee. City will receive 35% of the franchise.
VICTOR G. Bloede is the man in the driver's seat at Benton & Bowles, an agency that bills over $192 million worldwide. He was elected president and chief executive officer on Feb. 2, two days after his 48th birthday, and already it has meant new responsibility and readjustment.

To hear him tell it, "the days are longer and busier, though my work is not too much different in scope."

As one of his associates puckishly phrases it: "Vic Bloede the other day stepped down to the presidency." This was a colleague's interpretation of Mr. Bloede's revelation, made during an interview with a reporter several days after the announcement of his election, that "one change in my habits" was the renting of a one-room apartment in Manhattan.

His workday, Mr. Bloede said, was hopefully not "typical" in the job, since he now spends many hours with clients at lunch well into the afternoon as well as at dinner. The apartment is there for him and his wife to use two or three nights a week, so "we'll see a little of each other."

From one wag's point of view, a one-room apartment is not a step up for a family that enjoys a stylish Georgian home in suburban Flandum Manor on Long Island Sound.

It also might be said that a qualification of a Benton & Bowles president is that he be unpretentious and unassuming. The agency is elbowing itself out of its present home at 666 Fifth Avenue; office space is particularly tight on the executive floor (17th). Vic Bloede's current quarters is a two-window affair that's pantry-sized in comparison to some of the sprawling presidential suites at other New York agencies. In contrast to offices he has previously had at B&B, this is also a "step down."

New Billings • But everything else about Vic Bloede's new job, including the responsibility, is up and that's the direction in which he is looking for the agency's immediate future. There's no doubt that Mr. Bloede's energy will be devoted to raising the sights of the agency and the billing.

"A considerable portion of my time," he said, "will be in the creative area. It is what I like to do. The creation of advertising is the most important single function of the ad agency. I have a personal sense of responsibility for the quality of advertising."

But Mr. Bloede, a triple-threat man (copy, client work, company management), emphasized that "most important" in the agency's view is the client. Hence, much of his load will be concerned with that area, he said, "leaving a relatively small amount of my time for administrative duties." The latter sentiment appeared to be expressed more in hope than in fact.

"There is room for much growth at Benton & Bowles," he said. Several areas in which the agency "would very much like to become active" and "would like to be represented in," he indicated, are new automotive, beer, liquor and air-travel accounts. "These areas are all open to us and we can do a superactive job."

Benton & Bowles, which bills almost $145 million in the U. S., is weighted to package-goods accounts (General Foods and Procter & Gamble are two of its biggest), and that's where television comes in. Last year, B&B billed almost $105 million in TV alone.

It's obvious there's an advantage for the man in command at this agency to know his television. Mr. Bloede not only knows it, he talks about how he sees it both today and tomorrow.

A few months ago, broadcasters attending the Television Bureau of Advertisers' annual meeting in New York had heard Mr. Bloede predict what television will be like in 1972.

For one thing, he was quite definite that the 30-second commercial will become the basic unit of sale. Other predictions: There will be more commercials in television, he said, and they will be higher priced, grouped in bigger clusters, and will be delivered by leased line and totally handled by computers.

As would be expected, his views haven't changed in such a short time. But showing the subtle reaction that's part of Vic Bloede, he also qualified his remarks to add that, if anything, his predictions are "coming around much sooner." He said, for example, that "within a year or two," advertisers would already be splitting "time segments" into three units instead of two.

None of these views is a sudden shift of opinion—he expressed similar ones nearly a year ago before the Association of National Advertisers.

Mr. Bloede's career in advertising was whetted just after World War II when he was associated with John Young (cofounder of Young & Rubicam) in Mr. Young's public relations firm of Young & Myers, New York.

It was Mr. Young who assured the young writer that he would make a good advertising man, that he appeared to have "an interest in and a feeling for advertising itself."

The efforts of the campaigns that have given him the greatest satisfaction thus far in his career, Mr. Bloede, a wordsmith, perhaps didn't realize the products he named seemed a pun within a pun. He cited the zest of creating a campaign (he named Zest, a P&G product that the agency introduced by using advertising that was revolutionary) and the crest of activity (he also named P&G's Crest toothpaste, an account he was involved in from the beginning through the product's market dominance). Mr. Bloede's enthusiasm for advertising also applies to his activities with General Foods' Yankee coffee and S. C. Johnson's Pledge furniture wax.

For the nonce, Mr. Bloede has his long days, the one-room apartment and some advertising to attend to. He's postponed a 10-day holiday in the British West Indies for snorkeling and skin diving and restricted his continuing interest in reading. Once he gets his job well under wing, he may undertake "a personal survey to see if there is any other president of an advertising agency who doesn't play golf."

B&B's Bloede steps down to new heights


WEEK'S PROFILE
50 rounds to go

THE news media lost a round to the American Bar Association last week when the ABA's House of Delegates adopted a code that would rigidly restrict the reporting of criminal arrests and prosecutions. But there are many rounds to go. The ABA code becomes effective only if adopted individually by state bar associations.

The House of Delegates' action last week may indeed represent the true feelings of a majority of members, but it also was taken in response to energetic persuasion by a coterie of senior lawyers whose professional reputations had become involved with advocacy of the code. These lawyers took it as a personal challenge to push the code through, despite the reasonable request by the news media for a year's postponement of action.

Now that those personal interests have been satisfied, the leaders of state bars may be in a mood to listen to further argument. There is much to be said in opposition to the code that was passed in Chicago last Monday. Not the least to be said is that the code, if rigorously applied, would lead to a conspiracy of silence among police, prosecutors, defense counsel and courts that could frustrate investigative journalism.

The various organizations of news media that failed in their resistance to the ABA campaign must now intensify their efforts among state bar associations. Their mission passes to broadcasters, broadcast newsmen, newspaper publishers and editors within individual jurisdictions to carry the word to leaders of the bar in their own cities and states.

But these in-state efforts must be begun at once. The action by the ABA's House of Delegates is bound to be taken by at least some state bars as the signal for prompt imitation.

Slow start

PRESIDENT Johnson, after months of deliberation, has completed his nominations of 15 members of the bipartisan board of the Corp. for Public Broadcasting, thus activating Phase II of this country's boldest venture in the subsidizing of a medium of mass communication.

Implementation of the project will constitute Phase III, which presumably will get under way after the Senate confirms the 15 nominees and Congress provides the seed money in excess of that pledged by private interests ($1 million each from CBS Inc. and the Carnegie Foundation).

It is obvious that the project, since being rushed through Congress last session, has lost some of its steam. The Vietnam war and the urban civil-rights problem have unquestioned priority. Moreover, this is an election year.

Add to these disturbing events the dismal showing of the Public Broadcast Laboratory, endowed by the Ford Foundation, since its debut last fall. Although unrelated to the legislative project, its failure to revolutionize viewing habits has affected some of the ardor for CPB. The PBL Sunday intellectual adventure, as far as most of the public and even the usually fawning critics are concerned, has practically disappeared from view.

Basic to Phase III is financing. How will the money to sustain CPB programming be funded? And how can this be done in a manner that will completely divorce the project from both congressional and executive-branch control?

Several plans have been advanced, but none has received anything approaching acceptance of the disparate groups involved. The most prudent proposal, from the Carnegie Commission whose report formed the basis for CPB, was an excise tax on the sales of television receivers, which might yield $100 million a year. But the manufacturers, understandably, have screamed bloody murder and supported a counter-proposal to impose a tax on television advertising profits.

The task of the 15-man board isn't easy. There are no precedents or guide lines. The enabling legislation does not limit the programing of noncommercial broadcasting to educational, instructional or cultural purposes. There's no barrier to competition with commercial programing, although that obviously is not the intent of the act.

With conditions what they are, it is doubted whether CPB will make great strides in this election year. The board, once it is confirmed, will probably find it necessary to undertake in-depth planning before it embarks on a definitive course.

Ray of light

IT isn't in the bag yet, but there are signs of improvement in television business. Salesmen at all three networks say sales for the second quarter are running higher than they were a year ago, and that sounds promising indeed, because at this time last year the slowdown had not yet struck. In the spot-TV business it's a little early to be talking about the second quarter, but there are indications that spot, too, may be starting to emerge from the softness that slowed all advertising media in 1967. Among the guardedly optimistic reports is one from a leading rep who says that for the stronger stations, at least, February and March show the brightest promise since last June.

Anything can happen, as unsuspecting salesmen discovered to their horror less than a year ago, but the current trends seem at least—and at last—to be running in the right direction. They suggest, even if they do not prove, that advertisers are beginning to shake off their doubts about the course of the economy and face the future with growing confidence. When that happens, of course, recovery will be in the bag.

"Remarkable how those CATV outfits are branching out."