The Super Market

Kleenex-Kotex
Mingo Aluminum
FRESHkub
Northern Tissues
Arkins Rotary Tillers
Bergstrom Fagers
White Cloud Tissue
Speed Queen Washers
Delton Rugs
Page Napkins Tissue
Ranger Northland Farm Equip
Wigwam Sox
Mercury Outboards
Veg-All Freshlike
Hamilton Washers Dryers
Kaukauna Klub Cheese
Chilton Ware Aluminum
Paragon Candles

Eagle Knit Gloves
Puffa
R-Way Furnace
Fox River Bed
Monarch Ranges
Waxtex
Oshkosh B’Gosh Overalls
Kohler of Kohler
Gilbert Papers
Madison Pickles
Ansell Fire Protection Products
Charmin Tissue
Anity Belts Billfolds
West Bend Aluminum
F. W. D. Trucks
Simplicity Garden Equip.
Fox Harvesters
Delsey Tissue

Enough of Your Spot Budget going to the Market producing these Nationally-Known Goods?

These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families in the Land of Milk and Money.

Served First By WBAY Television 2

Just ask Blair for the story.
FIRST-RUN TELEVISION SERIES
FROM WARNER BROS.-SEVEN ARTS

THE PROFESSIONALS
13 half-hour TV SPORTS SPECIALS in COLOR highlighted by 23 Pro Stars from Basketball with Wilt Chamberlain to Rodeo with Larry Mahan.

MARINE BOY
78 exciting half-hour underwater adventures in COLOR starring Marine Boy, Neptina and Splasher.

COUNTRY MUSIC HALL
26 swinging Country & Western half-hours in COLOR hosted by award-winning recording star, Carl Smith.

BOSTON SYMPHONY ORCHESTRA
26 one-hour TV CONCERT SPECIALS featuring conductors Erich Leinsdorf, Charles Munch, William Steinberg, Richard Burgin, Aaron Copland.

MAN IN SPACE
6 one-hour TV SPACE SPECIALS (5 in COLOR) about America's trip to the moon and its consequences. Produced with the cooperation of the United States Air Force and NASA.

NIGHT TRAIN
26 one-hour rhythm and blues variety programs showcasing today's big Nashville sound.

NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS
NEW YORK: 200 Park Avenue • (212) 986-1717
CHICAGO: 550 West Jackson Blvd. • (312) 372-8089
DALLAS: 508 Park Avenue • (214) 747-9925
LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771
TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193
The November 1967 ARB Dallas-Fort Worth television audience estimates show the continuing dominance of KRLD-TV in the nation's 12th ranked television market.

Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station by 26.5% more homes per average quarter hour; the third station by 53.4% more homes; and the fourth station by 107.3% more homes.

Contact your H-R representative to take advantage of KRLD-TV's proven dominance.
Million dollar movies

Since beginning of year, Warner Bros.-Seven Arts has put together and is now offering big bundle of recent movies to TV networks. Package includes such blockbusters as "Camelot," "Bonnie and Clyde" and "Who's Afraid of Virginia Woolf?" Reportedly total of 78 movies are included but studio sources indicate package is not quite that big. Price tag on pictures is said to be $1 million per title. ABC-TV and NBC-TV, at last check, apparently have passed offer by, but CBS-TV was negotiating. Networks feel price is overblown for many of pictures in package and also have qualms about how graphic realism of more explicit pictures would go over in living rooms. Even if purchase was made they'd have long wait to find out. Stipulation of deal would be that some of titles wouldn't be released to TV until five years.

Convention package

Paramount Television, which broke into syndication at last year's NAB convention with package of 60 feature films (33 in color), is ready to announce second such portfolio in time for this year's convention. Portfolio II out of Paramount will offer 48 pictures, 28 in color. Since last convention, too, Paramount has inherited all of Desilu Sales Inc.'s product as result of merger. Most important items from that list are 118 episodes of "The Untouchables," 39 hours of "Desilu Playhouse" and 78 half-hours of "The Texan."

Back in harness

P. A. (Buddy) Sugg, who left NBC in 1962 to retire to Tampa, Fla., temporarily came out of retirement last week at request of Dr. Frank H. Reichel Jr., president of U.S. Communications Corp. (owned by AVC Corp.), which last December acquired WPHL-TV (ch. 17) Philadelphia and five UHF CP's owned by Daniel Overmyer. Dr. Reichel said Mr. Sugg is "consultant without portfolio." Mr. Sugg had been executive vice president of NBC-owned stations and spot sales when he stepped down in June 1962. U.S. Communications properties are: KEMO-TV San Francisco, WECO-TV Pittsburgh, WBMW-TV Atlanta, WSCO-TV Newport, Ky.-Cincinnati and KJDO-TV Rosenberg-Houston. Only WPHL-TV is on air.

CLOSED CIRCUIT

Burnett trims staff

Fiscal belt-tightening is underway at Leo Burnett Co., Chicago, with half dozen executive types released, some more to follow. Some staff jobs are not being filled when vacancy occurs. With billing holding even this year agency apparently feels need to keep operations tight, particularly in view of general rising costs. Similiar economy moves made by several New York agencies, including Grey Advertising and Ted Bates.

Wald to NBC News

Shortly to be announced by W. R. McAndrew, NBC News president, will be appointment of Richard C. Wald, vice president of Whitney Communications and last managing editor of New York Herald-Tribune, as vice president, NBC News. New appointment is in keeping with NBC plan to beef up its news operations (1968 budget, $80 million, including sports but no rights).

Mr. Wald, who also had served as HT correspondent in London, will report to NBC News executive vice president Reuven Frank, as does Donald Meany, vice president, special programming.

30's in pairs

Advertising agency sources report that several "orders" for 30-second announcements have been offered television networks "conditioned on 30's being paired" with 30-second commercials of other advertisers. Sources note, however, that there's been no action thus far by networks. Though 30-second announcements' inroads into network TV are deeper, there've been no 30-second unit buys on networks, agency sources report. Recent purchase of 30's by N. W. Ayer & Son for AT&T's Trimline telephone on NBC-TV is for "split 30's," time bought in one-minute units that are then divided into 30-second units in line with current "split-30" policy (BROADCASTING, March 4).

Settlement with ASCAP?

Hope remains alive for settlement of protracted litigation, now going into its seventh year, over what rates TV stations must pay for use of music of American Society of Composers, Authors and Publishers. Leaders of ASCAP and of All-Industry TV stations Music License Negotiating Committee, which initiated suit in October 1961 seeking court determination of "reasonable" rates, held lengthy meeting last Wednesday (March 6). Although neither side came away exuding optimism, both indicated some progress and expressed hope more would follow in another session to be held in next few weeks. All-Industry Committee was led by Chairman Charles Tower of Corinthian Broadcasting; ASCAP delegation was headed by President Stanley Adams and General Counsel Herman Finkelstein.

Pro bono juridico

President's Task Force on Telecommunications, whose executive director Alan Novak is State Department attorney, is using legal technique of "adversary" proceeding to insure receipt of all sides of some very touchy issues (like television distribution). Group already has contracted certain studies to private research organizations, some of which have raised hackles of broadcasters because of obvious wire orientation. Mr. Novak minimizes alarm, explaining such reports will be submitted to broadcast groups for comment and rebuttal, leaving Task Force as arbiter.

Youth job drive

Plan soon to be unveiled for massive all-media campaign for maximum employment of American youth this summer. Under general chairmanship of Vice President Humphrey and with Henry Ford II and Danny Seymour, president of J. Walter Thompson Co. heading business and media divisions, project will take priority over all voluntary campaigns.

Meetings already have been held by Vice President Humphrey with top network brass and by his aides with second-echelon executives. Cooperation has been offered all down the line and it's likely campaign will be meshed into Advertising Council top project as primary move in direction of keeping young people gainfully employed in top 50 urban areas.
is better than good but it isn't good enough. Broadcasters want the best. And even the best doesn't stay that way for long. That's why the best keeps getting better at General Electric. See for yourself at our Booth at NAB.
With 1968 an election year that seems bound to be one of the most controversial in some time, fairness problems are likely to be among those most pressing for most broadcasters. See... 

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Fairness panel held by House Investigations Subcommittee seeks expert opinion on controversial fairness doctrine, but 21 experts called on for advice point in almost that many directions. See...

MANY FAIRNESS ROADS... 31

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Informal meeting between All-Channel Television Society and tuner manufacturers produces bitter feelings because TV set manufacturers didn't show up; UHF group takes its case to FCC. See...

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Radio-Television News Directors Association takes issue with parts of report by President's Commission on Civil Disorders and ABA's Reardon Report affecting trial news coverage. See...

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Elton Rule, ABC-TV president, dons rose-colored glasses, foresees network "turning the corner" in 1968-69 season; early program buys as against participations are "heartening," second-third quarter sales are good, he says. See...

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What makes a station STAND TALL?

Meat sales stopped at 6:00 p.m., so KIRO took action!

For years Seattle consumers lived with a city ordinance which blocked the sale of fresh meat after 6:00 p.m. in this heavy industrial three-shift area.

KIRO, aroused by this infringement on the public's rights, took up the fight to get this ordinance revoked.

Editorializing. Demanding public hearings. Securing 15,000 petition signatures. Gaining Chamber of Commerce and other civic organization support.

Success! The ordinance was changed but the situation wasn't. The Meat Cutters Union contract provided for a 6:00 p.m. closing and the stores agreed not to sell meat after that time.

So the KIRO Crusade shifted, demanding meat be sold after 6:00 p.m.

The stores responded by taking a month-long strike rather than capitulating to the Meat Cutters Union. The Meat Cutters Union Local 81 filed a $100,000 suit against KIRO and the stores. A federal Court dismissed it.

Now the Seattle consumer enjoys the right to buy meat after 6:00 p.m.
Justice intervenes in KFDM-TV sale

SEES ANTITRUST VIOLATION, ASKS HEARING

Department of Justice has stepped in to block sale of KFDM-TV Beaumont, Tex., to Enterprise Co., publisher of only two daily newspapers in that city. Department feels sale involves "serious antitrust questions.

Donald F. Turner, chief of department's antitrust division, requested FCC Chairman Rosel H. Hyde in letter Friday (March 8) not to pass on application without hearing.

He said if hearing is held, department would participate and present evidence. He also offered to turn over to commission staff pertinent information in department's files.

Mr. Turner said department initiated investigation into proposed sale because of Enterprise's monopoly newspaper position in Beaumont and because Enterprise competes with KFDM-TV.

As a result of that investigation, he said, department concluded that proposed acquisition "raises serious questions of illegality" under Section 7 of Clayton antitrust act and, consequently, under public-interest standards of Communications Act.

Besides KFDM-TV, Beaumont is served by KMBT(TV) and four AM and four FM stations.

Action, believed to be first of its kind by Justice, brings into open department's growing concern over antitrust implications in newspaper ownership of broadcast media. Department is understood to be checking into other proposed broadcast-station sales to newspaper-connected applicants.

Action also constitutes modified replay of department's intervention in International Telephone & Telegraph Corp.'s proposed acquisition of ABC. Major difference is that in ABC-ITT case Justice didn't seek to intervene until after commission approved sale, in December 1966. Merger fell apart, however, after Justice took case to court and ITT canceled agreement (BROADCASTING, Jan. 8).

Regardless of effect on KFDM-TV case, Mr. Turner's letter may have impact on commission's policy regarding acquisitions of broadcast media by newspapers. In number of cases involving small communities, commission has permitted acquisitions resulting in single entity owning town's only newspapers and AM and FM stations (see page 40).

Beaumont sale involves purchase price of $5.5 million. Principal owners of channel 6 facility are family of Darrold A. Cannan Sr. (55%) and C. B. Blakey) Locke, president (26%). Mr. Cannan also owns 46.63% of KFDX-TV Wichita Falls, Tex.

Full CATV's originate

Little over half CATV systems originate programs, with time, weather predominant. That's result of mail query by National Cable TV Association, with responses from 324 CATV operators, made public Friday (March 8), week following NCTA-sponsored cablecasting seminar in Salt Lake City (see page 44).

Responses disclosed:

- Almost 52% of respondents originate while more than 48% don't;
- Most often originated programming is time and weather with "talk" programs and sports events ranked second.
- Only about 10% sell advertising with charges ranging from $1 to $30 for one-minute spots; only 87 operators said they planned to sell time at all.

CPB financing out for '68, in for '69

Man who knew told Corp. for Public Broadcasting directors assembled for Senate confirmation hearing Friday (March 8) that CPB can't look for any public funds until after July 1.

Commerce Committee Chairman Warren Magnuson (D-Wash.) said he had agreed on funding plan with Budget Bureau that would mean supplemental budget request expected shortly on Hill is to contain no CPB request ($9 million had been authorized for fiscal 1968 appropriations).

Instead, Commerce Committees are to amend Public Broadcasting Act to authorize $9 million for fiscal 1969, which President presumably will accept.

(Later, Broadcasting was advised that supplemental wouldn't contain funds for equipment and facilities grants, either. Authorization for fiscal 1968, $10.5 million, would remain unused, thus effectively will be lost to program.)

President earlier had told Congress he intended to ask for $20 million for CPB in 1969; $4 million in 1968. Nothing was to be sought for facilities in 1968, a decision educational broadcasters attempted unsuccessfully to reverse (Broadcasting, Feb 5).

Prospects for prompt committee approval of 15 nominees to CPB board (Broadcasting, Feb. 19) were as bright as TV lights in hearing room. Nominees were almost outnumbered by home-state Senators who appeared in their behalf.

Only absentee was CPB chairman-to-be, Frank Pace Jr., hospitalized with...
WEEK'S HEADLINERS

Philip G. Lasky, VP for Westinghouse Broadcasting Co., San Francisco, retires after 40 years in radio-TV to concentrate on personal business interests in other fields. He came to San Francisco in 1935 as VP and general manager of KSFO. In 1940, with associates, he bought KROW Oakland (now KARL). In 1948, Mr. Lasky helped found KPIX(TV) San Francisco, which was sold to Westinghouse in 1954. He continued to manage station and subsequently was named West Coast VP for Westinghouse.

John P. Taylor, manager, marketing services, named division VP for marketing programs of RCA's commercial electronic systems division, Camden, N. J. He will develop overall marketing plans and strategy for division's broadcast, instructional, and communications products. Veteran of almost four decades in the broadcast equipment industry, he will continue present activities as head of marketing services, research, sales promotion, and advertising for division.

Donald Sipes, VP-business affairs, Hollywood, for CBS-TV, moves to New York March 18 to become VP-business affairs for CBS-TV network. He succeeds Salvatore J. Iannucci Jr., who is resigning after 14 years with network, last six spent in business affairs post. Mr. Iannucci will join National General Corp., Hollywood, as VP in charge of administration. Mr. Sipes has been in Hollywood post since March 1965 following two years in New York as director of package negotiations for business affairs department. Gerald Rubin, director of business affairs, CBS-TV, New York, will replace Mr. Sipes in Hollywood. Mr. Rubin joined business affairs department in 1965 as director of package negotiations.

For other personnel changes of the week see FATES & FORTUNES

sudden kidney-stone attack. James R. Killian, Massachusetts Institute of Technology chairman, read Mr. Pace's statement.

In it, Mr. Pace cautioned against expecting "any spectacular results in early stages of [CPB] operation," indicating slow planning and staff selection will be CPB's early style.

CPB was topic of day for Senator Magnuson; he addressed luncheon meeting of American Women in Radio and Television on subject, warning that public-TV should avoid ratings race with commercial broadcasters.

Networks' pricing lists are not discriminatory

Documentation portraying TV network pricing practices as non-discriminatory to small advertisers is being published in journal of graduate school of business of University of Chicago.

Trust of article, by Dr. David M. Blank, vice president, economics and research CBS/Broadcast Group, is that evidence refutes charge—and belief—that still persists among important observers of TV business that "the television networks' pricing practices involved the granting of volume discounts which permitted large advertisers to make prime-time purchases on the networks on much more favorable terms than were available to small advertisers," from which number of anti-competitive economic consequences were held to flow.

"Yet the truth is that, at the time of the charges and since, no such discriminating pattern existed in the prime-time prices charged by the networks," Dr. Blank observed, noting that critics are unaware of fundamental changes that had taken place in networks' charges.

Woolworth's saturation

F. W. Woolworth Co. plans to use spot radio and television on 52-week basis in Philadelphia, starting March 11, said to be its first continuous spot effort.

Company has been on radio in 162 other markets but not on 52-week basis. In Philadelphia, Woolworth will be using more than 500 one-minute color spots on TV (WFIL-TV and KYW-TV and same number on radio (WFIL, WIP and WIBC) during first five-week cycle.

Agency is Frank B. Sawdon Advertising, New York.

Reinsch, Schneider added

J. Leonard Reinsch, president, Cox Broadcasting Corp., and John A. Schneider, president, CBS Broadcast Group, are new additions announced Friday (March 8) to March 29 symposium on mass media communications explosion scheduled in Chicago by Broadcast Advertising Club on eve of annual National Association of Broadcasters convention.

Other new additions are Dr. John C. Maloney, Northwestern Medill School of Journalism, who has research report on media and race relations, and George E. Akerson, publisher, Boston Herald-Traveller (WHDH-AM-TV Boston).

Luncheon speaker may be Illinois Governor Otto Kerner who headed Presidential Commission on Civil Disorders.

CATV impact study due

Study sponsored by Colorado Springs-Pueblo, Colo., market television stations is said to provide first hard information that FCC's CATV rules are inadequate to protect small-market stations.

Letter disclosing existence of study was filed with commission Friday (March 8) by James A. McKenna Jr., counsel for KOAA-TV Pueblo, who said he was notifying commission of study in advance because Vumore Video Corp. "is circulating information" that it expects commission authorization to begin operation by March 15, and expects to carry Denver stations. KOAA-TV and other stations in area have opposed start of system's operation. KOAA-TV also intends to oppose proposal of another system in area, Pueblo TV Power Inc., to import distant signals.
The smartest put-on in local TV programming

Smart decisions in slotting shows are based on demographics for programming and demographics for us. But there are new shades to the sure alert programmers must evaluate—those which go a step beyond pure demographics: That is, that every program has a life-style that’s reflected in the audience it attracts.

Life-style cuts across the arbitrary lines of age, sex, income and the other vertical data. For example, the U.N.C.L.E. viewers. Their preferences for high-ticket items, for convenience foods, for products and services that weren’t even invented ten years ago, are measurably higher than those of the average TV viewer.

U.N.C.L.E. is a stylish show. It attracts equally stylish viewers. The most modern ones—the market for the forward-moving station.
No more eloquent and persuasive summary of human rights has ever been made than Thomas Jefferson’s “life, liberty and the pursuit of happiness,” cited in his impressive memorial in Washington, D.C.
Straightforward, persuasive language is a required ingredient of the frequent editorials which present the views of Storer stations on matters of vital concern to the communities they serve. When audiences are persuaded that their station stands foursquare with them in the public interest, they give greater credence to its commercial messages. This axiom our stations have learned through proven experience—and it's another reason why it is good business to do business with Storer. ★ ★ ★ If you are interested in selling major markets, Storer's national representatives and station sales personnel can give you fast facts on ten of them from coast to coast. For time-buying made easy, contact Storer Television Sales or Major Market Radio—or the Storer station in your area. ★ ★ ★
WHAT SYNDICATORS ARE DOING TO MEET PROGRAMMING NEEDS OF TELEVISION STATIONS. More and more syndicators are increasing output to supply lower price packages to fill daytime slots.

THE COMPUTER'S ROLE IN TELEVISION. Will spot buying be made easier? What do the reps say, agencies and others who have used or are using computers?

SPECTRUM COLLISION. Commercial television and radio, land mobile, military, airline, commercial common carriers and others. A review of the forces vying for space in the limited confines of the spectrum.

HOW THE NETWORKS COVER AN ELECTION. The costs, the manpower, the technical details of coverage of the conventions, the campaigns and the elections.

CAN LARGE AGENCIES ALSO BE CREATIVE? The current rash of small agencies, all established on the premise that it takes a small agency to do a creative campaign.

OTHER features will include ABC's Summer Olympics, Focus on Finance and Commercials, and the monthly Television Encounter—"Are Television Censors Overly Active?"

CALL OR WRITE:

WASHINGTON
1735 DeSales St., N.W. 20036 202-638-1022
Maury Long or Ed Seltzer

NEW YORK
444 Madison Avenue 10022 212-755-0610
Frank Chizzini or Jerry Klasman

CHICAGO
360 N. Michigan Avenue 60601 312-236-4115
David J. Bailey

HOLLYWOOD
1680 N. Vine Street 90028 213-463-3148
Bill Merritt

Circulation: 12,000
Deadline: March 22

Rates

1 time 6 times 12 times
Full page $670 $620 $545
2/3 page 490 460 415
1/2 page 375 350 315
1/3 page 275 265 235
1/6 page 150 140 125

Color $150 (AAA)
What mealtime beverage gives you the nutrition that one glass of milk provides...for only 7½ cents a serving?

Only a second glass of milk.

Nothing else comes close. Look at it another way. Since there are a little more than two pounds of milk in a quart, milk costs you only 15 cents a pound or less. Try buying any other food with milk's nourishment for as little as that!

Take a good look at these two charts. They list the percentages of the recommended daily dietary allowances that four 8-oz. glasses of milk will provide the average teenage girl or boy, age 12-15. It's easy to see why they need to drink milk, but there are still other important reasons.

The teen years are usually the most active ones in a person's life. So it's obvious that teenagers, more than anyone else, need both the proper amount of rest and a well-balanced diet. And that means plenty of milk.

The poorly nourished teenager is a growing problem in our country. Not that teenagers don't eat enough (they seem to eat from morning 'til night), but they don't always eat enough of the right things. They need a balanced diet to keep them physically fit and mentally alert.

You as a mother must see that your children's progress is not hampered by poor eating habits. Whether you realize it or not, you can be of help to your children's education just by starting them off with a good breakfast that includes milk. It's up to you to make sure that their active school years are healthy ones too.

Pound for pound, milk is still your best food buy.
Announces the 20 hour week
First run full color for fall start
A completely new programming concept — available individually or in combination

BINGO AT HOME. Color — 260 half-hours usable in one hour format as well. Viewer participation. No cards to distribute. Play with your home phone numbers.

THE WEAKER (?) SEX. Color — 260 half-hours starring Pamela Mason in The Battle of the Sexes. Pamela Mason trades blows with male guests on their favorite topic. Men vs. women.

SPORTS HOT SEAT. Color — 52 half-hours. Noted sports columnists in depth interviews with top sports figures.

PERRY'S PROBE. Color — 260 half-hours starring Norm Perry. Hard hitting and probing interviews on all subjects of adult appeal.

PEPPERMINT SCHOOL. Color — 260 half-hours starring Rocky Graziano with Toby Tarnow. An unusual nursery school show.

SHOW OF THE MONTH. Color — 12 One-hour High budget specials. Top musicals, drama.

WAYNE & SHUSTER. Color — 4 one-hour specials. Starring this great comedy team in full musical productions.

TOMMY HUNTER SHOW. Color — 39 half-hours starring Tommy Hunter. Musicals with chorus, dancers and guests.

THE STU DAVIS SHOW. Color — 39 half-hours starring Stu Davis. Musicals with a country beat.

WOJECK. Color — one-hour action adventure series for prime time evening entertainment.

FESTIVAL. Color — 12 ninety minute specials. Drama, comedy and musicals.

HOCKEY. Color — 2 hours a week. Top Canadian hockey.
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. All in all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-dept 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.

---

J. Mercer of BBDO, Peter A. Baris of Carl Ally Inc., Martin Solow of Solow/Weston, and Jerry Dell Della Femina of Della Femina and Partners.


March 20—Special stockholders meeting. Reeves Broadcasting Corp., to vote on issuance of new class of 100 shares of preferred stock. 360 East 44th St., New York.


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


March 22—Annual stockholders meeting. Cox Broadcasting Corp., 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 24-25—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.

March 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermodulation. Deadline for filing comments on proposals for community control of stations and FCC's rulemaking on the use of community-controlled stations.

March 26-28—Board meetings of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.


March 29-30—19th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and southeast council of American Association of 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 AAAA will hold annual meeting and election of officers. Regency Hyatt House, Atlanta.

March 29—Seminar, sponsored by Broadcast Advertising Club of Chicago, to discuss problems and problems of communications explosion. Speakers will include: Dr. Joseph Charyn, president, Gannett Corp.; FCC Commissioner Lee Loewinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Charles Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; Charles Beleton of University of Wisconsin, president, NAED; Newton N. Minow, Chicago attorney and former chairman, FCC; James A. Griecy, Washington attorney. Registration is limited to 300, Sheraton-Chicago hotel.


March 30-April 2—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Assoc. Sheraton Wisconsin Skies motor hotel, Albuquerque, N. M.

March 31—Board meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.


April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college work, level credits; one letter presenting interests, experience and ambitions, and three supporting letters to Harold McCarthy, University Extension, 606 State St., Madison, Wis. 53706.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University, Shoreham hotel, Washington. For further information write Richard Cooper, director, business-government relations program, School of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20004.

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


April 4—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 5—Annual membership meeting of Association on Broadcasting Standards. Conrad Hilton, Chicago.

April 5-6—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Assoc. Travel Lodge, Fisherman's Wharf, San Francisco.

April 3-7—Third semi-annual conference of the National Association of FM Broadcasters. Palmer House, Chicago.

BROADCASTING, March 11, 1968

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M&H

McHugh and Hoffman, Inc.

Television & Advertising Consultants

$30 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

844-9800

18 (DATEBOOK)
Nothing illustrates so vividly the attention television gets from its viewers as the time and money they spend watching it.

Incredible as it may seem, the average family has its set on more than five-and-a-half hours a day. The average man watches 3.1 hours a day; the average woman, 4.0; the teenager, 2.9; the child, 3.3. Altogether, adults spend four times as much time with television as they do with newspapers, eight times as much as with magazines.

To watch television, the American people spend three billion dollars a year (more than for newspapers and magazines combined). In the last 20 years people have bought some 135 million sets, of which 77 million are still in use in 56 million homes. Indeed, they enjoy television so much they can hardly do without it. When television sets get out of order, 26 per cent of their owners have them fixed within 12 hours; 47 per cent within a day. In other words, life without television is almost unthinkable. Television is far and away the medium people enjoy most.

And within television the network people enjoy most, and pay the most attention to, is...

The CBS Television Network

Hours of viewer-use based on Nielsen Audience Composition data, November 1966-April 1967 (9 A.M. to midnight) adjusted to NTI household-use (24-hour day) January-December 1967. Estimates subject to qualifications available on request.
Just average listeners — but what an average!

What's the average WJEF Countrypolitan like?

He or she is about 29, married, and has three children. Typically, the family has two cars and is buying their home. They have quite a lot already — but they need a lot, and are buying more every day.

What kind of income are they buying with? Well, Countrypolitans span the spectrum of professions, services, trades, and farming. But often as not he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

They're inquisitive; they listen to WJEF to know what's going on, as well as to be entertained. And they're acquisitive; they're prompted to get the things she hears about while making her shopping list, or he hears about driving home.

Ask Avery-Knodel about WJEF — the country music station listened to by people with lots of needs and the means to meet them.
I want people to understand what it can do.

The best way to understand how anything works is to work it yourself. The next best way is to watch somebody doing it.

Television's ability to show what a product can do is the secret of its extraordinary impact as an advertising medium. It achieves this not only by showing the product in use—through sight, sound, motion and color—but in use by somebody like ourselves, thus enabling us to identify with the man driving the car, the woman cleaning the house, the child brushing his teeth. As one media expert puts it: "Television is above all a medium that demands a creatively participant response... It engages you. You have to be with it."

Once having engaged us, television holds our attention far better than print—for one basic reason: television operates in linear time and the press in space. In television it is easier for the viewer to concentrate on one thing at a time and for the advertiser to make his points in a fixed and effective order. For example, it has been demonstrated that people become more aware of a product when advertised on television than in magazines, more certain of its advertised value, more likely to believe, and more eager to buy.

Advertising achieves its greatest impact on the individual through the medium of television. And its mass impact is greatest where audiences are biggest, on...

The CBS Television Network

show your local news minutes after it happens... in COLOR!

You can do it easily
...with a TREISE COLOR PROCESSOR!

Now that big things are happening in network color, the logical next step for your station is to film your local news in color. You’ll gain added interest from your community... enhance your value to advertisers... and brighten your profit picture. Treise makes it possible by offering you a fully automatic, professional quality processor that will have your local news “on the air” in color within minutes after the exposed film is loaded in the processor. This compact, self-contained unit can be operated in a 17” x 9” area and is so foolproof, anyone can run it!

Check these features: Warms up in only 20 minutes! Stays on temperature automatically! Only processor in its price range that meets or exceeds all Kodak color requirements! Even provides 50% additional first-developer time to permit full utilization of new EF Ektachrome film! Operates up to 40 fps (ideal speed for most TV needs). Want more data?

Write for catalogs on Model MTV-30 (illus.), Model MTV-50 (up to 50 fps), and Model MT-80 (up to 70 fps).

TREISE ENGINEERING, INC.
1941 First Street • San Fernando, Calif. 91340 • (213) 385-3124

Open Mike

Missing the major story

ERROR: We are approaching the date for another National Association of Broadcasters’ convention. We have complained before here in Missouri as a state association and individually of the coverage given by the networks to the NAB convention. It’s rather a strange sight to see a battery of cameras and microphones lined up to cover an FCC speech at our luncheons and then see the coverage for our own NAB president and award winners. Through the years some of the finest thoughts to come out of these conventions are spoken by the award winners and our president. It’s inconceivable to me that every network as well as the large independent stations would not be on hand for full live or at least taped coverage.

How do we expect the public to understand our industry and its problems as well as successes if we continue to ignore the best spokesmen we have?—Don C. Dailey, vice president and general manager, KOKX, Springfield, Mo.

Source for old programs

ERROR: There has been a rash of letters in your “Open Mike” pages recently in regards to those who wish to build a library of old radio shows, that is, the actual broadcasts. . . .

On an old disk recorder that I had many years ago during the “golden age of radio” and then on a wire recorder and tape recorder, I captured many bits and parts of live radio shows, including full-length shows. . . .

I have never sold or bought any of these. . . . But I fully believe these are the best references anywhere of the great days of broadcasting. . . .—John R. Cooper, Route 1, Box 364, Clarksv- urg, W. Va. 26301.

AFN seeks old programs

ERROR: On the Fourth of July, 1968, the American Forces Network, Europe, will celebrate its 25th year of broadcasting to armed forces personnel serving throughout the European continent.

On the night of July 3, AFN intends to have a celebration commemorating its founding. General of the Army Dwight Eisenhower will shortly be invited as our guest of honor. Bob Hope has already been asked to headline our program, which will include at least three European recording and TV stars and a 45-piece orchestra donated by the German network. . . .

In addition to our ambitious anniver-
I want to advertise it where the biggest advertisers spend most of their money.

The businessman who invests in television can be sure he is in good company. America's biggest advertisers confirm his choice. Year by year they rely on it more and more.

Back in the old days of Arthur Murray, Herb Shriner, and Lucky Pup—in 1950—national advertisers put just three per cent of their budgets into television. By 1966 (the latest year for comparable data) they were spending more on television than on newspapers and magazines combined! In the same year the 100 largest advertisers, who by and large have had the most experience with television, were putting into it six dollars out of every ten. In 1967 all advertisers together spent nearly three billion dollars in this medium of sight, sound, motion and color.

If you are selling food products, you doubtless know that your industry allots 71 per cent to television. For drugs, television's share comes to 80 per cent. For toiletries, 72 per cent. For soaps, cleansers, and polishes, 89 per cent. The biggest advertiser in this television-sold industry, Procter & Gamble, weighs in at 91 per cent.

For 20 years more and more of the smart money has been going into television. And within television, for the past 14 years, the smart advertisers have been spending the biggest share of their budgets on...

The CBS Television Network
Radio equipment needed

Editor: Father Doug Venne is a missionary in Davao, Philippines. He is presently working on a project to start a radio station in that area. The station would broadcast farming and fishing methods, health information, educational programs, etc. Father Venne figures it will cost $40,000 to start the station . . . half of this amount for equipment. It would be of great assistance if any of your readers could contribute radio equipment of any kind. Please direct questions or replies to me.—David But- ler, 3027 Washington Avenue, Racine, Wis. 53405.

Reaching the white areas

Editor: I was pleased to learn that KXK Grand Junction, Colo., is going to get 50 kw daytime [Broadcasting, Feb. 19]. As a family camper who enjoys the West, I strongly support the addition of more 50 kw's in the Rocky Mountain country. Outdoors people can't seem to get enough weather news and the 50 kw's really fill the white spaces . . . George L. Brown, president and general manager, KUEM-FM Red Wing, Minn.

Interference corrected

Editor: In the article “FCC cracks down on FM interference to TV” (Broadcasting, Feb. 19), you reported that Mr. Curtis B. Plummer, chief of the FCC's Field Engineering Bureau, said that St. Lawrence University's WSLU(FM) Canton, N. Y., on 96.7 mc had been forced to go off the air because of interference . . . to WNYN-TV (ch. 7) Watertown, N. Y. There is some error in reporting here. . . . It was WSLU's former frequency (89.3) that resulted in the interference problem. . . . Since our station was the “last man in,” we assumed the responsibility of remedying the situation, namely, frequency change and tower relocation. . . . The university's FM station [was to be] back on the air by March 7 . . . —Richard D. Hutto, assistant professor of radio-TV and manager of WSLU(FM) Canton, N. Y.
Advertisers display their wares to more customers on the CBS Television Network than in any other marketplace. This is where the biggest audiences come to watch—night and day for entertainment and news, specials and sports.

The CBS Television Network has attracted the biggest average nighttime audience for 13 consecutive years. This season it leads one network by 12 per cent, the other by 28 per cent. CBS reaches the biggest nighttime audience in every Nielsen age classification. And according to ARB, the network's stations lead, or tie for the lead, in 44 of the nation's 50 biggest markets.

CBS has also attracted the biggest average daytime audience (Monday to Friday) for 10 straight years. This season its average daytime audience exceeds five million homes—12 per cent more than one network, 94 per cent more than the other. It is, in short, the prime marketplace for advertisers who want to reach women.

CBS enters more homes in a single day than Good Housekeeping, Ladies' Home Journal, and McCall's sell copies in an entire month.

If you have something to sell, CBS is the place to sell it. That's why, for 14 consecutive years, the nation's advertisers have been putting their largest appropriations on...

The CBS Television Network

ARBI audience estimates for individual markets for Nov. 1967, 7:30-11 pm. All other audience estimates based on NTI and Nielsen Audience Composition data: nighttime and daytime averages, other than age, based on household data. Jan.-Dec. each year. Current season, Oct. 1967-Feb. 1, 1968. Average nighttime, 5:11 pm; daytime, Monday-Friday, 10 am-5 pm. Specials are evening programs telecast not more than once a month. News and sports, day and evening, seven days a week. Audience estimates subject to qualifications available on request.
MONDAY MEMO from JOHN MASSEY, Container Corp. of America, Chicago

Time to waken TV's silent partner: packaging

A television program I saw recently described lasers and the new scientific breakthrough that promises exciting applications for virtually all aspects of industry. The show struck both interesting and irritating notes.

Interesting, because lasers certainly are; irritating, because of an obvious oversight.

To paraphrase the program: "Lasers provide extraordinary opportunities in photography—particularly holography. They offer true three-dimensional effects on a two-dimensional plane. The applications are limitless. One example: an opportunity to offer true three-dimensional advertising for the first time."

That irritated me. Especially the last part.

Package Is 'Medium' * Packaging has to be the first true three-dimensional medium of advertising above all others. And packaging has been around for a long time.

It isn't surprising that a science writer should fail to view packaging as an advertising medium. The advertising discipline and its practitioners have largely overlooked the potentialities that packaging offers them and their clients.

Packaging is a virtually unexploited advertising medium in its own right. Nor have their thought and attention been given to packaging as a partner of the mass media, particularly television.

Considering all the factors of TV today, the impact of color, motion and emotion as well as the high cost of a national commitment in the medium, it is time that agencies and advertisers took a new look at their package design to be sure they are getting their money's worth—and their campaign's worth.

All of us in the business of marketing and selling are familiar with the concept of "advertising impressions."

Yet how unfortunate that they always are interpreted in the vernacular of television and print. I submit that compared to packaging all other advertising impressions are less than impressive.

There are hundreds, perhaps thousands of packaging impressions in the daily experience of the average consumer. The galaxy of packaging that confronts a shopper in a supermarket, all by itself, is statistically overwhelming—a constellation of line, color and form. Here is a medium that has over 9 million feet of shelf exposure in supermarkets alone.

We are told that an estimated 1,600 ads or commercials are exposed to the consumer on the average each day. But a woman pushing a shopping cart down an aisle at the local supermarket must see that many packages in five minutes. Further, she goes there with the purpose of looking at them—and buying them.

We literally spend millions of dollars for advertising in the electronic media, in newspapers and magazines. Yet packaging is relegated to the role of a kind of unsavory relative, if, indeed, we choose to recognize it at all. Packaging as partner, however, could be the key to the mass medium's doing its most efficient selling job.

Hitting the Point * In television, for example, the package is able to provide a positive factor that more readily projects advertising at the most critical point of a product's life cycle—the point of sale. A consumer who has been consciously or unconsciously avoiding other forms of advertising will elect to view the "advertising" facing her from the retail shelf. For this visual reinforcement and impact not to be more imaginatively employed in television marketing campaigns represents a real gap in media utilization.

The strengthening of impressions is not merely a matter of repetition of message. It also is an environmental factor. The primary impression from a package can serve to create a more receptive atmosphere for advertising of greater depth from television and the other mass media. Use and reuse of the product already purchased are important considerations in total marketing strategy.

The primary purpose of this strategy must be to move merchandise. Package designers long have recognized that they are purveyors as surely as they are designers. Now advertisers themselves must begin to appreciate this posture and better incorporate the package into the total advertising and marketing effort.

On Target or Off? * The situation of the consumer viewing big-screen, living-color advertising that extolls the merit of the virgin woodland where the product is created and then being obliged to search the shelves for the product packaged in an out-dated carton with a bull's-eye for a brand mark is rather ludicrous. It also is a waste of millions in advertising dollars.

With all our reputed sophistication and imagination, we in the business of advertising, marketing, public relations and, broadly speaking, communications, are really a bunch of traditionalists. We are not as creatively inclined as we would prefer to believe.

Simply put, the idea of a package as an advertising medium is not traditional enough. But why not? The package is an extension of the company as much as a TV commercial or print ad. It is right there in the homes and you can't turn it off, tune it out or close the pages.

The package and the product form a single entity. The package is part of the product. Together they represent a fusion. The package refracts product benefits; it enlarges them and fulfills them in a broader spectrum.

Package cost, though, is not a production cost. It's a marketing investment. The package fits into every aspect of the marketing matrix: It provides convenience, disposability, speed in use, durability. All of these are marketing factors, selling factors, benefits that we relate to advertising.

Packaging is a media partner. Those in package design are ready when you are.
EASTMAN KODAK COMPANY

hey, Dino!

We get cards and letters, too.

January 4, 1968

Dear WBAL TV:

Your programs have reached our local scene with almost unbelievable force. I particularly look forward to your specials.

Jesse W. Dearduff
Baltimore

January 8, 1968

Dear WBAL TV:

Once more you have demonstrated your unique capability to discover and present program material of significant and lasting value.*

+C. Stirkfox
Baltimore

January 3, 1968

Dear WBAL TV:

I trust TV 11 will continue to lead in presenting the kinds of programs which will inspire and benefit the people of Baltimore.*

James A. Warme
Baltimore

Stake YOUR advertising on OUR reputation!

WBAL TV
BALTIMORE
Nationally represented by Edward Petry and Company

Maryland's Number One Channel of Communication
Fairness? Answers grow tougher

Facing an election year and questions arising daily, broadcasters find FCC asking court to let it rewrite its rules governing personal attack

With 1968 an election year that seems bound to be one of the most controversial in some time, fairness problems are likely to be pressing for most broadcasters.

These pressures promise to become even more acute if the U. S. Court of Appeals for the Seventh Circuit grants the FCC request for permission to rewrite its personal-attack rules.

The commission earlier this month asked the court to hold in abeyance the industry's challenge to the fairness rules so that it may rewrite the personal-attack regulation (Broadcasting, March 4). Attorneys for the Radio Television News Directors Association, CBS and NBC met last week to determine how they should respond to the FCC's motion. They have until March 14 to file their answers, with RTNDA and NBC expected to oppose the FCC's request, and with CBS not having made up its mind as yet, although understood to be leaning toward not opposing the FCC move.

Meanwhile, on Capitol Hill, the House Commerce Committee's Investigations Subcommittee heard broadcasters plead for revocation or stringent revisions of the equal-time provisions of the Communications Act and of the FCC's fairness rules and policy.

In a panel-type format, with Roscoe S. Barrow, dean of the University of Cincinnati Law School, acting as moderator, the broadcaster presentations ran up against exceptions from the panel and committee members (see page 31).

Should the federal court grant the FCC's request, broadcasters are expected to find themselves in a hiatual period where the fairness rules would be on the books, but with one portion of them under federation, all going on while the 1968 presidential campaign mounts in intensity—and with this year's campaign explosively charged with issues of Vietnam, riots, crime in the streets, and racial problems.

Although commission sources noted that there would be no change in the policy or the rules while the rewriting is going on, it was stressed on high authority that the FCC will not try to enforce them to the extent of assessing fines and other penalties in this period.

But, it was also emphasized the fairness doctrine will continue to be observed by the commission, requiring stations to be fair to persons attacked.

Promises Speed • If the court grants its motion, FCC sources say, a notice of rulemaking will be issued and an expedited proceeding initiated so that the rulemaking can be completed in between 45 and 60 days.

This schedule can be assumed to be the ideal the commission is shooting for; generally commission proceedings of this nature go on for 90 to 120 days—and that is with all deliberate speed.

The FCC's schedule raises another problem feared by the appellants in the seventh circuit. This is related to the Red Lion fairness case which has been held in abeyance by the U. S. Supreme Court while it awaited a decision in the seventh circuit case. The Supreme Court, acting after several requests from RTNDA, CBS and NBC, including taking jurisdiction of their appeals before judgment from the circuit court, decided that it would not hear argument in the Red Lion (woga Red Lion, Pa.) case until the seventh

Welcome by House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) to role as moderator of two-day panel discussion on fairness is Roscoe L. Barrow (l), dean emeritus of University of Cincinnati law school and author of FCC's 1957 'Barrow Report' on network regulation.
circuit decided and the loser sought certiorari (which the Supreme Court virtually said it would grant).

The assumption has been that the seventh circuit case would be argued in April, with a decision forthcoming in June. This would permit a petition to be filed with the Supreme Court this summer, and with virtual assurance that it would be granted, consolidation with the Red Lion case and argument this fall, with a Supreme Court decision before the end of the year.

Should the circuit court assent to the FCC's request, it is feared that the revised rule could not be enacted for at least 90 days from the date of the rulemaking notice. It must then be filed with the seventh circuit court, and time must be allowed for the parties to file their briefs, and responses. This, it is calculated, could easily throw the seventh circuit case into the fall for argument, with a decision out in late fall or early winter under ideal conditions. The procedures necessary for filing petitions for review with the Supreme Court, and acceptances, mean several more months must be counted for the filing of briefs and responses by the parties. What concerns the industry attorneys is that the Supreme Court may decide to schedule argument for its fall 1969 term with a decision not coming out until 1970. The court recesses each year from June to October. Red Lion attorneys say they cannot make a decision on what to do until the seventh circuit court rules on the FCC's motion. There is some question whether Red Lion would care to wait until 1970 for its case to be decided. There is no question, either, that some FCC circles would prefer to have the fairness question decided in the Red Lion case, rather than face the heavier weight of the industry challenge.

No, But * RTNDA sources said it intended to oppose the commission's request. But, they added, they also intend to tell the court that if it wishes to grant the commission's motion, a deadline of 75-90 days should be imposed on the FCC for the revised rule to be brought back to court. And, they added, RTNDA also intends to ask the court to require that the FCC set aside the personal-attack rule and policy until after the challenge has been litigated.

CBS, which had never contested the fairness rules to the same extent that RTNDA and NBC have, is expected to take a softer line. In fact, its believed in some quarters that CBS may not oppose the FCC request at all. Principal CBS attack has been on the unfair burden of following the personal-attack rule and if it is rewritten to take this off its back, it will have won its case.

The personal-attack rule as now constituted requires a broadcaster to follow these steps where someone has been attacked over his facilities: Send the person or group attacked a tape, script or accurate summary of the broadcast, a notification of the time of attack and an offer of an opportunity to respond. Similar steps are required where stations broadcast political editorials, but these are not to be revised.

Exactly what the commission has in mind in revising the personal-attack rule has not been made public. The ultimate, it's felt in some circles, is for the commission to delete the affirmative requirements on the part of the broadcaster, but retain the fairness principle requiring a station to offer its facilities when and if a person attacked makes such a request.

Justice Doubts * The turnabout by the FCC came virtually on the heels of receipt of a letter from Donald F. Turner, assistant attorney general in charge of the antitrust division of the Department of Justice. In this letter dated Feb. 29, Mr. Turner stated that the Justice Department is "fully prepared" to support the commission in the fairness case on constitutional and statutory grounds.

"However," he went on, "we have some concern that the rule, as drafted, raises possible problems that might be minimized by appropriate revisions in the rule without materially interfering with the public-interest objectives that the rule is intended to serve. In discussions with members of your staff, some possibilities along this line have been considered."

The commission's decision to seek court permission to revise the rule was taken on a 5-to-1 vote the same day—but not without an angry dissent by
Commissioner Lee Loewinger. Commissioner Robert T. Bartley abstained. And, as is common in these instances, Commissioner Kenneth A. Cox issued a statement rebutting Commissioner Loewinger.

Commissioner Loewinger, who had concurred in the adoption of the disputed rules last July but who had declared then that he didn't like the way they were written, termed the commission's action two weeks ago "a cosmetic effort to present a better face in court."

But, he added: "It is not complimentary to the courts to suggest that they will be influenced by this."

The right of the commission to regulate programing, Commissioner Loewinger recalled, has been disputed and debated for years. The issue has never been tested in courts, he commented, because "licensees have generally deemed it more prudent not to hazard their licenses or antagonize the bureaucracy which had such great discretionary power over their business."

But, he added, the commission and individual commissioners have often invited broadcasters to test the legality of the FCC's actions in the courts.

Sees No Gain * Speaking of the proposed revisions, Mr. Loewinger stated that they seem to involve no improvement in the rules "but merely another step away from clarity and precision."

"In any event," he continued, "this endless tinkering with the language of the rules cannot affect the governing legal principles and can amount to no more than an attempt to buttress legal arguments on the commission's behalf."

Commissioner Cox, defending the commission's action—and relating that he at first was also opposed to the move—chided Mr. Loewinger's "truly remarkable document." Commissioner Loewinger, he said, "imputes motives to those who disagree with him which simply do not exist."

And, Mr. Cox went on, Mr. Loewinger "should [not] be allowed to distort the record without challenge—particularly since the statements he now makes are not, for the most part, the ones he advanced while we were considering the matter."

Commissioner Loewinger's charges of intentional delay, Mr. Cox said, "cast an unwarranted aspersion not only on the commission but also the solicitor general of the United States, who controls our litigation in the Supreme Court and filed the pleadings in question."

In fact, Mr. Cox said, if the Supreme Court had followed the commission's and the solicitor general's objections to postponement of the Red Lion case, a decision on the legality of the fairness doctrine would have come earlier.

The revision that is contemplated, Mr. Cox concluded is aimed at making the rule more valid "without causing alleged impairment of the interests of the parties and public in free broadcasting journalism."

Voting in favor of the recall request, in addition to Mr. Cox, were Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and Nicholas Johnson.

Panel sees many roads to fairness

Despite varying testimony committee is unanimous in support of policy

Communications policy makers on Capitol Hill last week sought expert opinion on the fairness doctrine—past, present and future—but the 21 experts they called on for advice pointed in almost that many directions.
FAIRNESS? ANSWERS GROW TOUGHER continued

proposal," he added, "it does not strike home. These are public airwaves. Why should citizens have to go begging for their rights?"

Although Mr. Springer's reading of committee sentiment saw no possibility of congressional repeal of the doctrine, the door to some legislative modifications was left ajar by Representative Harley O. Staggers (D-W. Va.), chairman of the full committee and the Investigations Subcommittee. Several times he asked panelists for specific proposals, while stressing: "We don't know at this point if remedial legislation is desirable or needed."

Opposition View • Critics of the fairness doctrine itself mostly urged abandonment (a friend of the doctrine said the moderator should rule that possibility out of order as begging the question and threatening to derail the whole discussion).

The American Civil Liberties Union representative, Harriet Pilpel, however, repeated an earlier ACLU suggestion: that authority to rule on fairness decisions should be vested in local boards, leaving the FCC as a court of appeal in those cases not settled on the local level.

Mrs. Pilpel also provided the most radical suggestion heard during the sessions: Reversing the argument of broadcasters that they be given equal status with newspapers in the exercise of journalistic judgment, she proposed that print media might also need to come under a fairness doctrine.

Several of the law scholars present had advanced the thesis that regulation of entry into broadcasting because of limited channels was an insufficient reason for the government to discriminate between broadcast and print media on matters of content.

"I would venture to suggest," said Mrs. Pilpel, "one could make exactly the opposite argument, namely that the kind of doctrine that has evolved into the fairness doctrine is the kind of a doctrine that may now be urgently needed in one form or another in connection with the print media, and that a right of access, for example, or a right of many-sided presentation would not only violate the First Amendment when involved in broadcasting, but would also not violate the First Amendment when involved in the print media."

The First Amendment, she explained, "does not prohibit Congress from regulating freedom of speech and of the press, it prohibits Congress from making laws abridging freedom of speech and of the press."

Await Court Rulings • All present noted that the matters under discussion were also before the courts, a fact that kept some of the testimony by those involved in the litigation, such as FCC Chairman Rosel H. Hyde, confined to general comments. Mr. Hyde, in particular (and with Chairman Staggers's blessing), volunteered little in the way of advocacy, confining himself to answering direct questions asked and offering for the record texts of existing FCC positions.

One observer noted that pending court cases, when resolved, would "wipe out 50% of the papers being presented."

The format for the hearing rested on eight position papers, coupled with eight formal reply papers. Discussion by the panelists followed presentation of each pair of comments. Held to a minute-by-minute schedule, congressmen cooperated—after some initial grumbling—by remaining relatively silent, at least on the first day. By the second day sufficient discussion time became available to permit committee participation.

But the session that drew the most attention, with congressmen paying the strictest attention, came on the first day, when congressional questioning was inhibited. The subject: the equal-time provisions of Section 315 of the Communications Act, regulating political broadcasting. The lead-off witness was Frank Stanton, president of CBS, with reply comments by Herbert E. Alexander, Citizens Research Council, a specialist in problems of campaign financing.

Pointed Critique • Dr. Stanton charged that the equal-time provisions, although probably well-intentioned when enacted, have "resulted in essentially negative and repressive measures."

Resting much of his case on the demonstrated benefits of the suspension of Section 315 restrictions in the 1960 presidential campaign, Dr. Stanton called for a six-year suspension for all offices as a further trial relief from "a mechanical formula that precludes broadcasters both from exercising their judgment and from carrying out their responsibility."

Giving a practical example of how the requirements act to stifle programming in the public interest, Dr. Stanton cited a CBS News memo he had received the previous week advising of the necessity to drop a planned program on presidential candidate George Wallace because of third-party complications. Opinion of counsel, he noted, was that with Mr. Wallace's announcement of the formation of his American Independent Party, the proposed program would no longer be exempt from Section 315 considerations. Thus, a law designed to protect third parties actually operates to their disadvantage, he noted. "Some parties . . . can develop

The voice of a grandpaw or a President?

Could the topic have been the Democratic convention or the President's grandson? This candid was snapped as President Johnson, grandson Patrick Lyndon Nugent in arms, chatted with J. Leonard Reinsch, president of Cox Broadcasting Corp. and consultant to the Democratic National Committee on Chicago convention planning. Occasion was the President's visit to Marietta, Ga., for the "roll-out" of Lockheed's C-5A transport, the newest and largest cargo plane.
Atlanta Believes in Golf.
And WSB-TV.

Golf great Gene Sarazen knows there's a wonderful world of golf in Atlanta. And WSB-TV keeps Atlantans on course with all the major golf events such as "Shell's Wonderful World of Golf," "World Series of Golf," "Bob Hope Desert Classic," "Big Three Golf," and the Atlanta, Doral, Citrus, Greensboro, New Orleans, Westchester and Philadelphia Opens. We even have a former golf pro as our sports director. So plan to tee-off and hit the green with your spots on WSB Television, Atlanta's sports leader.

WSB-TV/Ch. 2/Atlanta/NBC/Petry
into meaningful forces in a campaign," he said. "Broadcasters ought to be free to treat them as such."

Objections that minorities "would not get a fair shake" are unjustified; likewise, fears of favoritism in campaign ad time by broadcasters operating without the restrictions are unfounded, Dr. Stanton charged. Indulging "personal attitudes in the conduct of the public-service function of their stations would be a very risky business. A broadcasting franchise is a very precious thing," he explained.

Mr. Alexander countered that broadcasters, left to their own campaign coverage choices, would tend to concentrate on "confrontation politics." He also noted that Section 315 protects broadcasters from unreasonable demands about their sentiments on the industry record in providing coverage in races with only two candidates did not suggest that suspension of Section 315 would result in any substantial increasing of free time for campaigners.

Dr. Stanton replied that two-candidate races (with no third-party equal-time complications under present law) were not a true measure of broadcasters' desires to expand coverage of campaigns because of the ever-present possibility that availability of coverage would encourage the entrance of other candidates.

Mr. Alexander made two counter-suggestions to Dr. Stanton's suspension proposal: Establish "differential equality of access" for major and minor candidates (with major granted equal time to major, and minor to minor), or allow stations a tax reduction for a portion of revenue lost when free time is granted.

**Familiar Figure** • Moderator of the discussion throughout the two-day session was Roscoe L. Barrow, dean emeritus of the University of Cincinnati law school and former director of the FCC network study group that issued, in 1957, a massive set of regulatory suggestions—many of which were adopted—that came to be known as the "Barrow Report." He began the proceedings on Tuesday (March 5) with presentation of a position paper that left no doubt that broad issues to be discussed. "The commission's [fairness doctrine] is sound in theory, and I believe, in practice," he observed.

Waving a warning flag he was to unfurl several more times during the discussion he was to moderate, he added: "In deliberating upon the equal-opportunity and fairness doctrine, the caution lamp should be lit because these doctrines are close to the heartbeat of the free society." (In his opening statement he ad libbed that he saw his role as a catalyst rather than as a moderator.) He also invoked a sort of Gresham's Law that might operate in the absence of programing regulation: bad broadcasters driving out the good. "Competition between irresponsible and responsible broadcasters might prompt responsible broadcasters to decrease their service in providing equal political opportunities and in broadcasting contrasting viewpoints."

At one point Mr. Barrow cited the decision in the 1943 NBC case as giving constitutional authority to the FCC in program-content regulation. The point was at once challenged by Glen O. Robinson, University of Minnesota law professor. Mr. Robinson noted that the NBC case resolved an economic question of chain-broadcasting arrangements, not an equal-right dispute. Nevertheless, retorted Mr. Barrow, the decision looked not just at economic aspects but also at problems of network control that affected programing choices.

By way of concrete suggestions to the panel, Mr. Barrow suggested that attention be given to the possibility of requiring broadcasters to donate time to political campaigns (although, as it turned out, little time was subsequently given by the panelists to this idea). He also, despite agreeing with Chairman Hyde that the commission has ample statutory authority for the fairness doctrine in the 1959 amendments to the Communications Act, suggested that specific enactment of the doctrine by the Congress "would clear the air," especially if such legislation could define the doctrine with the same explicitness as it is provided for in the equal-opportunities section.

(Through the interpretation that Congress enacted the fairness doctrine in the 1959 amendments was not supported by Mr. Robinson, nor was it supported in a staff study prepared for the Investigations Subcommittee by counsel Daniel Manelli.)

**Weighing Influences** • Following the Stanton-Alexander exchange were papers by Elmer Lower, president, ABC News, and Louis Lyons, former curator of the Nieman journalism fellowships at Harvard University, and currently a news commentator on noncommercial WGBH-TV Boston. Mr. Lower focused on comparisons between print and electronic media in opinion influence.

Mr. Lower noted that ABC has never advocated "the entire withdrawal of the fairness doctrine." ABC's position on Section 315 would be a trial suspension this year for all offices, or, barring that, a permanent suspension for the offices of President and Vice President, Mr. Lyons concurred with Mr. Lower's statement, but noted that television (compared to newspapers) had not yet fully exploited its journalistic possibilities, because an institution in the community in the same sense as newspapers.

Tuesday afternoon sessions heard papers by Mr. Robinson (with comment by Charles A. Siepmann, reputed at the time to be, but not formally identified as, the author of the FCC "Blue Book"—a post World War II document advocating sterner regulation of programing and commercial practices of broadcasters, and recently retired as chairman of the department of communications at New York University), and Reuvan Frank, executive vice president, ABC News (with comment by Mrs. Pilpel). Mr. Robinson offered a strong legal brief that the fairness doctrine is probably unconstitutional. Siding with broadcasters all the way, he told the committee: "Frankly, if private censorship is an ill to be cured, I think this cure [government censorship] is worse than the illness."

He drew the immediate fire of Mr. Siepmann, who charged that Mr. Robinson's real target seemed to be not just the fairness doctrine "but all the FCC regulations." He urged more money for the FCC to adequately administer the doctrine by actually monitoring what is broadcast and a reversion to principles of the Mayflower decision banning editorializing by broadcasters. He also gave short shrift to the commission's personal-attack rules, Personal abuse should be banned, he suggested: "Call it censorship if you will."

Mr. Frank summarized a basic argument against the operation of the doctrine: "The community of American journalism—and this may be its most important function—is charged with keeping an eye on government. There is a logical flaw in government judging how it performs this function." He noted that NBC is participating in court cases to overturn the fairness doctrine on First Amendment grounds. He added that his network favors repeal of the suspensions of Section 315, and advocated an idea also raised by Mr. Alexander that the exemptions to Section 315 be broadened to include all debates, bona fide news conferences and all bona fide news documentary programs.

Mrs. Pilpel, replying to the Frank nay-say, said that broadcasters seem to be not much hurt by the operation of the doctrine. Freedom of expression is for the people, not just the broadcasters, she added, and "the people are entitled to that much protection."

The Wednesday (March 6) session to a smaller congressional audience, and despite participation in the dialogue by committee members, seemed less charged with excitement than the previous day's encounter. Positions, a matter for exploration on Tuesday, became a matter for hardening and reiteration.
Relationships between People can be great. 

Or awful.

We can't tell you exactly what makes the difference. Chemistry maybe. Or understanding. Or interest.

We have a philosophy about programming each of our six ABC owned radio stations. Like friendship, it's a hard thing to define exactly. We call it “People to People Radio.” It means that we program each of our stations to meet the particular needs of the community it serves. And we change when the community changes. Sometimes imperceptibly. Sometimes dramatically.

Our personalities know their communities. How they think. And act. And react. They direct their programs to the interests of the communities they serve. The community (whether it's New York, Los Angeles, San Francisco, Detroit, Pittsburgh or Chicago) reacts. People react to people. It's why people advertise on ABC Radio Stations.

ABC OWNED RADIO STATIONS
PEOPLE TO PEOPLE RADIO

WABC New York  ·  KQV Pittsburgh  ·  WXYZ Detroit  ·  WLS Chicago  ·  KGO San Francisco  ·  KABC Los Angeles
on Wednesday.

Stumbling block - Vincent Wasilewski, National Association of Broadcasters president, summed up the broadcasters' case: 'The doctrine is regarded as "legally unsupportable and, in operation, impractical," he said. An NAB survey, he noted, "shows that 60% of all station managers stated that their reluctance to take on controversial subjects on their stations was due to difficulties they knew they would encounter under the fairness doctrine."

For his pains, Mr. Wasilewski drew a retort from Frank Orme, executive director, National Association for Better Broadcasting, that charged the NAB president with sketching the plot for a TV children's program called "Super Antenna," whose hero was the head of "a great association of broadcasters."

Mr. Wasilewski attempted no reply to what he termed an ad hominem argument. Hyman H. Goldin, associate professor of communications at Boston University and a former FCC economist, was the first to comment after the Orme exchange. "The last thing I want to do," he declared, "is launch a personal attack on Mr. Wasilewski."

The first paper Wednesday morning was presented by William G. Harley, president, National Association of Educational Broadcasters. He and Lincoln Ford, public affairs director of non-commercial WETA-TV Washington, assigned to reply to Mr. Harley's paper, were in basic agreement. Both assailed the prohibition in the Public Broadcasting Act passed last year against editorializing by educational stations.

Chairman Staggers had a reply comment on this proposition. He noted that the educational broadcasters had had ample opportunity to oppose such a provision during hearings before his committee last year before the bill was passed. Mr. Harley replied that they had testified that they didn't plan to editorialize but that being prohibited from doing so was more than they had bargained for. Mr. Staggers observed that without such a section no bill could have emerged from his committee, but agreed that the matter might some day come up for re-examination.

The final session on Wednesday afternoon featured papers by Jay Crouse, president, Radio Television News Directors Association, and news director of WHAS-TV Louisville, Ky., and Louis L. Jaffe, Harvard University law professor. Mr. Crouse's paper was answered by Paul Porter, Washington attorney; Mr. Jaffe's paper by Howard Bell, president, American Advertising Federation.

Other panelists, without formal papers or reply comments, but who participated throughout the sessions, were John R. Corporan, vice president-news, Metromedia TV; Mr. Hyde, and Mr. Goldin. Donald McGannon, chairman, Westinghouse Broadcasting Co., was also slated to appear, but was kept away by a death in his family.

Mr. Crouse cited specific examples of the fairness doctrine's effect on news coverage. "A form of what might be termed precensorship has already evolved," he said. As seen by a practicing newsman, he said, "the fairness doctrine is a crippling restraint."

Mr. Porter said that "what bothers me is the critical imprecision of the standard." But it all boils down to "whom you trust"—the FCC or Dr. Stanton? The best the FCC could do, he concluded, would be to abandon any case-by-case doctrine and depend solely on an over-all review at license-renewal time.

Mr. Jaffe concluded that the doctrine doesn't do much good: "At bottom, my doubts reflect the general notion that the fairness doctrine overemphasizes the significance of isolated TV communications." But on balance, he concluded that "the fairness doctrine does have a marginal utility."

Mr. Bell used his reply to Mr. Jaffe as a platform to air aspects of the FCC's extension of the doctrine to product advertising, urging the Congress "to consider enactment of legislation specifically overruling this order of the commission."

Mr. Corporan took the brunt of a subcommittee probe into what guarantees the public would have of hearing all sides in the absence of the doctrine. "Broadcasters," he replied, "have a conscience, just as an congressmen have. Listeners are the best judges, exerting pressures on the broadcaster in the marketplace."

THE MEDIA

Bids are made for Golden West

But Gene Autry is adamant as Los Angeles educational group, the Mormon Church, Cox and Capital Cities all talk purchase

Los Angeles educational television interests are making a run for the acquisition of channel 55 KTLA(TV) Los Angeles, and say they are prepared to pay $25 million for the independent and convert it to noncommercial operation. But Gene Autry's Golden West Broadcasters isn't sure it wants to sell the TV outlet or the four AM stations it owns, in spite of overtures and conversations with interested entities.

First word of a possible sale of the Golden West properties surfaced last December (Broadcasting, Dec. 4, 1967), when Mr. Autry stated that there were no current negotiations with Mutual Broadcasting Corp. terminating months of intermittent conversations initiated by Mutual at a reported figure of $60 million for KTLA and KMPC Los Angeles; KSRO San Francisco, KEX Portland, Ore., and KVI Seattle. Mr. Autry said at that time that if those responsible for rumors of imminent sales did not desist, legal action would be taken.

Last week the California educational group announced it had not but was prepared to negotiate, for a VHF outlet—presumably channel 5. Unofficially, it was said that it felt it could raise $25 million through contributions from network stations in San Francisco, from the Ford Foundation and from public-spirited citizens.

No serious negotiations are underway, Golden West executives said last week. But, three prospective buyers are eyeing KTLA—Bonneville International (Mormon Church), whose executive board is scheduled to meet Friday (March 15) to make a decision; Capital Cities Broadcasting, and Community Television of Southern California, licensee of noncommercial, educational KCET(TV) Los Angeles on channel 28. Capital Cities reportedly is also interested in KSFO.

Cox Broadcasting has its eye on the four radio stations only, reportedly at about $25 million.

Golden West is principally owned by Gene Autry; his associates are Robert O. Reynolds, owning nearly 30%, and Loyd C. Sigmun, who recently became executive vice president for financing and planning after relinquishing the general management of the broadcast properties, holding approximately 4%. Golden West also owns the California
Suppose it were possible for man to construct a talking box that would tell him instantly any time of the day or night everything that's happening everywhere in the world.

Think about that.

Now think about this:

Starting Monday March 11
KFWB, Los Angeles
will broadcast
All news.
All the time.
Angels baseball club and real estate in Los Angeles.

Mr. Autry and his associates have been reluctant to discuss the overtures that have been made to them. Mr. Autry does not want the stations "hawked" on the ground that they are not for sale; but, it's understood, in the light of the wishes of his associates he would be disposed to sell to the right people under proper auspices and for cash.

Not Arizona • The Autry-controlled properties in Arizona—KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson—are not Golden West properties and have not become involved in any prospective negotiations.

Arch Madsen, president of Bonneville International, contacted last Thursday, said his group had under "exploratory negotiation" the possible acquisition of KTLA. He confirmed reports that a meeting of the board of Bonneville International would be held in Salt Lake City Friday, at which time a decision would be made. Bonneville International's interest in Los Angeles, it is presumed, is whetted by the fact that there are 200,000 Mormons in the Los Angeles area, containing also one of the largest of the Mormon temples.

Also discussed with Golden West officials and attorneys has been the possible acquisition of KTLA and the San Francisco radio station by Capital Cities through Howard Stark, New York broker, who has been identified with acquisitions made by Golden West. But, it's learned, there's no present disposition to sell any of the radio properties piecemeal, if at all.

Capital Cities cannot bid for Golden West's KMPC in Los Angeles because it already owns KDOL-AM-FM there, which it bought in 1966 for $8.2 million. Moreover, having its full quota of five VHF television stations, Capital Cities would have to sell one of its properties in order to acquire KTLA.

Perhaps the most intriguing prospective purchaser is the educational group in Los Angeles. John W. Lurbin, president of KCET, said his group has been considering the possibility of purchasing a VHF property for a month.

Promises of support from foundations and civic-minded Angelanos, as well as from presumably happy commercial telecasters in that market glad to see a competitor turned into a non-commercial station, were mentioned by KCET officials as the basis for their belief they could raise the necessary $25 million. If the educators actually got the channel-5 facility, it would be a repeat of the transfer of ownership of channel 13 in New York in 1961 when the commercial WNTA-TV (now WNYW-TV) officially assigned to Newark, N.J., was sold to noncommercial Educational Broadcasting Corp. for $6.2 million.

KCBS officials said they had no intention of giving up channel 28; they would use their present facilities, they said, for instruction or as part of a classroom circuit. Actually, KCET has an application pending before the FCC for channel 58. There is no barrier to an educational group owning two stations in the same community.

More for Others • Should KTLA go non-commercial, knowledgeable station men in Los Angeles calculate that this would mean about $14 million in revenues for the 10 other commercial TV stations operating there. Six of the 10 are VHF stations.

An interesting sidelight is that local stations are already contributing $1.8 million to KCET so that the station can equip itself completely for color.

Acquisition of the four radio properties in one transaction, with the consideration also in the $25-million range, has been discussed, it's understood, between J. Leonard Reinsch, president of Cox Broadcasting, and Mr. Autry. If Cox Broadcasting acquires the Golden West radio group, it will have to sell one of its radio stations in order to comply with the FCC limitation of seven under one ownership. This purchase would be, of course, contingent on Golden West's sale of KTLA to one of the current bidders.

Reshuffle of Command • Last month the management structure of Golden West was changed. William D. Shaw, general manager of KSFO, was named vice president and general manager of the radio division, with headquarters in San Francisco.

Stanley L. Spero was named vice president and general manager of KMPC. Carolo Anneke, general manager of KTLA, left late last month and has not been replaced.

KMPC is now moving under the same roof with KTLA to the former Paramount Sunset Studio lot which Golden West bought last year for $4.5 million.

NLRB examiner finds for union in WMAN case

A National Labor Relations Board trial examiner has recommended that Richland Inc. (WMAN Mansfield, Ohio) be ordered to cease and desist from unfair labor practices. Trial Examiner Frederick U. Reel said the station should be ordered to bargain in good faith with the National Association of Broadcast Employees and Technicians, AFL-CIO, which represents the station's announcers and engineers.

The examiner also said the company should be ordered to quit saying it would never sign a contract with NABET, that it should refrain from threatening employees with reprisals if they engage in union activities, and that it should stop promising benefits to employees who refuse to support a union. The examiner recommended two employees be paid for sick leave the examiner said had been denied them because of their union activity.

The examiner's order is not final and may be either approved, denied, or modified by the NLRB.

NAB TV code adds two

Two Kaiser Broadcasting stations, WKBW-TV Cleveland and KBHK-TV San Francisco, were added to the National Association of Broadcasters television code between Dec. 15, 1967 and Jan. 15, 1968, according to an announcement last week from NAB. It was further noted that in the same one-month period there were no station withdrawals from the TV code.

The FCC mailman's work keeps growing

Broadcasters who were in Washington for the National Association of Broadcasters' annual state presidents conference (Broadcasting, Mar. 4) are trying to figure out if William B. Ray was trying to tell them something about public reaction toward broadcasting.

Mr. Ray, chief of the FCC's complaints and compliance division, mentioned that his office received about 35,000 complaints against broadcasters in 1967, and that only a "minute" number are valid complaints.

Questioned as to whether the 35,000 was a larger number than the previous year, Mr. Ray replied that the number of complaints is increasing yearly and "we don't have a chairman like Newton Minow urging people to write in."
NOW . . . COLOR SLOW-MOTION AND STOP-ACTION!

with Visual's simpler Color Video Disc Recorder

Visual's new VM-90 Color Video Disc Recorder incorporates new ideas, new techniques, and new components for a better slow-motion and stop-action unit . . . smaller than competitive dual-disc units and with half the critical components!

These unique features are combined in a single-disc recorder with the ultimate in smooth-motion control and crystal-clear stop-action.

The VM-90 meets and exceeds critical broadcaster's requirements and includes integrated-circuit reliability . . . compact size and transportability for economical, practical use in the field . . . and operational simplicity. Cueing accuracy is assured, thanks to an exclusive search-mode technique that lets you quickly reset exactly the desired starting point in the previously recorded scene.

Slow-motion and stop-action recording is simple and reliable with this unique state-of-the-art development from Visual Electronics!
Dirksen, Martin fill NAB speakers list

The speaker roster for the National Association of Broadcasters March 31-April 3 convention was completed last week with the addition of Senate Minority Leader Everett M. Dirksen (R-Ill.). Senator Dirksen will address the closing management luncheon on April 3.

The concurrent Broadcast Engineering Conference filled its speaker list with Edgar T. Martin, manager of engineering, Voice of America. He will speak to the engineering conference luncheon on April 3.

With the convention only three weeks away registration is running at about the 1967 pace. As of Wednesday, March 6, a total of 3,109 had pre-registered; 2,237 for the management sessions and 872 for the engineering sessions.

Two new features have been added to this year's convention, one on the unofficial agenda, the other a part of the official program.

On Sunday, March 31, the annual NAB convention mass will be held in the upper church of Old St. Mary's Church. At the request of broadcasters, an NAB Protestant service will be held for the first time this year at Orchestra Hall on South Michigan Avenue.

At the Wednesday television session the National Academy of Television Arts and Sciences has been given a spot to present its annual award to a TV station for an outstanding locally produced program or series.

Board Elections = Also on the Wednesday session will be the annual election of NAB TV board members. Six seats on the 15-man board will be up this year, three of them being vacated by board members who have completed two two-year terms. At least 11 broadcasters, including three incumbents, are reported to be running for the six seats.

The seats being vacated are held by Robert Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, WAVE-Broadcasting Corp., Cincinnati, and Joseph S. Sinclair, Outlet Co. Stations, Providence, R. I.

The three board members seeking a second two-year term are: Roger Clipp, Triangle Stations, Philadelphia; Arch Madsen, Bonneville International Stations, Salt Lake City, and Willard Walbridge, KTRK-TV Houston.

Others whose hats are in the ring for one of the six seats are: Charles Batson, Cosmos Broadcasting Corp., Toledo, Ohio; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif.; Donald P. Campbell, WSBAR-TV Baltimore; William Putnam, Springfield Television Stations Springfield, Mass.; A. Louis Read, WOSU-TV New Orleans; Peter Storer, Storer Broadcasting Co., Miami Beach, and Fred Weber, Rust Craft Stations, Steubenville, Ohio.

Star Stations argue for WIFE renewals

Star Stations of Indiana Inc. took exception last week to an FCC hearing examiner's recommendation that its WIFE-AM-FM Indianapolis license renewal should be denied for broadcast practices "offensive to the public interest" (BROADCASTING, Dec. 25, 1967).

In a brief supporting exceptions to the initial decision Star claimed that the public was not affected "in any way" by the practices.

The practices that the examiner found odious were those in which Star allegedly defrauded numerous advertisers by furnishing affidavits of performance that contained false and misleading information about the times and dates of ads broadcast on the stations. But Star reiterated its contentions that it should not receive sanctions for practices that the commission has no clear rule against.

Star noted that "while the station held itself out as open to do business with and, indeed, entered into private contractual relationships with a comparatively insignificant number of advertisers, the greater public—the listening public which is the ultimate concern of the commission—was not in any way affected by the practices."

The Broadcast Bureau in its brief said it supported the examiner's decision; but took exception to his failure to conclude that Don Burden, former president of Star's parent company, had submitted false and misleading statements regarding his knowledge of the extent and nature of the billing practices. The bureau said that the examiner had a "clear mandate" to draw a conclusion on this subject.

In a related matter Star asked the commission to reopen the hearing recorded, among other things, that Mr. Burden had made restitution totaling $6,100 to advertisers who "may have been sent incorrect bills" and that he was no longer president of Star, but instead chairman of the board (BROADCASTING, Jan. 8). In its brief Star concluded it has shown that "it has the ability to clean its own house without the supervision of the commission."

Media concentration issue flares up again

The question of whether the FCC will permit a company to acquire all of the broadcasting properties in a small community—even if it already owns the local newspaper—has been answered in the affirmative on several occasions over the years. But the issue of monopoly control of media in such cases still retains its heat so far as the commissioners are concerned.

That was indicated last week with the release of three separate statements accompanying an announcement that the commission had approved the sale of financially ailing WAKM-FM Bedford, Pa., from Ford Bedford Enterprise Inc. to the Inquirer Printing Co. of Philadelphia, which bought the station for $35,887 (including $20,000 in liabilities), owns the only AM station in the town of 3,700, WRFD, a daytimer, and its only newspapers, a weekly and a daily.

But Commissioner Lee Loevinger, of the four commissioners voting to approve the sale, noted that Bedford is served by 10 AM and five FM stations located within 30 miles, plus two CATV systems and "numerous broadcasting stations" slightly farther from the community. He also pointed out that 13 newspapers circulate in the county.

"In these circumstances talk of 'monopoly control of local media' is more than unwarranted—it is absurd," he said. "The separate dissenting opinions being filed in this matter appear to be attempts to make ideological mountains of facts that don't even amount to genuine molehills."

Rebuttal = Commissioner Kenneth A. Cox, one of the dissenters, fired back that talk of monopoly control wasn't absurd. "In fact, if this is not such a monopoly, I don't see how one could ever exist." Then he added: "It seems a little odd that such a condition doesn't even qualify as a monopolistic molehill to one who was once this country's chief trustbuster"—a reference to Commissioner Loevinger's two-year hitch as assistant attorney general in charge of the Justice Department's antitrust division before joining the commission in 1963.

Commissioner Cox said of the out-
no...Washington people turn on to all-news during a.m. traffic hours

Washington's only 50,000 watt talk station now programs news exclusively during the morning rush hours. When you turn on people, you turn on sales. Want proof? Call collect: (code 202) 244-5678...let our Mr. Dobra turn you on!
side 15 stations said to be serving Bed-
ford, only one AM and two FM's could
be expected to put signals into the com-
munity. He said the outside papers circu-
culating in the county are published in
cities much larger than Bedford and
could not be expected to devote "any
significant attention" to Bedford affairs.

Commissioner Nicholas Johnson, in
a separate dissenting statement, said
the Inquirer's purchase is "one of the
more egregious recent departures" from
the commission's professed allegiance
to diversity. "But," he added, "it is not, unfortu-
ately, atypical of the commis-
sion's readiness to approve transfers to
applicants who would never be con-
sidered suitable licensees in compara-
tive proceedings. Transfer policy is the
loophole through which these govern-
ment-appointed threats to freedom of
expression find their way into commu-
nities like Bedford, Pa."

Station's Losses • A key factor in the
proceeding was the financial losses of
WAKM from the time it went on the
air in December 1966. Commissioner
Loevinger said that the licensee cannot
afford to continue taking losses and
that the combination of the two stations
might permit better programing and
more efficient operation than would be
possible with either one alone.

Commissioner Cox, however, said the
commission had consented to the crea-
tion of a monopoly of local media out
of a feeling of sympathy with a licensee
who has lost money. The commissioner,
asserting that the licensee had held out
for "the highest possible price" as a
means of minimizing its losses, con-
cluded: "We cannot protect the interest
of the public in diversity unless we are
willing to see broadcasters absorb their
losses by requiring them to sell to pur-
casers who pose no concentration
problems."

Joining Commissioner Loevinger in the
majority were Chairman Rosel H.
Hyde and Commissioner James J.
Wadsworth, as well as Commissioner
Robert E. Lee, who joined in the con-
curring statement. Commissioner Robert
T. Bartley was in the minority, along
with Commissioners Cox and Johnson.

**Court rules legislature controls R.I. CATV**

Rhode Island cable-TV prospects
receive bad news last week. The state
supreme court ruled that municipalities
cannot grant CATV franchises. The Westerly
system, which began in 1966, now has
less than 1,000 subscribers. It is the
only operating system in the state. It
leases its lines from New England Tele-
phone.

**Changing hands ...**

ANNOUNCED • The following station
sale was reported last week subject to
FCC approval.

- WKMFL Flint, Mich.: Sold by John
Carroll and associates to Martin F. Beck
and group for a consideration in the
neighborhood of $600,000. Buyers own
WGLT Babylon, N. Y. Mr. Carroll's
group bought the station in 1963 for
$250,000. WKMFL operates on 1,470 kc
with 5 kw days, 1 kw nights. It was
founded in 1953 and is affiliated with
ABC.

APPROVED • The following transfers
of station interests were approved by
the FCC last week (For other FCC ac-
tivities see FOR THE RECORD, page 74).

- KAHI and KAFI FM) Auburn, Calif.: Sold by Donnelly C. Reeves to F.
Robert Fenton and John McCabe for
$315,000. Mr. Reeves has been granted
CP for a new AM in Roseville, Calif.,
contingent on FCC approval of the
sale of KAHI. Mr. Fenton is 60% owner of
KPIV Modesto, Calif. Mr. McCabe is
advertising director for Save Mart
Stores, supermarket chain in Modesto.
KAHI is daytimer on 950 kc with 5 kw. KAFI(FM) operates on 101.1 mc with
3.2 kw.

- WCBC(FM) Catonsville, Md. (Bal-
more suburb): Sold by J. Stewart
Brinsfield Sr. and J. Stewart Brinsfield
Jr. to George E. Hull and Carl G. Bren-
ner for $300,000. Messrs. Brinsfield own
WHIN Herndon, Va., WCR Beckley, W.
Va., and a new AM in Naples, Fla.
Messrs. Hull and Brenner are licensees of
WBRO Baltimore. WCBC operates on
105.7 mc with 2.8 kw.

- KRAL Rawlins, Wyo.: Sold by Mal-

---

**Outstanding Values in Radio-TV Properties**

| Good daytime AM. Fair cash flow. | California |
| Abestee owned. Needs owner-manager. Unusual opportunity. Liberal terms. | $140,000 |

**Recent growth pattern indicates excellent potential. Located in well-defined suburban area with tremendous growth record. Specialized programing. Beautifully appointed studios and equipment. Good terms available.**

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**BLACKBURN & Company, Inc.**

**RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS**

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BROADCASTING, March 11, 1968
Springfield replies to CATV complaint

Springfield Television Broadcasting Corp. has answered its CATV critics who have called on the FCC to revoke its TV licenses.

The Community TV Association of New England asked that the commission revoke Springfield's licenses or impose the maximum monetary penalty against its WWLP(TV) Springfield, and satellite WRLP(TV) Greenfield, both Massachusetts.

The association said Springfield had not informed CATV owners of anti-CATV editorial comments that were allegedly of a "vituperative nature" (Broadcasting, Feb. 26).

Springfield said last week that it had mailed copies of the editorials to the 24 CATV operators in the WWLP-WRLP service area, but had received no response. The association "sat silently for a year and a half," Springfield claimed, "then, in a great gush of emotional purple prose . . . asks the commission to impose the administrative death sentence . . ." Springfield alleged the association has employed the fairness doctrine "as a blackjack to silence the voice of a competitor."

Meanwhile, Community TV modified its petition to ask the commission to revoke all of Springfield's licenses in light of its complaint against two of the stations. Springfield also owns WJER(TV) Worcester, Mass., and WKEF(TV) Dayton, Ohio; WENS-TV Pittsburgh, and WJHF(TV) Raleigh, N. C.

Court to review grant of Rochester ch. 13

A federal court has stayed the FCC's grant of Rochester, N.Y., channel 13 to Flower City Television Corp., but has imposed an expedited briefing schedule that looks to argument the week of April 22. The stay was granted at the request of the eight unsuccessful applicants. The court told the appellants to file a single brief in the case.

The channel 13 grant was made by the FCC on a 4-1 vote last year with Commissioners Robert T. Bartley and Nicholas Johnson dissenting (Broadcasting, Aug. 7, 1967).


St. Louis ETV loses CP for new facilities

Matching funds that weren't there and inaccurate geographical coordinates added up to a rescinded construction permit for the St. Louis Educational Television Commission last week.

The commission on Feb. 14 had granted the educational group a permit to make changes in its noncommercial station, KETC(TV).

But the commission set aside the grant after it determined that the educational group had relied on matching construction funds from the Department of Health, Education and Welfare, which have not yet been made available.

The commission also found that the geographical coordinates for the transmitter site specified in the application and on which the Federal Aviation Administration approval was based were incorrect.

The educational group had asked for a waiver of the short-spacing rule to permit relocation of the KETC transmitter at a site southwest of St. Louis that would be 157 miles from the center of Evansville, Ind., and 168.1 miles from the site proposed in a pending application. The new site and the tower on it have been donated to KETC.

The construction permit included authorization to increase power and antenna height.

Lexington UHF joins ABC

WRLG-TV (ch. 62) Lexington, Ky., will be a primary affiliate of ABC-TV when it goes on the air in early June, it was announced last week. The station is owned equally by Roy White of Lexington and Reeves Broadcasting.
Interconnection sought by ETV

Educational broadcasters planned to ask the House Education Subcommittee last Friday to consider the interconnection of broadcast facilities within the proposed “networks for knowledge concept” that is included as an amendment to the Higher Education Act.

The bill (H.R. 15067) envisions the interconnection of universities, research centers and libraries to exchange educational resources such as books, library collections, catalogues, instructional materials, etc., through computers and other electronic systems.

Impetus for such legislation came from President Johnson who, when signing the Public Broadcasting Act last November, said: “We must consider new ways to build a great network for knowledge, not just a broadcast system, but one that employs every means of sending and of storing information that the individual can use.”

James Fellows, director of research and development, National Association of Educational Broadcasters, in planned testimony urged that nothing in the present bill “should be used to prevent grants which include the interconnected broadcast facilities.”

Pointing out that interconnected networks for educational broadcasting are either operating or in advanced planning in 20 states, John Witherspoon, general manager of San Diego State College’s KSBS-TV, recommended that the bill be broadened to include operation of educational broadcasting facilities. Mr. Witherspoon said “there is little point to establishing a computer network and a broadcast network and various other kinds of networks” that could be combined in one system.

Mr. Fellows urged the subcommittee to consider the present proposals within the context of the Public Broadcasting Act and the new function of the Corp. for Public Broadcasting.

Also testifying for educational broadcasters was Luke F. Lamb, director of educational media, Oregon State System of Higher Education.

Savannah UHF grant approved

The FCC’s review board has upheld a hearing examiner’s initial decision that would grant channel 22 at Savannah, Ga., to Lewis Broadcasting Co. Lewis Broadcasting is wholly owned by J. Curtis Lewis, who has no other broadcast interests and is currently the mayor of Savannah. The board action denied a competing application of WSGA Television Inc., whose principals own WSGA Savannah. The board said that the Lewis application “is entitled to greater weight” than that of WSGA because of the commission’s policy objective of maximum diffusion of control of mass-media communications.

Color prime topic at CATV meeting

Color cablecasting was what it was all about for the more than 100 cable operators who met in Salt Lake City for a program origination workshop sponsored by the National Cable Television Association.

The sessions ranged from panel discussions on CATV-community public relations to practical exercise in creative programming—a single keynote—color—and a prediction from some cable sources that major-market color cablecasting will be a reality within five years.

It also became known during the workshop that Bill Daniels, multiple CATV owner and CATV broker, has invested in color equipment for use in several of his California systems. Mr. Daniels reportedly is set to purchase $70,000 to $75,000 of equipment through Telemation Inc. for systems near Twenty-nine Palms, Calif. The package will include two live cameras and two color video-tape recorders (International Video Corp.) and one film camera. Other color systems were sold as well.

According to one NCTA source, what gave this meeting a boost in the arm over previous sessions is that some color equipment manufacturers and film packagers apparently discovered a market in cable this year. Included in or conducting various panel discussions, demonstration and instruction classes were Lyle O. Keys, president of Telecommunication Inc.; Keith Covey of ColorTran Industries Inc.; Matt Spinello and Jim Crooks of Ampex Video, and Jack J. Lawson, vice president-sales, Sparta Electronic Corp. Film packagers were represented by Robert Weisberg, Telecommunication Program Services; John Brunson, Programing Corp. of America, and Gene Dodge, Modern TV.

Featured at the workshop were two color studios—one a fully automated one-man studio operation with weather-time facilities, a single live camera (IVC) and protection equipment; the other, a two-camera setup with conventional film chain, multiplexer and full-control facility. Both studios were offered through Telemation and are said to provide “acceptable” color. A basic color setup sells for a reported $20,000.

Among the speakers at the workshop was George Hatch, KUTV (tv) Salt Lake City, and cochairman of the ad hoc copyright negotiating committee, who warned that “in all likelihood, what Congress will enact will be the last [copyright] legislation for 45 years,” therefore “you’d better talk to your senators and congressmen in a hurry.” He also expressed dissatisfaction with the current legislation before Congress that has specific language covering telecasts of live presentations. He said it may “open wide a huge new area of copyright liability.”

TV’s get protection in two CATV cases

The FCC terminated one show-cause proceeding against a CATV system and issued a cease order against another last week.

The commission dismissed the show cause against Welch Antenna Co., serving Welch, W. Va., because the CATV had reached agreement with a complaining TV station, WVSU, Bluefield, W. Va., over carriage and nonduplication protection. WHIS-TV will receive protection starting April 1.

The commission also ordered Willmar Video Inc., serving Willmar, Minn., to provide program exclusivity to KCMR (TV) Alexandria, Minn. Willmar Video is within the station’s grade-A contour.

The CATV argued that no “effective request for program exclusivity” had been received in the “form (or) style” provided for in the rules. The commission said that the important question is whether a CATV has been given enough information to determine the program to be deleted without searching through the entire day’s schedule of each station carried on the cable. The FCC said the KCMR schedule was sufficient.

Metromedia unit established

The formation of the Metromedia Division of Metromedia Inc. to provide for a unified national organization in the direct-mail field is being announced today (March 11) by the parent company. The division encompasses three basic services—media marketing, creative marketing and business communications—that formerly were handled respectively by the O. E. McIntyre, Dickie Raymond and Sampson-Hill companies. Metromedia is also engaged in the fields of TV-radio station ownership, television production and distribution (Wolper Productions); outdoor advertising (Foster & Kleiser) and transit advertising (Metro Transit Advertising and Mutual Transit Advertising).
Ohio State just gave us an award for introducing him to a lot of Boston children.

We were honored for our five part production of "This Man Shakespeare", telecast last May on our Classroom 5 educational series.

The 1968 Ohio State University Award was for meritorious achievement among local TV shows in the category of Fine Arts and Humanities.

The citation reads: "...an excellent contribution to children's understanding and enjoyment of Shakespeare's 'Hamlet'..."

For this, we thank our producer, Michael D. Neben; dramatic director, Paul Barry; and Samuel Hirsch, Drama Critic from the Boston Herald Traveler, whose professional skill and dedication helped make this award possible.

And, lest we forget, thank you, William Shakespeare. After all, "the play's the thing".
FCC faces court fight

Rules forbidding airing of lottery contests to be challenged

The New York State Broadcasters Association last week gave the green light to a legal assault on the FCC's prohibition of lottery news, approved a new slate of officers, and heard Governor Nelson Rockefeller announce the appointment of a committee to help Negroes and Puerto Ricans find jobs in broadcasting.

During a busy one-day meeting in Albany, NYSBA directors unanimously approved plans to challenge FCC regulations that prohibit the broadcast of lottery information even if such information pertains to a legal, voter-approved game. (The commission's rules are based on a U.S. criminal code provision prohibiting lottery broadcasts.) NYSBA and Metromedia Inc., New York, a group broadcaster, and the city and state of New York are mounting the attack, and are said to be prepared to go as far as the U.S. Supreme Court in an effort to get the rule declared unconstitutional. (Broadcasting, March 4)

NYSBA and Metromedia have not yet presented the commission with their initial request for a declaratory ruling.

Formal submission is expected within a week.

Later in the day, NYSBA members, representing 112 AM, 43 FM and 24 TV stations, elected Dr. Samuel A. Schwartz, president of the ABC Radio networks, to the association presidency. He succeeds Robert K. King, vice president and general manager of WKBW-TV Buffalo.

C. Glover DeLaney, vice president and general manager of WHEC Inc., Rochester, and head of the Gannett Newspapers' television division, was elected vice president; William McKibben, manager, WBN-AM-FM Buffalo, and John B. Lynch, president, WWS-AM-FM Glens Falls, were elected to one-year terms as secretary and treasurer, respectively.

NYSBA's banquet was the scene of an announcement by Governor Rockefeller of plans to establish a committee to aid Negroes and Puerto Ricans in finding jobs in broadcasting and journalism. The governor also applauded efforts by NYSBA and Metromedia to reverse the lottery regulation.

Two Societies * In his speech, the governor said formation of the committee was prompted by the recent report of the National Advisory Commission on Civil Disorders, which concluded that the nation may move toward two societies — one white and one black — but which generally applauded media coverage of last summer's several race riots (Broadcasting, March 4).

"We are not going to see the urban problems of this nation clearly as long as we see them exclusively through the eyes of white men," the NYSBA was told.

Moreover, Governor Rockefeller said: "The Negro community shouldn't be projected only in the flames of riot and the torment of disorder, but in everyday events ... Much of the good news—the constructive, positive efforts of people to make a better life for themselves in the central city—too often goes unreported."

Governor Rockefeller said he had named Dr. Samuel Gould, chancellor of the State University of New York, to set up the group, called the Committee on Minority Employment Opportunities in the News Media. Members will be selected from broadcasting, newspapers and journalism schools.

IRTS meeting to hear top network officials

 Speakers at the seventh annual college conference of the International Radio and Television Society in New York April 18-19 will include Walter A. Schwartz, president of ABC Radio; Richard S. Salant, president of CBS News and Don Durgin, president of NBC-TV.

The three network heads will talk on their individual specialties. Other speakers will include John F. White, president of National Educational Television, and Wallace A. Ross, founder and director of the American TV-Radio Commercials Festival. Faculty members attending the conference will have an opportunity to meet with Dr. Frank Stanton, president of CBS, during an informal seminar.

BROADCAST ADVERTISING

Rising media costs cited by BBDO

BBDO last week published a judgment that surprises nobody in the broadcast business, least of all the advertising fraternity. Said BBDO in effect: All advertising media will cost more in 1969.

According to "future media trends," a new feature of the BBDO media department's 1968 audience coverage and cost guide (published annually), both daytime and nighttime network television will cost 5% more on the average in 1969 than in 1968. The network audience size won't increase appreciably in daytime and only 1% in prime time while the cost-per-thousand will go up 5% and 4% respectively, according to the projection. Moreover, said BBDO, $1.06 will be needed in 1969 to buy an audience equal in size to that purchased in 1968 with $1 in daytime network TV, and $1.04 for every $1 in prime-time network TV.

Spot television and network and spot radio also will be up, in average cost increases, 5% in daytime and early fringe time in spot television; 6% for prime-time 20-second commercials and 7% for "late fringe" periods in spot TV. Compared with $1 this year, purchases in spot TV in 1969 work out to $1.06, $1.03, $1.05 and 1.05 in 1969 in the daytime classifications respectively of daytime, early fringe, prime time (20's) and late fringe to achieve an audience equal in size.

Radio spot (drive-time periods only) was shown as costing 4% more (yearly average) and network 3% more. In dollar terms it'll take $1.05 and $1.04 in 1969 for drive-time spot radio and network radio to buy an audience equal to what $1 can buy in 1968.

Higher rates were also projected for newspapers, magazines, Sunday supplements and outdoor advertising.

BBDO, however, warned the booklet's users that its projections ought to be used in a general way only and though "easy to use, they should never be used blindly." Inflation, said BBDO, can speed up or slow down "at any time."

Tape-film firm formed

A new commercial production company, CPI Television Corp., has been formed in Glendale, Calif.

The new firm, at 1616 Victory Blvd., will feature complete high-band color video tape and commercial film services on the basis of a rate card for retail client productions. Victor H. Turner, producer with Eagle Advertising, Los Angeles, is the company's executive producer; Stephen Taylor, director of operations.

Telephone number for CPI Television and its program subsidiary, Fox Chase Productions, is (213) 241-3621.

BROADCASTING, March 11, 1968
D.C. court hears Florida TV appeals

The refusal of the FCC to permit interim operation of TV channels in Jacksonville and Orlando, both Florida, was challenged in federal appeals court in Washington last week. At issue is the denial by the commission of petitions by applicants that the channel 12 operation in Jacksonville and the channel 9 station in Orlando be terminated and put into the hands of a combination of applicants in each city, pending the outcome of comparative hearings. On the air on those channels are WFGA-TV Jacksonville and WFTV(TV) Orlando, both since 1957.

Both stations were involved in ex parte charges following congressional hearings in 1958 and 1959. Neither, however, was found to be responsible, and their grants were renewed by the FCC in 1964. The U. S. Court of Appeals for the District of Columbia remanded the cases back to the commission in 1965 with orders to hold new hearings and to permit new applicants to file for the facilities. The court said the records in both cases were "stale." The commission followed these instructions, and there are now three applicants plus WFGA-TV for channel 12 in Jacksonville and seven applicants plus WFTV for channel 9 in Orlando.

In denying the requests for interim operation, the FCC said it had discretion on whether or not to permit interim operation. The other applicants claimed, however, that the FCC had permitted this arrangement in Rochester and Syracuse, N. Y., and should agree to it in Jacksonville and Orlando.

The argument was heard by Circuit Judges Warren E. Burger and Edward A. Tamm. Senior Circuit Judge Walter M. Bastian, who was not present, is the third member of the panel and will hear the argument by way of a tape recording.

FCC revamps handling of CATV waivers

The FCC, staggering under a backlog of CATV petitions for waiver of the carriage and nonduplication rules, is temporarily modifying its processing priorities. Its aim is to expedite consideration of cases in which commission action would have a "more significant" effect on the status quo.

This commission has been dealing with petitions in the order they are filed. But while this has the advantage of being fair, the commission said last week, "small CATV systems, which frequently can best make out a persuasive hardship case, are taken in order and engender difficulties out of proportion to their impact on broadcasting, while action on larger systems, where commission action will have more significant effect on the status quo, is delayed."

As a result, the commission said it would continue chronological processing, but action will be deferred in cases involving CATV systems with fewer than 500 subscribers.

Currently pending are some 300 petitions for waiver of the carriage and nonduplication rules—many have been on file at least a year.

The FCC said it believes the new procedure will "preserve many of the benefits of chronological processing, direct available staff first to the cases with the greatest potential impact, and defer action in possible hardship situations."

The commission said it may make an exception in its new system of priorities in the case of a new system in a larger community if it appears that there could have been a substantial system growth since a subscriber count was last given the agency.

And broadcast licensees may call the commission's attention to cases presenting special circumstances that require earlier action than would be provided under the new procedure. But the commission said, a "persuasive showing of hardship" will have to be made before it considers the matter.

The commission said that systems with pending waiver requests will be expected to supplement their petitions if their subscribers number above 500.

WFOX sale consumated

L&P Broadcasting Corp., Chicago, has assumed operating control of wvox Milwaukee following FCC approval Feb. 14 of the purchase, it was announced last week by Robert F. Bell, general manager of L&P's station properties. The group owner acquired wvox for $260,000 from Fox Broadcasting Corp. Sandy Sandison continues as station manager. L&P also operates wvov and wsdm(FM), both Chicago. Leonard Chess is president of L&P.

Program choices split Xerox, PKL

Papert, Koenig, Lois Inc., New York, lost a big one last week: The Xerox Corp. Loss of the account, according to officials of both companies, was due to differences over television programming.

Xerox (Rochester, N. Y.) is the second big broadcast spender to leave PKL within the past month. Quaker Oats withdrew "by mutual agreement" its Puss 'n Boots cat food and Diet Frosted Wheat and Rice Puffs accounts last month (Broadcasting, Feb. 19). Quaker placed about $2 million annually through PKL; Xerox spent about $4.5 million, more than half of it on television specials.

According to PKL spokesmen, Xerox had expressed dissatisfaction in recent months over some of PKL's program choices. Xerox had been sponsoring such specials as CBS-TV's Death of a Salesman and ABC-TV's Rise and Fall of the Third Reich, which was presented last week.

Xerox spokesmen would not comment on the program differences, except to confirm reports that the company wanted to sponsor what it calls "teaching" shows and not "crisis" shows. They did not explain these terms, but said that programs bought would remain "meaningful." Apparently Xerox has decided to sponsor more conventional TV fare.

PKL's relationship with Xerox began in October 1961 and ends officially this June. Termination is being effected with "mutual good wishes," spokesmen said.

Business briefly . . .

Quaker Oats Co., Chicago, through Compton Advertising there, plans to use heavy network and spot television schedules starting this spring to introduce new Cap'n Crunch Cereal Berries breakfast cereal. Regular Cap'n Crunch was introduced in 1965 through highly successful TV exposure. Cartoon characters involved were created by Jay Ward Productions, Hollywood.

New York Life Insurance Co., through Compton Advertising, New York, has purchased half-sponsorship of an NBC News special, American Profile: Home Country, USA, to be broadcast April 5 (10-11 p.m. NYT) on NBC-TV. Also participating are Abbott Laboratories (Tatham-Laird & Kudner), Colgate-Palmolive Co. (Ted Bates & Co.) and Procter & Gamble (T-L & K). The program was produced, directed and written by Bob Rogers; NBC News correspondent Chet Huntley will be the reporter.

NBC-TV has reported sales of participations to five companies: Pontiac Motor Division, General Motors Corp., Pontiac, Mich. (MacManus, John & Adams, Bloomfield Hills, Mich.) in
COMMERICAL PREVIEW: Cars try to get gassed

The theme of Sinclair Refining Co.'s new campaign, breaking March 11 on 110 television stations and supported with intensive network radio in the spring and summer, is: "If your car had a mind of its own, it would head for a Sinclair station for The Better Gasoline."

Series of humorous TV spots feature a policeman, a man in a Turkish bath, a newly married couple, etc. chasing their willful autos to the nearest Sinclair station. Spots were created by Cunningham & Walsh and filmed in Fort Lauderdale, Fla., by Motion Associates East.

COMMERICAL PREVIEW: O'Brien paints the world

Two animated characters, "Brushman and Roller," will be featured in a new series of television commercials for O'Brien Paint Corp., South Bend, Ind., when the nearly 100-year-old company moves into television this spring for the first time. O'Brien has used the characters successfully in radio until now. Clinton E. Frank Inc., Chicago, is the agency.

The cartoon pair emphasize the ease and economy of O'Brien paint in the six commercials being produced by Frank through Cascade Studio, Hollywood. A minute version will be used in network participations on ABC-TV and 10-second versions are for local spot placement. O'Brien distributes nationally through independent paint dealers.


Mattel Inc., Hawthorne, Calif., through Carson/Roberts/Inc., Los Angeles, is expanding its saturation sponsorship of Saturday morning programming on all three networks to morning and early afternoon programs throughout the week. Mattel is to co-sponsor a total of 19 programs on Saturdays and 13 shows during the week. On weekday afternoons, the toymaker will be on four CBS-TV programs including soap operas. Mattel also will be participating in four afternoon shows on ABC-TV, including reruns of The Fugitive and two game shows. The objective of the expanded schedule is to reach mothers with products for preschool children.

Bird & Son Inc., East Walpole, Mass., through Reach, McClinton & Co., Boston, has purchased 13-week sponsorship in NBC Radio's David Brinkley Reports.

Florists' Transworld Delivery Association, through Post-Keyes-Gardner Inc., both Detroit, and Morton Salt Co., through Needham, Harper & Stearn, both Chicago, have bought first-quarter sponsorships on CBS Radio's News and Dimension.

GF returns to NBC as program sponsor

For over a decade, NBC-TV has sought General Foods Corp.'s network-program business, an effort rewarded last week with an announcement that GF has ordered an alternate-week sponsorship of Julia, a new half-hour comedy-drama that starts on NBC next fall.

General Foods, White Plains, N.Y., has consistently placed all its program buys on CBS-TV. Next season, GF's lineup on CBS in prime time includes one-half of the new Mayberry RFD series, two-thirds of Gomer Pyle and various participations scattered through-out the CBS schedule.

In reporting the new buy, handled through Young & Rubicam, New York, NBC said this was the first General Foods program sponsorship in prime time on that network since the 1956-57 season. Julia is slated to begin on NBC, 8:30-9 p.m. period on the new NBC
schedule. *Mayberry* is a Monday entry and *Gomer* has a Friday berth on CBS's fall line-up.

GF's last program buy of a nighttime show on NBC was full sponsorship of *The Adventures of Hiram Holliday* in 1956-57. Though it had not purchased a program sponsorship on NBC since that time, GF was represented on the NBC schedule as a participating sponsor in several shows, including such current series as *The Virginian*, *Daniel Boone* and *Tuesday Night at the Movies*.

What the buy means in terms of dollar investment was not disclosed, but it was noted that on the basis of minute cost, the buy in *Julia* comes to some $165,000 every other week.

**Rep life complicated by requests for data**

Advertising agencies are making the television-station rep's job tougher these days. In fact, agency requests for detailed information have just about doubled the average rep's workload, according to Television Advertising Representatives Inc., New York.

A study just completed by TVAR shows that agencies are asking for detailed data on station audiences, reflecting the increasing effort to pinpoint television audiences for marketing purposes.

A summary, based on information contained on "avail requests" forms filled out by TVAR salesmen, shows that agencies formerly requested information primarily on homes and ratings before making a station buy. Later, a third element relating to audience composition was added: men, women, teenagers or children.

Now, according to the TVAR study, an increasing number of spot-TV buys involve four or more audience factors: age of audience as well as ratings, homes and gender of audience.

**Age A Big Factor** — That the age of audience has become an increasingly important factor is confirmed by TVAR avail requests records that show that during the last quarter of 1967, 53% of the requests for availability involved one or more specific age groups. In other words, agencies wanted to know if a show reached a particular age group in more than half the cases.

And where age was a factor in making a spot buy, agencies relied exclusively on one group in approximately 34% of the cases, TVAR said. In these cases, the agency does not request information on all viewers, but instead limits its request for information to a particular age group. Where agencies ask for information on a particular age group, they ask for data on viewers in the 18-49 group about half the time.

**Near 100%** — An analysis of avail requests received by TVAR in 1967 shows that 99.5% of the agency requests asked for more than just ratings and homes data.

In 20.9% of the cases, agencies also requested data on men viewers; in 53.5% of the cases, agencies wanted information on women viewers; 12.6% of the requests wanted data on teenagers and/or children; 12.9% on adults; 2.4% also requested data on lady of the house viewers (an A. C. Nielsen Co. service), and 1% wanted area of dominant influence data.

**NONCOMMERCIAL PREVIEW: Mary Jane 101's**

Sometime in the future, if the possession and use of marijuana is made legal, would television carry commercials for "101 mm Joints"? Looking forward to that time, Los Angeles television viewers this week will see "commercials" extolling cannakis sativa as if it were legal today, on a four-night, 12-hour special on KCET (TV), the city's noncommercial TV.

Stan Freberg, advertising's most gainfully untamed soul, has created six taped vignettes on the subject. The spots, varying in length from 45 seconds to five minutes, will be slotted throughout KCET's prime-time examination of marijuana. In the most ambitious production in its more than three-year history, the viewer-supported station will broadcast *POTpourri: Many Views of Marijuana* March 11 - March 14, 7:30-10:30 p.m. PST.

In one spot that he created and taped for the program, Mr. Freberg, who is one of several outside talents to participate, plays Marshall McMedia ("Just call me an oracle. I like the word"), an educator who has written that "classical tome," "Understanding Pot." Grass is a cool narcotic, Professor McMedia decides, until you get caught using it. Then it's hot.

*POTpourri* was produced for KCET by Richard Scott, M.D.
Johnstone Inc. to go under Marschalk wing

The Marschalk Company Inc. will absorb Johnstone Inc., effective April 1. Both agencies are subsidiaries of the Interpublic Group of Companies Inc., and both are based in New York.

Late last year, Marschalk absorbed The Fletcher Richards Co., another Interpublic subsidiary. Last week's announcement was the latest development in the restructuring of the Interpublic Group (Broadcasting, Nov. 13, 1967, et seq.).

Toni Robin, president of Johnstone, will become vice chairman of Marschalk and managing director of Johnstone, which becomes a Marschalk division. Three other Johnstone executives will become officers of Marschalk: Robert Mahmarian, senior vice president, and Milton Raymond and Clay Stevens, who become vice presidents.

It was also announced that Austin D'Alton, a senior vice president at Marschalk, had been named executive vice president and head of the agency's New York office.

BBDO picks $3 million in Pillsbury accounts

The Pillsbury Co., Minneapolis, last week named BBDO as agency for its nutritional products, snack products, prepared vegetable products, calorie control products and protein products. The billing amounts to about $3 million, of which an estimated $2.3 million is in broadcast.

A. L. Powell, director of communications for Pillsbury, said BBDO is receiving the following individual products: Gorilla Milk Instant Breakfast, Space Sticks, Sweet*10 and Sprinkle Sweet, all from Campbell-Mithun, Minneapolis, plus Snack-Tizers refrigerated snacks, Pillsbury and Hungry Jack instant potatoes, all from Leo Burnett Co. In addition, Burnett is assigned Coffeetime snack mixes and Funny Face, a presweetened dry beverage mix, which bill about $500,000 with $350,000 in broadcast. They had been at Campbell-Mithun.

The loss of these products ends a 16-year relationship between Campbell-Mithun and Pillsbury, a spokesman for the company said.

B&W allowed to use tar-nicotine figures

The Federal Trade Commission has modified a 1960 consent order to permit the Brown & Williamson Tobacco Corp., Louisville, Ky., and its agency, Ted Bates & Co., New York, to make accurate representations of government findings concerning the tar and nicotine content of Brown & Williamson's filter cigarettes as compared with other filter brands.

The action follows the release late last year of government ratings of the tar and nicotine levels of various brands of cigarettes (Broadcasting, Dec. 4, 1967). The ratings were based on data supplied by the new cigarette-testing laboratory of the FTC.

The original provision of the 1960 order had prohibited Brown & Williamson and its agency from saying the government or any of its agencies had found that the smoke of Life cigarettes or any other filter cigarette is lower in...
We didn’t want to blow our own horn so we asked AL HIRT to do it for us.

We’re proud that TV 5

- is number 1 in local news coverage
- delivers 470,800 Michigan television homes
- is 32nd in the nation in total retail sales

AL HIRT’S LATEST ALBUM
"The Happy Trumpet"

FLINT-SAGINAW-BAY CITY

WNEM TV 5

Represented By: STORER TELEVISION SALES, INC.
tar or nicotine content than the content of any other filter cigarette. The new modified order permits the comparison if the government has actually found the cigarette to have a lower tar and nicotine content.

Other provisions of the consent order are still in effect. Under the order the company and agency may not use pictorial demonstrations purporting to prove that the filter used in Life cigarettes, or any other filter cigarettes they promote, absorbs or retains all of the tars or nicotine in the smoke, or that the filter used in these cigarettes absorbs more of the tars or nicotine than the filter of other cigarettes, without proof of such a claim.

The 1960 order also prohibits the claim that the U.S. government approves or sanctions Brown & Williamson's filter cigarettes.

Brown & Williamson uses spot and network television to advertise Viceroy, Kool, Raleigh, Belair, duMaurier, Capri 100 and Dover Long cigarettes. The company spent $25,192,500 in network television in 1967, according to the Television Bureau of Advertising.

**WNEW puts up SRO sign for Giants football**

WNEW New York has sold out its coverage of the New York Giants 1968 football season to seven advertisers.

Sponsors for the four pre-season and 14 regular-season games are L & M cigarettes (Compton Advertising), Manufacturers Hanover Trust Co. (Young & Rubicam), Ford Motor Co. (J. Walter Thompson Co.) and Trans World Airlines (Foote, Cone & Belding), with Sinclair Refining Co. (Cunningham & Walsh) buying one-minute adjacencies to the games.

The pregame Pro Football Report, the Half-Time Show, and the postgame

**Advertisers warmly greet 'This Morning'**

ABC-TV last week said that among the some 30 advertisers participating in its new daily 90-minute variety series This Morning, Calgon Corp. has signed for a substantial contract. Calgon is the longest continuing sponsor of NBC-TV's Tonight show, is a user of daytime series on ABC-TV and markets five products nationally through its consumer-products division. It is a subsidiary corporation of Merck & Co., Pittsburgh, and places its advertising through Ketchum, MacLeod & Grove, Pittsburgh and New York.

Among other advertisers in the show are Armour, Bristol-Myers, Campbell, Colgate-Palmolive, du Pont, General Electric, General Foods, Gillette, Leh & Fink, Minute Maid, Norwich Pharmaceutical, Rexall and Warner-Lambert.

This Morning, starring Dick Cavett, started on the network last week. It is telecast 10:30 a.m.-noon. During the premiere week, Calgon and agency officials met with the show's host, L to r: Dick Cavett; John H. Lockhart Jr., Calgon's advertising and sales promotion manager; John Weaver of KM&G, and William G. Schulze, a Calgon vice president.

**RAR to offer data on employed housewives**

"Employed Housewives—a Major Mass Market," a specialized study by Radio Advertising Representatives working with Westinghouse Broadcasting Co.'s marketing information bank, will be introduced at the national representatives annual management meeting March 19 at the New York Princeton Club.

Among the findings in the study are that 3.6 million housewives with children under six; 9.8 million with children under 18; work. Working housewives are in general better-educated, and their family income is on the average about one-third higher than the family with the unemployed wife, the rep's study points up.

The study also discloses differences in shopping days and times, preferences for different types of stores, brand loyalty, and receptivity to new products.

**Rep appointments . . .**

- WMPP Chicago and WESY Greenville, Miss.: Greener, Hiken, Sears, New York.

**Agency appointments . . .**

- Tuborg Importers Ltd. has appointed Gilbert Advertising Agency Inc., both New York, as agency for Tuborg Danish beer. Tuborg spends most of its estimated $250,000 budget in radio and consumer magazines. The beer was previously imported by Danisco Inc., with
Dear Mr. Capra,

Yesterday I received a letter from my good wife in Turlock. She told of seeing your interview with me shown on Nov 15.

To say the least, it had a very good effect on my wife & friends that watched my mother even took a bus from Glendale to Turlock so she could see the interview.

I think you've started a sort of "Improving the morale & encouraging the loved-ones-of servicemen-in-Vietnam Club". My wife told everybody & their brother about it, so your television audience has increased in the Turlock area.

Personally, I thank you for your efforts in getting these interviews. I believe it will help loved ones at home to be encouraged as against the anti-Viet Nam demonstrations we read & hear about over here.

Again, a big thank you to you & your fellow workers at KATV for your interest in service men & their families.

Gratefully yours,

[Signature]

Jan 15th 1967

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Thank you letters. Not the polite kind. But the kind that come from the heart. Thousands of them came in response to our filmed Vietnam interviews with servicemen from the Corinthian markets.

We sent crack teams to Southeast Asia to find out how local fighting men themselves felt about the war, so as to make the war more personal, more immediate and more meaningful to our local television viewers.

Their letters tell us that we did our job.

---

CORINTHIAN

Responsibility in Broadcasting
Represented by H/R/Corinthian Sales.
Doyle Dane Bernbach, New York, as agency.
- Motorola Inc., Chicago, moves national advertising account of its consumer products division from Leo Burnett Co. to Clinton E. Frank Inc. Account bills in excess of $5 million a year.
- Air West Inc., San Francisco, proposed airline to result from anticipated merger of Bonanza Air Lines Inc. (Phoenix), Pacific Air Lines Inc. (San Francisco) and West Coast Airlines (Seattle), has appointed McCann-Erickson Inc. to handle its projected $1.5 million annual account. Appointment was made following presentations by agencies handling each of the existing accounts. McCann-Erickson handles West Coast, J. Walter Thompson has Pacific and MacManus, John & Adams serves Bonanza. Air West will be supervised out of McCann's San Francisco office.
- Mrs. Paul's Kitchens, Philadelphia, has appointed J. M. Korn & Son for frozen prepared vegetables and Lee Keeler Inc. for frozen dinners and specialty items. Aitkin-Kynett Co. Inc. will continue to handle advertising on the frozen prepared seafood line. All agencies are in Philadelphia.
- National Bank of North America moves its account from Reach McClinton to Hicks & Greist, both New York. The bank has used radio and television in the past. The account bills an estimated $1 million.

Electography' makes its debut

The 3M Co., St. Paul, Minn., held the first in a planned series of advertising agency and industry presentations in New York last week aimed at popularizing the term "electography" to connote the growth and development of various elements surrounding video taping.

Jack W. Savidge, marketing manager for 3M's magnetic productions division, told a group of program and commercial production executives from BBDO, Young & Rubicam and MacManus, John and Adans that electography is "a production technology that combines modern video tape, the electronic camera and related equipment with the growth of professional expertise and art in using them to make motion pictures."

The assembled advertising executives saw a 10-minute film on electography produced by the Videotape Center (owned jointly by 3M and Metro-Goldwyn-Mayer) that focused on the new technology that has developed in the production of tape commercials and programing.

The 3M promotion in support of electography begins this month with advertisements in business and professional publications and will continue with special exhibits at the National Association of Broadcasters' convention in Chicago March 31-April 3 and the meeting of the department of audio visual instruction of the National Education Association in Houston March 25-27. Presentations will be made on behalf of electography to advertising agencies, producers, advertisers and educational and public-service organizations, according to Mr. Savidge.

Also in advertising...

Now, now • RKO General Broadcasting National Sales released last week an updated version of its 12-minute color film originally released last year, and a 20-page booklet of marketing information on the "Now Generation," consumers between 18 and 34.

New in New Haven • Van Leeuwen Advertising Inc., has set up shop at 200 College St., New Haven, Conn., it was announced by president Louis Van Leeuwen. New agency offers complete advertising, marketing and public relations services.

Butler moves • John C. Butler & Co. has moved to 205 East 42nd Street, Suite 1215, New York 10017, telephone: (212) 899-6161. The representative firm was at 500 Fifth Avenue.

EQUIPMENT & ENGINEERING

Set manufacturers tune out ACTS

ANGERED BY COLD SHOULDER, UHF GROUP TAKES ITS CASE TO FCC

An informal meeting that had been conceived as a means of permitting UHF broadcasters and TV-set manufacturers to exchange ideas on the development of UHF-set tuners appeared to have failed in that respect last week. What the meeting did produce was bitter feelings among broadcasters.

The All-Channel Television Society, the UHF trade association, made it clear after the closed-door meeting in Washington Tuesday that it had given up on informal get-togethers with Electronic Industries Association members. ACTS issued a statement saying it would ask the FCC to conduct a formal en banc inquiry on the tuner matter.

ACTS leaders were incensed at the absence of set manufacturers Tuesday. Representatives of three tuner manufacturers (none of them EIA members) were present, and two discussed improved tuners that, they said, would be in production in about a year. But Charles N. Hoffman, a vice president of Warwick Electronics Inc., and chairman of the EIA consumer products division, was the only set-manufacturer representative present.

And, ACTS spokesmen said later, only the set manufacturers can give them the specific information they want as to whether and when improved new tuners will be ordered for their sets, and for what price sets; the broadcasters' concern is lower-priced sets.

ACTS Representatives • ACTS was represented at the meeting by William Putnam, Springfield Television Broadcasting Co.; David M. Baltimore, W BRE-TV Wilkes-Barre-Scranton, Pa.; Warren P. Williamson III, WKBW-TV Youngstown, Ohio; David Steel Sr., WCTU-TV Charlotte, N. C.; Robert F. Adams, executive secretary of ACTS, and Martin Firestone, counsel for ACTS.

"Our big complaint," said one ACTS spokesman, "is that the manufacturers are not giving us the kind of tuner that is possible under the present state of the art." He said ACTS is not demanding—for now—that single knob tuning be built into all sets—that might not be possible at reasonable cost within present capabilities.

But UHF broadcasters are concerned over the fact that, he said, viewers frequently have a more difficult time tuning in UHF channels than they do VHF channels. "This is not only separate treatment but separate and unequal treatment," he said. It is this matter of "comparability" that ACTS wants to discuss with set manufacturers.

Jack Wayman, vice president of EIA's

BROADCASTING, March 11, 1968
Rank Taylor Hobson
Varotal V lenses
now fit all major TV cameras

Hurray!
That means that I can keep my favorite Varotal V lens when I buy my new camera. No matter what I choose?

Right. In addition to all monochrome cameras and RCA color cameras, our lenses now fit General Electric, Norelco, Sarkes Tarzian and Marconi color cameras.

And that means when I buy a new camera and need a new lens, I can order the camera with a Varotal V?

Right again. Our lens fits 2-tube, 3-tube, and 4-tube color cameras. Image Orthicon, Plumbicon, and Vidicon.

How did you do it?

With a new Lens-Pak developed by Rank Taylor Hobson.

Does it work as well as a lens without the pak?

Better. The focal length of the Varotal lens can be easily changed by finger-tip control. And the Lens-Pak has a "ride the rails" device that allows "close-up" focusing to less than 1 inch.

Hmmm. Sounds like something I should look in on.

Fine. Why not look in on us at the NAB Show, Booth 251.

* * *

While you're there, we'll show you the newest thing in color T.V. monitors and in color title card and transparency scanners. And we have another electronic device on display that takes unusable color film and applies calibrated gamma correction to make the film acceptable for T.V. use.

ALBION OPTICAL COMPANY
260 N. ROUTE 303 WEST NYACK, N. Y.
Sole U. S. Agents for

Rank Taylor Hobson
consumer products division, confirmed
the impression that neither side had per-
suaded the other at the meeting. He
indicated that the kind of tuner compa-
ricability ACTS's members want would
run the price of UHF tuners to a point
where buyers would balk.
Costs Would Climb • He noted that
manufacturers pay less for UHF tuners
than they do for VHF tuners. But if a
manufacturer paying $3.50 for a VHF
tuner (which comes to about 30 cents
for each of the 12 channels) were to
put a comparable UHF tuner in his set
he would have to pay $21 (30 cents
for each of 70 channels)—with the
result that $42 would be added to the
retail cost of the set. He said the aver-
age factory cost of the current UHF
tuner is $3 to $4, which adds $6 to
$10 to the retail price.

Mr. Wayman also referred to an EIA
statement on the present state of the
art of television sets' all-channel capa-
bility in rebuttal to ACTS's complaints
that manufacturers are dragging their
feet in building improved tuners into
their sets. The statement notes that
tuner costs have been decreasing over
the year while improvements have been
made in them.
The statement also noted that all-
channel set saturation is being achieved
at a faster rate than had been expected
when the all-channel act, requiring all
sets shipped in interstate commerce to
be capable of receiving UHF as well
as VHF signals, became effective
in April 1964. Former Chairman
Newton N. Minow had predicted that 75%
of the nation's sets would have all-chan-
cel capacity by 1972, but the statement
says this point will be reached by 1970.

Reason for Absenteeism • There was
also a point on the statement as to why
set manufacturers stayed away from a
meeting where they were likely to be
pressed for details on their plans. It
said that the industry is "highly com-
petitive" and that "any UHF tuning
innovation in the distant future and
even in the near model lines to be in-
troduced in June by individual com-
panies is proprietary information."

The meeting was set up by the office
of Commissioner Robert E. Lee, who is
chairman of the government-industry
Committee for All Channel Broadcast-
ing, whose primary function is to boost
UHF development. The meeting fol-
lowed by a day a CAB session at which
UHF broadcaster feelings on the tuner
issue were made plain. Mr. Putnam said
it is "a fraud on the public to sell them
a cheap tuner."

Sarkes Tarzian of Sarkes Tarzian
Inc., a tuner manufacturer who attended
both meetings, said on Monday that "a
reasonably economic way" must be
found before UHF-VHF equality in
tuners could be obtained. He said UHF
tuners now do "much more" than VHF
tuners.

One-knob all-channel
tuner revealed by Oak

Oak Manufacturing Co., Crystal
Lake, Ill., for 20 years a major sup-
plier of television tuners and related
components to set manufacturers, has
developed a single-knob controlled all-
channel VHF-UHF tuner. It also is
highly compact and is said to have
greater stability through use of thick-
film integrated circuit modules. Until
now TV sets have required two tuners
and two knobs to tune both VHF and
UHF channels.

Volume production of the new tuner
is expected later this year. Set manu-
facturers currently are receiving sam-
ple of the device and patents are pend-
ing. Oak Manufacturing is a division
of Oak Electronics, Inc.

The tuner also provides optional
detent positions for up to a dozen chan-
els each in both VHF and UHF, thus
permitting the viewer to snap-lock
easily from channel to channel, a fea-
ture not previously practical in the
UHF band. The new tuner measures
only 1 1/4 by 3 1/8 by 4 inches.

Oak also is introducing a new inte-
grated-circuit VHF tuner as well as
printed inductance switch sections for
use in tuners.

ACTS last fall had requested the com-
mission to arrange a meeting with
EIA members as a follow-up to a letter
in which Chairman Rosel H. Hyde had
queried set manufacturers on their
plans for improving set tuners (BROAD-
CASTING, Oct. 16, 1967). ACTS said the
question of how UHF tuning devices
could be improved might best be re-
solved through such a meeting.

Second Meeting • Members of Com-
misioner Lee's staff said Tuesday a
second meeting, this time with set manu-
facturers present, might be helpful. But
ACTS, in its statement, said it had no
confidence any more manufacturers
would attend a second informal meet-
ing than attended Tuesday's session.

"Therefore," it said, "the All-Chan-
nel Television Society will [this week]
accompany the FCC in requesting the
commission, by the adoption of a formal
public notice, conduct a formal en banc
inquiry for the purpose of exchanging
views with respect to the proper de-
velopment of all-channel tuners and
related equipment."

The tuner-manufacturer representa-
tives who discussed the improved UHF
tuners their companies were working on
were Ralph Benson, of the Standard
Components Division of Standard Kolls-
man Industries, and Edward D.
Chalmers, of the Oak Manufacturing
Co. division of Oak Electro/Netics
Corp. (see story at left).

A commission news release on the
meeting reported that the manufac-
turers' representatives said the new
equipment would give UHF-TV tuning
the ease and facility now available for
VHF-TV and would not "significantly"
affict the cost of the inexpensive sets
for which they were designed.

Push Buttons, Too • The release
quoted the manufacturers as saying that
the tuners embody completely new con-
cepts and will be compatible with auto-
matic frequency control devices to
eliminate difficulty in precise tuning and
will incorporate easy tuning devices,
including push buttons.

And, "in the face of criticism of in-
adequate efforts to include in TV sets
an effective UHF tuner comparable to
a VHF tuner," the release added, "the
manufacturers emphasized that only re-
cently has development of transistors
permitted the advanced technology
needed to design new tuning devices."

ACTS's representatives, however, re-
mained unimpressed. "We don't know
when or whether the set manufacturers
will put them in their sets," one said.

Some ACTS members last week indi-
cated the association is considering peti-
tioning the commission to require set
manufacturers to provide for compar-
ability in UHF-VHF tuners. ACTS sub-
mitted a memorandum at the Tuesday
meeting that concluded that the com-
mmission has the necessary authority
under the All-Channel Recevier Act.
The memorandum says that the author-
ity is "explicit" in the language of the act
and "implicit" in the legislative his-
tory of the law, which empowers the
commission to insure that all sets are
"capable of adequately receiving" all
television signals.

And Commissioner Lee, at the CAB

NEW OAK TUNER
meeting on Monday, said that he feels that the law could "conceivably" be construed as providing the necessary authority. He said he reached that position after discussing the matter with the commission's general counsel, Henry Geller.

EIA, however, disagrees. In the statement issued by Mr. Wayman, it said that the commission, which had urged adoption of the all-channel bill, "made clear its purpose [was] to obtain only the most limited authority needed to accomplish the statutory goal of assuring that receivers are capable of efficiently receiving all channels and that it would seek to insure adequate or effective capability of all-channel reception and not the best possible capability."

Interim use of vacant channels

Alan Boyd offers plan to EIA; association outlines new projects

A new proposal for the relief of spectrum-hungry land mobile services on an interim basis was made last week by Alan S. Boyd, secretary of transportation.

Recommendating that land mobile services be permitted to use unassigned radio frequencies on a temporary basis until the primary user claims them, Mr. Boyd also proposed a new wrinkle in land mobile spectrum management: the leasing company.

Mr. Boyd's plan was broached in a speech to Electronic Industries Association members, meeting in Washington for EIA's spring conference.

Proposed Method • Under the Boyd plan, a private or cooperative leasing company would be established in various markets dedicated to providing circuits and leasing equipment to land mobile services. It would have the right to use any or all unused frequencies in the area, both government and non-government. If a UHF television channel were used, Mr. Boyd pointed out, and the FCC finally made a grant on that channel, the leasing company would relinquish it and either replace or adapt equipment for another unused frequency. One TV channel, Mr. Boyd noted, would accommodate 240 mobile radio channels. "While that channel remains unused for television, why can't it be devoted to another worthwhile use?" Mr. Boyd asked.

Mr. Boyd referred to the situation in New York where the city's police department has been using frequencies assigned to the forestry service "on the sound premise that timber is not a major industry in Manhattan."

In Los Angeles, Mr. Boyd said, there are 450 usable mobile channels in portions of the spectrum not being used for which equipment is available immediately. And, he noted, minor modifications of existing equipment could make another 300 channels usable within six months. This is a 40% increase in land mobile communications capability, he said.

Cites Immediate Relief • "The beauty of the secondary-user plan," he concluded, "is that it would permit the use of a valuable resource to the fuller advantage of everyone without disturbing the existing primary-allocation formulas in any way. It would provide immediate relief. It would permit revision of the basic primary-allocation system if, at a later time, that turns out to become feasible."

There was no comment from the FCC on Mr. Boyd's idea. From unofficial sources, however, it was learned that some commissioners and staff believe the Boyd plan may have some merit.

Other highlights of the EIA meeting:

• New EIA members, all in consumer products, are Admiral Corp., Packard-Bell Electronics Corp., Bell & Howell Co., and Lear-Jet Industries Inc. Admiral withdrew from the association about 10 years ago; Packard Bell, three years ago; Bell & Howell and Lear-Jet are first-time members.

• A pilot program on reporting retail sales and inventories in the consumer products area was authorized, with a report on its feasibility due in time for the next EIA meeting in June. At the present time, EIA collects information on consumer products production and distributor sales and inventory.

• EIA President Robert W. Galvin, Motorola, was authorized to continue merger negotiations with the Association of Electronic Manufacturers, a trade organization whose members include parts and accessory makers selling through sales distributors.

• Instituted its $100,000 service training program with a first class for military servicemen awaiting discharge at the Great Lakes Naval Training Center in Glencoe, Ill., with plans to enlarge this program to encompass 20 military posts in 10 states within six months. The program is aimed at developing television technicians for home service calls.

• Due April 1 is a consumer products division yearbook, first of its kind, that will consolidate all information and statistics on home entertainment products in one volume. The yearbook also will contain a chronology and a history, as well as general sketches of how TV, radio, phonographs and tape recorders work.

'Bead-tilt' moves ahead

CAB meeting told

FCC to approve new

UHF measurement plan

The joint FCC-industry Committee for the Full Development of All-Channel Broadcasting (CAB) held its monthly meeting at FCC headquarters last week with the presumed intent of meeting the commissioners and giving the commissioners a chance to meet it! Not all could make it. Absent were Chairman Rosel H. Hyde and Commissioners Nicholas Johnson and James J. Wadsworth.

But that didn't impede coverage of a full agenda of items concerning UHF broadcasters in an all-day meeting that was marked by some acrimonious dialogue between UHF and a representative of the Electronic Industries Association, and that spilled over into a closed-door huddle with tuner manufacturers the next day (see page 54).

The broadcasters, however, received some good news. Commissioner Robert E. Lee, CAB chairman, said the commission staff has been given orders to draft an approval in the so-called "beam-tilt" proceeding.

The proceeding was urged by WKNW-TV Youngstown, Ohio, last April. At stake is the present method of determining a TV station's field intensity contours, which UHF owners claim is depriving them of carriage by CATV systems within their television stations' service areas.

The proposed rule change would specify that the power in the pertinent vertical direction shall be used to predict the distance to a station's grade A and grade B contours, UHF's normally use narrower vertical beams and more electrical beam tilt than do VHF's in order to obtain greater effective radiated powers and better close-in coverage. The present rule states that only the horizontal power is to be used in predicting those contour distances.

But the UHF's claim that with their increased tower heights and higher-gain antennas, any power directed in the horizontal plane is wasted and in effect has no practical significance in a TV station's coverage. It would be more meaningful, they claim, to use the power a station radiates in the direction of the horizon to compute the distance to the contours. Location of these predicted lines, the UHF's note, is virtually the "absolute determinant" as to carriage
FCC inaction on Homealert system criticized

CBS Radio President Clark B. George last week scored FCC delay in testing and approving a system for automatic emergency alerts via home radios, a prototype of which, Homealert, has been developed by CBS Laboratories.

Addressing a meeting of the Atlanta Broadcasting Executives Club, Mr. George pointed out that the only commission action on this question since 1964, when CBS submitted its system for approval, has been inconclusive field tests during January 1967, and that no other action has been scheduled.

He said: "All over the U.S. in recent years mayors, governors, and other local, state and national officials have had plenty of reason to wish they could contact their communities on a moment's notice. We can be certain there will be more in years to come."

"Virtually everybody has a radio. In fact, there are many more radios than people in the U.S. If the FCC were to just give the word, every radio made from now on could include a device such as the one CBS developed."

The Homealert system operates on a broadcast subaudible signal that switches radios on and tunes them to a preselected station for an emergency announcement.

of their stations by CATV's in their service areas.

(It's understood that there is no commission action pending on a proposed rule change that would have an effect in many cases of reducing UHF stations' predicted grade B contours by revising methods of computing such coverage [Broadcasting, May 1, 1967]. Presumably such action won't be taken until after commission consideration on a rulemaking proposed by engineering firm Kear and Kennedy two weeks ago. The firm urged exploration of possibilities of using actual field-strength measurements to determine station coverage, instead of present theoretical field-strength charts [Broadcasting, March 4].)

UHF Tuners • CAB-invited comments from Jack Wayman, staff vice president of EIA's Consumer Products Division, on UHF tuner developments provided the framework for a brief, but heated dialogue on what the UHF's feel the TV-set manufacturers should provide in the way of tuning convenience (one knob, detent tune, see page 54), and what the manufacturers say cannot now be provided at a "reasonable" cost, principally because of little customer demand for such convenience.

The dialogue turned more toward a discussion of whether manufacturers should or could create a demand for a convenient UHF tuner before it was suggested that the closed meeting on Tuesday would answer some of the broadcasters' questions.

A resolution that would consolidate two separate commission proceedings dealing with CATV was passed by the CAB. It recommends that whatever consideration the commission "may undertake" in two aspects of the Community Antenna Relay systems (CARS) proceeding it should be consolidated with a request made by the All-Channel Television Society to adopt rules licensing CATV systems. Both aspects of the CARS proceeding involve transmission of locally originated CATV programming (Broadcasting, Oct. 23, 1967, Feb. 19). As noted by counsel for ACTS, the resolution reflects that organization's continuing concern with CATV head-end program origination.

In other actions:

• The CAB voted to abandon recommendation of a prospective Standard Rate & Data Service practice that would place the letters "UHF" onto listed station call letters.

• CAB also set up a subcommittee to follow the progress of the commission's hearing on AT&T's rate structure. Several broadcasters complained that they were paying higher cable costs for independent programming based on a few hours a week of use of transmission facilities. The subcommittee named: Fred Weber, Rust Craft Broadcasting Co.; W. Robert McKinsey, WJRT-TV Atlanta; William Hyland, Sports Network Inc.; Howard W. Pappert, AT&T, and William Carlisle, National Association of Broadcasters.

• ACTS will undertake a mail survey to ascertain what problems UHF's have in obtaining network affiliation or in obtaining network programming that affiliates don't take.

CAB members also heard three presentations by rating service representatives. A. C. Nielsen Co.'s Gale Metzger reported in essence that while network-affiliated UHF's get audiences, generally independent UHF's in competition with VHF's must provide strong programming in order to generate audience. American Research Bureau's R.R. Ridgeway reported an approach to ethnic measurement with ARB's personalized dairy technique used in the San Antonio, Tex., market. Med-Mark Research's Albert B. Petgen reported that, in effect, alleged built-in biases in the diary techniques were responsible in part for a poor showing of UHF audience.

The presentations were not made without a few moments of controversy however. The ARB representative pointedly refused to say, when asked, how much more expensive his survey technique was over conventional diary methods. The Nielsen representative wanted the use of its figures in the Med-Mark report corrected. Several UHF broadcasters indicated somewhat petulantly they would prefer the use of electronic metering techniques, but wanted to know why they couldn't be used outside of certain restricted areas. The services said they were willing to provide the technique if the UHF's were willing to foot the costs.

NAB asks for delay on CARS comments

The National Association of Broadcasters has requested the FCC to extend for 120 days the deadline for comments on the commission's proposal to permit CATV systems to use microwave facilities to relay original programming.

NAB, in a petition filed last week, said the additional time is needed to prepare comments on the wide range of issues involved in the general question of CATV program origination.

The commission issued its notice of proposed rulemaking last month in concluding a proceeding in which it established a new service—Community Antenna Relay Service (CARS)—in the 12,700-12,950 mc band for CATV systems using microwave (Broadcasting, Feb. 19).

The order effectively bars CARS licensees from transmitting original programming by limiting the use of CARS frequencies to the relay of broadcast signals. There had been no such limitation previously on the use that CATV systems could make of microwave. And there are no restrictions on CATV systems that do not use microwave.

Accordingly, the commissioner posed a rule that would permit CATV systems to use CARS frequencies to serve as additional outlets for community self-expression. It noted that it had already found that such service would be in the public interest, but raised a number of questions as to the desirability and technical feasibility of the proposal.

Broad Implications • NAB, in its petition, said that the proposal has "much broader implications" than those indicated in the proposal. "We
submit that the commission should not approach such an important question on a piecemeal basis... To make frequencies available for program origination before an over-all policy on the matter has been established would be akin to putting the cart before the horse."

The present deadline for comments and reply comments—March 22 and April 2—will not provide sufficient time to prepare comments on the varied issues involved, NAB said. It asked that the deadline for comments be moved back to July 22.

Among the issues NAB said should be considered is whether the proposed use of the spectrum should be authorized at a time when studies are underway—by the commission, among others—on the availability and use of the spectrum.

Other Questions = NAB also said the commission should consider a host of possible limitations on systems transmitting CATV-originated programing. The commission specifically asked for comment on whether commercials should be barred, but NAB said there is the broader question as to whether CATV-originated programing transmitted on microwave should be subjected to the same obligations imposed on broadcasters. These would include a prohibition on the dissemination of gambling information and obscene or pornographic matter, as well as the requirements of the equal-time law and the fairness doctrine.

Other questions reflect broadcasters' traditional concern over the emergence of CATV as a full-fledged competitor. One asks whether the commission should "authorize the use of radio frequencies to foster the growth of hybrid CATV-pay-TV."

Another asks whether "CATV should be permitted to originate entertainment programs such as movies, sports, etc., in competition with the very broadcast signals which form the basis of the systems' operations."

And, NAB asks, "should the commission permit the use of licensed microwave facilities to be used as part of an eroding process which would siphon off popular programs from free television available to all and make those programs available only to persons who are economically and geographically in a position to pay the CATV subscription fee?"

**FCC alters nighttime rule**

The FCC has amended its rules to permit nighttime coverage requirements for class II and class III station assignments to conform with those for class II-A stations operating on certain class I-A channels. The rules now stipulate that a proposed new or changed nighttime operation must provide a first primary AM service to at least 25% of the area or population to be served. The rule became effective March 8.

**Rogers' X-ray bill passed in subcommittee**

A House subcommittee has approved a bill empowering the Secretary of Health, Education and Welfare to set standards regulating the amount of radiation emitted by color-TV sets and other devices. The bill was supported by the Electronic Industries Association, which helped draft it.

The measure (H.R. 10790) is an outgrowth of hearings held last month by the Health Subcommittee of the House Commerce Committee on a Public Health Service survey of X-radiation levels of color-TV sets (Broadcasting, Feb. 5). Representative Paul Rogers (D-Fla.), who conducted the hearing, also was the bill's sponsor.

After declaring a standard for any product, manufacturers would have between one and two years to comply. Violators would face fines of up to $1,000 for each offense to a ceiling of $200,000.

Land-mobile report open for comment

The report of the Advisory Committee for the Land Mobile Radio Services has been incorporated in a formal FCC docket. Its number is 18060.

The docket will contain the report itself, the minutes of the standing and executive committees, copies of the individual reports of the various working groups, and any relevant comments and correspondence.

The purpose, the commission said in making the announcement last week, is to facilitate public access to the material. Comments are not being invited, although they may be submitted.

The report, which was submitted to the commission on Nov. 30, 1967, contains the findings of a government-industry committee that made an exhaustive study of the possibility of getting additional use of the spectrum now allocated to land-mobile radio (Broadcasting, Dec. 4, 1967).

It has stirred considerable controversy as a result of its conclusion that land-mobile needs additional spectrum space—and its implication that the additional space should come from that part of the spectrum now reserved for television.
RTNDA throws counter-punch

Criticizes implications in riot commission report, adoption of Reardon Report

The Radio Television News Directors Association took issue last week with critical portions of the report of the President's Commission on Civil Disorders. The report had found that while TV-radio coverage of the 1967 riots generally was balanced there is still much room for improvement (Broadcasting, March 4).

The RTNDA response came from the group's president, Jay Crouse, news director of WHAS-TV Louisville, following a meeting of the RTNDA board in Los Angeles March 2-3. At the same meeting the news association called for local action to discourage implementation of the Reardon report of the American Bar Association which would dry up sources of criminal trial news (Broadcasting, Feb. 26).

Mr. Crouse said he was "greatly disturbed" by some implications in the summary of the riot report from the presidential commission headed by Governor Otto Kerner of Illinois. He noted the report charged that important segments of the news media failed to report adequately on the causes and consequences of civil disorder and on the underlying problems of race relations.

"The Radio-TV's Record" he said, "is totally unfair to responsible radio and television stations and newspapers who have attempted to do just what the commission says was not done," Mr. Crouse said. "If the commission members could have worked with RTNDA judges each year for the past 10 years, reviewing literally hundreds of radio and TV documentaries and special reports on racial relations and civil disorders (reports done at the local level on local problems), I doubt they would have made such a sweeping indictment," he added.

RTNDA also expressed concern for the commission's recommendation that coordination with police in reporting riots "can be improved." Certainly they can, Mr. Crouse admitted, "but this implies that coordination has been bad in the past," he said.

It also ignores the efforts made in most major cities, Mr. Crouse continued. RTNDA further has repeatedly discussed this problem at its national conventions with news directors outlining their cooperative efforts with local authorities, he said.

The RTNDA code of ethics for its members requires responsibility in this area, Mr. Crouse said. "In fact in some cases we may be going too far," Mr. Crouse said. "The fact that the Detroit riot went unreported for half a day (at the urging of local authorities) raises a real question as to the public's right to know what is going on," he said, explaining "there is a responsibility to keep innocent bystanders from being involved in a riot on a Sunday afternoon drive."

RTNDA also took issue with the committee's claim that the news media could be guilty of "exaggeration of both mood and event" in covering the 1967 riots. There may have been some individual cases of exaggeration, Mr. Crouse conceded, "but to impugn everyone for these few exceptions is a serious exaggeration in itself. Particularly when the commission summary itself claims the riots pose such a serious problem for the nation that 'if we are heedless, none of us shall escape the consequences.'"

'Questions Approached' Mr. Crouse noted, "it would seem most difficult to exaggerate the seriousness of the 'mood and the event'. The commission seems to take a two-faced approach in this regard."

Concerning the free press-fair trial issue raised by the ABA's recent adoption of the Reardon report, the RTNDA board called upon its members "to take all necessary action at the local level to prevent implementation . . ."

RTNDA has maintained since the recommendations were first proposed that they open the door to management of crime news by the judicial and by local law enforcement officials.

Since the ABA has chosen to ignore these warnings, the fight must now be made at the local level, RTNDA said. RTNDA urged its members "to cooperate to the fullest extent with other news media in seeing that city, county and state judicial, law enforcement officials and elected officials are fully informed of the real dangers of the recommendations."

RTNDA said it is prepared to institute court challenges to the recommendations, "particularly to the provision threatening contempt of court proceedings against news media, as such court challenges become necessary."

Other Opposition In a related meeting, held in Sacramento on Feb. 29, the California Freedom of Information Committee, which includes representatives of broadcasters and publishers associations and various press clubs, called an emergency session for the sole purpose of discussing the Reardon report.

The group was greeted with a letter from the president of the California State Bar, conciliatory in nature, which assured that it will not necessarily rubber stamp the recommendations of the ABA. In part the letter, signed by John H. Finger, president of the State Bar Association said: " . . . it should be made clear in the meantime that the state bar is a constitution agency of the state of California and is in no way bound by any action or recommendation of the ABA, which is a voluntary organization. It should not be assumed that the state bar board of governors would agree with either the approach to the problem or the substance of the rules recommended in the Reardon report."

Mr. Finger, an attorney from San Francisco, suggested that "an exchange of views" take place between the state bar and the press. His letter was delivered by Ben Martin, executive director of the California Newspaper Publishers Association.

The emergency meeting in Sacramento took place a day after film crews from three Los Angeles TV stations had been chased from covering a nonjudicial hearing in Santa Ana, Calif. Crews from KNXT(TV), KNBC(TV) and KABC-TV had set up cameras and lights in the Santa Ana Chamber of Commerce building to cover a hearing on a highway patrolman's complaint who said he
Representative of NAB and NCTA who attended last week's meeting were (seated l-r): Irving Kahn, Teleprompter Corp., New York; Alfred Stern, NCTA committee chairman; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; NAB committee chairman; Douglas A. Anello, NAB general counsel, and John T. Murphy, Avco Broadcasting Corp., Cincinnati.

Standing (l-r): Walter Scheier, special NCTA copyright counsel, New York; Paul Comstock, NAB vice president for government affairs (partially hidden); Wally Briscoe, NCTA executive director; Jack Crosby, Genco Inc., Austin, Tex. NCTA chairman; Richard Dudley, WSAU Wausau, Wis.; Robert Beisswenger, Jerrold Corp., Philadelphia; Bruce E. Lovett, NCTA general counsel; Arch Madsen, KSL-TV Salt Lake City; William Carlisle, NAB vice president for television; Charles H. Tower, Corinthian Broadcasting Corp., New York; Willard Walbridge, KTRK-TV Houston, and Ralph Demgen, Willmar Video Inc., Willmar, Minn.

Not present was John F. Dille Jr., Communicana Group of Indiana.

was fired for not giving out enough tickets, when they were ordered to leave the building. Robert Hill, hearing officer for the California state personnel board, told the TV crews that there would be no news filming. He said the radio and TV newsmen could stay but no tape recording would be allowed. Asked by what authority he was taking this action, Mr. Hill said it was policy of the state personnel board not to permit radio-television coverage of its proceedings.

Four Star, Morris settle

The William Morris Agency Inc., Beverly Hills, Calif., last week accepted an undisclosed sum in settlement of a debt owed by Four Star International Inc., North Hollywood. The debt, for commissions due on the sale of nonnetwork television shows, is estimated to be under $1 million. Abe Lastfogel, president of William Morris, said that the talent agency "will be happy to assist" Four Star International attain its "dynamic plans" for future growth. David B. Charnay, president and chief executive officer of Four Star International (formerly Four Star Television), cited the settlement as a major step in the rehabilitation of his television production and distribution organization.

NAB, NCTA meet on copyright issue

For the first time in three years the National Association of Broadcasters and the National Cable Television Association have held formal talks aimed at producing a bi-industry agreement on CATV copyright.

Last week in Washington, representatives of the two groups met in what was termed a friendly atmosphere. Although the exact points of agreement and disagreement and the extent of each was being kept quiet, representatives of both groups indicated that something concrete could come out of the next meeting, tentatively set for April 10 in Washington.

The meeting, which ran from 10 a.m. to after 3 p.m., included a point-by-point discussion of the material covered by the Hatch-Stern ad hoc broadcaster-CATV copyright committee that met throughout last summer. The Hatch-Stern meetings (George C. Hatch, kTV (TV) Salt Lake City, and Alfred R. Stern, Television Communications Corp., New York) were attended at one time or another by 26 broadcasters, 20 cable operators plus NAB and NCTA personnel.

The outgrowth of that series of meetings was general agreement in many areas, but continued disagreement on two points: Should CATV origination of entertainment programs and/or commercials change the CATV's copyright obligations, if any, in the carriage of station signals, and should CATV carriage of outside signals in underserved areas pursuant to compulsory copyright license be subject to restrictive covenants contained in broadcaster-copyright contracts (Broadcasting, Dec. 18, 1967).

It was understood that the general feeling following last week's NAB-NCTA meeting was that more progress had been made in that one session than in all the Hatch-Stern meetings.

Mendelsohn signs NBC pact

Lee Mendelsohn Film Productions, Hollywood, has signed a long-term agreement with NBC-TV for the joint development of TV specials, it was announced last week. The Mendelsohn firm will produce a minimum of two programs a year for NBC-TV. Already in development are five specials, including Children's Letters to God, The American Woman, Hi and Lois, The Builders and a sequel to The Fabulous Funnies, recently on NBC-TV.
Elton Rule finds that ABC-TV has turned the corner

With sales healthy and programming firm, ABC-TV last week was pronounced ready for what may be a most critical 1968-69 season, the first following buffeting during two years of an ABC-International Telephone Telegraph Corp. merger that never came off.

The reading came from Elton H. Rule, ABC-TV's president of six weeks on the job, who in an interview with Broadcasting said that six weeks was obviously not long enough to "evolve a policy" but sufficient time for him to become "pleasantly surprised" with the passing of a "dilemma" and the network "turning the corner."

Mr. Rule, former vice president and general manager of ABC-owned KABC-TV Los Angeles, was elected president of the television network about a week after ABC's bid to merge with ITT was rejected (Broadcasting, Jan. 8, 15).

During the interview, Mr. Rule discussed his network from the point of view of sales, programming and general prospects. In the programming area, Mr. Rule talked fully about the 1968-69 season for which ABC had just set its schedule (see story, page 63).

He said the network was "very optimistic" in the sales area, that early program buys as against participations were "heartening" and that second- and third-quarter sales were doing well. He estimated that ABC-TV is running 25% ahead of last year in business placed in the fourth quarter in context of a "stronger economy" with advertisers showing "confidence in our schedule."

Bigger buyers for the fall include automobile makers Oldsmobile, Chevrolet (Bewitched) and Ford (FBI); Bristol-Myers, Noxema, S. C. Johnson, Colgate-Palmolive, Quaker Oats (Bewitched) and J. B. Williams (The Lawrence Welk Show), and cigarette advertisers Brown & Williamson, P. Lorillard and R. J. Reynolds Tobacco.

For the fourth-quarter alone (first quarter of the new season), ABC's new Mod Squad (Tuesday, 7:30-8:30 p.m.) and That's Life (Tuesday, 10-11 p.m.) are nearly sold out to advertisers though they had only seen scripts and not pilots. Yardley, which had been on NBC's Monkees, is in ABC's New The Ugliest Girl in Town (Thursday, 7:30-8 p.m.).

The fall schedule was announced early in the week to affiliates but Mr. Rule said "we'll get down to the specifics" at the ABC-TV affiliates convention on April 28 in Los Angeles. More than anything else, Mr. Rule stated, he wants to "try for a continuing stability in programming."

He said ABC would no longer "change a show for change's sake, that's not to be the modus operandi."

When he assumed command, Mr. Rule said: "We were supposed to have been in a fantastic dilemma. It was said as many as 14 programs in the schedule would have to be replaced next season. At the time, our people didn't see new programs."

"Now the impetus is with us, we are rolling and have turned a corner."

Mr. Rule said several replacement shows earned places on the new schedule while other midseason changes in time periods paid off, making "our program decisions considerably easier" for the fall. He said ABC would replace six-and-a-half hours on the schedule.

Among the viewpoints in programming presented during the interview:

* ABC is keeping to youth-appeal shows while rounding out its schedule with such veteran series as Welk and The Hollywood Palace.
* Tuesday night, Mr. Rule would expect, will be one of ABC's strongest next season. That night is a superb example of what Mr. Rule said is ABC's philosophy of an uninterrupted "audience flow" in a given evening. "The flow," he explained, "ought to follow" for the full evening and "not change in each time period."

The line-up Tuesday is Mod Squad, It Takes a Thief, Felony Squad and That's Life. This follows the flow concept while also providing full counterprogramming: Mod against CBS's new Lancer western and NBC's comic Jerry Lewis; action thriller Thief vs. Red Skelton (CBS) and NBC's new "comedy-drama" Julia; Life, musical comedy starring Robert Morse, against an NBC movie and news on CBS.

* No network would be expected to continue a series that's run a course of several seasons on the air and has fallen off, but ABC no longer will dump a show after, say, one or two seasons without first trying various remedies of medical care or surgery, of replacing talent or strengthening the script. "We would rather a show stay on the schedule

Dinah Shore climbs the Hill for royalty bill

Senators learned last week that lobbying can be fun as they found Dinah Shore on Capitol Hill seeking support for royalty payments to recording artists. Miss Shore was guest of honor at a Senate party given by Senator Howard Baker (R-Tenn.), who represents her native state, and took the opportunity to explain her view on a pending copyright amendment that would allow performers to receive compensation each time a record is played on the air. Miss Shore pointed out that at present only composers and music publishers receive royalty payments.

Edward V. Long (D-Mo.), Peter H. Dominick (R-Colo.), and Representatives James H. Quillen (R-Tenn.), and Joe L. Evans (D-Tenn.).

Other stars who have lobbied for the same cause in the past have included Peggy Lee and Tony Bennett.

NCRA is working with some other stars now. Rudy Vallee has said that he will go to Washington for the cause, as have Bing Crosby, Phil Harris and some of the country-and-western people from Nashville such as Chet Atkins and Boots Randolph.

Tex Ritter is NCRA's Nashville chairman and Mitch Miller is eastern chairman.

Last week in the Senate lobby Senator
More moves in fall chess game

ABC-TV adds two to line-up, plans to drop

ABC-TV has added two series, Dream House and The Don Rickles Show, to its fall schedule and will not renew Garrison's Gorillas.

These were the key decisions, affecting Monday, Tuesday and Friday nights, in forming a final line-up for 1968-69. ABC officials last week also said the network will not open its season earlier than Sept. 29 (CBS-TV expects to start Sept. 22 and NBC is unlikely to begin earlier than that date).

In another decision, ABC plucked a spy-adventure series, Man in a Suitcase, from its standby list for a May 3 start on Fridays at 8:30-9:30 as a summer replacement for Operation: Entertainment. The latter show will return in a new time period next fall (on Friday, 7:30-8:30). Suitcase stars Richard Bradford as McGill, a former U. S. espionage agent, and is produced by ATV Limited in London.

Several weeks ago advertising agency sources had indicated that Dream House, a half-hour game show, was being considered for a prime-time berth (Broadcasting, Feb. 19). The new Rickles series, also a half-hour, is a Goodson-Todman taped production described as a nonprize game show featuring comic Rickles with celebrity guests and panelists.

Other Changes Due = There will be new "increments" built into several series, according to ABC-TV President Elton H. Rule (see page 62). For example, That's Life, Tuesday, 10-11, will star Robert Morse in a taped musical-comedy show. The Avengers will change locales next season with episodes filmed in Ireland, Scotland and France as well as in England. In addition, that series will change the female lead.

The schedule:

Sunday — 7-8, The Land of the Giants; 8-9, FBI; 9-conclusion, movie.
Monday — 7:30-8:30, The Avengers (originally penciled in at Friday, 8:30-9:30); 8:30-9, Peyton Place I; 9-10, The Outcast; 10-11, The Big Valley.
Tuesday — 7:30-8:30, Mad Squad (originally penciled in at Monday, 7:30-8:30); 8:30-9:30, It Takes a Thief; 9:30-10, 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—7-8:30, The Ugliest Girl in Town; 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, no network programming.

Friday—7:30-8:30, Operation: Entertainment; 8:30-9, Dream House; 9-9:30, Don Rickles Show; 9:30-10, Guns of Will Sonnett; 10-11, Judd.
Saturday—7-7:30, Dating Game; 8-8:30, Newlywed Game; 8:30-9:30, Lawrence Welk; 9:30-10:30, Hollywood Palace; 10:30-11, no network programming.

Talent show set for summer

A summer musical competition will take over half of Jerry Lewis's spot on NBC-TV (Tuesday, 8-8:30 p.m. NYT) from June 11 to Sept. 3. Showcase '68, a series of nine talent contests filmed in nine different regions of the country, will conclude with a one-hour show Sept. 3 to select a grand winner from the nine semifinalists. The series also will feature a different nationally known star on each program. NBC sources indicate its movie may start a half-hour early to fill the 8:30-9 p.m. period.

Convention anchormen picked

CBS Radio last week picked Robert Trout and Dallas Townsend as the anchormen for its coverage of the Republican and Democratic national conventions this coming summer. Mr. Trout has covered every nominating convention since 1936 and Mr. Townsend has performed in a similar capacity since 1948.

Kennedy reportedly said to Miss Shore:

"I don't know what the issue is, but you've sold me."

BROADCASTING, March 11, 1968

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63
Krantz Films forms TAPE/NET for TV

In an expansion move designed to provide first-run programing for independent TV stations, Krantz Films Inc., New York, last week announced the formation of TAPE/NET, a corporate division that will produce and distribute shows in syndication.

Steve Krantz, president, said his company is earmarking $3 million for new programing, but added that a total of $15 million is involved in TAPE/NET product, including $12 million in production rights in Canada to which Krantz has distribution rights. The new programing, largely on tape, will be introduced at the National Association of Broadcasters convention in Chicago next month and will be available for the fall season.

TAPE/NET will make its production headquarters in Toronto. Mr. Krantz reported that three daily 30-minute series are now in production. They are: The Western (?) Sex, featuring Pamela Mason in discussions with rotating male guests such as Cleveland Amory, Truman Capote, Sidney Poitier, David Merrick and Peter Ustinov; Peppermint School, a program aimed at preschoolers featuring Rocky Graziano and Toby Tarnow, in which the former middleweight champion will conduct daily exercises, story telling and singing sessions with youngsters, and Bingo At Home, a participation series.

In addition, Krantz Films has a distribution contract with the Canadian Broadcasting Corp., the CTV Network in Canada and CFTO-TV Toronto for the syndication of selected programing from their schedules. Among the programs already set for distribution in the U. S. are Festival, a group of twelve 90-minute specials, including drama, comedy and musical; four Wayne and Schuster specials; Show of the Week, a series of 39 one-hour specials with comedy and dramatic talent; Perry's Probe, an interview-discussion series, starring Norm Perry; 39 half-hours of country-and-western-music programs with Tommy Hunter; Sports Hot Seat, 52 half-hours of in-depth interviews with top sports figures; The Stu Davis Show, a country music series, and Uncle Bobby, a children's series.

Mr. Krantz, who was vice president and general manager of Screen Gems (Canada) before organizing his own firm three-and-a-half years ago, said last week that production from Canada is of high quality and can be released in the U. S. on an equitable basis because of simultaneous exposure across the border.

"An important ingredient of TAPE/NET is that we will recapture one minute of time in each program that we will sell to a national or regional advertiser," Mr. Krantz said.

Racism charge leveled against TV show

Plymouth may be out "to win you over this year," but Harry Belafonte doesn't think he's included. The Negro singer last week charged that the Chrysler-Plymouth Division of the Chrysler Corp., and its advertising agency, Young & Rubicam, practical racial discrimination against him. Mr. Belafonte made the charge in Hollywood where he taped a guest star appearance on the Petula Clark special, which Plymouth will sponsor on NBC-TV April 2.

According to Mr. Belafonte, the advertiser was against his appearance on the show and, after he was signed to do it, sought to have him replaced. He also claimed that both advertiser and agency objected to a scene near the close of the special when, after completing an antiwar duet with Miss Clark, he impulsively touched his arm. He further claimed that Doyle W. Lott, advertising manager of the Chrysler-Plymouth Division, demanded that the scene be done over again. Representatives of Y&R, according to Mr. Belafonte, backed Mr. Lott and threatened to cancel the show unless the singers consented to redo the offend-

Movies, football seen as reshaping TV's profile

Movies' domination of prime time is resulting in major changes in the TV industry according to an analysis, released yesterday (March 10) by A. W. Zelomek, visiting professor at the University of Virginia's Graduate School of Business Administration.

Mr. Zelomek finds that expansion of network movies "may result in increased autonomy of affiliated stations." As first- and second-run features are exhausted, network-affiliated stations and independents will be forced to strengthen their local positions by more diversified programing.

Football's TV success has encouraged added coverage of other sports events, Mr. Zelomek's analysis indicates. But the increasing pigskin glut, especially on week end afternoons, may result in a letdown. The report finds that regional and local sports will gain and affect national sports.

Although syndication sales have deteriorated, Mr. Zelomek finds that program packagers' economic position is not hopeless. He sees a strong likelihood that artistic and cultural programing may revive this segment of the industry, and this will be a factor in strengthening independent stations even further.

The growth of prime-time movies is also forcing a re-examination by leading national advertisers of TV's price policies. Any loss at this time is being offset by increased local advertising. But Mr. Zelomek pointed out that "the problems of local advertising are "much more complex than those of national TV advertisers."

The survey showed that news and news-interpretation programs, both at the network and local levels, are expanding and that there is concern that there is a sufficient number of professional journalists to handle the explosive change. The 1968 presidential election, the report indicated, "will provide a major challenge in television news reporting and interpretation."

The establishment of the Corp. for Public Broadcasting will also provide a new challenge to the industry, the report said. A negative attitude by the industry to public TV, Mr. Zelomek said, would be "inconsistent with the post-depression American political and economic history."

Mr. Zelomek is president of International Statistical Bureau, New York. Material for the analysis was gather by students in Mr. Zelomek's marketing class.
Mr. Lott and the Plymouth Division denied Mr. Belafonte's charge of racism. They issued a news release that among other things said: "The performances of Miss Clark and Belafonte have contributed to the most outstanding TV program in which Plymouth has been involved." Mr. Lott said: "This thing is being blown out of all proportion," and revealed that he had approved the segment in question after seeing rushes of it at a screening.

Plymouth Division made it clear that "if there was any incident during the taping, and we are trying to check it out, it resulted solely from the reaction of a single individual and by no means reflects the Plymouth Division's attitudes or policy on such matters." Miss Clark has been Plymouth's commercial spokeswoman for the last year.

**Program notes...**

**NET election analysis** • National Educational Television said last week it will provide a one-hour analysis of the New Hampshire primary Wednesday, March 13. On the 17 interconnected stations of the Eastern Educational Network, the show will be seen within hours of the vote tabulation, at 8 p.m. Appearing on the show will be the two news men assigned to cover the primary for The New York Times, Washington bureau chief Tom Wicker and national political correspondent Warren Weaver. They will be joined by Lester Markel, Times associate editor, acting as moderator, and Frank Burt Freidel Jr., Harvard University professor of history.

**Decision to talk foreign policy** • NBC-TV will present a two-hour special, "Great Decisions 1968," on the Today show, Monday, March 18 (7-9 a.m.) in an analysis and examination of the great decisions of foreign policy facing the U. S. this year. The program will be produced in collaboration with the Foreign Policy Association.

**End of Vorty's term** • Samuel Vorty's term on local television is at an end. The celebrated mayor of Los Angeles is making another move—a forced one. It will take him off KHI-TV Los Angeles, the RKO General-owned independent that has been carrying his weekly discussion-interview program for the last year. Mayor Sam, who bows off the station on March 17, fell victim to low ratings and insufficent advertiser support. He's being replaced by William F. Buckley's Firing Line. The mayor's TV advisers are negotiating with other local stations for a return of The Sam Vorty Show.

**TV speeds radio news**

*WRAJ Anna, Ill.*, is using closed-circuit television in a practical way: to telescast broadcast news from the newsroom to the announcer on duty alert to late-breaking news.

The system, promoted on the air as "Video News Monitor", enables the announcer to continuously monitor the UPI broadcast wire, often reading bulletins directly from news ticker. The closed-circuit TV camera is mounted on a bracket in front of the Teletype printer in the newsroom.

UPI also installed a modified Teletype printer that prints lines half the usual length, making possible the enlargement of letters for easy reading.

**Filmways moves** • Filmways Inc., formerly at 51 West 51st Street, New York, has moved to expanded headquarters at 477 Madison Avenue. New telephone number is (212) 758-5100.

**New Location** • VIA Film Ltd., producer of television commercials, documentaries, sales and industrial films, has moved to expanded studio and office facilities at 333 Park Avenue South, New York 10010; telephone (212) 777-0100. Ira Marvin, director, and Zoli Vidor, A.S.C., director-cinematographer, founded the company last June, and producer-art director Paul Heller became third partner last fall.

**WABC-FM sets up quickie format change**

In about six days WABC-FM New York turned around its format and over the past weekend (on March 9) was to begin broadcasting what, for lack of time to pick a better or different title, is being called "now music."

By changing, the station takes on an entirely new sound—changing from show tunes and some jazz with a one-shot program devoted to a psychedelic music sound to a new format mix of baseball coverage and the new music (a synthesis of elements found in contemporary pop, folk, electronic, "evolution psychedelic," and soul). At the same time, officials acknowledged last week, the station may no longer be affiliated with the FM service of ABC Radio's four services.

Except for news feeds, WABC-FM, with the new format, is to cut away from the FM network. Future status of its affiliation with that service has yet to be determined, it was indicated.
Dry run precedes KFWB's switch to all news

In the second-floor of a Hollywood hotel that has known better days, some 50 men and three or four women have been taking lessons in how to work for radio's most exhaustive and expensive program format. Mostly young; Caucasian, Oriental, Negro, they have been attending a news school tutored by executives of Westinghouse Broadcasting Co.

A hand is raised. "When do we interrupt a story for a live report?" somebody asks.

"The only time you interrupt is when an editor stands over you and drums his fingers on the copy," answers a man sitting at the table at the front of the room. "Then you'll know that the story is of such major proportions that we all don't have much longer to go."

Questioning, orienting, indoctrinating, testing, perfecting. The class has been going on this way since Feb. 19. But it really began more than a month earlier when Westinghouse announced that KFWB Los Angeles, a station it acquired exactly a year before, would go all-news - like two of the group's other stations, WINS New York and KYW Philadelphia (broadcasting, Jan. 15). Last week the class was scheduled for a dry run. Everything was to be done during a typical broadcast day was tried except talking into a live microphone. Like the real thing, it was an around-the-clock, seven-days-a-week operation.

(The free-lance and part-time newsmen handled news reports for KFWB during the training period.) But last week's dry run was piped into nearby hotel rooms where Westinghouse executives listened and evaluated.

At 6 a.m. today (March 11) KFWB ends all try-outs and goes on the air with its specially designed all-news sound. Similar to the New York and Philadelphia operations, KFWB will present news reports from its newsmen, mobile units and correspondents in the field; from the wire services, and from Westinghouse's Washington and foreign news bureaus. The station promises that stories will be constantly updated, new facts added, new angles pursued, new approaches taken. Lines will be kept open among the seven Westinghouse-owned radio stations and also to the Washington news bureau. Twice a day feeds will come in from overseas correspondents. Editorials and local reviews of cultural events will be presented regularly.

"We'll be presenting news not history," Gordon Davis, vice president in charge of the Los Angeles station, assures. "We can be compared to an evolving daily newspaper getting out new editions every half-hour or 45 minutes. When a major story breaks we'll be able to have as many as 35 people covering it."

Westinghouse has scoured the West Coast for first-class, experienced newsmen. KFWB's news staff of 10 has been increased some six-fold. The station's engineering staff of five has doubled. The over-all staff is now more than 100, about double its size under KFWB's music-and-news format.

The bigger staff needed more room. So KFWB's cramped facilities above Hollywood Boulevard have been ripped apart and rebuilt. The news room has been tripled in space. Yet the reconstruction will be used for only a short time. The station has been scouting locations and in about a year may have a new facility built from the ground up.

Lots of new equipment has gone into the station. Portable tape recorders, two-way transistors, at least three new mobile units (making a total of six) have been added in recent weeks or are on order. A new transmitter also is being added to keep the station, which used to be off the air about four hours a week, in constant operation.

Westinghouse officials will not disclose how much the company is investing in the new operation, but local observers believe KFWB will be the most expensive radio operation in the market.

"We're going first-class all the way," says Mr. Davis. It would appear that he's not exaggerating.

'Africa' earns Polk award for ABC news

ABC News was named last week among nine winners of the 20th annual George Polk Memorial Awards given by Long Island University. The awards are a memorial to Mr. Polk, a CBS correspondent killed in Greece in 1948.

The winners will be given bronze plaques and citations at a luncheon in New York on March 28. ABC News was cited for its four-hour TV documentary, Africa, called "a milestone in TV journalism."

Other winners were Newsday, a Long Island newspaper, for community-service coverage; R. W. Apple Jr., New York Times, foreign reporting; J. Anthony Lukas, New York Times, local reporting; Clayton Fritchey, Newsday Specials national reporting; Catherine Leroy, free-lance, news photography; The Paris Review, magazine reporting; Saul Maloff, Newsweek, criticism; Alan F. Westin, book award.

McLendon gets green light for no-news FM

KOST(FM) Los Angeles, which began wearing McLendon Corp. colors as an all-classified-ad station, has received FCC permission to become an entertainment-oriented, no-news station.

KOST was KGLA(FM) when McLendon acquired it in July 1966, and transformed it into a classified-ad-page of the air. The calls were changed to KADS

66 (PROGRAMMING)

BROADCASTING, March 11, 1968
Taft, Nicholson-Muir to syndicate new series

The second series in a program development effort by Taft Broadcasting Co. and Nicholson-Muir Inc., New York, is Card Party, scheduled for release next fall, it was announced last week.

The half-hour series, in which contestants compete at a variety of popular card games, is designed for daytime or early evening stripping. Lawrence H. Rogers II, president of Taft, said he has advanced the production schedule of the pilot for Card Party so that it will be available for the National Association of Broadcasters' convention.

As with Matches 'n' Mates, the first series developed by Taft in association with Nicholson-Muir, Card Party will be ready for a fall start on Taft outlets as well as other stations, according to Mr. Taft.

Showcorporation to handle RKO shows

The acquisition by RKO General of a substantial interest in Showcorporation of America, New York TV-distribution company, was announced last week by Henry V. Greene Jr., vice president in charge of television for RKO General, and Robert Manby and Fred Schneiter, principals in Showcorporation.

Under the agreement, Showcorporation has obtained distribution rights for TV programs produced by RKO General and previously distributed by RKO Pictures. The programs are Firing Line with William Buckley Jr., Surf's Up, Aero Classic, Shirley Temple's Storybook, Hollywood Boulevard, Murray the K at Shea, Baby and Fashion, Italian Style. In addition, Showcorporation, under previous agreements with RKO General, has worldwide TV-distribution rights to a large number of feature films.

Showcorporation is located at 10 East 49th Street, New York 10022. Telephone: 421-8830.

Cleveland TV distributor switches to New York

Olas Corp. has moved its headquarters from Cleveland to New York from where it will distribute its travel-adventure TV programing, it was reported last week by Robert S. Buchanan, president.

The company, formed three years ago, is distributing 247 one-hour episodes and 105 half-hour segments of Of Land and Seas. Mr. Buchanan said the programs are in color and on video tape. The series has been sold in Los Angeles; San Francisco; Minneapolis; St. Louis; Dallas; Fort Wayne, Evansville and South Bend, all Indiana; Buffalo, N. Y.; Orlando, Fla.; Miami; Kansas City, Mo.; Flint, Mich.; Milwaukee and Washington.

Olas' headquarters is at 52 Vanderbilt Avenue, New York 10017. The company's production and quality control operations will remain in Cleveland.

Specials win for ABC-TV

ABC-TV reported last Thursday that its "night of specials" on Wednesday, March 6, scored well in the ratings in New York. On that evening, the network pre-empted its 7:30-11 p.m. programming and substituted four specials: The Savage World of the Coral Jungle, The NOW Generation, Monte Carlo . . . C'est la Rose and Part I of The Rise and Fall of the Third Reich. ABC-TV said the New York Nielsens showed the network averaged a 16.4 rating and a 34.7 share for the evening, as compared with a 15.6 rating and a 32.1 share for CBS and 15.7 rating and a 33.2 share for NBC.

Four Star offers Australian cartoon

Arthur! (and the Square Knights of the Round Table), a new cartoon series currently in production in Sydney, Australia, has been acquired by Four Star Entertainment Corp. for distribution in the U. S., Latin America and the Far East, exclusive of Australia and New Zealand.

Four Star will introduce the series at the National Association of Broadcasters' convention in Chicago and will release it for presentation next fall. Arthur! is a series of 39 fully animated half-hour color cartoons with bridges for a total of 117 individual segments.
Visual Electronics files stock offer

Visual Electronics Corp., New York, distributor of television and radio broadcast equipment, registered for a public offering 40,000 shares of stock with the Securities and Exchange Commission last week. The stock will sell at a maximum of $25.37 per share, which is expected to yield approximately $8 million.

All of the 40,000 shares will be sold by Joseph Stevens Allen, vice president of Visual Electronics Laboratories, a wholly owned Visual subsidiary, which was acquired from Mr. Allen in February 1966 for $446,332. Mr. Allen presently has an option to purchase 60,000 common shares of Visual stock at $9.20 per share.

Visual has 1,125,299 shares outstanding, of which James B. Thorpe, board chairman, owns 26.7% and management owns 28.5%.

According to the report filed with the SEC, Visual has undertaken a program for developing a color-camera line and intends to acquire all of the outstanding stock of Educational Electronics Inc., Newton, Mass., for expansion into television systems and equipment, closed-circuit television systems and equipment for educational and industrial use. As of Dec. 31, 1967, Educational Electronics had sales of $900,000 and a net income of $35,000.

For nine months ended Dec. 31, 1967 Visual paid 54 cents in earnings per share on $556,000 in net earnings. Average number of shares outstanding is 1,109,000.

National Union drops sharply

National Union Electric Corp. last week reported an earnings decline of more than $3 million in 1967 compared to 1966. The company is a diversified manufacturer, one of whose major divisions is Emerson Television and Radio Co.

For the full year:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.74</td>
</tr>
<tr>
<td>Net income</td>
<td>3,413,015</td>
</tr>
<tr>
<td>Net sales</td>
<td>134,305,785</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>1,064,324</td>
</tr>
</tbody>
</table>

MCA acquisition approved

The merger of Spencer Gifts Inc. into MCA Inc. has been authorized by the board of directors of both companies, it was announced last week. Under the plan of the merger, revealed last December, shareholders of Spencer will receive one share of MCA common stock for each three shares of Spencer.

TV helps push
MCA net up 15%

MCA Inc. reported last week that net incomes in 1967 climbed by more than 15% over 1966. Lew R. Wasserman, president, said the rise resulted from improved box-office results of motion pictures; increased profitability of television production and record earnings of MCA's music-publishing and savings-and-loan companies.

MCA announced last week that the company's board of directors has declared a quarterly dividend of 20 cents a share on MCA common stock, payable April 10 to stockholders of record March 20. The board also declared a quarterly dividend of 37½ cents a share on its outstanding convertible preferred stock to holders of record March 20, payable April 1.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.20</td>
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<tr>
<td>Gross revenue</td>
<td>224,338,868</td>
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<tr>
<td>Net income</td>
<td>15,680,140</td>
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</tbody>
</table>

Zenith sets new sales high, but profits drop

Zenith Radio Corp., Chicago, set a new sales record in 1967 for the seventh consecutive year although profits ranked second highest.

Joseph S. Wright, president, said color-TV sales in 1967 jumped 30% in both units and dollar volume. Monochrome-TVs set sales are slowing, as in the industry generally, he said, but at Zenith they still exceeded a million units for the year.

Based on a preliminary report, Zenith's sales in 1967 topped $653.9 million, up 5% over the previous year. Net income after taxes was $41 million, compared to nearly $43.5 million in 1966.

Talent-theater merger off

Tentative agreement to merge General Artists Corp., the talent agency, and Trans-Beacon Corp., movie theater operator and licensing agent for personalities and properties, has been canceled. Trans-Beacon was to have been the surviving entity. General Artists is traded over-the-counter; Trans-Beacon is listed on the American and Pacific Coast stock exchanges.

RCA sets stockholders meeting for May 7

RCA will hold its annual stockholders meeting on May 7 in Clowes Memorial Hall at Butler University in Indianapolis.

In a notice of the meeting distributed to stockholders, it was stated that stockholders will act upon the continuation of the amended RCA incentive plan; amend the RCA stock-option plan, and elect directors to its board.

The proxy statement listed the annual salaries and other remuneration of top executives, including Brigadier General David Sarnoff, board chairman, $290,000; Elmer W. Engstrom, chairman of the executive committee, $250,000 plus $40,000 in incentive payment; Robert W. Sarnoff, president, $225,000 plus $35,000 incentive, and Walter D. Scott, board chairman of NBC, $160,000 plus $23,000 in incentive.

The RCA board of directors last week declared a quarterly dividend of 25 cents a share, payable May 1 to holders of record March 18. It also declared dividends of 87½ cents a share on the $3.50 cumulative preferred stock and $1 per share on the $4 cumulative convertible series first preferred stock, both for the period April 1 to June 30 and both payable July 1 to holders of record on June 14.

Financial notes . . .

- H&B American Corp., Beverly Hills, major community antenna television operator, announced it would temporarily omit cash dividends on its common stock and use all available cash resources for the acquisition of additional CATV systems.
- Metro-Goldwyn-Mayer Inc. directors last week declared a quarterly dividend of 25 cents a share on the common stock. It is payable March 29, to stockholders of record at the close of business on March 19.
- Republic Corp., which has a television and movie film processing facility among other diversified interests, reports net earnings for the first quarter ended Jan. 31 were $1,579,000, the highest in the Beverly Hills, Calif., company's history and 97% more than in the same period last year. Net sales of Republic for the period were $242,062,000, an increase of 26%. Earnings per share were 50 cents, compared to a restated 25 cents per share in 1967's first quarter.
SGI evaluates foreign TV scene

Plans heavy production in Canada and Australia;
says coproduction best course in many countries

Screen Gems International will be turning out a total of 47 half-hours of television production a week in Canada and Australia this year, a sales conference of the division was told in Hollywood last week. In addition to the 32 half-hours a week of television now being produced in Canada and distributed primarily to the Canadian market, TV production has started on "a reasonable scale" in Australia and will account for 15 half-hours a week. Screen Gems International has spent several million dollars in production since embarking in this direction seven years ago with a $500,000 investment in Canada for a five-minute show involving journalist Pierre Berton.

One of the prime purposes of last week's sales conference, the first for the Screen Gems Inc.'s division since 1961, was to evaluate the direction of the international television industry. According to a summary of this discussion given by SGI President Lloyd Burns, international TV has evolved from a very glamorous division to "basically hard work."

Explained Mr. Burns: "Our original markets are shrinking, because as they become more nationalistic they use less imported film. This is made up to a certain extent by the increase in the channels in particular markets and the opening up of new markets. Additionally, prices are on an average higher than they were five or six years ago."

Yet the sales conference also heard words of caution. "Everybody has to dig in at the moment," Mr. Burns pointed out. "And while the industry is doing more dollar volume—there will be more made this year than last year, following the pattern of the last several years—I have a feeling that this is beginning to level off."

Coproduction Route The sales conference came to the conclusion that in many foreign countries coproduction is probably the right course for SGI to follow. The division has coproduced a filmed series, Sea Sprite, that has sold in about 30 countries, including a few markets in the U.S. SGI also has coproduced, with a studio in Hamburg, Germany, Intercontinental Express.

According to Mr. Burns, faith in international production was overwhelmingly reaffirmed and plans for expansion were outlined. "We decided that we

Briton suggests the colonies' TV needs help

Michael Young, a British sociologist, has proposed the establishment of a BBC-style television network in the United States to televise programs from the BBC, from the commercial network in Britain, and from some European stations. He said he thought these sources could provide four hours of programing nightly on a network based in New York or Boston.

The purpose of the network, he said, would be to help raise the quality of American television.

The money from the network, he suggested, could come from the British government acting through the British Export Council. The justification for the project would be that this kind of network, with commercials by British exporters, would improve the flow of British products to the United States.

These and other views on American television were expressed by Mr. Young in an article in The Listener, published by the BBC. Mr. Young is chairman of the British government’s Social Science Research Council and the founder of the Consumers Association. He is also chairman of the Advisory Center on Education in London.

Mr. Young recognized the difficulties of trying to set up such a network—the financing of the venture and the approval that would have to be obtained from the FCC.

As an interim solution, he said, British television should provide more programs to National Educational Television in the form of regular nightly or weekend programing.

Mr. Young also thought the venture might get off to a better start with the assistance of the Ford Foundation-financed Public Broadcast Laboratory.
ITV pushes British color-TV conversion

Britain’s Independent Television Authority is speeding up its program to get color on ITV screens in London, the Midlands and North by the fall of 1969. Seven main UHF stations will begin operation in 1969, nine in 1970, and 10 in 1971.

The authority also discloses, in its report for 1966-67, that it had to pay the Exchequer $1,440,000 in excess of what it considered to be fair. After disbursements for running costs and other expenses, the authority was left with a surplus of $8,971,160, from which it decided on a payment to the Exchequer of $2,880,000 taking into account its expanded building program. Without disputing the expenditure forecasts, the government directed the authority to make a payment of $4,320,000 which, the authority has said unofficially, is a process of government “milking” that may hold long-term disadvantages for ITV viewers. Since 1961 the ITA has paid out a total of almost $16 million from its surpluses to the government.

SG International forms new overseas arm

In an expansion move, Screen Gems International has organized a new unit, Screen Gems (Australia) Productions to produce live programs for Australia and the Far East.

Lloyd Burns, SG International president, said the new unit will coproduce with Channel 7 in Sydney two daily programs, People in Conflict and Marriage Confidential. Mr. Burns noted that the international division already has a production operation in Canada, which now is producing 32 half-hour programs weekly on Canadian television.

FATES & FORTUNES

BROADCAST ADVERTISING

David P. Guthridge, management executive with Campbell-Ewald, Chicago, named VP in charge of development. Terry Galanoy, creative director of Earle Ludgin & Co., Chicago, joins C-E, that city, in similar position. Robert Powell, media director with C-E, Chicago, named VP and management supervisor; he is succeeded by William Frame III, media director with McCann-Erickson, Chicago. Paul Dreiske, from Tatham-Laird & Kudner, and Leo Burnett Co., both Chicago, joins C-E, that city, as copy supervisor.

Mrs. Jonne Murphy, director of media services, Radio Advertising Bureau, New York, promoted to director of member services for RAB’s large market division. John Flynn succeeds Mrs. Murphy who replaces Joyce Reed, RAB’s new director of retail services (BROADCASTING, March 4).

Dick Madison, account supervisor with Harry M. Frost Co., Boston, joins Reilly, Brown, Tapply & Cart, that city, as VP and director.

Henry J. Opperman and Edward R. Pietras, account group heads with North Advertising, Chicago, named senior VP’s.

Mr. Moore Mr. Katz


Stephen J. van Ophuijsen and Arthur Zarín appointed administrator and coordinator, respectively, sales development, NBC Radio, New York.

Paul Dietz, creative director with Wernmen & Schorr, Philadelphia agency, joins J. M. Korn & Son, that city, as VP for creative services.

Earl Cole, copy group head with Ted Bates & Co., Chicago, elected VP and creative supervisor.

Stanley Dersh, creative associate for art at Sullivan, Stauffler, Colwell & Bayles, New York, elected VP.

Donald K. Reese, director and account executive, Gordon-Kieftman-Dennis, Oklahoma City, joins Smith & Douglas Advertising, Dallas, as VP, member of account service staff.

Don Heller, VP and assistant general manager, and Samuel Feinberg, director of regional sales, both with wphl-TV Philadelphia, appointed general sales manager and director of sales, respectively, of parent U. S. Communications Corp., group owner.

Mr. Dersh

Mr. Moore

Mr. Katz

Mr. Opperman Mr. Pietras

Patrick J. McGrath and Richard J. Sutter, VP’s and management supervisors with Benton & Bowles, New York, elected senior VP’s and members of board of directors. Mark Bollman, senior VP, also elected director.

Frank Martello of Leo Burnett Co.

Mark J. Wolters named director of marketing services, responsible for administration of newly merged media and marketing departments at Winius-Brandon Co., St. Louis. Ralph Greb named associate director, marketing services. George R. Bishop, Viola S. Arnold and Evelyn M. Langan named media directors.


Werner Wolff, manager of TV-radio department at Post-Keyes-Gardner, Chicago, named VP and manager of creative operations.

Thomas A. Wright, VP in charge of computer services, Leo Burnett Co., Chicago, resigns.

Joel Heathcoat, formerly copy supervisor at Procter & Gamble, Cincinnati, joins Knox Reeves Advertising, Minneapolis, in similar capacity.

Jerry R. Lyman, with Adam Young VTM, Los Angeles, for three years, named manager of radio division in firm's Chicago office.

Doug Gabrielle, head of TV-radio production, Kenyon & Eckhardt, Chicago, named administrative assistant to VP for creative services. Bob Woolson named director of TV-radio business and traffic department.

John J. Horak, senior account representative on RCA at J. Walter Thompson Co., New York, and before that on Ford dealers account in JWT's Detroit office, joins Clinton E. Frank Inc., Chicago, as account executive on Toyota account.

Donald J. Day, VP and account group head for Fuller & Smith & Ross, Pittsburgh, joins Erwin Wasey, Los Angeles, as account supervisor.

Jon L. Fischer, senior art director for Campbell-Ewald, New York, has joined Carl Alley Inc., that city, as art director.

George Feldman, director of research and sales promotion for kgo-tv San Francisco, appointed director of research for WABC-TV New York. Both are ABC stations.

William Thomas Jr., with The Marshalk Co., Cleveland, joins PRO Time Sales as manager of Cleveland and Detroit offices.

Warren Rogers, VP and senior group supervisor with Compton Advertising, New York, named creative division supervisor.

Angelo Gallo, from Grey Advertising and Kenyon & Eckhardt, both New York, joins Rockwell, Quinn & Wall, that city, as art director.

Bernard S. Owett, creative supervisor for art and television with J. Walter Thompson Co., New York, elected senior VP-creative supervisor.

Alden F. Schutte, art director from Stahlka, Feller & Klenk Advertising, Buffalo, N. Y., and Comstock Advertising Co., that city, joins Rich Advertising Co., that city, in similar position.

Michael D. Moore, associate media director with Benton & Bowles, New York, elected VP.

Don Reynolds, advertising manager of Dutch Boy Paint division of National Lead Co., New York, joins Goodwin, Dennenbaum, Litman & Wingfield, Houston agency, in newly created position of assistant to president.

Thomas D. Coolican, VP of Coolican, Coe and Coolican, Syracuse, N. Y.,
Eight on APRTA directors slate

AP Radio-Television Association nominating committee announced last week slate of eight candidates to fill expiring terms of four members of association’s board of directors. Candidates follow, with incumbents and incumbent status in parentheses.

Eastern district—one director representing stations under 5 kw to be elected every four years: Frank A. Balch, general manager, WJOY Burlington, Vt.; John B. Lynch (first-term incumbent), president and general manager, WWSC Glens Falls, N.Y.

Central district—one director at-large to be elected every four years: Rex Davis, news director, KMOX-AM-FM St. Louis; Harold Salzman, news director WLS-AM-FM Chicago. (James Borman, director of news and public affairs, WCCO Minneapolis, is retiring incumbent.)

Southern district—one director representing stations of 5 kw and over to be elected every four years: Fred Hammond, news director, WWL New Orleans; Russ Kilgore, news director, WTKR-AM-FM Mobile, Ala. (F. O. Carver, director of public relations, WJSN Winston-Salem, N.C., is retiring incumbent.)

Western district—one director representing stations under 5 kw to be elected every three years: Willard Shoecraft, general manager, KIKO Miami, Ariz.; Milton Cook, news director, KACE Riverside, Calif. (Gene Shumate, president and news director, KKKX Rexburg, Idaho, is retiring first-term incumbent.)

Harry A. Bernard, art director with Nadler & Larimer, New York, and Alfred H. Roswig, copywriter at Mogul Baker Byrne Weiss, New York, joins LaRoche, McCaffrey and McCall, that city, in similar positions.

Robert A. Stuart, assistant to president of Television Advertising Representatives, New York, appointed general sales manager.

James Baldwin, with Rutledge Advertising Co., St. Louis, named associate creative director.

William F. Neary, sales promotion director with WCTR(TV) Wilmington, N.C., joins WTVK(TV) Richmond, Va., as sales development coordinator.

Patty Hodge named director of merchandising for KBK San Diego.

Joseph J. Rogers joins Blair Television, Philadelphia, as account executive, succeeding Warren G. Paul, named to Blair’s New York market division sales staff.

Loren Collard, with Young & Rubicam, New York, as TV producer, joins Knox Reeves Advertising, Minneapolis.

William Jaeger, sales manager with Triangle Publications broadcast division (WFBS Altoona, Pa., and WNBF Binghamton, N.Y.), joins WTVO Toledo, Ohio, as general sales manager.


James W. Dodd, sales service manager of NBC International, New York, appointed manager for sales, promotion and planning.

Robert Wiser, formerly with Papert, Koenig & Lois, New York, and James D. Block, previously with J. Walter Thompson Co., New York, join Cunningham & Walsh, New York, as account executive and copywriter, respectively.


Sam Sherwood, general manager of KDWB St. Paul, elected VP of parent ValJon Inc.

Walter Schwartz, president of ABC Radio, elected president of New York State Broadcasters Association, succeeding Robert King, VP and general manager of WKLB-TV Buffalo. C. Glover Delaney, VP and general manager of WZKC Rochester, elected VP, NYBA.

Julia R. Setterholm joins law department of NBC, Los Angeles, as attorney.

E. E. Bliss of Houma Cablevision elected president of Louisiana Association of Cable Operators. Henry Bush of All Channels Cable TV elected VP, and John Mankin Jr. of Leesville Cable TV elected secretary-treasurer.

Howard Teel and N. L. Pavlovich elected president and secretary-treasurer, respectively, of Arizona CATV Association.

Dr. William Hanford, director of Delaware Educational Television Network, resigns to become dean of college of fine arts at Wisconsin State University at Stevens Point.

CBS newsmen hit again

CBS News producer Russ Bensley, who received multiple shrapnel wounds on March 1 at Khe Sanh (BROADCASTING, March 4), was wounded again March 2 during Vietcong mortar attack on Marine base outside Danang, to where he had been evacuated. Mr. Bensley was one of seven men wounded when mortar round fell between two Navy hospital barracks. His condition was listed as "serious but not critical," with shrapnel wounds in wrist, legs and lower abdomen.
PROGRAMMING

Lewis Klein of WFLY-TV Philadelphia, elected president of National Association of Television Program Executives. Also elected: Ian Harrower of WWJ-TV Detroit, first VP, and Herb Victor of WMAL-TV Washington, second VP.

Dale Juhlin named executive producer and James Becker named director at WGN Continental Productions, Chicago.

Charles H. Schultz, executive producer for CBS-TV, New York and Hollywood, joins Belafonte Enterprises, Los Angeles, as executive producer in charge of projects in TV and motion pictures.

John Geller, former music director of NBC-TV's The Doctors for Score Productions, appointed VP, production manager.

Rhet Hamilton Walker, production director with KRLA Pasadena, Calif., joins KRUX Glendale, Ariz., as operations manager.

Jack Leary, with KKYV-TV Philadelphia, joins WTVJ (TV) Miami as operations manager.

Don Hofmann, program director for KMVY-AM-FM Monterey, Calif., joins KDAY Los Angeles as operations manager.

Dick Drury, program manager for WNCR Cleveland, appointed VP in charge of creative broadcast sales for The Heller Corp., Hollywood.

Ed Robbins, production manager and program director for KPAT-AM-FM Berkeley, Calif., appointed assistant program director for KCBS San Francisco.

Robert H. Kinkead, production manager for WHDH-TV Boston, appointed director of programing, succeeding Robert B. Cheyne, named director of public relations for parent Herald-Traveler Corp.

Walter Boris Jr., with WWFB-TV Cleveland, named producer-director.

Albert Osborne, associate director with WTVY (TV) Bloomington-Indianapolis, named producer-director.

Marcia Sercate named community affairs and women's director for WPTA (TV) Roanoke, Ind.

David M. Kennedy, coordinator of sports for NBC, joins Trans-World Enterprises as director of programs and sales and head of newly created office in New York.

NEWS

Bos Johnson, WBAZ-AM-TV Huntingdon, W. Va., elected treasurer of Radio-Television News Directors Association. Ernest J. Schultz Jr., WKY-TV Oklahoma City, elected RTNDA director, both to fill vacancies.


UPI adjusts worldwide

Eric Riel, UPI manager for Canada, named business manager for Asia. John Allus, UPI manager for Mexico and Central America, named manager for Canada. H. D. Davis, UPI manager for Brazil, named for Mexico and Central America. John Virtue, UPI bureau manager, Sao Paulo, Brazil, named manager for Brazil.


Ronald Wilts, with Tokyo bureau, named regional executive, central division, USA. Richard Stone, UPI manager in Indonesia, transferred to Indianapolis, Ind., bureau. Vicente Maluwan, with Manila bureau, joins Jakarta bureau on temporary basis.

Mike Conard, named newspaper manager of UPI's Baltimore office, appointed general news editor with UPI's New York audio department, named UPI, Saigon, audio network correspondent.

John E. Nance, on temporary assignment with AP's Saigon bureau, named chief of Manila bureau succeeding Tony Escoda, who resigns to become managing editor of Philippines Herald.

Barry Sheft, assignment editor, with WSGV Baltimore, named news director.


Norman Wagy, news and editorial director for WJW-TV Cleveland, named news director. Frank Lecjaks, editorial research director, named editorial director for WJW-AM-TV.

Al Mann, newsman with KNXT (TV) Los Angeles, joins KMDOX-TV St. Louis as news director.

Paul Carson, with WGOA Geneva, N. Y., named news director, succeeding Bob Lane, who joins WNYR Rochester, N. Y.

Bob Young, news director of WBBM Augusta, Ga., joins news staff of KJMN Denver.

FANFARE

Edward E. DeLong, research director and member of editorial staff of The Rock Island (Ill.) Argus, named promotion and merchandising manager for WHBP-AM-FM-TV Rock Island, Ill., helping assume duties of Heber E. Barton, recalled to active naval service at Great Lakes Naval Training Center.

John Korbelak, supervisor, booking and traffic for NBC Enterprises, New York, appointed manager, sales service.

EQUIPMENT & ENGINEERING

Bruce L. Birchard, industrial division head for Sony Corp. of America, Inglewood, Calif., named VP and head of newly created industrial and commercial VTR division.

Carl W. Claras, director of manufacturing for International Video Corp., Mountain View, Calif., named VP.

George B. Marten, senior technical editor for General Electric Co.'s advertising and sales promotion department, Schenectady, N. Y., appointed advertising and sales promotion technical communications specialist for visual communication products department. D. A. (George) Leary, sales manager of GE's distribution protective equipment department, Pittsfield, Mass., named to newly created post of manager of marketing and planning for visual communication products department, Syracuse, N. Y. Stanley W. Wickliffe, manager of special market for distribution sales operation, Los Angeles, appointed to newly created position of marketing supervisor for western region of closed-circuit TV business section, that city.

Dr. Anthony P. van den Heuvel named manager of reliability and advanced devices section at IIT Research Institute, Chicago, where for several years he has lead research in advanced electronic devices, particularly thin film.

Paul A. Rock, design and field engineer specializing in color TV at Gener-

John F. Garrey, VP and manager in charge of engineering and electronics, Empire State Building and its master TV and FM radio transmitting antennas for Helmsley-Spear Inc., New York, named also to newly created position of executive assistant to senior VP in charge of management department.

Paul J. Weber, corporate marketing services manager for Ampex Corp., Redwood City, Calif., appointed marketing manager of magnetic tape division.


INTERNATIONAL

Norman Botterill, general manager of CJLH-TV Lethbridge, Alberta, appointed director and VP of broadcasting operations for parent firm, Selkirk Holdings Ltd. William A. Speers, managing director of CKWX Vancouver, B. C., appointed VP of Selkirk Holdings. B. C., appointed VP of Selkirk Holdings. Burt Elton, general manager of CJCA Edmonton, Alberta, appointed general manager of CKWX, succeeding Mr. Speers. Cameron Perry, general manager of CFGR Grande Prairie, Alberta, appointed general manager of CJCA, succeeding Mr. Elton. All are Selkirk Holdings stations.

Franz Elmendorff, VP with MCA TV, Munich, Germany, appointed European manager of MCA TV.

Eric Dunn, Toronto news editor for Broadcast News Ltd., retires for reasons of health.

DEATHS

Robert D. Work, 66, who retired in 1962 as VP, board director and member of plans board, Young & Rubicam, died Feb. 29 of heart attack in Key Biscayne, Fla. Mr. Work was agency's first male employee when hired in 1923 as office boy and copy trainee. During his career, he was associated with advertising copy for such clients as Gulf Oil, General Electric, Procter & Gamble and Beechnut. He is survived by his wife, Edith, and three daughters.

Stanley Burt Jones, 74, who retired in 1958 as executive and copywriter with Young & Rubicam, died March 1 at his home in New York. Following World War I, Mr. Jones joined J. Walter Thompson Co., starting at Y&R in 1939. He is survived by his wife, Mary, and daughter.

William F. Maag Jr., 84, president of WFMJ-AM-TV Youngstown, Ohio, died Feb. 29 at his home near Youngstown. Mr. Maag of the Youngstown Vindicator, put WFMJ on the air in 1939. He put WFMJ-TV on air in 1953.

Bryce Haynes, 75, secretary-treasurer and member of board of directors, Audio Devices Inc., New York, died Feb. 24 at his home in Bradford, R. I., after long illness. Mr. Haynes, with tape-manufacturing company for 27 years, retired from full-time business activity in 1962 but continued as officer and board member. He is survived by his wife, Nina, and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 29 through March 6 and based on filings, authorizations and other actions of the FCC.


New TV stations

APPLICATIONS

Anaheim, Calif.—Orange Empire Broad-

CASTING CO. SEEKS UHF CH 56 (722-728 mc); ERP 5,715 kw vis., 743 kw aur. Ant. height above average terrain 1,215 ft.; ant. height above ground 136 ft. P. O. address: 201 North Rudick Street, Anaheim 22890. Estimated construction cost $94,035,154; first-year operating cost $75,000; revenue $460,000. Geographic coordinates 33° 59' 0" north lat.; 117° 39' 13" west long. Type trans. GE TT-69-A. Type ant. GE TV-97-A. Legal counsel Cohen and Berfenfield; consulting engineers Hoffman and Mofett and Kowalski. Principals: Raymond F. Wicke Jr., president (50%); Robert A. Lewis, executive vice president (25%). Ant. height above average terrain 514.1 ft.; ant. height above ground 496.5 ft. P. O. address: 229 Old Country Road, Mineola, N. Y. 11508. Estimated construction cost $589,154; first-year operating cost $289,000. Geographic coordinates 34° 4' 0" north lat.; 74° 37' 14" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-30J. Legal counsel Kriegler and Jorgensen; consulting engineer George Coast afforded 18 days from release date F. Adair. Ann. Feb. 28.

FINAL ACTION

Savannah, Ga.—Lewis Broadcasting Corp. Review board granted UHF ch. 23 (586-606 mc); ERP 196 kw vis., 30.6 kw aur. Ant. height above average terrain 1,219.4 ft.; ant. height above ground 120.5 ft. P. O. address: c/o J. C. Lewis Broadcasting Co. Estimated construction cost $959,658; first-year operating cost $75,000. Geographic coordinates 32° 26' 37" north lat.; 81° 05' 47" west long. Studio and trans. both located in Savannah. RCA TTU-36J, type trans. RCA TTU-10A. Legal counsel Bogen, Bell and engineers Lohnes and Culver, both Savannah. Principals: J. C. Lewis is sole owner; in addition Mr. Lewis is mayor of Savannah, owner of cab company, various investment companies, motor inn, insurance agency, and tractor company. In same action board denied application of WSGA Television Inc. for same facility. Action March 5.

OTHER ACTIONS


Review board in Santa Maria, Calif., TV proceeding, Doc. 16430, granted to extend indicated and denied in all other respects request of Key Television Inc. filed on Jan. 10. Reply pleadings filed by Central Coast Television, on Jan. 8; dismissed and central of document to submit new reply document in accordance with rules. Action March 1.

Review board in Largo, Fla., TV proceeding, Doc. 17051, granted motion for extension of time filed on Feb. 27 by WLTW-TV Inc. and extended to March 12 time within which to file exceptions to initial decision. Action Feb. 28.

Review board in Patchogue, N. Y., TV proceeding, Docs. 17385-86, granted petition filed on Feb. 27 by Granik Broadcasting Co.
and extended to March 11 time within which parties to pending motions have

to file any reply 4, sought to enlarge issue to adduce new evidence in reply
to file any reply, 4, sought to enlarge issue to adduce new evidence in reply

**APPLICATIONS**

- **New AM stations**
  - Denver—Denver United Investors Inc. seeks 1555 kc, 1550 watts.
  - Boston—WNEV, Inc. seeks 1160 kc, 1700 watts.
  - Detroit—Broadcast Bureau granted petition for
  - New York—Six Usuarios Inc. seeks 1370 kc, 1600 watts.
  - Washington, D.C.—Broadcast Bureau granted petition for
  - Philadelphia—Broadcast Bureau granted petition for

**RULEMAKING ACTIONS**

- **Commission has denied a motion to
  - **Application for a permit to
  - **Application for a permit to
  - **Application for a permit to

**DESIGNATED FOR HEARING**

- **Designated for hearing mutually exclusive applications of George T.
  - **Designated for hearing mutually exclusive applications of

**EXISTING AM STATIONS**

- **Brooklyn—WNYC to Berkeley, Calif.**, to relocate transmitters at new
  - **Brooklyn—WNYC to Berkeley, Calif.**, to relocate transmitters at new
  - **Brooklyn—WNYC to Berkeley, Calif.**, to relocate transmitters to new

**NEW ACTION**

- **New AM stations**
  - **APPLICATIONS**
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    - Boston—WNEV, Inc. seeks 1160 kc, 1700 watts.
    - Detroit—Broadcast Bureau granted petition for
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    - Washington, D.C.—Broadcast Bureau granted petition for
    - Philadelphia—Broadcast Bureau granted petition for

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  - **Brooklyn—WNYC to Berkeley, Calif.**, to relocate transmitters to new
granted, mod. of CP to extend completion date to June 30 (alternate main trans.) Action Feb. 28.

WNAL Nelsonville, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 3. Action Feb. 28.

WTBG Philadelphia — Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 11. Action Feb. 28.

KRMZ Hondo, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to June 15. Action Feb. 28.

INITIAL DECISIONS

• Application by WYBCY Steinauville, N. C., for CP to increase daytime power to 50 kw, directional antenna, has been granted to initial decision by FCC Chief Hearing Examiner James D. Cunningham. Ann. March 6.

• Grant of application of WESX Salem, Mass., to operate during daytime with 1 kw output without directional ant. sys. has been proposed by Hearing Examiner Basil P. Cooper in initial decision. Ann. March 1.

OTHER ACTION

• Review board in Bowling Green, Ohio, AM proceeding, Docs. 16309-01, granted petition for extension of time filed Feb. 28 by WMGS Inc. and extended to March 15 time within which to file oppositions to petition to enlarge issues filed by Ohio Radio Inc. on Feb. 28. Action March 4.

ACTIONS ON MOTIONS

• Hearing Examiner Charles J. Frederick on WGDY St. Louis (Great River Broadcasting Inc.) AM proceeding in Docs. 17218-01, 17217, 17219, granting in part motion of KAMEX Inc. (KUDJ) and scheduled further prehearing conference for March 12. Motion ordered to extend prehearing scheduled for March 12 is postponed to date to be agreed upon at March 12 prehearing conference. Action Feb. 29.

• Hearing Examiner Chester F. Naumowicz Jr., on Feb. 29 in Macon, Miss. (J. W. Furr) WACX (WACX/WFBC) AM proceeding, denied motion and rejected amendment filed with motion for leave to amend application. Further ordered that in event Furr proposes to meet any portion of issue added by review board's order released Nov. 29, 1967, to written exhibits, he shall exchange copies

Now! Class AAA Quality Class A Costs with Marti STL

For information on complete line of
950 mhz Studio-Transmitter link and
inter-City relay systems, write MARTI
Electronics, box 661, Cuernavaca, Texas
76031, Tel. 817-645-4091

MONOAL
STereo
REMOTE CONTROL
TELEMETRY

MARTI Electronics
A DIVISION OF MARTI INC.
76 (FOR THE RECORD)

BROADCASTING, March 11, 1968
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1812 K St., N.W. Washington, D.C. 20006</td>
<td>202-460-9900</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Washington, D.C. 20006</td>
<td>202-264-6664</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D.C. 20006</td>
<td>202-264-6664</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>3403, Associates Bldg. 1165 19th St., N.W., 653-5707 Washington, D.C. 20006</td>
<td>202-264-6664</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers 19 E. Quincy Street Riverside, Illinois 60546 (Chicago Suburb)</td>
<td>312-347-2401</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers Walker Bldg., 4028 Daley Fort Worth, Texas 76111</td>
<td>817-489-2000</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer 622 Hadley Street Los Angeles, California 90001</td>
<td>310-347-2000</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>Engineers 129 E. 56 St. New York N.Y. 10022</td>
<td>212-233-1800</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service Specialists for AM-FM-TV 445 Concord Ave., Cambridge, Mass. 02138</td>
<td>617-876-2810</td>
</tr>
<tr>
<td>FRANK A. ZOELLER</td>
<td>Television Systems Consultant 20 Years Experience Box 366, 5407 Northgate Road, Longmont, Colorado 80501</td>
<td>303-375-2715</td>
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**SUMMARY OF BROADCASTING**

Compiled by FFC, March 7, 1968

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<th>ON AIR</th>
<th>NOT ON AIR</th>
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<td>Authorized CP's</td>
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<td>Commercial AM</td>
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<td>Commercial FM</td>
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**STATION BOXSCORE**

Compiled by FFC, Dec. 31, 1967

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<thead>
<tr>
<th>COM/LAM</th>
<th>COM/LF'</th>
<th>COM/TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<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>46</td>
<td>18</td>
<td>34</td>
<td>26</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>87</td>
<td>252</td>
<td>137</td>
<td>36</td>
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<tr>
<td>Total authorized stations</td>
<td>4,258</td>
<td>2,031</td>
<td>822</td>
<td>362</td>
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<tr>
<td>Licensed CP's deleted</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**OTHER ACTIONS**

- Review board in Murphy, N.C. FM proceeding for failure to effect a motion to defer action, filed Feb. 8 by Cherokee Broadcasting Co.
- Review board in Eugene, Ore. FM proceeding for extension of time for filing of reply on the petition for approval of agreement, filed Feb. 13 by KUGN Inc. and Pacific Northwest Broadcasting Corp., the agreement is approved as filed in FCC.
- Hearing Examiner Charles J. Frederick on Feb. 29 in Pompano Beach, Fla. (The World Christian Radio Foundation Inc., Almadon Inc. of Florida and Sunrise Broadcasting Corp.) granting of motion to change frequency from 236 mc to 235 mc; dismissed with prejudice its application (Doks. 18019-21).
- Hearing Examiner Charles J. Frederick on March 1 in Fort Wayne, Ind. (The Gospel Broadcasting Network Inc. and Fort Wayne Broadcasting Co.) granting of motion to change frequency from 157 mc to 158 mc; dismissed with prejudice its application (Doks. 17027-
- Hearing Examiner Isadore A. Honig on Feb. 29 in New York (American Broadcasting Corp. and Loyola University) FM proceeding, granted motion to apply for new assignment of station on the petition received; to evidence Americans exhibit 5-A and Loyola University (Doks. 17067-8).
- Hearing Examiner David I. Krausner on Feb. 28 in Miami (Miami Broadcasting Corp. and Mission East Corp.) FM proceeding, on examiner's own motion, scheduled hearing conference for March 8 (Doks. 17403).

**RULEMAKING PETITIONS**

- KSR-FM Santa Monica, Calif.—Requests reconsideration and adopt notice of proposed rulemaking which adds Santa Monica ch. 88 to 72 to rules of riles. Application for consideration (March 3).

**ACTION ON MOTION**

- Chief Hearing Examiner James D. Cunningham on March 1 in San Francisco, Calif. (The World Christian Radio Foundation Inc., Almadon Inc. of Florida and Sunrise Broadcasting Corp.) proceeding, designated Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for April 25 and hearing for May 16 (Doks. 18017-8).

- Chief Hearing Examiner James F. Cunningham on Feb. 29 in Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FCC designated for consolidated hearing in application for new FM station to operate on Ch. 349, 977 mc with ERP of 3 kw; Radio Vidalia will have height of 159 ft and stereo broadcasting with ant. height of 288 ft. Action Feb. 14.

**EXISTING FM STATIONS**

- **FINAL ACTIONS**
  - KBUZ-FM, Mesa, Ariz.—FCC granted CP to install new trans., increased ERP to 100 kw and ant. height to 170 ft. condition. Action Feb. 17.
  - KANG-FM, Angwin, Calif.—Broadcast Bureau granted CP to expand expired permit for change in ant. system, install new type trans., change ERP of 1 kw to install new type ant. Action Feb. 29.
  - KFCS-FM El Cajon, Calif.—FCC granted CP of ext. to expand completion date to April 1. Action Feb. 17.
  - WRMF-FM Hitsville, Fla.—Broadcast Bureau granted CP of ext. to expand completion date to April 1, condition type ant., ant. height 230 ft.; condition: Action March 1.
  - KHRB-FM Menomonee, La.—Broadcast Bureau rescinded December 27, 1967 grant of application for renewal of expires for failure to meet condition placed upon grant. Application revised proposed rulemaking (March 12).
  - KBB-WFM Texans, N.J.—Broadcast Bureau granted CP of ext. to expand completion date to April 1, condition: Action March 1.
  - KGAF-FM Gainesville, Tex.—FCC granted CP of ext. to expand completion date to April 1, condition: Action March 1.

**OTHER ACTIONS**


**ACTION ON MOTION**

- Chief Hearing Examiner James D. Cunningham on Feb. 29 in Sacramento, Calif. (Dale W. Flewellen) proceeding on revocation of license to WHKN-FM (Sacramento) examining Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for March 14 in Washington and April 19 in Sacramento (Doc. 18089).

**RULEMAKING PETITIONS**

- WHBN-FM, Pleasantville, N.J., has petitioned FCC for assignment of assignment for new stations for Zones 1 and 1A class F stations. WHBN-FM broadcasts 12 kw of power with ERP of 75 kw. Application for license is granted. WHBN-FM is proposing to increase power to 9 kw ERP to 59 kw EIRP height to provide for on-air signal over all Virgin Islands. Action March 6.

**CALL LETTER APPLICATIONS**

- WGOO-FM Community Service Broad- (Continued on page 85)

BROADCASTING, March 11, 1968
CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT OPPORTUNITIES, and BUSINESS OPPORTUNITIES advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

We’re looking for an ambitious man, 26-39, with solid sales and programing background to take charge of a major market station in station middle market of North Carolina. Send complete resume. Box B-977, BROADCASTING.

Assistant sales manager—also actively head local sales department. Ethnic radio experience helpful—not essential. Ideal location—East Coast. Reply in first instance to: Box C-31, BROADCASTING.

Help Wanted—General manager—sales

Handling day-to-day sales and general management for strong Indiana day-time, in city of 100,000 to 250,000. Applicant must have fringe benefits and incentive bonuses based on increase over existing business. Salary and benefits currently employed apply. Write Box C-70, BROADCASTING.

AM/FM air manager

General manager for powerful regional hard rock operation in northeast. Must be #1 in market. Please send resume, photo. Send resume to: Box C-92, BROADCASTING.

Help Wanted—Sales

Looking for super income potential, fringe benefits—excellent working conditions with medium-large market station? Look no further. Large group-owned station needs a super salesman for top 40 operation, number 1 position in market. Excellent facilities, real estate. Fine opportunity. Good frequency. Write Box C-118, BROADCASTING.

Help Wanted—Sales

Assistant sales manager working toward station manager. Management experience essential. Capable of handling all activities. Strong on sales, sales manager, Satisfied credit standing. Good market, Pacific northwest. Middle of the market station. Highly competitive salary. A great opportunity awaits you. If you are now selling, mark time. If you are now selling, open. Write Box C-148, BROADCASTING.

Help Wanted—Announcers—(conf’d)

Personal, self-starter who likes people, can become involved in community. Please answer: announcing voice helpful for brief board shifts, heavy selling. Air mail resume to: KSEG, Box 250, Sitka, Alaska 99835.

WRNW, outstanding FM station outside New York city, in Montrose, New York, needs experienced salesman for local and regional accounts, sales plus commission. Contact WRNW, 18 Lexington Ave., Montrose, New York. A great opportunity awaits in northwest Florida. Aggressive 9 kw NBC music station located OPPOSITE a Nice man with proven track record. Join our professional broadcast organization. Send complete resume, photo, sample tape of blues show, Commercial Manager, Box 1699, Pensacola. Rate: $2.00 per word.

Need part time help in the sales or management field. Need not affect current position. Write Box C-61, Benton, Arkansas 72021.

Like to sell but want to be your own boss? Consider all tickets, all markets, all stations. Sabre Productions, Inc., 705 Steves Ave., Austin, Texas 78750.

NEWSPAPER

Newspaper sales representative

Call your classified ad sales representative at our telephone number and tell him you are interested in selling classified. We provide a full line of classified ad rates. Box C-130, BROADCASTING.

Help Wanted

ASSISTANT MANAGER—SALES

Large chain newspaper chain needs a talented young man with a gift for selling and customer relations. Strong background in sales, preferably in newspaper, desired. Should be energetic, ambitious and willing to work towards management. Send resume and photo to: WILSON, Box 263, Bristol, Virginia 24202.

Broadcasting, March 11, 1968
Announcers—(Cont'd)

WQAQ, Pittsburgh, seeks summer replacement announcer capable of handling monolingual programs. Must have knowledge of sound equipment, interview ability. Your chance to make your mark on an NBC owned station. Send resume, tape, to photo of Mel Ber man, WQAQ, Pittsburgh, Pennsylvania.

Get your WKBW radio an opening! You'd better be sharp. You'd better be very, very good. No training. Send reel-to-reel tape, complete resume, and picture to Program Director, WKBW Radio, 1430 Main Street, Buffalo, N. Y.

New station WFEM, Ellwood City, Penn., a member of the Great Scott group. Complete staff hired except for PD who can do news and play by play; and one salesmans announcing. Enthusiasm more important than experience. Send tape and full particulars to H. Scott, WPAZ, Box 636, Pottstown, Penna. 19464.

Combination play-by-play and news man. Excellent opportunity. Salary and talent. University and high school schooling. Send resume, picture, complete background plus all other information needed. Good opening. Send reel-to-reel tape, complete resume, and picture to WSPF, Stevens Point, Wisconsin or call.

Florida calls! Immediate opening. Adult sound, successful full-timer needs all around announcing work with station of professionals. Experience,4th-third, and first-phone experience need only apply. Excellent show, full details airmail to Art Ross, WDIA, 959.9.

Need experienced first phone announcer—April 20—good permanent position with opportunity for advancement. $100.00 per week, $50 raise every six months, 45 hour week. Car necessary. No collect calls. Radio station, WTOR, Torrington, Conn. 203-489-1181.


Good v.d. announcer with production and news experience. Must have experience in all phases. Good opportunity. Send resume to Box C-11, BROADCASTING.

Technical

Chief engineer wanted for full-time, upstate New York operation. Resolution for a capable maintenance man, with a flair for leadership, and taking pride in his work. Send resume and letter to General Manager, Box B-273, BROADCASTING.

Professional opportunity for engineer and operation manager for AM FM station in midwest market. Excellent opportunity to go east with new equipment. Send resume to Box C-135, BROADCASTING.

Immediate opening in upper east Tennessee area for technician who can do tight maintenance and some air work. Send resume to Box C-15, BROADCASTING.

2.pipe class license needed. Radio, TV and full time FM Stereo in medium market. Good opportunity for growth and to advance. Send resumes and any other information to WSTV, 220 East Main Street, Elizabeth, N. J.

First phone for transmitter and studio. Excellent opportunity for experienced man; excellent opportunity for change of environment. No announcing. Location: Mid-U.S. Market. Send resume to Box C-74, BROADCASTING.

Chief engineer—first phone. Medium SB. KYTV, 125 Mechanic Street, Philadelphia, One third of all transmission maintenance only transmitter, studio, remote equipment. No announcing. Ideal for someone with experience to move up to chief, $20 per week, fringe benefits. Send resume to Box C-154, BROADCASTING.

AM station going FM and UHF TV; needs engineering and sales. Excellent opportunity. Pennsylvania. Send resume to Box C-80, BROADCASTING.

Chief engineer, excellent facilities. Little a nouncing. Send resume, complete background, and $800 in cash for new transmitters. handle and FM. No smog, ice, snow, tornadoes, mountains, etc. Send resume and picture to Box C-39, BROADCASTING.

Radio engineer wanted for early morning shift. Potential plus Matty Alter and info to Bob Lee, WTWV, Cadillac, Mich., P. O. Box 627.

Production—Programming, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good ear. Salary: AM-FM stations. Box B-58, BROADCASTING.

Programmer has immediate opening for program director in New Orleans. Top 40 format. Experience important. No programming minds, contest oriented, idea man and rating conscious. Production ability on commercials, promotional spots important. Top four figures up to $15,000 plus merit raises and benefits. Send resume and picture with details of your successful ideas. Box B-150, BROADCASTING.

N.J. MOR AM/FM seeks production buff to handle short air mix, production, etc. Top producer. Must be experienced. Salary: up to $3,000 plus benefits. Send résumé to Box C-16, BROADCASTING.

Immediate opening for board man strong in production. $10,000 watt station, medium market. Rush tape, photo, resume. Box C-166, BROADCASTING.

Projection and sound expert, to be in charge of systems in motion picture theaters; and coordinate and advise on installations in new theaters, including automated systems. Experience to be full time, with fast-growing nation-wide circuit of theaters. Box C-157, BROADCASTING.

Immediate opening for board man strong in production. $10,000 watt station, medium market. Rush tape, photo, resume. Box C-166, BROADCASTING.

Senior announcer with proven track record seeks realistic opportunity. Box C-81, BROADCASTING.

Veteran station manager with proven track record seeks realistic opportunity. Box C-81, BROADCASTING.

New England—top rated salesmen—presently employed in management. $6,000 to $7,000. Send resume and references to Box C-81, BROADCASTING.

24 years all phases of radio. Highest recommendations. Seek small S. C. market. Commercial—sells stations and BROADCASTING.

Regional station, college graduate—Radio dept seeks management position. Experience all phases management also production, account management. Location: Box C-137, BROADCASTING.

To multiple station owner looking for strong station manager, top salesman, excellent all around operation, organization offering attractive situation to relocate man of 18 years experience, announce thru station management. New in major market sales. Box C-147, BROADCASTING.

Sales

Excellent time salesman established at major market station. Seeks position with station or group leading into young, highly productive, with solid broadcast background. Box C-86, BROADCASTING.

Announcers

Experienced announcer—creative versatile DJ. Authoritative newscaster, aggressive salesman, third endorsed, tight board, dependable. $30,000 salary. Box B-158, BROADCASTING.

First phone combo: experienced, college management. Potential, like? Box B-158, BROADCASTING.

D.J. tight board, solid news, commercials, third phone. Box B-217, BROADCASTING.

Special opportunity, play-by-play, college, draft exempt, eight month experience. Box B-294, BROADCASTING.
Situations Wanted—Announcers

Continued

Sportscaster. Experienced. Dynamic play-by-play model. Some TV. Box C-84, BROADCASTING.

NYC broadcasting school grad seeks first position. Male, 21, announcer, MOR, dj. 3rd class endorsed. College, single, 58. Audience appeal and market analysis. Box C-125, BROADCASTING.

Experienced young Negro dj announces, top references, salary secondary to opportunity. Available on short notice, 3rd endorser. Box C-109, BROADCASTING.

Rock, top forty, rhythm and blues, authoritative news/talker, 3rd class, draft free. Box C-83, BROADCASTING.

Morning man. 33, 15 years in Dallas, New York markets. #1 in 12 station area. Bright box seeking dj approach to music-information-telephones format. Call 312-368-0238 or write Box C-79, BROADCASTING.

Experienced coach and announcer seeks permanent radio/TV affiliation. Knowledgeable play-by-play and analysis. Copywriter. Masters degree, veteran. Box C-64, BROADCASTING.

DJ radio or TV newscaster, experienced. 3rd class endorsed. Solid theatrical background. Box C-89, BROADCASTING.

Responsible, married, 16 yr professional of Baltimore radio, desires new location, prefers large market area. Especially strong on late evening. Box C-88, BROADCASTING.

Six years experience—three with major market, two years first phone, college, family. Prefer Midwest MOR and/or TV but will relocate with proper offer. Desire opportunity for advancement. Ready for PD. Box C-60, BROADCASTING.

Young with great potential, top 40 dj—anouncer—3rd class endorsed—little experience—military completed—will relocate—available immediately. Box C-81, BROADCASTING.

Any announcer openings at a Florida money maker? 3rd phone, 5 years MOR experience, military complete. Box C-92, BROADCASTING.

Hot 1960 new sound, 3rd endorsed, draft deferred. Creative delivery, strong voice, all phases. Experienced. Box C-63, BROADCASTING.

Career Academy graduate, anxious to work under fire. DJ, news oriented, strong commercial delivery. Call collect after 5 P.M., 203-537-2604. Or Box C-94, BROADCASTING.

Bess personality jock, mellow production, first phone, college grad, experienced, single. Draft exempt. Wants major teen spot and will get it! Box C-113, BROADCASTING.

Good voice announcer, dj, authoritive, news/talker, family oriented. Will relocate, Box C-114, BROADCASTING.


Percussitivity is alive and embodied in John Yarborough—news/caster-disc jockey. Whatever pleases the percussivist, Yarborough is more than capable. Under 30, unmarried, in phone market to relocate in NY area. Box C-117, BROADCASTING.

Announcer-newman. Family man with six years experience in phases of radio. Currently in studio to large market. MOR only. Box C-118, BROADCASTING.

Good personality in top market. May be what you're looking for. Why not find out? Box C-121, BROADCASTING.

Situations Wanted—Announcers

Continued

Radio announcer with very good background desires positions for both, Graduated of radio school. Have had 2 years experience in college, college station. Will go anywhere in country. Bober, mature, dependable. Box C-126, BROADCASTING.

Experienced sportscaster wants play by play baseball position. Box C-125, BROADCASTING.

tennessee, Kentucky preferred. First phone Announcer, some experience. Box C-127, BROADCASTING.

10 year veteran in radio desires new challenge. Familiar all phases. Would like to move to program director or MOR station. Not a genius, willing to learn and work hard. First phone, family, excellent work record. No blue sky story, personal interview a must. Any market welcomed. No hurry, now at 50 kW contemporary in top 15 market Box C-128, BROADCASTING.

Jet-set jock...Personality, top 40, swinger, experienced. 3rd class, looking for larger market. Metro, metro man, draft free. Employed now. "Will wait for right offer." Box C-124, BROADCASTING.

Experienced, ambitious announcer. Pacific northwest. Military completed. Family. Box C-143, BROADCASTING.

Have rate card will fly. Seeking management position where these qualifications will be utilized: broadcast "idea" salesman, creative producer, Bachelor science degree, radio/TV, developing active advertisers, creating new instrument and multi-engine rating. Resume is in Box C-158, BROADCASTING.

Almost two years experience. Some college. Third phone. Box C-159, BROADCASTING.

Attention Philadelphia area! Good music announces, commercial. Degree in radio, 2 years experience, 3rd phone with endorsement. Box C-160, BROADCASTING.


Radio-Television announcer looking for first position. Experienced 3rd phone, 7 yrs college, Military completed. 3rd endorsed. Will relocate, vacancies and openings to get started. Paul Siragusa, 78 Chatsworth Ave., Kenmore, N.Y.


First phone, upper midwest, mid-aged, no experience. DJ, MOR, some announcing, dedication to entertain. Box 44, Chisholm, Minn. 55919.

Top 10 markets and suburbs: Give your listeners what they demand. It's the only way. Box C-109, BROADCASTING.

Top 10 radio record host will provide 60 to 90 minute Monday through Saturday series. Yours to sell to top agents. First offer accepted for returning tapes after playing. JAZZ, 195 Middle Road, Muscatine, Iowa.

Excellent voice, references. Young, versatile, professional announcer. Immediately available. 408-476-0697.

TELEVISION—Help Wanted

Sales

Southwest TV major market network VHF. Exceptional opportunity for salesman of proven ability to join aggressive sales force. Position open for experienced man. West coast. Send resume, picture and picture to Box E-279, BROADCASTING.

One of the nation’s first VHF-TV stations seeks experienced salesman to head new sales office. Good market potential for experienced man. Mid-west location. Send resume, salary requirements to Box C-112, BROADCASTING.

Salesperson. Should have at least 3 to 5 years experience and/or national TV sales experience with Top 10 station. If you say "yes" and go 60, don’t respond. Mid-west background desired. Send photo and letter. Don Haller. 215-375-3230. U.S. Communications, 1500 Walnut Street, phila. 19102.

Announcers

Staff announcer. Good background for on-air and booth work for major VHF color operation. Also need responsible news anchor and desk man with general staff experience. No problem child please. Send tapes to Box C-111, BROADCASTING.

Radio announcer who needs TV break will be considered, charges paid. Send photo and details. Tell what network shows. Ohio station. Contact Barry Lillis, 419-225-3810 (no collect calls).

Technical

First class engineers for operations, transmitter and maintenance. Midwest network VHF. Immediate openings available. Applicants must be living. Send photo and resume, KVTB, 113 W. 8th, Austin, Texas 78701.

Institute opening. Experienced television engineers with list classes to northern California VHF station. Send resume to Chief Engineer, KRON-TV, Eureka, California 95501.

Immediate availability. Television-radio newscaster. Over 15 years metro experience. Commercially, writing, editing, documentary, specializations in sports area only. Box C-116, BROADCASTING.

Box C-95, BROADCASTING.

Television Announcer—Telecivity

Immediate availability. TELEVISION-radio newscaster. Over 15 years experience. Commercial, writing, editing, documentary, specializations in sports area only. Box C-116, BROADCASTING.
TELEVISION—Help Wanted

Technical—(Cont'd)

southeast first class phone TV maintenance and operational experience preferred, others considered. Vice President, E. E. Novak, Box 19, WHNT-TV, Huntsville, Alabama.

New UHF station in growing market with four season recreation requires broadcast engineer. TV, radio and equipment experience. First Class License required. Send resume to WHNT-TV, P. O. Box 19, Burlington, Vt.

Television studio VTR and transmitter engineer—rural operation requiring maintenance TV and equipment experience. First Class License required. Send resume to WNYT-TV, P. O. Box 19, Burlington, Vt.

Instructor-operating and maintenance techniques of radio and b&w TV studio equipment. Day school only. Year around. Must have good technical background. Call and write E. N. Vilander, Director of instruction, Central Technical Institute, 1404 Wadontie, Kansas City, Missouri 64108.

Fetzer Television of Cadillac, Michigan needs technicians with first hand experience to work in AM-FM-TV operation. Experience desirable but will accept inexperienced man with good potential. Excellent opportunity to obtain diversified experience. Call collect 616-771-4764.

TELEVISION—Help Wanted

NEWS

Need general radio and television reporter for midwest metropolitan market. You will be a part of a well known duo to work in AM-FM-TV operation. Experience desirable but will accept inexperienced man with good potential. Excellent opportunity to attain diversified experience. Call collect 616-771-4764.

TELEVISION—Help Wanted

Production—Programming, Others

We need a super-white, Man or woman. Must know film editing, all phases including A-B-C rolls, matching, sync, lens mag, maybe even handle camera. Must know studio and location recording techniques; tape editing; closed circuit and television sound recording techniques. Knowledge of sound mixing microphone applications, post-equilizing, aliasing, etc. Must handle and on the air work! Knowledge of sound equipment and television studio. Call or write Program Manager, WCTS-TV, Springfield, Ill. 217-328-0465.

TELEVISION—Help Wanted

Production—Programming, Continued

Expanding ETV station needs experienced producer-director starting July 1, 1966. Salary $750.00 per month, Master's Degree required. Film-making experience desirable. Equal Opportunity University is an equal opportunity employer and as such will give consideration for employment without regard to race, creed, or national origin. Send credentials to Dr. Dusine Tucker, WBGU-TV, Bowling Green, Ohio.

Producer/director. We have open at full color WLT, for experienced, creative producer to produce and supervise all major live programs that hold top ratings in our market. Candidates should have 2 yrs. experience directing live entertainment, news, or sports programming. We are a creative, aggressive, well-organized college graduate, under age 30, with the potential to one day assume general management level responsibility. Send a detailed confidential resume of your experience, education, age and present income to Warren Baker, Production Manager, WLT, YVCO Broadcasting Corp., 146 W. 9th Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

Young aggressive producer/director for major market VBF. Applicant must be creative producer, excellent organizer, sharp director and self-sufficient facility. Excellent working conditions. The man we're looking for is . . . . Write immediately, no calls. Chief Producer, WTMJ- TV, Milwaukee, Wisconsin 53211. Include resume and salary requirements.

Producer/director experienced switcher. Immediate opening available for right to work at Richmond/Petersburg "V" network affiliate. Send full particulars, including salary to John Macks Operations Manager, WXER-TV, 124 W. Tabb Street, Petersburg, Va., or telephone 752-1076.

TELEVISION

Situations Wanted—Management

CATV—multiple system management team with broadcast experience interested in association with strong participation incentive. Forming new communications division to diversifying corporation of extreme interest. Replies in strict confidence. Box C-11, BROADCASTING.

Have reached full potential in present position. Experienced, energetic television executive heavy in sales and all aspects of television management. Would accept general manager, or sales manager position. Excellent compensation. Would like to locate with organization who renumerate commensurate with performance. Can supply excellent references. Box C-105, BROADCASTING.

Top level TV/radio executive, 15 years major market experience in all phases TV radio, advertising, Design and operation. Strong promo and new facility background. D. Kaywood, 318 Lincoln Park Blvd., Dayton, Ohio 45429, (513) 294-4460.

ANNOUNCERS

Wanted immediately—Mature experienced announcer—works TV booth and on camera work. Call 423-667, 114 East Prospect, Shreveport, Louisiana.

TELEVISION

Situations Wanted—News

Experienced, youthful photographer-reporter desires location assignment. Box C-27, BROADCASTING.

Radio/television announcer newswoman for large newspaper and broadcast chain with no advancement within. College, Box C-107, BROADCASTING.

TELEVISION—Situations Wanted

News—(cont'd)

Newman, presently editing 2 newscasts daily, anchoring 1 on air. Needs change. Enough news from 9th to 12th. West coast market preferred. Real pro, no appeal to the public. Box C-122, BROADCASTING.

Experienced major market Newman will relocate for right TV company or news director position. Box C-141, BROADCASTING.

June/September employment desired by top Northwestern TV/radio journalism student. Will work on all facets of TV news operation. Will go anywhere, send resume to Dr. Gene Evans, Illinois, 216-451-0951. After March 15, 1968, Harlan Road, Toledo, Ohio 43606.

Production—Programming, Others

Executive producer, creative, energetic, productive. Age 29. Seeks to develop executive, production, programming skills. Presently in major market. Box B-259, BROADCASTING.

Production manager. Outstanding qualifications, and experience in top 10 market. Available immediately. Box C-5, BROADCASTING.

17 television broadcasting, 3 years supervisory. Desires position, southern states or southeast. Box C-104, BROADCASTING.

Producer-director, instruction/EVT, three years Armed Forces radio-TV experienced all phases production. looking for position with major market. Box C-106, BROADCASTING.

Experienced-knowledgeable-dependable producer, manager, desires challenge. References and experience prove capability. Director material. Enclosed please. Virginia market Box C-132, BROADCASTING.

WANTED TO BUY—Equipment

We need used. 250, 506, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Torruble St., Laredo, Texas 78040.

Stereo equipment needed—immediate buyer for used Penn or 200-2 stereo duplexer with minimum of three slaves. Box B-270, BROADCASTING.

1 or more portable new or used caricature tape recorders. Must be of broadcast quality like AFC-1's. Please write with technical description and equipment. Box C-135, BROADCASTING.

Wanted: 4 RCA or Marconi boxed used camera lenses in perfect condition. Channel 3, Box 1873, Monterrey, Mex.

Color television tape playback system. Contact Charlie M. James, WSKW-TV, Box 708, Lawton, Oklahoma.

Wanted: All equipment for the construction of small black and white television studio. Seeking donations but will consider purchase. Supt. of Schools, Dr. James P. Harrison, Nether Providence Township, Wallingford, Pennsylvania 19086. 215 439-8000.

FOR SALE—Equipment

Oxus-camera—hellax, strobex, spotlight, etc., and fittings. Unused, $25—large stock surplus prices. Write for list. S. W. Eisen, Box 1668, Oakland, Calif. 94609, phone 415-833-3357.

For sale: must move, real busy on known brand 1 kw AM transmitter. Box B-69, BROADCASTING.

Ti26 Color Film Camera available, ideal for IS0 budget color location filming. Chief Engineer, KSWO-TV, P. O. Box 708, Lawton, Oklahoma. 353-7000.

URF 12 kw, Kw, KW transmitter (used). Negotiable sale price to include freight and proper conditioning. Price does not include filliplexer which is individually required for each specific channel. Free shipping on all. Write for Ion. Box B-275, BROADCASTING.

TI-41-B and TK-41-B modified to 41-C. Box B-362, BROADCASTING.

BROADCASTING, March 11, 1968
FOR SALE—Equipment

Continued


One MVR15 video tape recorder with good health. $295.00. Rebuilt. Somewhat battered, but all modifications are in accordance with Machtronics Corporation. One MVR15 in like-new condition, complete with electronic editing. Head is in good condition, reel-to-reel interchangeable between machines. Also, one Kentel vidicon studio camera with Vidicon W2/14. Chief Engineer, KRTV, P. O. Box 1231, Great Falls, Mont. 59401.

receiving PTR 192-A, 3 kw transmitter. Buy it for only $400, complete with tubes, but has defective plate transformer. Crystal pocketing for various frequencies. $150.00. Audiovox, Box 706A, broadcasting, Ohio 31511.

Andrew 8-bay multi-v antenna, 103.7 but tunable any frequency $1,150. 3 raise costs allow 30 kw input. Excellent condition. Benhaim, station guard with directional coupler, $25. Kenwood, C. E. Box 1445, Augusta, Ga. 30902, 803-824-5441.

1 kw AM transmitter, RCA-SDX transmitter just removed from service. Complete including, with tubes and spare parts $350 FOB. Youngstown, Ohio, WKBW, W. P. Williamon, 1711 Ph,te. $167-782-1144.


Translator prices vary. Check with your translator where antenna should be put to get best coverage. Not where power line happens to be. Use the E. C. F. 1627-512 month. General Instrument Corp., Thermoelectric Division, Box 544-33, Hicksville, New York 11802, 516-616-4308, ext. 205.

MISCELLANEOUS

Deejays! 6000 classified gig lines. $5.00. Comedy catalog free. Ed Orrin, Boyer Rd. Mariposa, Calif. 95338.

"365 Days of Laughter"—daily radio gig serv-ice—may be available in your market! Sample a month, $1.00. Box 2736, Merchandise Mart Sta., Chicago 60664.

Keeping your promises? Between-renewals program content analysis saves headaches at stations. Smart management can eliminate potential to check compliance with proposals. Noyes, Motor City, 3727 Curilla, Downtown, Ill. 60616. (312) 960-5553.

Insurance sales seminars. Three or five day sales training program conducted by Dr. Nathaniel H. "Think and Grow Rich" and E. Harold Keown, associate. Write Box 437, Charleston, South Carolina 29402.

Custom ideas! You supply details—we supply ideas. Programing, advertising, promo- tion, etc. Complete consultation and sales presentation guaranteed. The SIR Company, P. O. 1912, Richmond, Virginia 23228.

Are you satisfied with the sound of your station? Write the Sound Doctor, Box 3694, Birmingham, Alabama.

INSTRUCTIONS

FCC and Electronics Degrees courses by correspondence. Also, resident classes in electronics. Free catalogs. Call Desk 8-B, 1565 N. Western, Hollywood, California 90028.

Ekins is the nation's largest and most re-nowned name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Ekins Institute, 2963 Inwood Road, Dallas, Texas 75225.


First Class License In six weeks. Highest success rate in the Great North West. Theory and 4-hour class. Approved for Veterans Training. Ekins Radio License School of Omaha, 323 St. Charles Avenue, Omaha, Nebraska 68101.

Announcing, programing, production, newscast, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professors. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Ekins Institute, 2603 Inwood Road, Dallas, Texas 75235.


Radio-telephone operators license. 1st week course for the radio-telephone operators license. The Masters Radio License School of Atlantic City, New Jersey. For information contact Mr. W. L. Gill, Sr., Box 1321, Atlantic City, New Jersey 08401.

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Non-Dial Radio License in only 5 weeks. Total tuition $850.00. Job placement free. Rooms $10-$15 per week. Classes begin April 15, May 20, June 24. Call 950-6200. We're free today—R.E.I., Inc. 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition $1000. Job placement free. Rooms & apartments $10-$15 per week. Classes begin April 15, May 20, June 24. Call WE-1-5444 or write 1253 Gilham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 806 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 233-1441. Tuition and class schedule is the same for all R.E.I. schools.


First phone in six to twelve weeks through tape recorded lessons at home plus one personal class in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Minneapolis. Sixteen years FCC license teaching experience. Proven results and reservations write, Bob Johnson Radio License Instruction, Care and Land, Duncan, Manhattan Beach, Calif. 90062.

Guaranteed first phone, 4-8 weeks, Broadcast Engineering Academy, Box 25471, St. Louis 31292.

INSTRUCTIONS—(Cont'd)

see our display ad under Instructions on page 88. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California 90028. HC-2-3281.

HELP WANTED

Complete Staff

New 5 kw, full-time AM-FM in Northeast, Sales, P.D., News, An-nouncer, Chief Eng., Announcer, 1st, 2nd, Radio, etc. Resumes—tapes (no calls) to:

Don Roberts, G.M., 114 State St., Augusta, Me.

WE RECRUIT EXECUTIVES

AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318

For Search Charges.

Nationwide Broadcast Personnel Consultants
645 NORTH MICHIGAN AVENUE
CHICAGO 60611

RADIO—Help Wanted

Sales

One of America's Great FM stations is looking for an experienced, professional salesmen. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your sales record, resume and references NOW.

WJIB Cincinnati
W. 8th and Matson Place

SALESMEN

Looking for sales management? Update New York regional station bring furoe-counts sales with million population has immediate opening. Excellent account list, company benefits in group operation.

Call Paul Dunn

312-769-1200

An Equal Opportunity Employer

485 BROADCASTING, March 11, 1968
Help Wanted

Sales—(Cont'd)

MR. RADIO STATION OWNER OR MANAGER
We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

RADIO

Help Wanted

Announcers

Morning Man
Midwest metro needs bright sound for Number One Top 40 adult oriented operation. Must be capable in production as well as willing to sound bright and cheery at 5:00 a.m. Top salary. Medical, health and pension plan available at no cost. Send tape to Box C-66, Broadcasting.

Washington DC's
"New Soul Sound" Radio Station is looking for a Top notch RAB Top 40 DJ, with programming and production knowledge. Unlimited opportunity for right man. Call E. C. Myers, General Manager, WOOK. Area Code 202-882-9389.

Help Wanted

Announcers

WSEB AND WSEB-FM
Wanted...versatile announcer, salesman not afraid of work.

Beautiful Sebring, Fla.

Production—Programming, Others

PROGRAM DIRECTOR—TOP 40
Number one station in medium size Midwest market of 350,000 needs a contest promotion minded leader to take charge of all programming responsibilities. Send tape and resume to Box B-281, Broadcasting.

TELEVISION—Help Wanted

Management

MANAGEMENT
Our clients want Executive, Administrative, Programming, Sales, and Engineering applicants under 35 years of age with college degrees. Radio and TV. If you qualify, send resume in complete confidence to Nationwide Broadcast Personnel Consultants.

645 N. Michigan Ave., Chicago, Ill. Employer pays our fee.

Sales

TOP SALES OPPORTUNITY
Major market VHF network affiliate in New England, offers outstanding income and advancement to an experienced salesman. We want an ambitious, self-starter, capable of the work necessary to develop new accounts, in addition to selling and servicing a large active list of major advertisers in this market. Income potential based on commission, $20,000+. Excellent fringe benefits. Send a photo and tell us about yourself. All replies confidential.

Box C-66, Broadcasting.

Situations Wanted

Production—Programming, Others

The Unique Dimension
EXCLUSIVE TAPED "INSIDE" NEWS FEATURES TO SUPPLEMENT RADIO NEWS AND PROGRAMING. EXCLUSIVE INTERVIEWS FROM WORLD OF SPORTS, TRAVEL, POLITICS, MEDICINE, ENTERTAINMENT, BUSINESS, THE ARTS, SCIENCE, INTERNATIONAL SCENE!

The Carsen Group
covering now what the others are just beginning to hear about
BOX C-124, BROADCASTING.

CONTEMPORARY RADIO'S HOTTEST NEW PROMOTIONAL IDEA!
Franchised to stations on a no charge—exclusive market basis WRITE—WIRE—PHONE: JACK T. SHARP ADVERTISING AGENCY 14055 CEDAR RD., CLEVELAND, OHIO 44118 (216) 371-2000

TELEVISION

Help Wanted

Technical

TV ENGINEERS WANTED IN
Florida
VHF color station No Executive positions send full resume & references
Box B-236, Broadcasting.

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 vacation, 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

TELEVISION

Situations Wanted—Management

Major Market TV Manager
Is looking for managerial position preferably west coast. Thoroughly experienced in every phase of station management in top metropolitan market. National agency and advertiser contacts on first name basis. Well known in network and industry circles. Excellent references. Salary important but secondary to growth potentialities.

Box C-66, Broadcasting.

FOR SALE—Equipment

75% DISCOUNT COLOR—B&W
STUDIO CAMERAS
3—GE, PE2B Color Cameras complete with lens, cable, PD90 power pedestal, monitors, etc. @ $22,500
3—GE, PE17 B&W Cameras complete with lens, cable, PD50 pedestal, monitors, etc. @ $3,500
1—Varoalt V, 10:1 Zoom Lens $5,800
1—Telemet TransistORIZED Spec. Ex. extends including 3801, 4201, 4302
@ $3,000
5—GE, TF21 TransistORIZED 24 Volt
PS @ $1,95
All Equipment in Limited Use Contact: Duane Weise, c/o WRGB, Schenectady, N. Y.

BROADCASTING, March 11, 1968
FOR SALE—Equipment

Continued

BROADCASTING, March 11, 1968

(Continued from page 78)

CASTERS INC. Miami Beach, Fl. Requests WBSU(FM).

KATN-FM, Treasure Valley Broadcasting Co., Boise, Idaho, Requests KBBK-FM.

KXOL-FM, KXOL, Fort Worth, Tex. Requests KCMW(FM).

RENEWAL OF LICENSES, ALL STATIONS


FCC granted application of KOST-AM Los Angeles for license renewal, Action March 6.

Translators


K60FW Whittier, Calif.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station, Action Feb. 28.

Delta Communications Corp., Laurel, Miss.—FCC granted CP for new UHF TV trans. station to serve Laurel on ch. 18 by rebroadcasting programs of WHTV-TV, ch. 24, Meridian; condition: Action Feb. 21.

K12OB Boise and Coeur d'Alene, Idaho—Broadcast Bureau granted license, cl. of CP for VHF TV trans. station, to extend completion date to Sept. 6, 1968; Action March 7.

K7461C Walker, Minn.—Broadcast Bureau granted CP for UHF TV trans. station to serve Minneapolis on ch. 31, Hibbing, and change type of trans. Action March 1.

WJSJ-Maze, Miss.—Broadcast Bureau granted CP to change from DA-2 to DA-N; condition: Action March 1.

K648X Almaden, Calif.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station, Action Feb. 28.

K61CM Panama City, Fla.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station, Action Feb. 28.

K83B Rogue River, Savage Creek and Foote Creek, all Oregon.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station, Action Feb. 28.

K07HQ Umatilla, Ore.—Broadcast Bureau granted license covering new VHF TV trans. station, Action Feb. 28.

K10HS Thompson, Utah—Broadcast Bureau granted license for operation of VHF TV trans. station, Action Feb. 28.

K111B Chelan Station, Wash.—Broadcast Bureau granted license covering new VHF TV trans. station, Action Feb. 28.

Broadcast Bureau granted CPs to replace expired permits for changes in following VHF TV trans. stations: KGSA, KG7CJ both Dutch John City and Manila, all Utah. Action March 1.

CATV

ACTION ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Feb. 26 in Amherst, Greenfield, Monson, Palmer and Ware, Mass. (Pioneer Valley Cablevision Inc.) CATV proceeding, designated Examiner Idaore A. Honig to serve as presiding officer; scheduled pre-hearing conference for March 20 and hearing for April 22 (Doc. 15034).

Chief Hearing Examiner James D. Cunningham on Feb. 26 in Lower Belle, Malden, Dunsmuir, MD, Sand and George's Creek, Va. (Asbury & James TV Cable Service) CATV proceeding, corrected in various respects to hearing notice of hearing of March 10.

Hearing Examiner Charles J. Frederick on Feb. 29 in California Water and Telephone Co., The Associated Bell System Companies, and the General Telephone System, and United Utilities Companies, tariffs for channel service for use by CATV systems, proceeding in Docs. 15029, 15034, 15039, postponed indefinitely pending decision in Doc. 17321.

Hearing Examiner Jay A. Kyle on Feb. 29 in Kalamazoo, Mich. (Felter Cable Vision) CATV proceeding in Docs. 17200-3, 17202-4, by separate actions, denied requests by Booth American Co. and Allegheny Tele-Ception Inc. requesting issuance of separate initial licenses.

APPLICATIONS

Crawfordville Community Cable Corp.—Requests distance signal of WCN-W, WFLD-TV and WFTV(TV), all Chicago, and WCATV(TV), Champawntown, La.—Community service at Crawfordsville, Ind. (Indianapolis, ARB 18). Annex. Feb. 28.


ACTIONS

The Commission has denied reconsideration motion by WGAN-TV, Portland, Me., directed against commission's action in approving application for CATV system at Rumford, Maine. (15778). Action Jan. 31.

Commission has denied evidentiary hearing provision of section 47.120 to WAVA(TV), Winchester, Va. (ARB 23 and granted Rumford Television Service, operation of CATV system at Rumford, Me., authority to import distant signals from two Boston stations, one Manchester, N.H., station, and one Burlington, Vt. station. Grant was opposed by WGAN-TV, Portland, Me. Action Jan. 31.

Ownership changes

APPLICATIONS

KNEZ Lompe, Calif.—Seeks assignment of license from Cannon Broadcasting Co. to
H&B Communications for $117,000. Principals of H&B Communications: Mrs. H.R. Communications is a publicly-held corporation. Principals—EDWARD C. CANNON, president. Ann. March 5.

KMPX(FM) San Francisco—Seeks assignment of license from Leon A. Hendrix, president. Mr. Leon A. Hendrix is a minority stockholder. Mr. Hendrix is president, director and stockholder of M & B Communications, Inc., a publicly-held corporation.

KWSM(TV) Roanoke, Va.—Seeks assignment of license from James R. Jones, president. Mr. James R. Jones is a minority stockholder. Mr. Jones is president, director and stockholder of M & B Communications, Inc., a publicly-held corporation.

KXEO News, Inc., president

ANN. MAR. 1973

M & B Communications, Inc.

KXEO-FM, Lexington, Ky., has been awarded a nonexclusive franchise by the city of Lexington, Ky. for the operation of a noncommercial FM station. The station will be called "KXEO-FM" and will broadcast on a frequency of 107.9 MHz. The station will be located in the downtown area of Lexington, Ky.

KXEO-FM is a subsidiary of M & B Communications, Inc., a publicly-held corporation. The company is owned by Mr. E. C. CANNON, president, and Mrs. E. C. CANNON, vice president.


cable installed in addition to a franchise fee of $100.

Morelli, Mo.—International Telemeter Corp. (multiple CATV owner), subsidiary of The United States & Western Industries, has been granted a 10-year franchise. In addition to an annual $90,000, the city will provide $75,000 per year for franchise operation.

Bloomington, Ill.—The city has granted a franchise to the city of Bloomington, Ill., for the operation of a noncommercial FM station. The station will be called "KXEO-FM" and will broadcast on a frequency of 107.9 MHz. The station will be located in the downtown area of Bloomington, Ill.

Keokuk, Ill.—The city has granted a franchise to the city of Keokuk, Ill., for the operation of a noncommercial FM station. The station will be called "KXEO-FM" and will broadcast on a frequency of 107.9 MHz. The station will be located in the downtown area of Keokuk, Ill.

Winthrop, Wash.—Comcast Cable Television Corp. has applied for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Vestavia, Ala.—Telvuse Corp. has been granted a nonexclusive franchise. Firm plans to provide a system of local channels including a 24-hour news and music channel and a weather channel.

York, Ala.—Twin City CATV Co. has applied for an exclusive 25-year franchise. City would receive $1% of firm's annual gross revenues.

Lodi, Calif.—Multi-View Systems Inc., Lodi, and California Antenna TV Inc., Sacramento, have each applied for a franchise.

Fruitland, Colo.—Contronics Cable TV Inc., Grand Junction, Colo., has applied for a franchise.

Rocky Ford, Colo.—Rocky Ford Investment Co., represented by Lee Sturgeon and Ed Patrick, has applied for a franchise. The city of Rocky Ford would receive $1% of firm's annual gross revenues.

Riviera Beach, Fla.—TelePromoter (multiple CATV owner) has been granted a 20-year franchise. Installation and monthly fees will be $19.95 and $4.95, respectively.

Winthrop, Mass.—Winthrop Cablevision Corp. has been granted a nonexclusive franchise. Firm will pay the city $26 for each mile of
Top newsman keys station to local needs

By Julian Francis Haas

Newal-Colon, Panama, as Central American correspondent for first the Panama Star and Herald and later the Chicago Daily News Foreign Service. ("A few revolutions, a few tornadoes—the usual run-of-the-mill stuff.")

Then in 1931 he went back to his hometown of Shreveport and the city desk of the Times. It was in Shreveport that Mr. Haas got his first taste of radio when he often would deliver the 10 p.m. news from the Times’ remote studio over KWWK.

He left the Times in 1935 to go into general sales work in Little Rock, Ark.

That same year he and a Little Rock girl, Rose Marie Frank, eloped and were married in "Texarkana, USA. I can't remember if it was the Arkansas or Texas side."

In 1941 Mr. Haas joined KARK Little Rock as a salesman, three years later he was made commercial manager and he held that job until October 1952 when he purchased KAGH for $32,000.

At that time Mr. Haas recalls, KAGH had 100 w, but in less than a year, it was moved to 1340 kc and "250 big, powerful watts." The only trouble then was picking up the signal outside the city limits after sundown.

Since KAGH couldn't adequately serve the community or county that way, Mr. Haas decided to give up the nighttime service and go daytime only with 250 w on 800 kc.

Nine years later he decided to re-enter nighttime radio. The credit for that decision, he says, belongs to FCC Commissioner Robert E. Lee. Mr. Haas was in the audience at the National Association of Broadcasters’ 1966 convention in Chicago when the commissioner took the cover off his crystal ball and peered into FM’s future: It was bright.

Taking Commissioner Lee at his word, Mr. Haas applied for an FM channel, got it and in March 1967 put KAGH-FM on the air.

New Talent = It was also in 1967 that Julian Haas started a high-school broadcast club. Its purpose was to interest some youngsters in a broadcasting career and to give KAGH’s owner a chance to find some talented youths who could work at the station. Presently two students are on the staff.

When he talks of the 11 high-school students who have worked for him over the years, Julian Haas’s voice exudes a paternalistic pride. He points out that four are college graduates, five are now in college and two started college.

He feels that working at the station has been good experience for the boys. "I’ve taken kids who have never made the honor roll, but all the boys have learned how to plot their time—to study. It’s actually helped a couple get through college."

And there’s pride when he talks of Crossett, of Ashley county, of his friends who listen to KAGH and for whom the station is programmed. He admits "it’s a damn hackneyed phrase, but you have to serve all your people. You have to program to local needs. We like to think we’re running the station like a good daily newspaper."

Any good small-town daily carries gossip as well as news and in Crossett KAGH has both: 22 newscasts a day, plus Party Line from 8:30-9 a.m. That show, Mr. Haas says, is like an ether-born backfence. "You can always tell a woman is pregnant when she wants to trade her evening gown for a bassinet."

WEEK’S PROFILE

EDITORIALS

The dirty 30

The growing acceptance of 30-second commercials by the television networks is likely to lead to the establishment of the 30 as a standard length. In itself that phenomenon may forebode no disaster for the business, but the networks' practices in pricing and placing 30's could have troublesome effects in spot and local advertising.

The networks are selling minutes at minute rates and permitting advertisers to fill them with two 30's. Not only that, advertisers are permitted to buy minutes to share with other advertisers, with the two cross-exchanging 30-second segments within the minutes that are bought.

It takes little knowledge of arithmetic to calculate that by those practices networks have in effect priced their 30's at half their minute rate. That does little to help the individual station sell 30's to spot or local advertisers at prices exceeding half the stations' minute rates. Traditionally the 30, in spot or local sale, has commanded considerably more than half the minute rate, for the fairly logical reason that research has proved the 30 to be considerably more than 50% as effective as the minute length.

In prime time, network affiliates face problems. Most breaks in or between network programs give the stations 40 seconds to sell to spot or local accounts. This length accommodates two 20's, which are usually priced at considerably more than one-third of the minute rate, or one 30 (at more than half the minute rate) and one 10 (at much more than one-sixth the minute rate). If the station break remains fixed at present lengths, and if advertisers begin insisting on buying fractions of minutes at the same fractions of the minute rate, stations will feel it in their P&L statements.

Stations must beef up their showings of proof that 30's are worth more than half the price of 60's. They might also begin considering whether station breaks need modernizing in position and length.

FCC takes a powder

The hard-line regulators on the FCC and its staff have often challenged broadcasters to court tests of the agency's powers of program regulation. Now the hard-liners want to cut and run from a meaningful showdown on the constitutionality of the fairness-doctrine rules, and they have persuaded a majority of commissioners to cut and run with them. The performance is to be admired more for its legal slickness than its principle.

As reported in Broadcasting's March 4 issue, the commission, by a vote of 5 to 1 (Robert Bartley abstaining and Lee Loewinger dissenting), has petitioned the U.S. appellate court in Chicago to withhold action on the fairness-doctrine challenges filed by the Radio Television News Directors Association, CBS and NBC. The commission wants time to rewrite part of the rules that are under attack. Mr. Loewinger described the action with precision. It is, he said, "merely a cosmetic effort to present a better face in court."

It is really a little late in the game for the commission to be having second thoughts about the personal-attack rule that it now wishes to reconsider. The rule is part of a codification resulting from a proceeding that was initiated way back in April 1966. The rules were not adopted until July 1967, after the commission took plenty of time to consider volumes of comment—including a detailed legal presentation submitted by the RTNDA and a number of station licensees to argue that the proposed rules would be unconstitutional. Nor can the FCC now pretend to be caught in court without warning. In its original comments—filed more than a year before the FCC took final action—the RTNDA said it was laying the foundation for a judicial appeal which it promised to take if the FCC adopted the rules it was proposing.

None of that history appeared in a concurring statement issued by Commissioner Kenneth A. Cox a fortnight ago when the FCC asked the appellate court to hold the current cases in abeyance. Mr. Cox addressed himself primarily to an attack on Commissioner Loewinger's dissent (another misstep in an ongoing correspondence from poison-pen pals) and secondarily to a defense of the commission's decision to reconsider the rule as an act of high concern for the public interest.

It was understandable that Mr. Cox would wish to explain his latest vote on the matter. In November 1967, confidently implying that he expected the courts to sustain everything the FCC had done, Mr. Cox told a regional meeting of the National Association of Broadcasters in Kansas City that he welcomed the litigation.

In Kansas City Mr. Cox was merely acting in the tradition of those on the commission who think that broadcasting is entitled to less protection under the First Amendment than unlicensed media can claim. When E. William Henry was FCC chairman, he publicly invited broadcasters to attack the constitutionality of FCC program controls. Mr. Henry's predecessor, Newton Minow, often made the same offer. (It may be of some interest to note that Mr. Minow, now in private practice in Chicago, is among the lawyers representing CBS in its appeal, which takes a considerably gentler attitude toward FCC powers than do the appeals filed by the RTNDA and NBC.)

But until the FCC adopted its fairness rules, it had been careful to apply its policies in ways that could be constitutionally tested only if licensees committed violations and laid their licenses on the line. When parts of the fairness doctrine were codified into rules, the rules themselves became susceptible to the constitutional attacks that the RTNDA, NBC and, with somewhat less intensity, CBS have been prosecuting. Obviously the hard-liners on the FCC have belatedly realized that they have stumbled, or rather swaggered, into the kind of fight they have been loudly inviting but cleverly avoiding up to now.

If the FCC succeeds in ducking this fight, broadcasters can expect to be pecked into groveling submission by the case-by-case application of individual sanctions.

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Next time you’re on the road, all keyed-up from “turnpike tension,” stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

Keyed-up executives unwind with KPRC-TV

NBC in Houston
NOW there is a new number 1 station in Abilene-Sweetwater

AMERICA'S MOST MODERN BROADCASTING FACILITIES - PLUS FULL POWER TO GIVE YOU GREATER COVERAGE!

THE SOUTHWEST'S FINEST BROADCAST STUDIOS...
West Texas' newest and finest television station... An entire new operations plant with over 22,000 square feet of studios, stages, taping facilities, art production, film processing, and remote color equipment.

ABILENE-SWEETWATER'S
MOST POWERFUL STATION...
Now operating at full power, with 316,000 watts. Increasing our coverage pattern to over 122,000 TV homes... Serving the largest area of any station in the "Big Country."

TOTAL COLOR...
Offering full color... live, film, tape, slides and network. We have complete GE color equipment from antenna to transmitter, enabling us to give you the finest in color TV.

THE FINEST PROGRAMMING
FROM TWO NETWORKS...
Combining the top rated shows of CBS and ABC into a powerful program schedule that is not available anywhere else in the Southwest. Supplemented by live local color programming from new KTXS-TV studios.

TALLEST TOWER...
Our tower height was 568 feet above ground and is now 1,080 feet, 3,550 feet above sea level, making KTXS-TV the tallest television tower in the "Big Country."

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KLBK-FM RADIO
LUBBOCK