Would today's 180,000,000 radio listeners be willing to go back to those thrilling days of yesteryear?

Herb Maneloveg says no. And we at the Edward Petry Company agree. The new modern radio is selling billions of dollars worth of goods for thousands of advertisers. So Hi Yo Silver is away for good, because smart, modern day advertisers know listeners aren't yearning for the sound of silver bullets.

Edward Petry & Co.
Paul Bryan. Age 35.
Three Years of His Life. For Sale.
"Run For Your Life."
85 Hours.
In Color.

This is the big one. Big, bold and splashy. The way women like to see a man live, anytime. The way young adults think about living, right now.


Starring Ben Gazzara. Yours from a smash network run. In style. Pulling a whopping share of the audience.


Buy it.

For the full-color run of your life.

mca tv
Matching the young, dynamic spirit of Houston our great new NEWS TEAM is turning them on in greater numbers... and headed for the top! Check Blair for news of KTRK-TV. The Capital Cities Station of the great Southwest!
WTEV
NOW UP 25%*
IN AUDIENCE
IN THE
PROVIDENCE
AREA

*Based on Nov. 1967 ARB estimates as compared with Nov. 1966 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

Represented by Television, Inc.

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

4 BROADCASTING, March 18, 1968
Hollywood reading

With TV networks' 1968-69 schedule rounding into final draft here's how prime-time box score for production companies look: 20th Century-Fox TV had three-and-a-half hours cancelled, three-and-a-half hours renewed and sold four new hours for total of seven-and-a-half hours lined up for next season. Universal TV had one hour cancelled, four hours renewed, sold three new hours for total of seven hours in 1968-69 plus undetermined number of two-hour "World Premiere" features. Screen Gems lost two hours, had one-and-a-half renewed and sold two-and-a-half hours for total of four hours next season. Paramount TV has no new shows but had three hours renewed. MGM lost four hours, has come up with no new shows and has but one hour returning.

Won't let go

Investigators for House Investigations Subcommittee appear to be checking out all sorts of rumors and speculation in continuing study of circumstances surrounding FCC approval of five Overmyer Communications Co. UHF construction permits to AVC Corp. FCC last week was asked to supply subcommittee with names of all staff members who had any connection with transfer approval, along with their grades and description of their functions. Assumption is that subcommittee investigators are looking into possibility that payoff was involved.

Year for inquiries

Now it's new Department of Transportation that wants to get into act on whacking up radio spectrum. Tip-off came in speech by Alan S. Boyd, secretary of transportation, in address before Electronic Industries Association (BROADCASTING, March 11) espousing use by land-mobile services of unassigned radio (meaning broadcast) frequencies on temporary basis. New department has its own telecommunications chief, Robert Lowe, who, prior to his assignment, was motorman on Senate Communications Subcommittee's, as yet unreleased exhaustive survey of political broadcasting controversy programing and FCC regulation. That survey, incidentally, gives few passing grades either to FCC or to broadcasters.

Other agencies of government involved in various studies of telecommunications allocations and management are President Johnson's task force, which has undertaken all-inclusive job with report due by next August; Budget Bureau, on administrative and regulatory organization (i.e., whether FCC structure is effective or should be superseded by new agency or even cabinet level department); FCC itself and Department of Commerce, through its Boulder, Colo., radio standards laboratory. These aside from various congressional committee inquiries.

Hot month

Biggest single contributor to 12% billings gain that made February best sales month in network-TV history (see page 28) almost certainly was ABC-TV revenue from Olympics coverage. But it's apparent that February sales would have anyway—right or wrong—even without February's extra day this year. Estimates of Broadcast Advertisers Reports put ABC's February sales at $41.4 million, up $6.4 million or 18.1% from February 1967. ABC's weekend daytime sales rose 77.5% and nighttime sales climbed 15.3% while weekday daytime dropped 8% according to BAR figures.

NBC-TV is shown in BAR's estimates with $47.2 million February total representing 16.1% gain, reflecting rises in daytime sales (up 40.4% on weekends, 24.5% on weekends) plus 9.2% gain at night. CBS-TV remained number one in dollars with total placed at almost $49.6 million, up 3.7% in all on 9.4% nighttime gain versus drops of 6.3% in weekday daytime and 0.9% in weekend daytime. BAR's count put March February three-network total of commercial minutes at 7,848, up 456 minutes or 6.2% from February 1967.

More of Mason

Without fanfare, CBS Enterprises plans to place 50 additional one-hour episodes of Perry Mason into syndication shortly for two runs. It also will provide additional run for 195 segments already carried in 100 markets, but which originally were for two runs only. Though Mason is in black and white, this is understood to have rolled up one of largest grosses—if not largest—in syndication history. Only one episode of entire series was produced in color and that is not being syndicated.

FCC is following up on charges in report of President's Commission on Civil Disorders that some television crews contributed to incidents, or staged them, during last summer's riots (BROADCASTING, March 4). Commission staff has asked investigators for President's Commission to supply any backup data, including identifications of stations. Commission has already investigated number of similar charges made since last summer, but none has proved out.

Marked men

Broadcasters who have found it difficult to locate FCC commissioners and staff at past National Association of Broadcasters' conventions may find it easier at upcoming Chicago sessions, March 31-April 3. For first time NAB is supplying FCC with suite, and five commissioners and six staff members on hand will operate from there. Suite number is 1033A in Conrad Hilton hotel.

Expert advice

Robert D. Swezy, retired broadcast executive, is serving as consultant to Frank Pace Jr., newly confirmed chairman of Corp. for Public Broadcasting. Mr. Pace also heads International Executive Service Corps, for which Mr. Swezy has handled assignments—his latest in Pakistan last fall. Mr. Swezy, former executive vice president and general manager of WSSU-AM-FM-TV New Orleans, who afterward served as director of Code Authority of National Association of Broadcasters, resides in Hillshboro, Va., about 50 miles from Washington.

Follow the leader

Current "depression" in broadcast-oriented stocks is attributed by Wall Street authorities to what is described as "CBS syndrome," plus extraordinary operating costs foreseen because of coverage of political conventions this year and prospects of inordinate consumption of time by expected civil rights disturbances. CBS, long a market bellwether, has reported lower earnings in spite of increased gross for 1967. But good reports of other group owners and new optimism by CBS hopefully, according to investment people, will reverse trend.
is usually good enough. But not for General Electric. That's why the best keeps getting better at General Electric. See for yourself at our Booth at NAB.
WEEK IN BRIEF

Station traders get chill from cold Washington winds. Senate group probes newspaper-broadcast ownership; Justice frowns on KDFM-TV Beaumont, Tex., sale; FCC considering curbs on AMers getting FM in same market. See...

NEW TRANSFER PERILS...23

FCC Commissioners Cox and Johnson consider eliciting more information from stations whose licenses are up for renewal, seek responses as to how stations have served minority interests in their communities. See...

DISSENTERS GO IT ALONE?...24

International Broadcasting Awards for "world's best advertising" turns into East Coast romp as New York-based agencies, production houses cop most honors. Eastern Air Lines best TV ad, Excedrin tops in radio. See...

CREAM OF COMMERCIALS...26

U.S. Supreme Court hears oral arguments in two benchmark cases: FCC jurisdiction over CATV and copyright liability. Rulings of court could fashion CATV future. See...

COURT HEARS CATV...26

C. E. Hooper Inc. claims it's found "significant, widespread inaccuracies" in TV ratings based on its special telephone coincidental survey, say errors result from sample bias. See...

HOOPER HITS RATINGS...42

Senate gives prompt confirmation to Corp. for Public Broadcasting directors; CPB moves to begin incorporation in Washington; CPB faces thorny problem of long-term financing plan for program subsidies. See...

CPB DIRECTORS APPROVED...49

ABC-TV "restructures" its programing department; program executives Ted Fetter in New York, Harvey Bennett in Hollywood resign; Martin Starger takes Fetter spot; others move up or out. See...

ABC-TV SHAKEUP...56

One-network coverage of the Dean Rusk show on Capitol Hill is defended by Richard Salant, CBS News president, whose network declined to compete with NBC-TV for two-day affair. See...

RUSK VISIT FALLOUT...58

Radio Television News Directors Association and NBC urge federal appeals court to deny FCC's request to hold up decision for revision of personal-attack rules in fairness doctrine. See...

DELAYING TACTIC OPPOSED...62

U.S. Public Health Service releases survey of its Washington-area employees' color TV sets and X-radiation, but results are open to interpretation. 24% of those sets emit "detectable" radiation. See...

X-RAY PROBLEM...68

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BROADCASTING, March 18, 1968
4 GREAT STATIONS

RING FOR THE BUTLER

KAAY - Little Rock*
WAKY - Louisville*
KEEL - Shreveport*
KBTR - Denver

... and their "Cash Registers" echo the sound! Ring for the butler — we'll start yours ringing too! John C. Butler Co. The newest, most professional, most dedicated rep in the business.
*Eff. 3/24/68

JOHN C. BUTLER & COMPANY, INC.

the everywhere, all the time rep.
205 East 42nd Street, New York, N. Y. 10017, Phone 212 - 889-6161
Networks warned FCC may be called upon

Threat of FCC intervention against networks if they are unable to get their program suppliers to "present a fair picture of the role of Negroes in American Life" was raised by William H. Booth, chairman of New York Commission on Human Rights, during third day of hearings Friday (March 15). (see page 50). Morning testimony was given by network programing vice presidents Leonard Goldberg of ABC, Michael Dann of CBS, and Mort Werner of NBC.

ABC and NBC representatives cited shows with featured Negro actors. CBS takes great pains, Mr. Dann said, to avoid presenting Negroes as "heavy," but often finds it "difficult" to present them in some more favorable circumstances "without destroying the mood" of scenes with viewer "surprise."

Screen Gems for "some time" has been trying to develop series about Negro family and has been negotiating with Ossie Davis, Negro actor-author, to be series writer according to Jackie Cooper, executive vice president. He said company believes "a portrayal of the relations between the members of a Negro family fully done with sensitivity, warmth and humor, would make an excellent television series."

Among others testifying, Levitt J. Pope, vice president, WPX(TV) New York, gave several examples of Negroes being placed in prominent roles in television programing over which station has control of content.

WLWD back to NBC

NBC-TV has strengthened its affiliation tie in Dayton, Ohio, with an announcement made jointly Friday (March 15) of WLWD(TV)'s return to NBC as primary affiliate. ABC-TV had been sharing WLWD affiliation with NBC.

John O. Gilbert, vice president, ABC-TV affiliate relations, said "we are considering what actions to take given the Dayton situation."

Stations in market, two VHFs, one UHF, have traditionally shared network affiliations—WHO-TV has CBS and NBC; WKEF(TV) (UHF) has CBS and ABC. WLWD had been NBC-TV primary in 1949, became secondary affiliate in 1964. Station is with Avco Broadcasting group.

Renewal hearing ordered for 3; faces fine

Kinship helped lead three radio stations into hearing Friday (March 15). One of those licensees could receive fines totalling $15,000.

FCC ordered hearing on renewal applications for KWLW Wagoner, KVIN Vinita, and construction permit for new Vinita FM, all Oklahoma. KWLW is licensed to Lumm A. Humphries, whose son Gene has 99% interest in other two facilities.

Commission will look into whether both Humphries made alleged misrepresentations and whether Lumm Humphries has violated rules for which he incurred $5,000 fine last year, currently held in abeyance.

Hearing examiner was instructed to determine whether all or part of that fine should be imposed, and if KWLW license shouldn't be revoked, whether $10,000 fine or less should be levied.

WXUR decision hanging; hearing to resume today

Question of whether FCC will grant request of WXUR-AM-FM Media, Pa., for suspension of license-renewal hearing remained in doubt Friday (March 15), even though hearing is scheduled to resume today (March 18).

Stations' renewal applications are in hearing principally on issues as to whether outlets violated personal attack principle of fairness doctrine. Stations asked commission to suspend hearing until it completed proposed reconsideration of personal-attack rules (see page 62).

Commission last week reached tentative decision to deny request, however, there were reports that some commissioners may be changing their positions.

Originally, it appeared that vote to deny request would be 5-to-1, with Commissioner Lee Loevinger lone dissenter.

'Laugh-In' staying put

NBC-TV said Friday (March 15) it's decided not to change time period next fall of Rowan & Martin's Laugh-In because it's doing so well in current Monday, 8-9 p.m. period, making top Nielsen rating list. It had been set to go Friday, 10-11 p.m., next season, according to NBC's announcement of 1968-69 schedule only few weeks ago (Broadcasting, March 4).

KRLA applications are narrowed down

FCC's Broadcast Bureau has recommended that winner of three-year-old license in Pasadena, Calif., facilities (110 kc) be picked between two of 11 applicants—Orange Radio Inc. and Western Broadcasting.

Bureau, in proposed findings and conclusions filed Friday (March 15), said neither meets all issues, but that both are superior to all others in proceeding. Since none of applicants was, in bureau's view, met all basic issues designated against them, alternative, "under ordinary circumstances," would be to deny all applications and reopen frequency to new ones. But circumstances are not ordinary, bureau said, noting case was designated for hearing on Dec. 31, 1964, that more than 8,000 pages of transcript have been taken, over 1,200 pages of depositions recorded and more than 100 commission orders on matters raised by applicants released.

KRLA facilities are being operated on interim basis by non-radio educational group, Oak Knoll Broadcasting Corp. Original KRLA went off air in August 1964, after commission denied it renewal of license.

Bob Hope and Art Linkletter are among principals in Western application, owning 25% and 5%, respectively. Others are Richard A. Moore, formerly of KTTV(TV) Los Angeles (20%), and Edwin W. Pauley (15%).

Sixteen stockholders in Orange Radio include Robert Mayhew, Los Angeles public relations man who is associated with Howard Hughes (15%); and Frank W. Gay Sr., vice president of Hughes Tool Co. (15%).

NAB moves ahead on spectrum studies

National Association of Broadcasters research committee has submitted decision to reallocate about $50,000 from preplanned projects to studies dealing with spectrum retention. At special meeting in New York late last week, committee noted that NAB television board at January meeting had pledged

more AT DEADLINE page 10
Mr. Adams
Berie Adams, Albert A. Doriskind and Daniel L. Ritchie named to newly created posts as executive VP's for MCA Inc. Mr. Adams will supervise all operating divisions and activities. He joined MCA in 1950 and has served as VP for both MCA Inc. and MCA-TV, for which he organized international operations in 1957. Mr. Doriskind will direct corporate functional departments and real estate. He joined MCA in 1963 as attorney, serving as VP and treasurer since 1958. Mr. Ritchie will oversee financial subsidiaries, acquisitions and stockholder relations. He joined MCA in 1961 and was named VP in 1965. In addition: Louis Friedland, VP for MCA-TV, and John W. Findlater, assistant secretary of parent company, elected VP's of MCA Inc.; Harold Cranton, sales development director for Variety since 1961, named advertising and sales promotion director, succeeding Irving Paley, who is appointed to executive position in advertising with MCA's Universal Pictures Corp., New York.

Mr. Anderson
Mr. Epstein
Jerome F. Birn, VP and creative director with Tatham-Laird & Kudner, New York elected to new post of executive VP. He will continue to serve as creative director in New York. He joined Tatham-Laird in Chicago in 1955 as radio-TV commercial group supervisor and was elected VP and creative director in 1963.

Robert E. Brockway, VP and general manager, Manhattan Cable Television division of Sterling Information Services Ltd., New York, elected president, CBS-EVR division of CBS/Comtec Group. CBS-EVR is responsible for world-wide marketing and distribution of CBS Laboratories' EVR television recording and playback system for home and classroom use plus version for TV broadcast. Manhattan Cable, which Mr. Brockway helped establish, operates CATV system in New York City.

Martin Starger, West Coast program VP for ABC-TV, succeeds Ted Fetter as VP and national programing director in New York. Steve Mills of KABC-Los Angeles, Paul Picard of ABC's programing department in Hollywood, and Leonard Maskin, national director of program administration, to be elected VP's in extensive reorganization of programing departments on both coasts (see page 56). Among resignations: Harve Bennett, programing VP in Hollywood, who joins Thomas-Spelling Productions in production of Mod Squad series.

Richard Anderson and Mitchell Epstein, creative directors at Benton & Bowles, New York, elected senior VP's and named to agency's creative plans board. Mr. Anderson was copy group head at Calkins & Holden before joining B&B in 1958. Mr. Epstein came to B&B in 1961 from copy group head position at J. Walter Thompson Co.

Roger D. Rice, general manager of WIBC-TV Pittsburgh, moves to KTVU(TV) Oakland-San Francisco as general manager, succeeding Frank G. King, who resigns with no plans announced, in Cox Broadcasting shift. Leonard A. Swan- son, general sales manager at WIBC-TV, succeeds Mr. Rice. Mr. Rice was associated with KING-AM-TV Seattle and in 1954 with KTVW(TV) Tacoma, Wash., joining WIBC-TV in 1955, two years before station went on air. Mr. Swanson, also broadcast station veteran, joined WIBC-TV in 1963, serving as general sales manager for past year.

For other personnel changes of the week see FATES & FORTUNES

additional funds if need arises (Broadcasting, Jan. 29).

NAB staff members discussed areas under study by President's Telecommunications Task Force and other government bureaus, best way to respond to such groups and NAB's role in Spectrum Study Committee, made up of six broadcasting trade associations.

Much talk, little progress

Four-day informal "off-the-record" conference earlier this month between parties in AT&T rate case was apparent exercise in futility. FCC Hearing Examiner Arthur A. Gladstone said Friday (March 15), parties were unable to agree "on any matters of sufficient significance to record." So he put sessions back "on-the-record" and scheduled further hearing on May 7.

CWA complaint dismissed

Communications Workers of America, AFL-CIO, complaint against 21 stations which allegedly refused to air CWA's paid spots dealing with its wage negotiations with Bell System (Broadcasting, March 4) has been dismissed by FCC.

In letter made known Friday (March 15) FCC said CWA complaint didn't say any of those stations failed to comply with fairness doctrine requirements. On basis of information CWA supplied, commission said: "It does not appear that any commission action would be justified."

Earlier, CWA told commission it had erroneously listed KCMO Kansas City, Mo., and WERE Cleveland, among those who would air only some of CWA spots.

Radio logging rules eased

FCC Friday (March 15) amended certain program-log rules for radio stations, effective March 22. Action had been urged two months ago by National Association of Broadcasters. Commission indicated similar staff proposals were under consideration for some time (Broadcasting, March 4, Jan. 22).
THE JOHNGARY SHOW
Real entertainment for sale

An all-new 90-minute once-a-week nighttime series in color—on tape with the emphasis on entertainment! Real entertainment. With a real entertainer to run it.

JOHN GARY, an exciting singer and engaging personality joins his leading show business guests in the most entertaining hour-and-a-half on television.


The John Gary Show! It's the buy of the century!

Scripps Howard/WGN Continental Productions.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

**March**


March 19—Meeting of New York chapter of International Advertising Association.

March 20—New Jersey Broadcasters Association traffic-copy workshop. Participants will be: Richard Mercer, assistant program director and associate creative director of BBDO, New York; Mary Jaques, traffic coordinator, WCTC New Brunswick, N. J., and Ann Brothers, chief copy writer, WJLK Asbury Pk., N. J., Brunswick Inn, East Brunswick, N. J.

March 20—Special stockholders meeting, Reeves Broadcasting Corp., to vote on issuance of new class of 100,000 shares of preferred stock.

March 20-21—State Educational Television Authority meeting. Hotel Amsterdam, Washington.

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. 1001 West Peachtree St., N.E., Atlanta.


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


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

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

March 26—Annual meeting of shareholders of General Tire and Rubber Co. to reduce number of and elect new directors. Akron, Ohio.

March 28-29—Board meetings of Association for Professional Broadcasting Education, Pick-Congress hotel, Chicago.

March 28—Annual meeting of affiliates of NBC-TV, Waldorf-Astoria hotel, New York.


March 28-30—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 in each district of American Advertising Federation will be announced. In conjunction with Advertising Institute general council meeting 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 promises and problems of communications explosion. Speakers will include: Dr. Joseph Chary, president, Comsat Corp.; FCC Commissioner Lee Loewinger; Frederick W. Ford, president, NCTA: Dale Huntley, NBC-TV; Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, General Electric; James Robertson of University of Wisconsin, president, NAB; Newton Minow, Chicago attorney and former FCC chairman, and James E. Grecie, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.


March 30-April 2—2nd annual meeting of educational broadcasters' educational broadcasting institute on supervisory management, co-sponsored by American Management Association. Sherman Western Skies motor hotel, Albuquerque, N. M.

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


March 31—Annual meeting of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.

March 31—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

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

**April**


April 1—Deadline for applications for H. V.
Look what your cameras can do with display units like this

CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!

ELECTIONS - No contest.
These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.

STOCK REPORTS – Excellent for the long pull.
Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.

WEATHER – Cool operation.
Only 2.7 watts required per unit, with no power between postings. glare-free even under the strongest lighting conditions.

SPORTS – An easy set-up.
Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don’t take our word for it. Write or call us collect (203) 327-2000, and let us show you.
Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.


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


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


April 3-5—National Association of Educational Broadcasters’ Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Travel Lodge, Fisherman’s Wharf, San Francisco.

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

April 8—Awards presentation in the fourth annual competition for the AMD awards, given by the Advertising Club of New York, New York Hilton hotel, New York.

April 9—Region II conference of the National Association of Educational Broadcasters. Atlantic Cabana hotel/motel, Atlanta. Inquiries should be sent to Louis Peneguy, Georgia KTV Network, State Office Building, Atlanta 30334.

April 9—Deadline for filing reply comments on FCC’s proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 9-10—Annual spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.

April 9—Biennial meeting of board of trustees of National Academy of Television Arts and Sciences, at which will be presented NATAS’ 1967-1968 International Award for best programs produced outside U.S.

April 10—Meeting of Iowa AP Broadcasters Association, Des Moines.

April 7-10—National Association of Educational Broadcasters’ Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 8-13—Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Films will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.


April 1—Meeting of National Association of Broadcasters-National Cable Television Association committees on CATV copyright. Washington.

April 15—Deadline for filing comments on FCC’s proposed rulemaking that would permit type-approval of AM modulation monitors that do not incorporate indicating meters.


April 16—Deadline for filing reply comments on FCC’s proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually used contours in the standard broadcast service.


April 16-19—19th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entrants of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 17—Annual stockholders’ meeting of General Telephone & Electronics Corp., to determine number of and elect directors; to consider and act upon proposal to amend certificate of incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

April 18-19—Seventh annual college conference held by the International Radio and Television Society: IRTS first faculty conference to be held concurrently on the second morning. Speakers include Walter A. Schwartz, president, ABC Radio; Richard S. Salant, president, CBS News and Dan Durgin, president, NBC-TV. Roosevelt hotel, New York.

April 18-25—Seventeenth One-Meeting, held by International Film, TV & Film Documentary Market (MIPED) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information: contact Largo Domoscollo 1, 20145-Milan, Italy.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAS general counsel. Thunderbird Inn, Eugene.

April 19—Eighth annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.

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


Indicates first or revised listing.
Nobody, but nobody, on any Chicago station gives you more listeners than Wally.

Wally Phillips is the WGN radio man with the fun, the helicopters, the news—and the biggest radio audience of any Chicago personality. Wally talks to over 1,300,000 different people 6-10 A.M. Monday through Friday.

January/February 1968 American Research Bureau local market report. Total survey area 54 countries.

BROADCASTING, March 18, 1968
When John Wayne starts shooting do you lie down and die?
Now your station can shoot back— with Tape/Net.

A completely new programming concept of first run color programs of all types—available individually or in combination—up to twenty hours per week.

Tape/Net programs feature outstanding stars and are produced at budgets higher than first run shows now in syndication. Tape/Net is able to offer these programs at highly competitive prices because Tape/Net is produced with the collaboration of key broadcasters.

Sparkling color productions, music, sports, comedy, games, panels, specials—all in color—all first run—ready for Fall premiere.

When you hit the NAB in Chicago ride hard and shoot straight for Suite 556, The Conrad Hilton. That’s us.

TAPE/NET

division of Krantz Films, Inc.
250 West 57th Street
New York, New York 10019
(212) PL 7-4630
New bank card breaks into its market through TV

New products and new services may be the lifeblood of our economy, but that blood doesn't come cheap. It has been estimated that $2 out of every $3 spent on new products are totally lost. And even those products which are successful usually require a long haul before they begin operating in the black. That's why we believe a modern marketing miracle has just taken place in California. For, against the strongest competitor in the country, a group of California banks have successfully launched a new bank charge card: Master Charge.

In just six months, sales using Master Charge are already exceeding projections for its fifth year of operation. More than 4 million cards have been issued and over 80,000 merchants have become participants in the plan. Our initial goal was to generate $65 million in sales the first year—it now appears that Master Charge is going to generate over $200 million for its first fiscal year.

Early Doubts: Looking back it seems easy. But 14 months before the card issue date there was nothing the least bit easy about this venture. In fact, some very responsible bankers in California sincerely believed there was no room for a second bank charge card to compete with BankAmericard, the nation's largest bank charge card. After making a feasibility study, however, the founding banks came to the conclusion that not only was there room for a second charge card in California, but also that there was a genuine consumer need for such a card. People wanted a choice of credit cards, and above all they wanted one from the bank with which they were dealing.

In order to meet this need, a new approach was developed—the association concept, as represented by the California Bankcard Association (CBCA).

The association concept enabled any bank, regardless of size, to enter into the credit-card business and to become involved to any extent it wished in order to compete with other member banks. All banks have the option of joining the California Bankcard Association either as regular members or associate members—the primary difference being that regular members issue cards and sign up merchants, whereas associate members may only sign up merchants.

Defining the Task: The advertising agency of Foote, Cone & Belding entered the picture in November 1966; its first assignment was to come up with a name and design for the card. Requisites included a credit card that would:

- Have no geographical limitations.
- Clearly identify the card as a bank card.
- Provide individual bank identification.
- Be visually adaptable and competitive as a logo.
- Make provision for national interchange possibilities.

The final, approved Master Charge card, with its interlocking red and gold circles, not only met every stipulation, but also was designed to appeal to women as well as to men. The Interbank line on the face of the card helps to identify this as a bank charge card, and just possibly serves to suggest that, like Interpol in its world, the CBCA banks are indeed a powerful force in the banking world. With Interbank now in operation, Master Charge cards are currently being interchanged with bank charge cards from all the other members of the Interbank plan.

Advertising of the card was designed to deliver the strongest visual impact possible. Tremendous effort on the part of all banks went into the pre-Master Charge card sales, advertising and marketing campaign, and care was taken to build up anticipation on the part of the potential cardholders. With more than 70 banks behind the Master Charge card at kick-off date and more than 70,000 merchants honoring the card, the advertising agency had to somehow connect the solidity of having 70 banks behind it with the main consumer appeal—the 70,000 places where Master Charge could be used. How do you present a concept as large as this and make it human?

In our print advertising we kept the story straight and as simple as possible. With television we took advantage of the drama implicit in 70 banks with 70,000 retail outlets. The TV commercials show 70 well-dressed bankers marching briskly behind the Master Charge customer as he goes from store to restaurant to beauty salon to gas station to mail box where she mails one monthly check to cover her Master Charge purchases.

The television impact of 70 marching bankers behind Master Charge coupled with the more than 70,000 retail outlets honoring the card has been most gratifying.

Strongly Visual: Once a decision has been made and carried out successfully, it is usually difficult to ascertain exactly what specifics made for the success. We made the major decision to go with widespread TV coverage (almost 70% of our total budget) with supporting outdoor and newspaper advertising. The results in dollar sales, as noted earlier, far exceeded even the wildest expectations. We are convinced that, while other factors undoubtedly were at play, our decision to utilize strongly visual advertising did the trick.

To sum up, the association concept is a practical and efficient means for a group of banks to issue a common charge card. Because the member banks can secure both deep and wide coverage of merchants through the total market, the card becomes immediately valuable to cardholders. And, similarly, because the banks can issue a large number of carefully credit-checked charge cards, the plan is immediately valuable to merchants.

When it is recalled that the original plan projected 30,000 merchants and one-million cardholders, it becomes clear that the day of marketing miracles is not over yet.

Campbell M. Brown is currently manager of advertising and planning for the California Bankcard Association, San Francisco. A native of Salt Lake City, he bought the advertising agency of Burton-Brophy and became president and general manager. He continued in that capacity until 1967, when he moved to San Francisco to become an advertising officer with the Bank of America in charge of advertising and promotion for BankAmericard in California.
We’re number one in Boston.

Again.

And by a bigger margin than before.

Pulse: Number One, share of audience, average quarter-hour, Monday-Friday, 6:00 AM-12:00 Midnight. October-December 1967.

Hooper: Number One, share of audience, total rated time periods, January-February 1968.
"I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

EMPLOYERS REINSURANCE CORP.
21 West 10th, Kansas City, Mo. 64106
New York, 111 John St., San Francisco, 550 Montgomery Chicago, 176 W. Jackson, Atlanta, 34 Peachtree, N. E.

OPEN MIKE®

FCC's role in CATV

Editor: Regarding Commissioner Kenneth Cox’s remarks concerning CATV (Broadcasting, Mar. 4), it seems to me that the FCC as it stands is unequipped to efficiently handle the licensing of broadcast stations and operators, much less to take action on the entire CATV industry.

However, I think federal, rather than local or state, regulation would be best, if there is to be regulation of CATV.

This way everyone would pay the same fair rate, dependent upon how much service he wishes from his local CATV company.

As for the commissioner's suggestion that in effect it would be unwise to create competition for the telephone companies, I heartily disagree because I think healthy competition can do no harm.—John E. Bowles, WDNR Delaware, Ohio.

Is TV ready for sex?

Editor: We were disturbed by the position taken by Frank Morris, head of the Los Angeles review board of the National Association of Broadcasters, in regard to Doyle Dane Bernbach's 30-second commercial entitled "The Naked Lunch" (Broadcasting, March 4). The review board found the commercial, showing a family supposedly in the nude having lunch at a drive-in restaurant, unacceptable for television viewing.

First, there really wasn't any nudity in the commercial except for the young boy who was shown standing up. The rest was by suggestion only. Second, the advertiser was not selling nudity but merely using the suggestion of it as comic relief. However, it was found to be in poor taste because it made fun of a subject which had been taboo for too many years, especially on commercial television.

The theater and motion-picture industries have at least admitted that sex is a reality. But when one goes to the theater or to movies he subconsciously knows that he is witnessing drama taken from real life, but is in itself not real. Television, on the other hand, is very real and involving and is almost like looking in the next door neighbor's window. Therefore, we are not willing to accept what happens in regard to sex or nudity because of our guilt feelings.

Television is now more than 20 years old. Certainly it's time it learned about the facts of life. . . .—Roland Boucher Jr., president, Communications Development Corp., Wellesley, Mass.
NOTEWORTHY WEATHERMAN. If there is a more popular attraction in Detroit than Sonny Eliot's pun-packed weathercasts on WWJ Radio and WWJ-TV, it must be his annual appearances with the Detroit Concert Band. Over the years, Sonny has narrated such charming fantasies as "Peter and the Wolf," "Tubby the Tuba" and Allen Sherman's "Peter and the Commissar."

Just as Detroiter regard these delightful concerts as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC.
NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: McGAVREN-GUILD-PGW RADIO, INC.
Latest figures show the total EBI in these two rich markets now amounts to nearly $3 billion!* Are you getting your share? If not, call Blair.


The Communicana Group

WSJV-TV | WKJG-TV

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
New perils for station transfers

Senate group probes newspaper broadcast owners;
Justice frowns on paper acquiring station; FCC may stop AM's from acquiring FM's in the same town

There is a cold wind blowing in from Washington that threatens to cool off the hot hand of broadcast-station traders—particularly where newspaper ownership is involved.

The wind is being generated by several agencies of government, each concerned with the question of concentration of control of mass media: Congress, the Department of Justice and the FCC.

The Senate Antitrust and Monopoly Subcommittee announced hearings that will delve into the question of newspaper-broadcast-station cross-ownership. The Justice Department's concern with such ownership surfaced on March 8 with an antitrust division letter urging the commission not to approve the $5 million sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of two newspapers in Beaumont, without a hearing (Broadcasting, March 11).

New Rules? * But it is the FCC that may produce the biggest surprise: a notice of rulemaking aimed at prohibiting the owner of a full-time AM station from acquiring an FM station in the same market. Sentiment for such action was reflected in a tentative commission decision last week to designate for hearing the proposed $1-million sale of WFMT (FM) Chicago to WGN Continental Broadcasting Co.

The coincidental government activities came as major broadcast-interest holders were still smiling with relief over the commission's abandonment, in March, of a two-and-a-half-year-old proposal to tighten the multiple-ownership rules. The proposal would have barred anyone from acquiring more than three television stations (no more than two of them VHF's) in the top-50 markets.

And it came long after the commission had abandoned a proposal to bar newspaper-broadcast-station cross-ownership. The commission in January 1944 terminated the three-year-old proceeding with an announcement that it would consider on their merits requests of newspaper-connected applicants for station facilities (Broadcasting, Jan. 17, 1944).

Thus, the concentration-of-control-of-media issue retains considerable staying power.

The commission concern with the proposed WFMT sale stems in part from the fact that WGN Continental is a subsidiary of the Tribune Co., publisher of the Chicago Tribune. But of greater concern to the commission, reportedly, is WGN Continental's ownership of WGN, a 50-kw clear-channel station, and WGN-TV (ch. 9), both Chicago.

Hearing Required * The commission's abandonment of the assignment application. But the commission instead instructed the staff to draft a letter advising the applicant that the assignment could not be approved without a hearing. The letter would cite the concentration-of-control question.

The commission in previous assignment cases has requested such "prehearing" letters only to discard them after they had been prepared and approved the sale. But the feeling last week was that the letter will be sent, possibly next week.

Indeed, although the commissioners were keeping a tight lid on their plans, it appeared that they were moving toward a notice of proposed rulemaking.

For there were strong indications that the WFMT case would serve as a springboard for action to prohibit owners of full-time AM stations from acquiring FM stations in the same market.

Officials conceded that the commission could not handle the proposed WFMT case one way and similar future cases in another way. And they left the impression that a notice of proposed rulemaking is in prospect. (However, there is no indication that divestiture is being considered.)

The possible thrust of the proposed...
NEW PERILS FOR STATION TRANSFERS continued

notice is believed to be indicated by the fact that what disturbed some commis-
sioners is that WGN Continental would own two full-time radio services in Chi-
go. For although AM and FM servic-es are, under commission rules, sep-
ate, "they are both radio"—essentially the same service—in the view of one of
official.

Former Favor = The FCC in the early days of FM development encour-
aged all kinds of AM's to apply for FM. In recent years it has welcomed FM
applications from AM daytimers so that the FM could provide another service at
ight. But, some commission-
ers now say, what is the justification for permitting a full-time AM to acquire an FM in the same market?

Since television is clearly a different service, ownership of a television sta-
ton should not be considered a bar to FM or AM ownership, according to the view being heard at the commission. One commissioner discussing the WGN Continental matter hardly mentioned WGN-TV.

The Senate Antitrust and Monopoly Subcommittee's examination of broadcast-
ing-newspaper cross-ownership be-
gins this week in the resumption of a hearing on the "failing newspaper" bill
—with the commission taking part. The measure would exempt from antitrust
action a "failing newspaper" that estab-
lishes joint production and business facilities with a stronger paper in the
same market.

Subcommittee Chairman Philip A.
Hart (D-Mich.), at the start of the first round of hearings on the bill (S.1312)
in 1967, said that the question of cross-
ownership would be investigated "ex-
tensively" (BROADCASTING, July 17,
1967).

And the subcommittee's interest in
the subject is now proved in a letter that Senator Hart sent the commissioners
requesting them to appear. He noted that questions had been raised concern-
ing broadcast holdings of newspapers in joint-operating agreements, the num-
ber of newspapers with CATV owner-
ship interests, and the commission's role "in limiting concentration of con-
trol of communications media, in minim-
izing dangers of news distortion result-
ing from nonbroadcast ownership interests, and in making public data on the
problem."

The commissioners are scheduled to
testify March 27. The agency's staff has
already supplied the subcommittee with statistics on cross-ownership.

Necessary Inclusion = It became ev-
ident early in the proceeding that the question of broadcast-station owner-
ship could not be excluded from con-
sideration. In large part this is due to the bill's definition of a "failing news-
paper"—one that, "regardless of its ownership or affiliations, appears un-
likely to remain or become a financially sound publication."

One witness charged that the profits from its television station, KRON-TV, provided the San Francisco Chronicle with the wherewithal to beat the San Francisco Examiner, "once a profitable newspaper," down to the status of a "failing newspaper" within the meaning of the proposed bill.

The Chronicle and Examiner now share joint advertising, circulation, ac-
counting and mechanical operations, but independent editorially. The San Francisco situation is one of four in which competing newspapers cooperate in one manner or other and where

check into it. Representative Staggers also rebuked the commission for drop-

NAB convention guide

On March 25 BROADCASTING's preconvention issue will publish the complete agenda for the 46th National Association of Broad-
casters' convention in Chicago.

In addition the issue will in-
clude:

- A special report on the 1968 Television Film Exhibit.
- The complete agenda of the NAB engineering conference.
- Summary reports of each of the engineering conference speakers.
- Description and location of each of the NAB exhibits including names of the personnel who will be on hand at the ex-
hibit.
- Location of all convention hos-
pitality suites.

broadcast interests are involved that the
committee will examine (see page 25).

Congressional interest in the general matter of station sales isn't limited to the Senate. The House Commerce Com-
mittee, under Chairman Harley O.
Staggers (D-W. Va.) has expressed concern over commission policy in con-
nection with multiple ownership—
largely because of the agency's approval of transfer of Overmyer Communications Co. UHF construction permits to the AVC Corp.

The committee's Investigations Sub-
committee held a hearing on the matter, and its investigators are continuing to

Will dissenters go it alone?

Cox, Johnson consider questioning stations on programing practices

FCC Commissioners Kenneth A. Co and Nicholas Johnson, who have fre-
quently expressed dissatisfaction with the quality of information supplied in license-renewal applications, are consid-
ering putting their own questions to a group of renewal applicants.

They say they have not reached a decision on whether, or how, to proceed on their independent course. But they are said to be considering asking the licensees of the more than 100 AM FM and TV licensees in Oklahoma whose renewal applications are pending for more programing information that is required by the commission's li-
cense-renewal applications.

The two commissioners were reluct-
tant to discuss the proposed proj-
ject much beyond saying the matter wa

24 (LEAD STORY)

BROADCASTING, March 18, 196
Hart's antitrust probe to concentrate on four cities

Broadcasting tie-ins with competing newspapers that cooperate in one manner or another will be explored by the Senate Antitrust and Monopoly Subcommittee in hearings that begin today (March 18). Under consideration is a bill (S.1312) that would permit a "falling newspaper" to set up joint production and business facilities with a stronger newspaper in the market without risking antitrust law violation.

The subcommittee will focus on situations in four markets: San Francisco, Salt Lake City, Shreveport, L.A., and Minneapolis-St. Paul. The matter of broadcasting cross-ownership is being considered because the bill defines a falling newspaper as one that appears unlikely to remain or become financially sound "regardless of its ownership or affiliations."

The situations in the four markets follow:
- San Francisco—the Examiner (a Hearst Corp. newspaper) competes editorially with the Chronicle, although both papers share joint advertising, circulation, accounting and mechanical operations provided by an intermediary corporation. In addition, the papers publish a joint Sunday edition with separate sections prepared independently but delivered as a package to readers. The Chronicle owns KRON-TV San Francisco and the Hearst Corp. is a group owner but has no stations in the San Francisco market.
- Salt Lake City—Kearns Tribune Corp. and the Desert News Publishing Co. share all but editorial services through the jointly owned Newspaper Agency Corp. The Desert News and KSL-AM-FM-TV Salt Lake City are owned by the Mormon church (Corp. of the First Presidency, Church of Jesus Christ of the Latter Day Saints). In addition, the Tribune owns 35% of KUTV(TV) Salt Lake City, a fact that subcommittee counsel regards as a possible duopoly situation based on the fact that the two papers are joined by the partnership in the Newspaper Agency Corp.
- Shreveport—two newspapers, the Journal and the Times, share a common services agency. In the market, KSLA-TV is owned 55% by the Journal Publishing Co., and KWHAM-FM is 100% owned by the Times Publishing Co.
- Minneapolis-St. Paul—presents a situation that seems to accommodate the terms of the "falling newspaper" bill. The Star and Tribune (Cowles publications) and the Pioneer Press and Dispatch (Ridder publications) all have ownership interests in WCCO-AM-FM-TV Minneapolis-St. Paul. Midwest Radio-TV Inc., licensee of the WCCO stations, is owned by Mid-Continent Radio-TV Inc. (53%) and Minneapolis Star and Tribune Co. (47%). Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by the Minnesota Tribune Co.

Suburban newspapers in the Minneapolis area are said to be particularly opposed to the bill's potential application in their area because of the strength of both central-city newspaper companies in broadcast media.

Subcommittee staff members last week would not say whether newspapers or broadcast spokesmen from the four areas would testify.

under consideration.

But one subject in which they are said to be interested is what the licensees have done to serve the interests of the Negroes and other minority interests in their communities. Commissioner Johnson has indicated what he sees as broadcasters' need to involve themselves in solving the problems of the ghetto (Broadcasting, Nov. 11, 1965).

This issue also concerned the President's Commission on Civil Disorders. In its report on last summer's disturbances, the commission urged television to integrate Negroes and their activities into all aspects of programming (Broadcasting, March 4).

Other Interests: The commissioners would also, presumably, be interested in information on the applicants' efforts to ascertain community needs for news and public-affairs programming. They automatically dissent to grants of renewals to licensees proposing to devote less than 5% of their programming to news and lesser amounts to public affairs. The commissioners say such proposals appear inadequate on their face and should be explained.

It is apparently their frustration at their colleagues' refusal to follow that line that has prompted them to consider independent action. Information obtained by their questions could be used to bolster their arguments in favor of renewal hearings, instead of grants, in some cases.

Word of the proposed project came as a jolt to commissioners and staff members. More than one official described the subject as "too hot" to discuss. Chairman Rosel H. Hyde brushed aside all questions concerning it.

Preceding the project, however, would not be the first independent undertaking for Commissioners Cox and Johnson. In the fall of 1966, they twice wrote Harold S. Geneen, president of International Telephone & Telegraph Corp., for additional information in connection with the ill-starred ABC-ITT merger proposal. The letters went out over their signature when they could not persuade a majority of the commission to issue them. (Commissioner Robert T. Bartley joined in the first letter.)

Commissioners Cox and Johnson stressed last week that they had made no final decision to proceed with the proposed project. Commissioner Cox would say only that "we may do something.

"We may be a little more interested than some others" in information from renewal applicants, he added. "Maybe the application form doesn't tell us everything we want to know. We are considering seeking additional information."

Left open is the question of whether they will direct questions to succeeding batches of renewal applicants.

Renewal applications for stations in Kansas and Nebraska as well as Oklahoma are currently pending; the licensees expire June 1. But the commissioners presumably focused on one state as a means of holding the project to manageable proportions.

Commissioner Cox said no decision had been reached on the machinery to be used in obtaining the information. But it is assumed that letters will be sent to the applicants.

The two commissioners conferred at least once with members of the commission staff on the proposed project. But sources within the commission said the staff would be involved only incidentally. The two commissioners' staffs would draft the questions, mail them and process the answers.

The only service the commission staff would perform, it's understood, would be to provide the commissioners with the data on which the staff bases the analyses of renewal-applicant information regularly supplied to the commission.

Broadcasting, March 18, 1968
Cream of the commercials

Eastern Air Lines tops best TV ad, Excedrin tops in radio;

Y&R needs basket for awards

The International Broadcasting Awards, which started out eight years ago as mostly a promotion for West Coast commercial-making, turned into an East Coast romp last week. In all, New York-based agencies swept 14 and New York-based production companies 12 of the 20 radio-TV awards (including sweepstakes honors in both divisions) at the annual event honoring "the world's best" advertising. Hollywood production companies won five awards and West Coast agencies two awards in the ceremonies held before about 1,000 broadcasting and advertising executives in Los Angeles.

The long proceedings, which started in early evening and threatened to linger into a new day, were completely dominated by Young & Rubicam Inc. The New York agency came away with a total of six awards, or enough of the Silver Spike trophies to start a fakir's bed. A television series of three commercials for Eastern Airlines and a radio series for Excedrin carried off sweepstakes honors, another way of saying best. Both series were out of the Y&R shop.

For most of the members of the Hollywood Radio and Television Society, sponsor of the International Broadcasting Awards, it was a dismal night. Chuck Blore Creative Services, a local production company, was proposed for honors for 17 different commercials but was a bridesmaid in every category.

Guests of honor for the occasion were comedian Bob Hope and Lynn Townsend, chairman of the board of the Chrysler Corp. They were selected as dual winners of the Man of the Year award in international communications. Mr. Hope's award was presented by Lucille Ball.

The sweepstakes winners were:

Television


Radio


Other trophy winners:

Television


Special (non-English language): Volkswagen. Agency: Doyle Dane Bernbach, Dusseldorf, Germany. Production: Turnus Film, Zurich, Switzerland.


Radio


BAR network-TV billing report for week ended March 3

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<tr>
<th>Day Parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total minutes</th>
<th>Total dollars</th>
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<tr>
<td></td>
<td>Week ended March 3</td>
<td>Week ended March 3</td>
<td>Week ended March 3</td>
<td>week ended March 3</td>
<td>week ended March 3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$1,298.1</td>
<td>$1,551.4</td>
<td>$1,551.4</td>
<td>590.6</td>
<td>2,141.0</td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td>145.8</td>
<td>115.4</td>
<td>769.9</td>
<td>1,941.2</td>
<td>2,086.0</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>$1,298.1</td>
<td>$1,551.4</td>
<td>$1,551.4</td>
<td>590.6</td>
<td>2,141.0</td>
</tr>
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<td>10 a.m.-6 p.m.</td>
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<td>3,462.3</td>
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<tr>
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<td>326.1</td>
<td>326.1</td>
<td>326.1</td>
<td>3,263.6</td>
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<tr>
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<td>1,154.1</td>
<td>1,154.1</td>
<td>1,154.1</td>
<td>3,462.3</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>65.9</td>
<td>65.9</td>
<td>65.9</td>
<td>65.9</td>
<td>156.3</td>
</tr>
<tr>
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<td>65.9</td>
<td>65.9</td>
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<td>156.3</td>
</tr>
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<td>17,473.6</td>
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<td>326.1</td>
<td>326.1</td>
<td>326.1</td>
<td>3,263.6</td>
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<tr>
<td>Monday-Sunday</td>
<td>187.8</td>
<td>2,718.1</td>
<td>2,718.1</td>
<td>2,718.1</td>
<td>3,935.9</td>
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<tr>
<td>11 p.m.-Sign-off</td>
<td>187.8</td>
<td>2,718.1</td>
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<td>2,718.1</td>
<td>3,935.9</td>
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<td>$80,088.9</td>
<td>$11,800.6</td>
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<td>$10,769.0</td>
</tr>
</tbody>
</table>

BROADCASTING, March 10, 1968
That is how Sports Illustrated characterized Bill Currie, WSOC-TV Sports Director, in a seven-page feature January 29.
Currie has been winner of North Carolina's Sportscaster of the Year Award for the past two years in a row; many times prior.
Add to Bill Currie's twice-a-night sportscast other Channel 9 action features: Wonderful World of Golf, Championship Bowling, Gadabout Gaddis, The Outdoorsman, Dean Smith Show, Braves Baseball, College Basketball, AFL Football and other sports specials. That's the formula that has made WSOC-TV the sports station of the Carolinas.
Get the extra sales punch that can be yours in the WSOC-TV line-up.

NBC / Represented by H-R

Charlotte's
WSOC-TV
It was the best February ever for network television, the Television Bureau of Advertising said last week.

According to figures compiled by Leading National Advertisers for TVB, network television time and program billings for February 1968 were $139.1 million compared to $123.9 million last year, a jump of 12.3%.

The fact that February had 29 days this year instead of the usual 28 days helped set the record.

Network billings for the January-February 1968 period also rose above billings recorded during the comparable period last year. Network business during the first two months this year totalled $277.8 million compared to $264.3 million in January-February 1967, an increase of 5.1%.

During the month of February, increases by day parts, as reported by TVB, showed daytime up 17.6%, from $377,730,500 to $443,741,100 (Monday-Friday daytime rose 8.8%; Saturday-Sunday daytime rose 46.5%). Nighttime increased 10.0% from $86,181,800 to $94,771,600.

Total network billings for the first two months 1968 by day parts rose accordingly. Daytime increased 6.8%, from $86,988,300 to $92,938,400 (Monday-Friday daytime was up 7.3%; Saturday-Sunday was up 5.7%). Nighttime network billings for this period increased 5.1% from $264,349,200 to $277,786,600.

TVB also reported another record, for February 1968; the average viewing time spent per TV home per day reached 6 hours and 33 minutes, more than any previous February.

Realtors' trade group to join radio-TV ranks

The National Association of Real Estate Boards, which for three years has been putting nearly all of its $400,000 annual ad budget into magazines, will double the budget next year and is shopping around for network radio and TV slots for 1969.

NAREB's 85,000 members have yearly anted up $5 each for a three-year trial ad program which began in 1965. The budget was extended to cover 1968. But starting with 1969 the yearly cost to members will be $10, the budget will be over $800,000 and the aim is to sponsor a network TV special and buy some time on network radio. Although a large portion of the budget will then be in broadcast, the bulk will still be in magazines.

The move into broadcast will be the first for the association on a paid basis. Last year NAREB was able to radio stations 13 five-minute public service programs, Sites in Sound, dramatic descriptions of historic buildings and locations in the U.S. According to Edwin L. Stoll, NAREB's director of public relations, it received limited exposure, but most of the stations that did carry it thought the series was well produced and would like more of it.

Through Doremus & Co., New York, the association has put the bulk of its ad dollars in the past year into Life, U.S. News and World Report, Newsweek, Saturday Evening Post and Saturday Review. In 1967 the ads espoused the theme that "Realtor" is a trademark of the NAREB and that Realtors bearing the NAREB seal observe a code of professional ethics. The current campaign is to "make America better" by suggestions to help solve major problems of cities and towns.
NO PLACE ELSE CAN MAKE THIS STATEMENT.

KMBC-TV Kansas City is the first affiliate station anywhere to broadcast its own full-hour news at 10 pm.
Kansas City has made it the most popular news show in town.* Remember that.

KMBC-TV 9
Represented nationally by Metro TV Sales.
METROMEDIA TELEVISION
Bringing TV back alive.

*MORE HOUSES MORE YOUNG ADULTS 18 & O FROM 10-11 PM MON FR WHEN ALL THREE STATIONS OFFER LATE NIGHT NEWS DISJ & NETIC DATA AMERICAN ISSUES MAY BE A POSITIVE MENTIONS AND SUBJECT TO QUALIFICATIONS AS PUBLISHED IN REPORT.
Prudential buys drama specials on NBC-TV

The Prudential Insurance Co. of America, Newark, N. J., will sponsor a series of five "contemporary original dramas" on NBC-TV next season. The purchase is said to represent an estimated $5 million investment in time and talent.

At the same time, NBC-TV said last week Tennessee Ernie Ford will star in two one-hour musical-comedy specials next season and in a third special at the start of the 1969-70 season. The network did not announce sponsorship of the Ford shows. NBC had been negotiating with Mr. Ford earlier this winter for a possible variety hour on Sunday in the new season but later announced that Phyllis Diller would star in a new show that night (BROADCASTING, March 4).

The purchase by Prudential, through Reach, McClintock & Co., New York, is for a three-one-hour and two 90-minute dramas. One of the 90-minute programs will have Sir Laurence Olivier in the role of host and narrator and will star Michael Caine, Sean Connery and Paul Scofield. It will be produced for the network by Lew Grade, chief executive officer of Associated Television Ltd. (ATV) London. NBC said the five programs are to be titled tentatively as Prudential's on Stage and that Alvin Cooperman, vice president, special programs, NBC-TV, will have creative supervision and currently is selecting scripts and planning production details for the individual shows.

The first of the Prudential series will be programmed next fall.

Business briefly...

Rexall Drug Co., Los Angeles, through BBDO, same city, plans to air some 15,000 commercials in 220 markets between March 27 and April 6. Television schedule will include both daytime and evening coverage on the three networks, as well as spot TV. Objective of the campaign, the most extensive television promotion in the company's 58-year history, is to promote Rexall's Spring "one-cent sale." Commercials will feature magician-comedian Carl Ballantine.

Alberto Culver Co., Melrose Park, Ill., through J. Walter Thompson Co., Chicago, buys heavy nighttime participation schedule for the second quarter on NBC-TV, estimated to total about $2 million. Advertiser expects to make its third and fourth quarter network buys soon also.

Joe Lowe Co., Englewood, N. J., will run a campaign on CBS-TV and NBC-TV during June and July to promote its Popsicle line and the Popsicle All-American contest, offering prizes from American Airlines, American Motors and America's Hemisfair '68. One-minute commercials will appear on NBC-TV's The Tonight Show with Johnny Carson and 10 CBS-TV nighttime shows.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor ABC Radio's coverage of the 40th Academy of Motion Picture Arts and Sciences awards presentation. The program will be broadcast Monday, April 8 (10 p.m. to conclusion, EST) on the American Entertainment Network. Kodak also is the sponsor for ABC-TV's coverage. In another radio buy, Ford Motor Co.'s Lincoln-Mercury Division, Dearborn, Mich., through Kenyon & Eckhardt, Detroit, will advertise on ABC's American Information, Contemporary and Entertainment networks beginning March 23.

Pennsylvania Grade Crude Oil Association, Oil City, Pa., through Meldrum & Fewsmit Inc., Cleveland, has purchased a 26-week sponsorship in NBC Radio's Monitor's Sport of Speed. Ford Motor Co., Dearborn, Mich., has bought 13-week participation in Monitor through J. Walter Thompson Co., New York; and Arnold Palmer Cleaning Centers, through Northlich, Stolley Inc., Cincinnati, has also bought into Monitor. American Express Co., through Ogilvy & Mather, both New York, has purchased a 26-week sponsorship in News on the Hour.

The Coca-Cola Co., Atlanta, through McCann-Erickson Inc., New York, and Interstate Bakeries, Kansas City, Mo., through Dancer - Fitzgerald - Sample, Kansas City-New York, will again co-sponsor the Peanuts special, Charlie Brown's All-Stars on CBS-TV Saturday, April 6 (8:30-9 p.m. EST). The program was first televised in June 1966 and repeated last season.

Loma Linda Foods, Los Angeles, through Mac Manus, John & Adams Inc., Beverly Hills, Calif., will use radio and newspapers in the most extensive spring advertising campaign ever undertaken on behalf of its Gravy Quik packaged gravy mix brand. Some 75 radio stations will be used in 15 major western and selected eastern markets in the campaign that will run from mid-March until mid-June. The broadcast promotion will be built around humorous situations pointing up the advantages of Gravy Quik's four varieties.

Quaker City Chocolate & Confectionery Co., Philadelphia, has expanded its television advertising for "Good and Plenty" candy with a move into network TV on six children's shows on ABC-TV. The programs include Carson, Journey to the Center of the Earth, The Fantastic Four, The Beatles, Spiderman and King Kong. "Good and Plenty" had previously been advertised on spot TV in 25 major markets. Heiliger Advertising Inc., New York, is the agency.

Bookkeeping Machines Co., Los Angeles, through Adams & McMahan Advertising Inc., Los Angeles, is diverting some 20% of its total advertising budget from print to broadcast, effective immediately. Move is the result of successful five-week test buy on KABC Los Angeles to see if radio can be used to sell data processing systems. Schedules will continue on KABC with additional radio buys in the Santa Barbara, Orange county, San Diego and other Southern California markets.

Bond Clothes, New York, has purchased full sponsorship of when New York's Warm-Up Time, the 15-minute pregame show with New York Yankees baseball games. Bond's schedule, bought through Kane, Light, Gladney Inc., New York, started March 7. It covers 27 exhibition games and 148 regular-season games, ending Sept. 29. Previously reported sponsors, Pontiac and STP Oil, have adjacencies to Warm-Up Time, but not sponsorship of the program itself.

Major share of Xerox billings go to NH&S

The Xerox Corp., Rochester, N.Y., has named Needham, Harper and Steers, New York, as its principal advertising agency.

Xerox and Papert, Koenig, Lois Inc., New York, are parting company, apparently due to differences over TV programing (BROADCASTING, March 11).

NH&S will handle Xerox corporate advertising as well as advertising for the corporation's business and systems, and information systems divisions. The agency billed more than $96 million in 1967, company officials said. Xerox last year spent about $45 million on advertising, half of it for TV specials.

Coty leaves WW&B

Coty, a division of Charles Pfizer & Co., and its agency WW&B, New York, have announced a decision to part company effective the end of May. Women's fragrance lines account bills an estimated $1.5 million, with 1968 plans calling for about $1.3 million in broadcast.
Why don't you share in this sound success story:

If you have an FM station (or for that matter an AM station) The Young Sound success is something to think about.

In the year since it began, it has scored exceptional gains in audience, sponsors, stations.

Listen...
1. The Young Sound, developed by CBS/FM, is a technical marvel in the way the tape is processed and the music sequenced.

2. The Young Sound is now bought by stations with coverage areas serving a significant portion of the U.S. population.

3. In Oklahoma City, The Young Sound station is the only FM station listed by ARB. In Louisville, it's the leading FM station. In Los Angeles, there's been a 150 percent audience gain in three reports.

And in New York—well, look at the figures:

<table>
<thead>
<tr>
<th>Average 24-HR. Audience, WCBS/FM</th>
<th>12 and older</th>
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<tbody>
<tr>
<td>Oct/Nov 1966</td>
<td>5,000</td>
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<tr>
<td>Jan/Feb 1967</td>
<td>12,000</td>
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<td>Apr/May 1967</td>
<td>18,000</td>
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<tr>
<td>Oct/Nov 1967</td>
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4. P. Ballantine, Bristol-Myers, Scandinavian Airlines, Westinghouse, International Coffee Organization, Canada Dry, Carson, Pirie & Scott, Pan American Airlines, London Fog, Mobil Oil, Guerlain, Narragansett Beer, R. H. Macy, General Cigar, and Liggett & Myers are some of the advertisers who have been buying The Young Sound.

5. If you want names like those on your station, it's good to know that The Young Sound is represented for national spot sales by the FM Group of CBS Radio Spot Sales.

So get all the facts. The man with the answers is Jim McQuade, CBS/FM, 51 West 52 Street, New York, N.Y. 10019. Drop him a note—or better still, call him collect at (212) 765-4321.

No point in missing out on something.
Like the boat.

SOURCES: ARB radio audience reports, Oct/Nov 1966, Jan/Feb 1967, Apr/May 1967 and Oct/Nov 1967. These data are estimates of audiences during time periods when The Young Sound was broadcast and are subject to qualifications which are available on request.
URGENT
(Calaix /Kal-Ay/ France) --- There are unconfirmed reports from Calaix, France, that English and Spanish warships are battling in the English Channel. Frenchmen who swarmed to the docks report many ships sunk and others burning.
HR207ACS7/23/88

URGENT
(Early estimated port arrivals)
(London) --- Here are today's expected arrivals at the port of London:
Vessel home port arriving from tonnage
Flying Queen Plymouth Genoa 1000
(End) HR210ACS7/23

URGENT
Audio advisory
Audio is receiving reports from Calaix and will feed shortly. Please monitor the net for bulletins.
UPI audio HR211ACS7/23

URGENT
More sea battle X X X burning.
One French sailor who witnessed the battle from the docks of Calaix said he counted more than 100 vessels engaged in the cannon duel. He told United Press International the English ships seemed to be winning.
There was no official comment in London. However, correspondents reported unusual activity at the office of Sir Francis Walsingham, Queen Elizabeth's Secretary of State. Sir Francis was at his desk until the early hours this morning.
HR213ACS7/23

URGENT
(With sea battle)
(London) --- Lookouts along the English coast have reported a number of warships sunk along the approaches to the English Channel. British sources say most of the vessels were flying the flag of Spain.
HR215ACS7/23

URGENT
Audio advisory.
Billboard for cuts fed at 2115ACS -- will be repeated at 2455ACS.
11:23 A-Calaix, France (Jacques Leblanc, 3rd mate Barque Libertine) describes sea battle in English Channel (X X X IS MUCH SMOKE.)

12:17 A-Calaix (Leblanc) answers question who is winning -- English (X X THEIR LITTLE SHIPS).

13:48 V/A-London (Don Mackay w/crowd sound) scene outside office of British Sec. of State Sir Francis Walsingham.

14:17 A-Calaix (Leblanc) eyewitness says many ships involved (X X X THAN 100 SHIPS).

15:40 V-Calaix (Alan Priaulx) major battle underway between British and Spanish fleets.

16:38 V-Madrid (Jean McDonough) frenzy at Spanish court but no official confirmation of battle.
EC219ACS7/23

(Sub sea battle)
(London) --- Reports from France and England indicate that the English fleet is battling the Spanish armada off the coast of France.
Eyewitnesses in Calaix (Kal-Ay), France, say many vessels were sunk and others left burning after the English and Spanish ships clashed in a noisy exchange of cannon fire.
One French sailor --- watching from the Calaix docks --- says it looked as though the entire armada was committed to the battle. He says he counted more than 100 vessels.
The sailor said the English warships seemed faster . . . that the English seemed to have the upper hand. He said many of the heavy Spanish galleons were smashed . . . that others were trying to escape.
More HR222ACS7/23

Bulletin
(London) --- English officials say the Queen's Royal Navy has shattered the great Spanish Armada in a battle across the English Channel. The Secretary of State's office reports many of the 130 Spanish vessels sunk . . . others beached . . . and the rest trying to escape through the northern seas.
HR225ACS7/23

Editors
Veteran UPI correspondent Joseph Grigg is with the British fleet aboard Admiral Drake's flagship. We expect a first hand report and actuality shortly.
UPR226ACS7/23
Now, hear this!

Don’t you go down with the ship.

Join the 6,500 subscribers around the world who’d be all at sea without this kind of alert and authoritative reporting of history-making events.

If you don’t subscribe to UPI already, maybe you should.

Wayne Sargent, our Vice President for Sales, will be happy to discuss the matter—anytime.

At your desk, at your convenience.

UPI is at the scene

United Press International
220 East 42nd Street, New York, N.Y. 10017
212-MU 2-0400
The facts about TV discounts
CBS's Dr. Blank tells it like it is in effort to shed light on TV rates

The claim that television networks offer big discounts and that the discounts discriminate in favor of the big advertiser against the small one has been stated, picked up and restated so often that everybody accepts it as true—even the U.S. Supreme Court—even though it isn't true and never was.

That's the thesis of Dr. David M. Blank, vice president in charge of economics and research for CBS Inc.'s CBS/Broadcast Group, as he undertakes to undo "The Great Discount Illusion" in a scholarly 28-page article in the January issue of The Journal of Business of the University of Chicago's school of business, published a short time ago (Broadcasting, March 11).

The trouble with the theory, according to Dr. Blank, is that those who expounded it based their analyses and conclusions on the three networks' published rate cards rather than on the way network television was really sold. The published rate card at that time—about 1963-65—covered only the sale of time, whereas most network sales by then were in one-minute participations whose prices covered program costs, for which there were no separate rate cards and no discounts, as well as time. CBS in 1966 and ABC and NBC subsequently adopted new rate cards reflecting the changing ways of doing business, with prices representing both time and program costs and with discounts eliminated (except for a 2%-3% discount on 52-week commitments made in advance).

None of the original analyses on which the discrimination charges were based, Mr. Blank wrote, were based on the prices that advertisers actually paid.

Unreality * Dr. Blank said when the charges first began to appear (in the Federal Trade Commission's decision against the Procter & Gamble-Clorox merger, and in articles in Harvard Law Review and Yale Law Journal and elsewhere) he "assumed that the critics would ultimately become aware of how unrelated to reality their criticisms were."

When they didn't, he said, he undertook a detailed analysis of actual prices and audience characteristics of CBS-TV evening programs. He found, for the first quarter of 1965, when the old rate-card discount structure was still in effect, "that larger advertisers on the CBS network paid higher prices per commercial minute than smaller advertisers."

Ranking by size of expenditure and divided into groups of 10, he said, "the two groups of largest advertisers had average per-minute outlays of $42,000 and $44,000, respectively, while the next group in size spent only $35,000 per minute, and successively smaller groups spent $32,000, $35,000 and $27,000. In other words, the average price per commercial minute paid by large advertisers was considerably higher than that paid by small advertisers."

A similar analysis for the fourth quarter of 1965 produced similar results, although variations by size of advertiser were less pronounced, Dr. Blank reported.

Same Trend at NBC * He said he also analyzed NBC price-and-audience data presented at a Senate committee hearing by NBC President Don Durgin in December 1966 and found the same trend: "Large advertisers tended to pay somewhat more per commercial minute than did small advertisers, although the differences were in general quite small."

Dr. Blank also cited an article by Gene Accas of the Leo Burnett Co. in the August 1966 issue of Television Magazine, "The Tricks of Buying Network Packages," and said his own studies supported Mr. Accas's conclusion: "There is no apparent effect of budget size on . . . the price paid per commercial minute in a package."

Although attacks on discounts talked of variations in prices paid "per unit of time," Dr. Blank continued, what advertisers have really been buying in recent years is not time but audience. He said: "There is no precise way to define the unit of sale" on this basis, and noted that "this challenge is especially important if anyone were seriously contemplating legislation or other control mechanisms akin to the Robinson-Patman Act."

If the "superficial but widely used" yardstick of homes reached per average minute is taken as the measure of the "unit of sale," he continued, "we are faced with the fact that there are in television widely differing market prices per unit of audience for different types of programs.

"For example," he continued, "at the extreme, daytime prices per unit of audience run about half of evening prices, and prices for NFL football per unit of audience run roughly double the level of evening prices. Yet advertisers freely choose among these alternatives . . . ."

Intangible * Demographics, type of program, star values and other "complex and in some cases intangible and unmeasurable attributes" also affect the prices advertisers are willing to pay, he continued. But with all these imponderables, how do you determine "the inherent value of each program" so that you can know "whether equivalent prices are being charged on all network sales?"

Inherent value in these circumstances, he suggests, can probably be determined only through "bargaining in the actual market place. . . . But if we accept the measure provided by the market place, then, by definition, all sales are made at equivalent prices."

"In brief, the problem is that networks simply do not sell homogeneous products whose prices to different purchasers can be directly compared."

Dr. Blank's article cited a number of recent works—including the Supreme Court's 1967 decision in Procter & Gamble to divest itself of Clorox—that appear to take the discount-discrimination theory for granted "long after it had become entirely clear that no such pattern exists."

Radio TV get majority of American's budget

American Airlines, through Doyle Dane Bernbach Inc., both New York, started a new campaign yesterday (March 17) during the Astrojet golf classic on NBC-TV.

Theme of the new campaign is "Fly the American Way" and its purpose is to broaden American's "professional" image in an effort to attract pleasure travelers and the youth market, the company said.

The campaign—both advertising and promotional aspects of it—will cost in excess of $20 million this year, American officials said. Radio will get 20% of that budget, and spot and net-

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work television about 40%, Jerry Jordan, American's vice president for advertising, told Broadcasting. As the year wears on, broadcasting may increase its share of the media mix to, say, 65% of the total budget, Mr. Jordan said. Print and broadcasting shared 50-50 in American's 1967 advertising and promotional budget of about $17 million.

The "Fly the American Way" jingle is the airline's first musical theme. American and DDB officials said adoption of the song, written by Mitch Leigh, a veteran jingle composer and writer of Broadway's "Man of La Mancha", means that radio will get an increasing share of American's budget. American also will be buying more FM outlet's they indicated.

While all spot buys for the year have not been completed, it was announced that the dozen or so different TV commercials and 20 to 25 separate radio commercials will be carried by television stations in 19 cities and by radio stations in nine major-market areas and on KTBC in Austin, Tex.

American Airlines does not serve Austin.

GT&E encores with 'CBS Playhouse'

The CBS Playhouse series of original dramas will continue next season with General Telephone & Electronics as the sponsor. CBS last week announced GT&E's renewal, through Doyle Dane Bernbach, New York. Plans for next season presumably will follow the 1967-68 practice of presenting the dramas without commercial interruption.

The final CBS Playhouse this season will be "Secrets," written by Tad Mosel and starring Barbara Bel Geddes, Arthur Hill. Eileen Heckart and Barry Nelson on May 15 (9:30-11 p.m. EDT).

Cyanamid account to move

American Cyanamid Co.'s Household Products Department of the Consumer Products Division, Wayne, N.J., will move its account from Post-Keyes-Gardiner, Chicago, to LaRoche, McCaffrey & McCall, New York, effective June 1. The products include Copper Glo, Perma Starch, Pine Sol, liquid cleaner and spray disinfectant, and Wood Preen. Estimated billings are over $2.5 million. In 1967, Cyanamid spent under $3,000 in spot radio for Wood Preen, according to Radio Advertising Bureau figures and $975,500 in spot TV and $1,555,700 in network TV for all products, according to the Television Bureau of Advertising.

NBC Radio boosts rates

Clearance level guaranteed as cost to advertisers increases 10% to 20%

NBC Radio will publish a new rate card, effective April 1, the network's first in more than three years. It will increase rates to advertisers an average 10% to 20% (CLOSED CIRCUIT, Feb. 5, Broadcasting, Feb. 26).

The rate of increase, NBC officials said last week, will depend on an advertiser's schedule. The top announcement rate on the network is now divided into three main categories, according to Stephen B. Labunski, president of the NBC Radio Division, who also noted that each of the sections includes a guaranteed clearance level.

NBC Radio's new rate under section I (7 a.m.-7 p.m., weekdays) becomes $1,450 per one-minute announcement and holds a guaranteed 90% clearance. It was explained that for a comparable clearance level under the existing rate, an advertiser would pay $1,215. Thus, with the new rate, the advertiser pays approximately 20% more in this category, assuming clearances at the same level.

In the rates disclosed last week by NBC, a 30-second announcement in section I will cost $1,100. The other two sections are for 7 a.m.-7 p.m. weekends, $1,250 for one minute; $950 for a 30-second message; and 7 p.m. through midnight, daily, $1,050 for one minute, $800 for a 30-second spot. Clearances guaranteed: section II (weekends) around 85%, and section III (daily after 7 p.m.) approximately 80%.

Simplified Format = The new rate card is the first important change since the last card was published by NBC Radio in October 1964. The new card, NBC said, has been simplified, permitting the advertiser to determine at a glance the cost of the commercial message.

A feature of the rate card permits the network to continue to sell programs on a strip basis with the dollar increase averaging around 10%. Provisions cover the purchase of package plans in News on the Hour and in the drive-time strips: Chet Huntley's Perspective on the News, David Brinkley Reports and Joe Garagiola's Sports Show.

An advertiser under the new card will pay $29,250 for a one-quarter sponsorship for one week and $17,850 for a one-eighth weekly sponsorship in the news package. The quarter buy gives the advertiser 42 rotating announcements, the one-eighth purchase 5%; of these announcements, also rotating.

In the drive strips, a one-half sponsorship, which provides five announcements (alternating 60's and 30's), will now cost $6,700.

Mr. Labunski said the new card was a "realistic reflection of the changing listening habits of the American public and recognizes the fact that more people in the U. S. are now listening to radio than ever before in the history of the medium."

He noted that NBC Radio's sales for the first quarter of this year were 12% ahead of last year's final results for the same quarter. The prospects for the remainder of 1968, said Mr. Labunski, "are equally promising."

TV-news ads called 'absurd, revolting'

"Television news should be unsponsored. To cut from a Marine dying in Vietnam to a sinus-remedy commercial is not only absurd, it's revolting," according to former CBS newsman David Schoenbrun.

He was the most critical member of a broadcast news panel at an "opinion-makers" forum, March 9, at New York's Columbia University.

Mr. Schoenbrun voiced another, more basic criticism of "television's worship of the false god of objectivity. We must do more than put events and what people say on the air. We have fallen down on reporting the more abstract of the Vietnam war--its background and history."

"When an administration spokesman speaks of the permanent partition of Vietnam in 1954 and North Vietnam's aggression across an international frontier, TV should have some form of brackets within which it can correct or at least caution the statement at the time it is reported: We need more thoughtful, well-rounded and analytical news shows than we have now," Mr. Schoenbrun said.

Other panel members were Gordon Manning, CBS News vice president; James C. Hagerty, ABC vice president for corporate communications, and moderator Edward P. Morgan, senior correspondent for the Public Broadcast Laboratory.

TV and Riots = Mr. Manning defended television's news role in covering last summer's race riots against "the scorn of the critics for the bearer of bad news."

He argued that the civil-rights revolution would never have begun without
television, and quoted commentator Harry Golden to the effect that "TV in showing Negroes what whites were doing" to oppose the movement "made it happen."

Mr. Manning said, however, that an increase in the number of Negro reporters would be necessary before the broadcast-news organizations "will be capable of unbiased coverage of the urban crisis."

On that subject, Edward P. Morgan commented that the report of the President's Advisory Commission on Civil Disorders "said we were not as careless and sensational as we ourselves thought we might have been in our coverage."

Mr. Hagerty shifted the responsibility for sensationalism to the choice of student and Negro spokesmen put on the air, and called for better balance.

Also in advertising... Coast agency = Richter & Mracky/Bates, a Los Angeles agency, formed from the merger of Richter & Mracky Design Associates and Ted Bates & Co., will open its doors on May 15. The agency will be headed by Thomas F. McAndrews Jr., formerly vice president in charge of Ted Bates & Co., Los Angeles. Mr. McAndrews was named chairman of the board and chief executive officer of the new organization, with Ronald S. Mracky named president and Ralph L. Richter Jr., executive vice president. The new shop is described as "a new and unique communications enterprise which shall perform services within advertising, marketing, corporate design, packaging, sales promotion and, in general, all and total communications needed for today's markets, regional, national and international." It will be located at 9255 Sunset Boulevard.

Burros agency formed = Burros Associates Inc. has been formed in Closter, N. J., to serve local and national accounts, with a complete communications package. The new firm, with offices at 294 Harrington Avenue in Closter, will handle sales promotion, advertising and publicity.

New agency = Andrew Vladimir and Peter Evans, both formerly of Kenyon & Eckhardt, New York, have combined to form a new advertising agency in Miami. The new firm, Vladimir & Evans Inc., has offices at 600 Brickell Avenue in Miami.

THE MEDIA

Supreme Court hears CATV cases

Oral arguments are presented on basic issues:
whether FCC has jurisdiction over cable systems;
whether present copyright laws apply to cable TV

The shape of CATV in the future rested in the hands of seven justices of the U. S. Supreme Court last week, following four hours of argument on two benchmark issues: FCC jurisdiction and copyright liability.

The cases were heard by the court in succession last Tuesday and Wednesday (March 12-13).

Absent were Associate Justices William O. Douglas and Thurgood Marshall. Neither has taken part in any of the deliberations on the two cases. Justice Marshall, of course, was solicitor general of the U. S. when the cases were initiated for Supreme Court review; the reason for Justice Douglas's absence has not been determined.

In both cases, the ruling of the court could fashion the future of CATV either into a booming growth industry or confine it to a supplemental, subsidiary service of television broadcasting.

The report on the court argument about the FCC's jurisdiction over CATV follows. The court argument on copyright is on page 53.

The authority of the FCC to regulate cable TV was presented with the FCC maintaining that it has every right to compel CATV systems to fit into its TV-allocations scheme, and CATV attorneys contending that only Congress has the right to place the cable industry under the FCC's responsibility.

During the two-hour argument last Tuesday and Wednesday justices questioned lawyers representing both the FCC and the industry on:
- The FCC's jurisdiction over networks. (Answer, no, but it's considering this.)
- What other regulations are imposed on CATV systems? (Answer, municipalties and states regulate CATV through franchises, set maximum rates, require payments to the community.)
- Whether the FCC has any policy on ownership of CATV systems by broadcasters. (Answer, none).
- Whether the FCC could deny an application for a broadcast facility on grounds that there would be too much competition. (Answer, yes it could if it were in the public interest.)

Needed Controls = Henry Geller, FCC general counsel, told the court that it is imperative that the FCC regulate CATV because of its impact on the TV-allocations plan and local service.

"CATV," Mr. Geller said, "is a form of pay TV." And, he added, it does not provide local service, and doesn't serve all the people of a community.

He termed the FCC's CATV rules "reasonable." The rules require that cable systems carry local stations, and provide same-day protection against duplication. And, in the top-100 markets, they prohibit CATV's from carrying outside programs without FCC permission; this is predicated on protection for new UHF stations in those markets.

Generally, Mr. Geller said, 10% of the TV audience of a market watch independent stations. And, he said, 45% of the programing of network-affiliated stations is nonnetwork programing.

CATV, he commented, provides no local programing, doesn't serve people who cannot afford to pay its fees, and doesn't serve those living in rural areas.

The commission's order against the San Diego CATV's, Mr. Geller said, was necessary to maintain the status quo in San Diego until the FCC could determine what to do about the protests.

He noted that the order dealt with only eight specific sections of San Diego, where the CATV's serve 4.6% of the homes in the grade-A contours of the local stations.

Argument's Basis = Legally, Mr. Geller maintained, the FCC's authority to regulate CATV stems from Communications Act provisions empowering the commission to regulate interstate communications by wire, and also from those sections of the act dealing with broadcasting.

Rebutting Mr. Geller were Arthur
We don't carry everything!

A giraffe can stick his neck out. But we know better. There are some things we just can't ship by Greyhound Package Express. But, chances are, whatever you've got in mind will fit very nicely.* Try GPX. We're a whiz at getting your shipment where you want it, in a hurry ... usually the very next morning. Your shipment is loaded aboard a regular Greyhound bus traveling on fast, frequent passenger schedules. Your shipment goes wherever Greyhound goes. And Greyhound goes almost everywhere in the U.S.A. and Canada, too. Ship anytime, 24 hours a day, 7 days a week, weekends and holidays. You'll find GPX saves you money and time. Take your choice of C.O.D., Collect, Prepaid or open a GPX Charge Account. For complete information about service, rates, schedules and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-C, 10 South Riverside Plaza, Chicago, Ill. 60606.

It's there in hours and costs you less

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<td>ATLANTA—BIRMINGHAM</td>
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<td>3 hrs. 30 mins.</td>
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<td>CLEVELAND—COLUMBUS</td>
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<td>SEATTLE—PORTLAND</td>
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Rates subject to change. *Other low rates up to 100 lbs. for shipments, too.

If we can't carry it, call Greyhound Van Lines, the nationwide moving service of diversified Greyhound Corporation.

BROADCASTING, March 18, 1968
Scheiner, attorney for Southwestern Cable Co., and Robert L. Heald, for Mission Cable TV Co., Pacific Video Cable Co. and their parent company, Trans-Video Corp.

Mr. Scheiner contended that the FCC has no authority to regulate CATV; that power must come from Congress, he said. The commission, he noted, has never exercised any jurisdiction over noncommon carrier wire communications, naming the Associated Press and United Press communications systems and the broadcasting networks.

The claim of the commission that it can regulate CATV under the broad clauses of the Communications Act is "absolutely untenable," he said. Broadcasters, he pointed out, are given three-year licenses, may not be censored, nor may their rates be regulated. States and municipalities, however, he added, regulate CATV by granting franchises, imposing ceilings on rates charged to customers and are paid a percentage of revenues.

In referring to the position of the San Diego CATV systems, Mr. Scheiner exclaimed: "We have been under sentence by the FCC for 19 months [yet] the very first time we will know what the commission wants us to do is when it issues its final decision."

Mr. Scheiner strongly noted that the San Diego CATV systems are operating in compliance with the FCC's cable rules; the Los Angeles stations, he noted, place a grade-B signal over San Diego.

Not Broadcasting • Mr. Heald emphasized what he termed the commission's "limitless" attempt to use its powers; the FCC's broadcasting powers require applications, grants, licenses and other "protections," he said.

He underlined what he called congressional intent "to make as many services as possible available to the people of the U. S." CATV, he said, is another service, yet the commission is attempting to limit the cable industry on economic grounds. This, he said, "is directly contrary" to the intent of Congress.

Ernest W. Jennes, representing the San Diego TV broadcasters, told the court that CATV systems claim interstate status when they appear before state or municipal agencies. States are not concerned, he observed, with communications policy on a national basis, but only as it applies to the state.

Questions to the counsel were principally asked by Chief Justice Earl Warren, and Associate Justices Potter Stewart, Byron R. White and Abe Fortas.

The appeal to the Supreme Court was taken by the FCC after a federal court in the ninth circuit ruled that the commission was in error in ordering three San Diego CATV's to contain expansion of their systems pending the outcome of a hearing on a complaint by three San Diego TV stations.

The San Diego CATV system, serving eight sections of that city, carried not only the San Diego stations, but also imported four Los Angeles independents.

NCTA plans extensive survey of CATVs

The National Cable Television Association, which has just recently completed and received returns on one CATV questionnaire, is about to embark on another more extensive one. In the works for distribution to both NCTA-member and nonmember systems, totalling about 2,000, is a 200-page query designed to elicit answers to a multitude of questions relating to system operation.

Though specific questions have not yet been made public, it's understood the questionnaire will seek information on subscriber fees, system equipment and design, program origination, franchise experience, pole attachment and lease-back arrangements and contractual agreements between CATV's and communities. NCTA said that the questionnaire is now under review to insure "maximum response and optimum effectiveness," and will be mailed in about three weeks.

Results of the last NCTA survey dealing with the more limited area of program origination were made public two weeks ago, with 324 of about 2,000 systems surveyed responding (Broadcasting, March 11).

ETV gives helping hand to commercial station

It's not too often that a noncommercial TV station has the opportunity to help its commercial counterpart. But KFME (TV) Fargo, N.D., did just that last month.

The noncommercial channel 13 facility immediately offered the use of its station on a share-time basis with KXJB-TV (ch. 4) Valley City, N.D., when that station's 2,063-foot tower was toppled as the result of a helicopter accident (Broadcasting, Feb. 19). While KXJB was setting up temporary facilities of its own, its CBS programs were frequently video-taped for later broadcast, usually after 10 p.m., and aired over KFME for a total of 58 hours.

Court backs FCC against Wheeling CATV

An FCC ruling that a cable TV system must carry the local TV station, whether or not it provides a usable signal throughout its market, has been upheld by a federal court.

The ruling came from the U. S. Court of Appeals for the Fifth Circuit on Feb. 28. The opinion was disclosed last week. The court also upheld the commission's refusal to order a hearing in the case.

At issue was the Wheeling (W. Va.) Antenna Co.'s refusal to provide a nonduplication agreement with channel 7 WTRF-TV in that West Virginia city. Wheeling Antenna claimed WTRF-TV did not adequately reach all sections of the city, and that the CATV system should be permitted to continue carrying channel 11 WNCN-TV Pittsburgh. Both are NBC stations.

The FCC ruled last year that the Wheeling CATV system must carry WTRF-TV and give it duplication protection. The system carries 10 TV stations and was founded in 1952.

The court's decision was by Circuit Judges Albert V. Bryan, John D. Butzner Jr. and Richard B. Kellam.
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Crisp, legible characters can be viewed with vertical or horizontal crawl, or “blinking” of key words can be programmed as desired.

Upgrade your titling and display operations with this sophisticated but economical — state-of-the-art development from Visual Electronics!
Study details CATV's threat

Not only would UHF development end, but VHF's would be hurt

The effectiveness of the FCC's CATV rules in protecting small-market television stations was questioned last week in an analysis of the Colorado Springs-Pueblo, Colo., market, where new CATV service has been proposed. The market is ranked 138th.

The study concludes that CATV penetration would not only bar the development of future stations—three UHF channels are allocated to the market, none of them used—but would threaten the viability of the three operating VHF outlets, KOAA-TV Pueblo and KRTO-TV and KENTV (TV) and KRDO-TV, both Colorado Springs. The conclusion is based in part on a survey of the Bakersfield, Calif., market, which indicates CATV service has resulted in a drop-off in local-station viewing.

The analysis was sponsored by KOAA-TV and KRDO-TV in cooperation with KENTV in connection with the opposition they have filed to the initiation of CATV service in Colorado Springs proposed by Vumore Video Corp. It will also presumably be used to support the stations' opposition to the CATV service that Pueblo TV Power Inc. intends to establish in Pueblo. The data was compiled and analyzed by Robert L. Coe and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics. Mr. Coe formerly a vice president at ABC.

Several small CATV systems are now on the fringes of the Colorado Springs-Pueblo market, but it is the Vumore and Pueblo proposals that concern the stations. Those systems plan to carry the five Denver stations (including three network-affiliated outlets, one independent and one educational station) as well as the Colorado Springs-Pueblo stations, each a network affiliate.

The question of whether to permit Vumore to proceed without a hearing was on the commission's agenda last week, reportedly with a staff recommendation supporting the CATV's position. But consideration was postponed.

Carriage, Nonduplication • Under commission rules, the Vumore and Pueblo systems would be required only to provide carriage and nonduplication protection to the local stations. However, the stations' counsel contends that if the market were one of the top 100, the distant-signal rule under which CATV systems must obtain commission permission before importing distant signals would apply.

The Denver stations put a grade-B signal over Colorado Springs, which is 65 miles away, and thus are "local." But the signals do not provide grade-B service to Pueblo, which is another 40 miles south. And the fact that the Colorado Springs and Denver stations provide predicted grade-B service to each other's communities presents the kind of overlap situation that the commission has said it would consider on a case-by-case basis in major markets.

The study says that the commission's assumption in requiring evidentiary hearings for CATV systems proposing to import distant signals into the top-100 markets, and not the smaller ones, is a false one, at least as it applies to Colorado Springs-Pueblo. The commission held that the stations in the smaller markets would usually be able to affiliate with a network—and thus benefit from the protection of the carriage and nonduplication rules—since most of those markets are served by less than three stations.

Assumption Doesn't Fit • But in the Colorado Springs-Pueblo market, the study says, where each network is affiliated with a VHF station, "the one or more UHF stations that might be activated [there] in the not-too-distant future—do not have a chance of a network affiliation."

The study asserts that the market, with 91,000 television homes, will grow sufficiently to support a fourth station in three years—barring the establishment of CATV service. It estimates that television revenues in the market will reach $2,400,000 in 1968 and notes that a previous study indicates that the appearance of a fourth station in a market generates about 10% more revenue there.

"Therefore, if the market could yield the $3 million that its viewing audience should seem to be able to produce in 1971, an independent station with 15% of the audience should be able to generate rather quickly the $400,000 cash flow estimated to be necessary for the operation of an additional station," the study says.

But, it adds, the chances of a fourth, independent station would be undercut and the economic well-being of the existing outlets would be seriously damaged by the presence of CATV systems carrying the programs of independent stations and the nonnetwork offerings of affiliated stations. The protection of the nonduplication rule would appear to be "minimal," says the authors, since the majority of revenues the stations earn are obtained "during nonnetwork-oriented periods." KOAA-TV is said to have earned $316,164 on local programming in 1967, and $304,366 on network programming. The respective figures for KRDO-TV are $372,872 and $337,712.

No figures were given for KENTV, KOAA-TV and KRDO-TV lost money on local news—$49,771 and $16,265 respectively—and broke even, in the case of KOAA-TV, or lost money ($120,890) in the case of KRDO-TV, on other local programming.

Bakersfield Study • The results of a specially commissioned American Research Bureau survey in Bakersfield—a below-top-100 market served by three stations and CATV—are cited to make the point. The survey shows that the Bakersfield stations delivered 51,600 prime-time homes and 42,000 5-7:30 p.m. homes in 1965, a year before the establishment of a CATV system. In 1967, according to the survey, those figures were down to 46,300 and 37,100, respectively. Detailed studies were said to "prove conclusively" that CATV had been "instrumental" in the drop in figures.

The analysis of the Colorado Springs-Pueblo market concludes that CATV could cost the three existing stations $204,750 in revenue. This is based on several assumptions—that the system will sign up as subscribers 25% of the 90,000 households in two cities, that half of the subscribers will tune to
Denver stations, and that the $26 per viewer that the area's history shows a viewing home to be worth is correct.

The study points out that if the Denver stations achieve "sufficient penetration" in the Colorado Springs-Pueblo market because of CATV to warrant their inclusion in the rating books for that market, advertisers may rely on Denver stations to cover the two markets. This, it adds, would lead to a reduction in the network and spot rates of the three Colorado Springs-Pueblo stations and "even more serious revenue losses.

"From these data it should be obvious that a $200,000 revenue loss is highly probable immediately and that a 10% loss of revenue in this area could mean financial disaster to the existing stations," the study says. It notes that "at their best" the stations' expenses were 86% of revenue: thus "a 10% cut in revenue would assume the closing of at least one, if not more, local stations."

Second Case - The Colorado Springs-Pueblo case has become entangled with one in the Denver area, where Mountain States Video Inc. has a franchise to serve the unincorporated areas of Jefferson county. Vumore Video and Mountain States are related through Bill Daniels, who is a principal in each.

Denver as well as Colorado Springs-Pueblo stations have opposed the Mountain States proposal, which includes the importation of signals from Los Angeles and San Francisco, in petitions filed with the commission.

And last week the National Association of Broadcasters added its voice to those requesting such a single evidentiary proceeding. Cumulatively, the CATV proposals "represent a prime example of a situation in which piecemeal consideration could very well result in the establishment of a CATV network which, in turn, could supplant free television broadcasting in a good portion of the Denver areas," NAB said.

CBS Radio adds two

KCAP Helena, Mont., and WWAM Cadillac, Mich., have affiliated with CBS Radio. KCAP, an independent, operated by KCAP Broadcasters Inc. and owned by Western Broadcasting Co., Missoula, Mont., broadcasts with 1 kw daytime and 250 w nighttime on 1340 kc. Dale G. Moore is president; David Greene is station manager. WWAM, a new station on the air March 15, operates on 1370 kc with 5 kw daytime, 1 kw nighttime. It is owned by Fetzer Broadcasting Co., with John E. Fetzer as president and Gene Ellerman as vice president and general manager. KCAP's affiliation is effective May 6; WWAM joins April 15.

FORGET ABOUT TAME PUSSYCATS.

Think tiger when you think Rockies.
KWGN Television is the tiger of the Rockies.
When you think cost per thousand and quality audience, think of our tiger.
Really roaring these days.

NIelsen RECORDS THE PROGRESS
Denver Metro Day Part Share of Audience

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<th>November 1966</th>
<th>November 1967</th>
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<td>MONDAY-FRIDAY</td>
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<tr>
<td>4-6:30 PM</td>
<td>16%</td>
<td>30%</td>
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<td>6:30-10 PM</td>
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<td>9 AM-Midnight</td>
<td>9%</td>
<td>12%</td>
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It's time for tiger talk in the Rockies

DENVER

A WGN Continental Broadcasting Company Station

BROADCASTING, March 18, 1968
Significant, widespread inaccuracies in television ratings—both meter and diary—are claimed by C. E. Hooper Inc. on the basis of findings in a special telephone coincidental survey released by Hooper last week.

The alleged inaccuracies are said to overstate households using television levels and the ratings of news, documentaries and dramas relative to quiz and audience-participation shows, and those of westerns, spy, war and police dramas relative to situation-comedy and variety shows on the networks.

The errors result from sample bias, according to Hooper researcher Bill Harvey. He claims people who cooperate with both meter and diary services tend to watch both more television and classier shows.

Frank Stisser, Hooper president, said the study was part of the company's continuing examination of the feasibility of providing a third syndicated local TV report service which would be technically superior and competitively priced. While he is convinced technical superiority lies in some application of the telephone-coincidental technique, Mr. Stisser said, Hooper has been unable to yet develop a workable technique at a marketable cost.

Made Last Month - The Hooper coincidental was conducted in New York during the Feb. 23-29 period, and its results interpolated with data from the metered A. C. Nielsen New York report for the same period, and the October American Research Bureau New York report, which listed the meter and diary information separately.

Because of a return rate of nearly 96% on a probability sample of more than 11,000, the coincidental results can be applied as a standard to the other services' results, according to Hooper.

Table 1 concerns general viewing levels by day-part. In top portion of Table 1, Hooper coincidental households using television results are compared with Hooper's findings as to households actually viewing television, a bone of contention between broadcast and print-oriented researchers. The average difference—sets turned on but not being watched—was found to be about 6%.

In center portion of Table 2 the households using television figures from the services are expressed as indexes of the Hooper figures (Hooper-100). This indicates the meter and diary techniques inflate the number of HUT's by about 10%, running from a low of a 2.5% inflation between 9 a.m. and noon weekday mornings, to a 14% inflation weekday afternoons.

In bottom portion of Table 3 coincidental indexes of the two meter shares and the diary share for independent stations by day-part are shown. Overall, independent shares appear to be inflated about 10%—though considerably more during the day and early fringe periods—and deflated during evening hours.

Philadelphia U's win CATV hearing

Philadelphia UHF broadcasters got what they had been asking for last week—a consolidated hearing on a multitude of waiver requests by CATV's to import distant signals into the Philadelphia market. And in a separate action, CATV's in the St. Petersburg-Tampa, Fla., market seeking to import distant signals got most of what they wanted.

The commission announced it would consolidate into one hearing 24 separate CATV requests to import distant signals from principally New York, but also from Baltimore, Washington and Harrisburg, Pa., into the Philadelphia market.

The action has consistently been urged over the past year in a host of pleadings filed by Philadelphia UHF's whenever such waiver requests were made known. The chief argument
pressed is that carriage, particularly the New York independent stations, into the market would severely fragment Philadelphia's UHF audience. The UHF's claimed that often they and the New York independents are counterprogramming against the same network shows, and that there is almost total duplication of their nonlocal by syndicated programs. The commission's same-day nonduplication rules, they frequently claimed, are of little or no value to them. And they said a consolidated hearing was necessary, if not convenient, to fully evaluate the economic impact, on their operations.

Among the issues set for hearing are those considered "standard" for a top-100 market case: present and proposed penetration and extent of CATV service in the Philadelphia market and the effects of current and proposed CATV service on existing, proposed and potential TV's in the market.

The systems involved (some with more than one request) are Delaware County Cable Television, Suburban Cable Co., Tri-County Cable Television, Telesystems Corp., Rollins Inc., Cone stoga Television Cable, Chester County Broadcasting Co., Philadelphia Cable Television, General CATV Inc., North Penn Cablevision Inc., Philadelphia Community Antenna Television Co., Carbon Cable Television Inc., Montgomery Cable Television, Jerrold Corp., International Equity Corp., and Norris-town Distribution Systems Inc.

Waivers Granted • The commission also granted waiver requests to four CATV's who, because of the communities they proposed to serve, were found to have no impact on Philadelphia UHF's. Those systems are Holly City Cable TV Inc., Parkland Cable TV Inc., Twin County Trans-Video Inc. and Greater Television.

In the St. Petersburg case the commission granted most of the waiver requests sought because, generally, the services proposed were found to have no significant impact on UHF.

The systems involved are Sarasota Cablevision Ltd., serving Lake Wales and Bartow; Community Television Inc., Lakeland; Meredith Avco Inc., Lees burg, and Universal Cable Vision Inc., Winter Haven.

The commission also acceded to the partial requests of Clear Channel TV Inc., serving Holly Hill and surrounding areas, and Halifax Cable TV Inc., Daytona Beach and South Daytona Beach, to import noncommercial WMFE-TV, and WORU-TV, both Orlando. Additional requests for waivers by both systems were set for hearing with those requests of Manatee Cablevision Inc., serving Manatee county. The commission action was 4 to 2 with Commissioners Robert T. Bartley and Kenneth A. Cox in dissent.

WHAT SYNDICATORS ARE DOING TO MEET PROGRAMING 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, airlines, 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.

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

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Circulation: 12,000
Deadline: March 22

Rates

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Color $150 (AAAA)
UHF growth seen as FCC commitment

An FCC hearing examiner's recommendation that limitations on CATV expansion in the Buffalo, N.Y., market be lifted hasn't proved popular with either the commission's Broadcast Bureau or the UHF stations involved in the case. Not unexpectedly, both view the CATV activity as a "significant economic incursion" on "fledgling" UHF's. And because of prior policy, they claim, the commission is obligated to maintain "healthy" UHF.

Courier Cable Co., the CATV involved, termed the examiner's decision "unassailable."

Their comments were contained in briefs supporting exceptions to Examiner Herbert Sharfman's initial decision rendered last January. The examiner suggested that Courier be allowed to expand its system in Buffalo, conditioned on certain agreements reached between the cable company and the three network-affiliated Buffalo VHF stations—WBEN-TV, WOR-TV and WBKW-TV (Broadcasting, Jan. 15). He also noted that the commission's often stated concern for healthy UHF didn't exempt these stations "from the occupational demands of television operation," despite their claims that the commission is "dedicated" to their survival.

On that point the bureau disagreed: "It was and is the commission's intent to protect local UHF broadcasting in cases where CATV development would have a serious impact upon it." And although the commission doesn't promise UHF operators viability, the bureau said, it has undertaken through the CATV rules "to protect them from significant economic incursion by CATV in the major markets."

Against Tradition - The Buffalo hearing was not a contest between two "similarly qualified and fairly matched applicants" competing for a frequency, the bureau suggested, but rather a case of two different communications media set for hearing "in accordance with certain prior policy determinations already in existence"—that is, the "healthy" maintenance of UHF. The examiner's decision, it said, is "contrary to every major FCC pronouncement" regarding UHF.

The bureau said Courier should be permitted to continue construction of its system (currently restricted) and to effect that part of its agreement regarding program origination (no entertainment or sports events for four years), but that it shouldn't be allowed to carry any stations other than those of Buffalo.

The UHF's involved—Ultravision Broadcasting Co., now permittee of channel 29 in Buffalo, and Beta Television Corp., permittee of channel 49—pressed a familiar argument. Courier's system, they said, would cut into their revenues "substantially and decrease their service. But the crux of the examiner's decision was that the UHF's failed to prove their case with "numerical facts."

Changing hands...

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

- KVOA-TV Tucwson, Ariz.: Sold by Steinman group to St. Louis Post-Di- patch for about $3 million (see page 45).
- WRKT-AM-FM Cocoa Beach, Fla.: Sold by C. Sweet Smith Jr. to Christopher M. Young and associates for $550,000. WRKT, an NBC affiliate, is on 1300 kc, with 5 kw day and 1 kw night. WRKT-FM is on 104.3 mc. Broker: Chapman Associates.
- WPIN-AM-FM St. Petersburg, Fla.: Sold by Arthur Mundoff to Ed Winton and Mike Feldman for $300,000. Messrs. Winton and Feldman are the principal partners of the group that owns WOCC Miami. The group recently purchased WAEZ-FM Miami Beach, awaiting FCC approval. Mr. Feldman, an attorney, is the former counsel to Presidents Kennedy and Johnson. Mr. Mundoff will continue with the station as a consultant. WPIN is a daytimer on 680 kc with 1 kw. WPIN-FM is on 107.3 mc with 31 kw. Broker: Blackburn and Co.
- KTTN Trenton, Mo.: Sold by Clarence Brea zeal to Marvin E. Luehrs and Everett G. Wenrick for $130,000. KTTN is a daytimer on 1600 kc with 500 w. Broker: Hamilton-Landis and Associates.

APPROVED - The following transfers of station interests were approved by the FCC last week (For other FCC activities see For the Record, page 74).

- WCJV-AM-FM Charlottesville, Va.: Sold by Roger A. Neuhoff and associates to Edward S. Evans Jr. for $390,000. Mr. Evans is a resident of Charlottsville and a Detroit industrialist. Mr. Neuhoff retains WHAP Hopewell, Va. and WCVS Springfield, Ill. No change in management of station is contemplated. WCJV is on 1260 kc with 5 kw days, and 1 kw nights. WCJV-FM operates on 97.5 mc with 3.4 kw.
- WMAX Grand Rapids, Mich.: Sold
by John McGoff and associates to Edward J. Hill and Garvin H. Meadowcroft for $203,000. Mr. Meadowcroft is an account executive with WXYZ-TV Detroit. Dr. Hill is a surgeon and president and 75% owner of fabricating company. WMAX is a daytimer on 1480 kc with 5 kw.

Steinman’s KVOA-TV sold to newspaper

The sale of KVOA-TV Tucson, Ariz., to KVOA Television Inc., a subsidiary of the Pulitzer Publishing Corp., publishers of the St. Louis Post-Dispatch was announced last week. Consideration was reported to be about $3 million.

The station, channel 4 with an NBC affiliation, was acquired by the Steinman group in 1963 along with KOMT-TV Albuquerque, N. M., for $3,250,000. Sellers then were Clinton D. McKinnon and associates. The Steinman broadcast group is headquartered at WGal-AM-FM-TV Lancaster, Pa. Clair R. McCollough is president of the broadcast properties that also include WKBW Buffalo, WRBX Philadelphia; WNEW-FM Easton, all Pennsylvania; WDEL-FM Wilmington, Del., and WTEL-TV New Bedford, Mass.-Providence, R. I.

The Pulitzer-owned St. Louis newspaper owns channel 5 KSD-TV and pioneer KSD (550 kc full time with 5 kw), both in that city. Both are also affiliated with NBC. Joseph Pulitzer Jr. is president and Harold Grams, general manager of the P-D’s stations.

The sale of the Tucson station is subject to FCC approval.

CATV cases settled through cooperation

The FCC’s burgeoning CATV case load was reduced by two last week. In one action the commission approved an agreement between a complaining TV and CATV operator. In the other, a CATV asked that a show-cause proceeding against it be dismissed because it’s now carrying the disputed TV signal.

The commission approved an agreement between WBOY-TV Clarksburg, W. Va., and Bettervision Systems Inc., serving various West Virginia communities. In doing so the commission also terminated a case-and-desist proceeding against Bettervision.

The agreement had been questioned by the commission’s Broadcast Bureau, which complained that the pact didn’t fully accord the station nonduplication protection to which it is entitled. WBOY-TV claimed that the bureau was questioning its business judgment (Broadcasting, Feb. 19). The commission last week said, however, that only if the agreement had appeared inconsistent with the public interest “would we refuse to give effect to an agreement of the parties resolving their differences as to program exclusivity protection.”

In the other case, Bluefield Cable Corp. serving Bluefield, W. Va., asked that a show-cause proceeding against it be dismissed because it is now carrying WCYB-TV Bristol, Va. “By dint of hard work and persistent efforts,” the CATV claimed it found a spot where the signal could be received. This, it said, mooted at least one hearing issue. A primary consideration in the hearing is whether Bluefield is within WCYB-TV’s predicted grade-B contour.

Speakers scheduled for FM convention

Eleven speakers have been added to the list of participants at the National Association of FM Broadcasters convention in Chicago, March 29-31.

At the Friday morning (March 29) session an advertiser, an agency and a broadcaster will discuss different sales approaches. Richard B. Schlesinger, vice president of Carson, Pirie Scott & Co., Chicago, will tell how to sell the retailer; Edwin D. Gimzek, president of OAC Advertising Inc., Binghamton, N. Y., will describe how a small-market agency looks at FM, and William R. Codus, general sales manager of CBS/FM, New York, will explain how a station should sell its rep.

Following the closed membership

Belated encore

Dr. Norman Vincent Peale, who drew cheers with his lunchbox sermon to the National Association of Broadcasters convention in 1955, is coming back to the convention in Chicago this year. Dr. Peale, who is on the Monday (April 1) program with a salute to Lowell Thomas, winner of the NAB’s Distinguished Service Award, had asked for a brief spot to praise Mr. Thomas, a long-time friend.

In his 1955 speech Dr. Peale proclaimed he would “rather listen to commercials until doomsday than to have our radio and television system conducted by government.”

EXCLUSIVE BROADCAST LISTINGS!

MIDDLE —Single station market daytimer whose primary signal reaches 200,000 people. Excellent potential—billings approximately $46,000—studios are trade out—good equipment. It has been a break-even operation. Sales oriented owner could pay for station in four to five years. Price $85,000—25% down, balance 6 years, 7 per cent.

Contact John F. Meagher in our Washington, D. C. office.

ATLANTIC —Daytimer in single station county seat town, well established in area. Retail sales in primary coverage in excess of $21,000,000. Equipment excellent, fine experienced staff and billings under present ownership have consistently increased. Price $125,000—$30,000 down, balance on terms. A good buy.

Contact George W. Moore in our Dallas office.

Hamilton-Landis
A N D  A S S O C I A T E S, I N C.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA’S MOST EXPERIENCED MEDIA BROKERS
meeting on Friday afternoon, the session will be reopened for a talk by John V. B. Sullivan, president of Metromedia Radio, New York.

March 30 Line-Up • Added to the speakers at the Saturday morning session on presell and promotion are: Joshua J. Mayberry, director of research for the ABC's American FM Network, discussing the four-network sponsored RADAR study; Marlin R. Taylor, music director of Kaiser Broadcasting's FM stations, on programing; Ronald Sack, director of advertising, promotion, publicity and program development for ABC-owned stations, on promotion via newspapers; Paul Moyle, vice president of Brown & Bigelow, St. Paul, on special advertising as a promotion tool.

New speakers on Saturday afternoon are: Chet Campbell, director of advertising, promotion and publicity for WMAQ-TV Chicago, on how to use TV to promote FM; Lee J. Walters, executive vice president of Stern, Walters & Simmons Inc., Chicago, on merchandising by "eggheads," and Don LeBrecht, manager of WBT-FM Charlotte, N. C., on pressing measures.

Representative Lionel Van Deering (D-Calif.) will be the speaker at the Friday luncheon and the presentation of the annual Major Armstrong awards will highlight the Saturday luncheon.

Hoving seeks support from national groups

The assistance of community organizations and associations in creating a greater public awareness of public television was urged last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Television.

Mr. Hoving told a luncheon meeting in New York, attended by leaders of about 50 national organizations, that they could be helpful in bolstering public television by printing editorial materials and free public-service advertising in their publications on this subject; by supporting the committee's recommendations in the political sphere; by providing the committee with the mailing addresses of members who would like to receive its mailings, and by advising the committee of their views on public television.

Hutchens's properties ordered into hearing

The FCC has put into hearing the licenses or permits of five radio stations in which James L. Hutchens has an interest to determine whether the statements or letters he submitted to the commission allegedly contain "misrepresentations" or are "lacking in candor."

The action initially is a proceeding in which Mr. Hutchens is ordered to show cause why KFLY-FM Corvallis, Ore., and a construction permit for KPTN Central Point, Ore., should not be revoked. He is president, director, and 41% stockholder of the licensees' corporation, Radio Broadcasters Inc.

But also put into the hearing are his applications for KFLY-FM Corvallis (a license covering a CP and authorization for auxiliary transmitter installation), a new AM (1370 kc, 1 kw) at Gold Beach, Ore., and a new FM (99.9 mc, 25 kw) at Central Point, Ore. The commission also held in abeyance until conclusion of the hearing a request by Mr. Hutchens to mitigate a $4,000 fine levied against the operations of KFLY-AM-FM that was imposed in 1966.

The commission said that if the alleged misrepresentations were substantiated, they would warrant "a refusal to grant a license or permit on an original application and [would] raise serious questions, best resolved in a hearing," whether Radio Broadcasters and Mr. Hutchens are qualified to be licensees or permittees.

BARFE designed as schedule planning aid

The American Research Bureau, Beltsville, Md., has purchased a new mathematical model for analysis of radio audience habits from Campbell-Mithun Inc., Minneapolis. The model, called BARFE (short for Broadcast Audience Reach Frequency Estimator), is designed to permit station and agency subscribers to plan schedules with greater efficiency.

BARFE was designed after an 18-month study by researchers at Campbell-Mithun. It is intended to help the agency construct effective broadcast plans to reach specific audiences in markets across the country. Dr. Peter Langhoff, president of ARB, said the BARFE program would be available in all 51 radio markets surveyed by ARB.

William M. Sorem, vice president and director of information systems for Campbell-Mithun, explained how the agency used the audience-analysis model: "We set up a given schedule of commercials typically rotated across a number of time periods. The computer program then checked the data on each respondent in the data file to determine if he was the right age and sex. If the respondent qualified, the computer determined whether or not the respondent was listening during the times the commercials were scheduled."

"Under the BARFE program, the computer determines the net reach—how many people were exposed one or more times—and the gross reach or gross impressions of the target audience. It also computes the frequency distribution and the exclusive contribution of each station to the total schedule."

TVB sales meetings planned through '68

The Television Bureau of Advertising will hold 10 salesmen training sessions and eight sales-manager conferences during the second half of 1968, it was announced last week by William B. Colvin, vice president, member training services. Each course will last five days. The price is $150 for salesmen and $200 for sales managers.

To reduce the waiting periods for these sessions, TVB has appointed Frank Browne as director of member training services to work closely with Mr. Colvin. Mr. Browne has served most recently as assistant general manager of WWAY-TV Wilmington, Del., and earlier was with Metro TV Sales as director of special projects and with KTTV(TV) Los Angeles in various sales capacities.
When you want to see what you saw in your mind—use film.

Why film? Because color film is the stuff such dreams are finally made of. It’s the logical medium for the bright excitement, the spark that first came to your mind. Color film does the tricks you want. It conveys, teases, pounds. Film delivers. But film doesn’t do that all by itself. It takes professionals behind the scenes and the cameras to make color film do what you want it to do. And you know, even though they have been working with film all their lives, they still haven’t found its limits. The best salesman color film ever had is an advertiser with a successful spot. And when he’s happy, we’re all happy.

EASTMAN KODAK COMPANY
Atlanta: 404/GL 7-3211, Chicago: 312/554-0200, Dallas: 214/FL 3-3211
Senate approves CPB directors

Six-year terms of Pace and 14-member board confirmed as CPB moves toward incorporation and seeks offices

The Senate last week gave prompt confirmation to President Johnson's slate of directors for the Corp. for Public Broadcasting. The panel had received the Commerce Committee's blessing after a hearing held March 8 (Broadcasting, March 11).

The action by the full Senate approving the CPB chairman, Frank Pace Jr., and 14 board members came Tuesday (March 12). There was no debate and no vote, the approval being granted "without objection."

The Senate action marked a formal beginning of sorts for the administration's plan to create a public grantmaking authority to support, by disbursing public and private funds, noncommercial television and radio programming and distribution.

Steps to get CPB incorporated were also underway last week. The Washington law firm of Steptoe & Johnson drafted and mailed incorporation papers to the 15 board members for signature last Friday and it is expected that the papers will be filed in court by the end of this week. The Public Broadcasting Act requires the board members form the corporation in Washington and it's understood that they are seeking office space in the downtown business area. This does not mean, however, that the main office will necessarily be located there.

Further action now awaits the recovery of Mr. Pace, who was transferred from the Washington Hospital Center to a New York hospital last week to recover from his kidney-stone attack. (At the Senate hearing Mr. Pace's statement was presented by James R. Killian Jr., chairman of the Massachusetts Institute of Technology and a godfather of the CPB plan through his chairmanship of the Carnegie Commission on Educational Television, which proposed such a corporation. Mr. Pace was subsequently approved by the committee in absentia.)

After incorporation CPB will presumably become eligible for $2,125,000 in pledged private funds including $1 million from CBS. Commerce Committee Chairman Warren G. Magnuson (D-Wash.) indicated at the hearing that no federal funds can be expected until after July 1, the start of the next fiscal year.

To be asked of the Appropriations Committee is $9 million, authorized by the Public Broadcasting Act for fiscal 1968 but now to be reauthorized for fiscal 1969. Senator Magnuson has already entered a bill that would amend the act, changing the date of authorization for the $9 million (S. 3135). A similar bill is being introduced by House Commerce Committee Chairman Harley O. Staggers (D-W, Va.).

Future Financing = One of the thorniest problems for the CPB, and one that anticipates all but pilot projects in support of actual program development for ETV's, is that of helping to formulate (with administration and congressional leaders) a long-term financing plan for program subsidies.

Senator Magnuson has strongly suggested a financing plan—the one endorsed by the Carnegie Commission. Speaking at a luncheon meeting of the American Women in Radio and Television held after the confirmation hearing March 8 he said he thought it "would be appropriate to mention" that approximately 8 million to 10 million TV receivers are sold each year. "If included in the price of a TV set was the sum of $3, and those funds became available for funding of the corporation, not only would each individual purchasing the set be benefited but his whole family would share in the result," the senator explained.

Confirmed = Approved by the Senate for six-year terms were Mr. Pace, who has been secretary of the Army, director of the budget and later president and board chairman of General Dynamics Corp.; Robert S. Benjamin, New York attorney and chairman,
United Artists Corp.; Milton E. Eisenhower, president emeritus of Johns Hopkins University; Mr. Killian, and Jack Valenti, president, Motion Picture Association of America

For four-year terms: Joseph A. Beirne, president, Communications Workers of America; Michael A. Gammino, president, Columbus National Bank of Rhode Island; Oveta Culp Hobby, former director of broadcasting, University of Texas at Austin; William H. Booth, chairman and Sons, Pittsburgh, and Carl E. Sanders, Atlanta attorney and former governor of Georgia.

For two-year terms: Roscoe C. Carroll, general counsel of the Golden State Life Insurance Co.; Saul Haas, chairman of Kino Inc., Seattle; Erich Leinsdorf, music director, Boston Symphony Orchestra; John D. Rockefeller III, chairman of the Rockefeller Foundation, and Frank E. Schooley, director of broadcasting, University of Illinois and former president of the National Association of Educational Broadcasters.

Media reports...

Back on-air = Kood Lakewood Center, Wash. (formerly KFHA) went back on-the-air Feb. 17 after being dark since April 1966. The station, on 1480 kc with 1 kw, is a daytimer. It's programming a music and news format with the music featuring the all-time best-selling records. Koon is owned and operated by Timminkin Inc., Tacoma, Wash.

KNXT(TV) donation = KNXT(TV) Los Angeles has donated a film processor to KCE(TV), the educational station in that city. KNXT, a CBS-owned station, made a similar donation of TV equipment to KCE last year.

Broadcasting and the minorities

NYC commission hits networks, agencies for lack of Negroes, Puerto Ricans on staffs, and 'false image' on TV

The advertising and television fields were criticized sharply last week by the City Commission on Human Rights in New York for under-employment of Negroes, Puerto Ricans and other minorities and for projecting a "false image" of these ethnic groups in TV programs and commercials.

The commission opened a two-week hearing to investigate the role of minorities in broadcasting and advertising and to ascertain the employment opportunities for the groups in these fields. Executives from broadcasting and agencies were asked to appear.

The results of a study, released by the commission on Tuesday (March 12), showed that, as of last fall, of 17,967 employees in 40 major advertising agencies in New York, 635, or 3.5%, were Negroes and 283, or 1.6% were Puerto Ricans. There were 11 Negro and four Puerto Rican account executives out of a total of 2,222; 15 Negro and "only several" Puerto Rican copywriters out of 1,450, and four Negro and one Puerto Rican administrators and managers out of 422.

Nonutilization = "These statistics indicate an under-utilization of minorities that is positively shocking," one commission official commented.

William H. Booth, commission chairman, charged that general programs and commercials on TV depict Negroes in menial roles and said news programs show them as "rioters, as social problems and not as human beings."

A group of advertising agency executives who testified on Wednesday (March 13) made the claim that the key reason they did not have more Negroes or Puerto Ricans on their professional staffs was a shortage of properly trained and educated members of these groups. Among the executives who said they attempted to attract qualified Negroes and Puerto Ricans to their staffs were Paul D. Cook, vice president of Compton Advertising; John F. Devine, vice president, administration, J. Walter Thompson Co., and Richard E. Kane, vice president. Doyle Dane Bernbach.

Network Data = At a session Thursday (March 14) the commission released statistics on employment of Negroes and Puerto Ricans and other Spanish Americans by the three networks (in the case of CBS it was for CBS Inc.). The figures showed that as of September 1967, ABC employed 118 Negroes and 32 Spanish-Americans out of a total force of 2,447; CBS, 365 Negroes and 70 Spanish-Americans out of 5,540 and NBC, 85 Negroes and 39 Spanish Americans out of 2,901.

Network executives appeared on Thursday and recounted steps taken to expand employment opportunities for minority group members. They cited the establishment of the Broadcast Skills Bank in association with the National Urban League, whose objective is to seek out, recruit and train interested minority group members: and constant

BROADCASTING, March 18, 1968
WE JUST HAD A LITTLE $10,000 BRAIN CHILD:
Our new Ektachrome EF Color Processor

COME SEE OUR NEW BABY AT NAB CONVENTION

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<td>116</td>
<td>March 31 thru April 3</td>
<td>NAB Conrad Hilton, Chicago, Illinois</td>
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Proud Parents: Houston Fearless

Makers of the fine quality Colormaster processor.

BABY'S NAME: Mini-Color

DATE OF BIRTH: 1968

LENGTH: 6'3"        WIDTH: 24"

HEIGHT: 50"      WEIGHT: 800 lbs

SPEED: 16 mm. 15 feet per minute, using Eastman Kodak recommended times and temperature for EF color.
consultation with organizations and employment agencies working in the ethnic minority field.

George Fuchs, vice president, personnel, NBC, traced the long-time policy of nondiscrimination in effect at the network and at its parent company, RCA. He described in detail the network's cooperative effort with various agencies working in the minorities area, including the Urban League, various federal agencies, private employment agencies and community organizations dedicated to the concept of equal employment opportunity.

He indicated that progress has been made in the employment of nonwhite persons in categories other than the low-skill entry level. But Mr. Fuchs stressed that unlike many manufacturing organizations, broadcasting has few low-skill entry positions and an extremely low employe turnover rate.

Success Stories δ Despite these handicaps, he continued, NBC has compiled "success stories" by members of minority groups. Among those cited were Stanley G. Robertson, who is manager, film program operations and who started as a page boy; Fred L. Thomas, another former page, who is now an on-air newsman at NBC-owned WMAQ-TV Chicago; Lemuel Tucker, who began as a guide in 1965 and is now a reporter for WNBC-TV New York; Miguel Portillo, who started as an editing-room assistant in 1961 and is now a film editor; Eugene Whitlock Jr., a page in 1954, who rose to various positions and is currently a unit manager, and Dennis Bryant, a page in January 1965, who is now coordinator, film services, WNBC-TV.

Marie McWilliams, director of personnel for ABC, outlined the steps taken by her company to find applicants from the minority community, including the use of "open" employments ads, identifying ABC as an equal opportunity employer; advising agencies that the company is "keenly interested" in non-white applicants and using agencies specializing in this area; listing openings with the Broadcast Skills Bank of the Urban League; advertising for applicants on WBNL New York, a minority-oriented radio station, and dealing on a continuous basis with minority organizations in the ethnic field.

"We have achieved a measure of success," Miss McWilliams stated. "The proportion of our employees in March 1967, who were Negro or Spanish-surnamed American, was 6.9%. Today it is 8.6%. There is a growth curve at ABC in terms of our rate of employment of members of minority groups. We feel keenly our responsibility to maintain it and increase it."

Miss McWilliams reported that ABC conducts special training and development programs in conjunction with its long-established policy of promotion from within to train and upgrade qualified employees. Within this frame of reference, she added, ABC feels that its "real success" lies in the wide range of jobs that are held by members of racial minorities, including news commentator, disk jockey, scenic designer, video recording engineer, carpenter and secretary.

William C. Fitts Jr., vice president-employee relations, CBS Inc., said the company has found that the best way to recruit Negro candidates is initially through referrals from Negro leaders and organizations and through advertisements in Negro newspapers, and subsequently through employees who tell friends that they are employed at CBS.

Special Budget δ "We also maintain a special personnel budget for which only Negro candidates are considered," Mr. Fitts testified. "We now have Negroes employed in executive positions such as attorney, financial analyst, programer, supervisor, department director, department manager, administrator, program producer, professional engineer, plant foreman, plant manager, TV salesman and program executive."

He added that CBS now is establishing contacts with Puerto Rican organizations and is experimenting with classified advertising in El Diario, the New York City Spanish-language newspaper.

Mr. Fitts echoed a point made by several other broadcasting-advertising agency executives during the hearing. The rate of turnover in broadcasting is relatively low, he said, and many positions in the field are skilled, requiring previous educational background and experience that relatively few interested minority-group members possess. But he said he recognized that there are steps that must be—and will be—taken to expand opportunities for Negroes and other minority groups.

ABC Radio to give briefing on new setup

Affiliates will get a progress report on ABC Radio's quadripartite radio service during a business meeting of all affiliates during the National Association of Broadcasters convention in Chicago.

Walter A. Schwartz, president of the ABC Radio network, and other executives will brief affiliates of the American Entertainment, FM, Information, and Contemporary Networks on Sunday, March 31, in the Drake hotel's Gold Coast room. Results of the affiliates advisory-board election will be announced during this meeting.

ABC began providing four separate radio services on Jan. 1. Affiliates for all four services are said to total more than 700 stations.

Senate to review FCC budget

March 29 has been scheduled as the date for the FCC's appearance before the Senate Independent Offices Appropriations Subcommittee to defend the agency's budget for fiscal 1969. Approved by the President's Bureau of the Budget for the commission is $21,271,000. Commission members, led by Chairman Rosel H. Hyde, have already made their annual behind-closed-doors appearance before the House Appropriations Committee. The Senate hearing will be open to newsmen.

Voynow estate revealed

Edward E. Voynow, who helped found Edward Petry & Co. in 1932 and was president upon his retirement in 1964, left an estate of $1,071,852, according to inheritance-tax papers filed last week in the Cook county circuit court at Chicago. He died Nov. 12, 1966, at 63 after a brief illness (Broad- casting, Nov. 21, 1966). His widow, a son and a daughter were among the beneficiaries.

Broadcasting, March 18, 1968
Life or death for CATV?

Copyright-liability case may determine economic future of cable systems

CATV's liability for copyright infringement was argued before the U. S. Supreme Court last week—on the decision hangs the question of whether the nation's 2,000 cable operators will face substantial additions to their operating costs.

Robert C. Barnard, attorney for Fortnightly Corp., contended that a cable-TV service performs the same function any antenna does for a TV receiver.

"All CATV does," he said, "is to transmit electromagnetic energy."

The basic issues, he told the court, are two: (1) Is reception by CATV and transmission to subscribers a public performance in the meaning of the present copyright law? And (2) does the public have the right to receive public broadcasts over antennas of its own choice?

The TV programs used by CATV systems, Mr. Barnard stressed, are already licensed to TV stations to be received by the public. Therefore, he maintained, the copyright owner already has been paid. The only rendition is in the homes of TV viewers, he said, a private showing, not a public performance.

If CATV transmission is held to be an infringement of copyright, Mr. Barnard said, it would open the way for the motion-picture industry to "take over" the entire CATV industry because of the tremendous damages that could be collected—$1 million from each of the systems. And, he added, copyright holders could control CATV through the charges they impose.

Since the copyright holder already has been paid for the right to broadcast his work, Mr. Barnard said, there is an implied license for the public to receive it in any way. "The public," he said, "has the right to receive that program over an antenna of its own choice."

Grade-B Line • If the court decides that CATV systems should be held liable for copyright payments, Mr. Barnard stated, then the court should consider the recommendation of Solicitor General Erwin N. Griswold—that cable systems picking up local TV stations should be exempt. The solicitor gen-
ness, and it does not perform the simple functions that are carried out by an apartment house or master antenna.

There’s only one simple issue, Mr. Nizer told the court: CATV systems take copyright material and they don’t pay for it. The programs CATV takes from the air, he observes, come from TV stations, 63% of whose programs are for copyright payments. CATV thus is competitive with TV stations, and this in turn places copyright owners in a poor position to sell their products for the best prices.

The copyright owners, Mr. Nizer proclaimed, favor CATV origination. This would mean another market for the sale of programs, he observed.

CATV, Mr. Nizer insisted “is waxing fat selling goods that it hasn’t paid for.”

**Job of Legislation** - Lashing at the suggestion by the solicitor general that the court exempt cable systems using programs from local stations, as determined by the stations’ grade B contours, Mr. Nizer insisted that this is a job for Congress; the court should not rewrite the copyright law, he said.

At one point Mr. Nizer claimed that some CATV systems pick and choose from among the TV programs available to them. He charged that a CATV system picked up a single program from a TV station that the cable system does not carry regularly on their cable system.

This was denied by Mr. Barnard; there is no selection of programs, the Fortnightly lawyer maintained. CATV systems, he said carry all the programs from the stations on the cable.

Both Mr. Barnard and Mr. Nizer did not escape unscathed; among questions from the justices—what systems do besides just relay the signal (answer, they amplify and convert); whether cable TV broadcasts for delayed showings (answer, no), whether CATV systems serve their customers with purely local TV programs only (answer, yes, in New York, for example); what proportion of the programs broadcast by TV stations that are used by CATV systems is copyrighted (answer, about 50%, of which 35% are on film).

Principal interrogators were Associate Justices William J. Brennan Jr., Byron R. White and Abe Fortas.

United Artists brought the copyright infringement suit against Fortnightly Corp. eight years ago. Following trial on the performance issue two years ago, U.S. District Judge William Herlands in New York ruled that CATV relay of TV programs to customers constitutes a performance within meaning of the copyright law. Fortnightly appealed this ruling. The U. S. Court of Appeals for the Second Circuit, also in New York, affirmed the ruling, although on slightly different grounds than that used by Judge Herlands. The appeals court, in fact, raised some question of liability if the TV signals could be received by CATV customers on an “ordinary rooftop antenna.”

**Outside Five** - Fortnightly Corp., publisher of Reporter Magazine, at that time owned two CATV systems, one in Clarksburg and the other in Fairmont, both West Virginia. The systems were bringing subscribers the TV programs of five “outside” TV stations—Wheeling, W. Va.; Steubenville, Ohio, and three from Pittsburgh, Pa. The systems are now owned by Jack Kent Cooke.

Held in abeyance is a second copyright infringement suit filed by CBS in 1964 against Teleprompter Corp., a multiple CATV owner, awaiting the outcome of the UA-Fortnightly case.

Casting an almost academic aura over the UA-Fortnightly case is the pending copyright legislation in Congress. A new copyright law, the first in almost two years, is under consideration. The version that passed the House last year originally devoted a section to CATV, proposing to impose graduated liability—beginning with exemption for those cable systems carrying local TV programs only. The section, however, was stricken from the House bill following a dispute on jurisdiction that arose between Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee which oversees broadcast legislation, and Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee. By not mentioning CATV, the new copyright law, under the House-passed version, would leave CATV liable for copyright payments if the Supreme Court so rules.

The Senate bill, on the other hand, still contains the disputed CATV section. Hearings on the new copyright bill have been held by the Senate Judiciary Committee, but nothing has been reported to the floor. CATV representatives are working hard to insure that the Senate bill includes the section on cable TV, with modifications.

At the same time a committee of CATV operators has been meeting with copyright holders, as well as with the National Association of Broadcasters, in an endeavor to work out a copyright payment arrangement that will be acceptable to all sides.

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**That’s the way the Ball bounces**

Actress Lucille Ball, who last year sold her television production business for some $10 million, is setting up shop for herself again. Last week television's perennial first lady performer revealed that she had formed an independent production firm with her husband, Gary Morton. The new firm, based, like her old one, in Hollywood, is Lucille Ball Productions. Miss Ball is president and Mr. Morton, vice president.

Its first project will be Miss Ball's continuing half-hour comedy series on CBS-TV. Called The Lucy Show this season, it will undergo a name and format change next season. It will be produced by Miss Ball's new company in facilities rented from Paramount Television. The show is a Paramount TV production this season.

Miss Ball, who owned more than 50% of the stock, sold Desilu Productions Inc. to Gulf & Western Industries last year for about $16.6 million in stock (with her share coming to a reported $10 million). Desilu was subsequently merged with Paramount Pictures, an earlier G&W acquisition. Miss Ball and her then husband, Desi Arnaz, started Desilu in 1951 with $5,000 in equity capital. She bought Mr. Arnaz's share of the company after their separation.

**Cloakroom special**

CBS Radio has lined up the Senate and House majority and minority leaders for a special 50-minute Capitol Cloakroom on March 27. The program will be fed in its usual Wednesday afternoon period for local replay at various times. Moderator for the March 27 show will be Eric Sevareid, CBS News national correspondent. He will interview Senators Mike Mansfield (D-Mont.) and Everett M. Dirksen (R-Ill.) and Representatives Carl Albert (D-Okl.) and Gerald R. Ford (R-Mich.) Ordinarily Cloakroom is a 30-minute show moderated by either Martin Agronsky or George Herman.

Cloakroom is celebrating its 20th anniversary on March 31, as CBS Radio's oldest continuous news-interview program.

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**Susskind talks merger**

David Susskind, president of Talent Associates, New York, confirmed last week that he has held preliminary merger talks with several companies, including Warner Bros.-Seven Arts. He said that “nothing conclusive” has developed and indicated that discussions will continue.
NOW AVAILABLE: AUDIENCE-BUILDING RADIO AND TELEVISION PROGRAMS FROM FAMILY THEATER PRODUCTIONS

Two great series of programs are now available for your station on a public service basis...professionally scripted, directed and produced and featuring stars of stage, television, radio and the theater.

For Radio

Stories of the Savior

Ideal for use on any radio station...14 programs under ten minutes in length...written by Richard Williams especially for children, yet with wide, general interest.

Narrated by Raymond Burr, the well-known "Perry Mason" and "Tronside," these programs feature musical background by concert pianist Amparo Iturbi, playing music of the masters.

As for audience reception, here is a typical comment received by one station owner: "Fine comments are coming in from people all over the area and in all walks of life."

For Television

The Prince of Peace

An extraordinary series, The Prince of Peace is a timely presentation of stories depicting the life of Christ.

Dramatic portions were filmed in beautiful color in Spain, with studio filming produced by Robert Stabler in his "Death Valley Days" studios in Hollywood.

Outstanding stars appear with Father Peyton to stress the Family Theater slogan..."The Family That Prays Together...Stays Together," and "A World at Prayer is a World at Peace."

For half-hour color programs available for use starting the Easter weekend of April 13 with ten additional programs to be available in 1968 and 1969.

TIMELY, PROFESSIONAL, AUDIENCE-BUILDING...TOPS IN QUALITY

To program these outstanding features on your station, simply write or telephone Mr. Charles Van Sickle at the Hollywood address listed below.

* All films and radio programs will be shipped from Hollywood. Any inquiries regarding their shipment should be directed to Mr. Charles Van Sickle.
* For additional information concerning Father Peyton's Family Theater Productions, call or write:

Mr. Charles Van Sickle
General Manager
Family Theater Productions
7201 Sunset Blvd., Hollywood, Calif. 90046
(213) 462-1317

Mr. Cecil Woodland
Station Relations Director
Family Theater Productions
Scranton-Times Bldg.
Scranton, Pa. 18503 (717) 346-6555

This advertisement has been produced and presented as a public service to Family Theater Productions by Heintz/Malatesta/Martini Advertising, Inc., Hollywood
ABC-TV last week announced an extensive reorganization of its programming department affecting both the New York and Hollywood offices.

The changes, announced by Leonard Goldberg, ABC vice president in charge of television network programming, were described by the network as a "restructuring." The resignations of several programming executives, including Ted Fetter in New York and Harvey Bennett in Hollywood, are involved in the changes.

Martin Starger, who has been a vice president in charge of programs, West Coast, replaces Mr. Fetter in New York as vice president and national programming director. Mr. Fetter, who leaves ABC on March 31, said he would enter independent program production.

Steve Mills, KABC-TV Los Angeles program director, was recommended for election by ABC's board as VP, current film programming, West Coast, in effect succeeding Mr. Bennett, who resigned to form a partnership with writer-producer Tony Barrett in the production of Mod Squad, new ABC-TV series out of Thomas-Spelling Productions. Both men will supervise production of the series (Tuesday, 7:30-8:30 p.m. next season) and each will direct several episodes.

More VP Stripes = Two other program executives recommended for vice presidencies are Paul Picard, director of live programs, West Coast, who will be in charge of program development in Hollywood, and Leonard Maskin, national director of program administration, who is in New York.

ABC's revamp of its programming department was widely regarded as being, at least in part, a further economy measure in the wake of the aborted merger of ABC with the International Telephone & Telegraph Corp. last January.

Mr. Goldberg formally attributed the changes to the shift in the television business requiring the skills of people who not only "make network programming work" but "relate it to today's and today's audiences." He said "the restructuring "insures even more creative program development and supervision for ABC.'"

Other changes in New York: Barry Diller, assistant to Mr. Goldberg, becomes executive assistant and also director of feature films; Gary Pudney and Michael Eisner of the programming department become director of specials and talent (a new post) and manager of specials and talent respectively.

Also announced for Hollywood were these appointments: Joe Byrne, program executive, to director of live programming; Barry Lowen, associate producer of the Joey Bishop Show, to manager of program development, West Coast.

It was reported that several other program executives in Hollywood, including Jim Beavers, who was director of program development; Philip Barry, director of current programs; Charles Engel, manager of program development, and Lew Hunter, a program executive, were leaving ABC.

Murray the K set for Trans-Lux latest

Trans-Lux Television Corp. has signed Murray the K Kaufman as host of a series of 26 one-hour talk-rock shows, The Sound is Now, (Broadcasting, Feb. 26). The series will present the music of popular songwriter-performers, whose thinking will be probed by establishment guests and the studio audience.

The pilot, being edited now at the Videotape Center in New York to enter syndication at the NAB Convention beginning March 31 in Chicago, stars Sonny and Cher, the Rascals, and Phil Ochs, and guests Tex McCrary and Henry Morgan.

'Me' begins its second run

MCA TV has released Run for Your Life for syndication and in the first week has sold it in 16 markets, Keith Godfrey, vice president in charge of sales, reported last week. The series, consisting of 85 one-hour color episodes, has been bought by WPXM-TV New York; WHPL-TV Philadelphia; KHNT-TV Tacoma-Seattle; WTOL-TV Minneapolis-St. Paul; KTVF-TV Portland, Ore.; KCPQ(FOX) Los Angeles; KLAS-TV Las Vegas; WLUK-TV Green Bay, Wis.; WAVE-TV Louisville, Ky.; KDAL-TV Duluth, Minn.; KCAZ-TV Nogales-Tucson, Ariz.; KEMO-TV San Francisco; WSCO-TV Newport, Ky.-Cincinnati, and WECO-TV Pittsburgh. The series goes off NBC-TV at the end of its present cycle.
Talent colossus formed by merger

One of the biggest talent agencies in the world, if not the biggest, was formed last week when the boards of directors of General Artists Corp., New York, and Creative Management Associates Ltd., Beverly Hills, agreed to merge. The merger took place after a would-be third party to it, Trans-Beacon Corp., Beverly Hills, dropped out (Broadcasting, March 11).

The operating organization of the combine will be called Creative Management Associates. General Artists Corp. will be the parent company.

The merger calls for an exchange of stock. CMA is privately owned. GAC is publicly held and trades over-the-counter. Details of the transaction, which requires the approval of the Securities and Exchange Commission, have not been disclosed.

In the new organization, Buddy Howe, president of GAC, will be board and executive committee chairman of CMA. Freddie Fields, who founded CMA in 1962, remains as president and chief executive officer of that company. David Begelman, who had been CMA's executive vice president in charge of the New York office, is now vice chairman of the board and president of the international division. Herman Rush, GAC's president in charge of all West Coast operations and corporate vice president of television, is now executive vice president for television. Aaron Heintz, chairman of the board of GAC, becomes president of the new parent company. Mr. Fields and Mr. Howe have not been disclosed.

Both agencies maintain offices in London, Rome and Paris. These will be consolidated immediately. Dual offices in Beverly Hills and New York also will be merged eventually. Both GAC and CMA develop and package television series and special programs, as well as represent talent.

Last week's action between the two companies amounted to the signing of a memorandum approving in principle all of the important points of the deal. The target date for SEC and legal approval of the merger is no later than May 15 and no earlier than April 15. According to Mr. Fields the merger provides CMA with "an expanded and first-rate television area and a concert area that we never had." In addition, "the very best personal appearance department in the industry." He described the result of the merger as "a plethora of goodies." The merged organization will trade publicly as GAC.

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KWIT-TV Portland Saturday-2 pm
WLUE-TV Lexington Saturday-5 pm
WSM-TV Nashville Saturday-1:30 pm
WATE-TV Atlanta Saturday-1:30 pm
KQTV Salt Lake City Saturday-4 pm
WSAZ-TV Huntington Saturday-3:30 pm
WMAC-TV Memphis Saturday-12:30 pm
KOAA-TV Pueblo Saturday-2:30 pm
WYT-TV Youngstown Saturday-3:00 pm
KWWL-TV Waterloo Saturday-2:30 pm
KRNT-TV Des Moines Saturday-5:00 pm
WJXT-TV Jacksonville Saturday-3:30 pm
WWUE-TV New Orleans Saturday-4:30 pm
KOLD-TV Tucson Saturday-3:00 pm
KCOF-TV Phoenix Saturday-2:00 pm
KGBA-TV Honolulu Saturday-5:00 pm
WSOC-TV Charlotte Sunday-4:30 pm
KONO-TV San Antonio Saturday-3:30 pm
KYLD-TV Bakersfield Saturday-6:30 pm
KXX-AM Spokane Sunday-5:00 pm
WAVY-TV Portsmouth Saturday-1:30 pm
KTVN-TV Reno Sunday-3 pm
KMEG-TV Sioux City Saturday-4:30 pm
WJET-TV Erie Saturday-3:00 pm
KSLA-TV Shreveport Saturday-3:30 pm
WPTA-TV Youngstown Saturday-3:30 pm
KICU-Fresno Monday-5:00 pm
WNDU South Bend Saturday-5:00 pm
WITY-TV Orlando Saturday-4:30 pm
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BROADCASTING, March 18, 1968
Fallout from Rusk's visit
Networks review policies on covering events of national interest

Network coverage of last week's Dean Rusk appearance on Capitol Hill followed the CBS script, despite objections raised by NBC to CBS's proposal to defer live coverage to another network as an experiment in giving viewers alternative program choices. Although the CBS plan was praised by an ABC spokesman (ABC made no preparations for live carriage), NBC said it would keep its plans to itself until the last possible moment (BROADCASTING, March 4).

The hearing, which stretched to an unanticipated two days before the Senate Foreign Relations Committee, was carried live only by the NBC network. Because it was its turn to originate the Washington pool, ABC supplied the feed. In Washington the CBS affiliate, WTOP-TV, scrapped its regular CBS program and took the ABC pool feed. ABC and CBS networks provided taped evening resumes of the secretary of state's testimony.

Richard S. Salant, CBS News president, conceded Thursday (March 14) that his "image" had been critically and competitively "bloodied" by the attacks on his decision not to carry live Secretary of State Dean Rusk's testimony on the Vietnam war before the Senate Foreign Relations Committee, but he said his policy was un bowed.

"The next time I face a similar decision," he told BROADCASTING, "I will follow the same policy and hope for less knee-jerk reaction and more sober thought."

Line of Defense * He had appeared Wednesday on noncommercial WNED (TV) New York-New York's Newsfront program to defend his "after you" policy—that of not duplicating another network's coverage of daytime events but, rather, of covering them in evening reports—before ABC News President Elmer Lower and an empty chair.

William R. McAndrew, NBC News president, did not appear and a spokesman was quoted as commenting: "We did our journalistic duty and it's up to CBS and ABC to worry about the responsibility."

On Newsfront, Mr. Salant argued for the "news judgment" of his concept of "alternative service." He said that when he had originally made his decision the alternatives of commercial pre-emption for daytime carriage or evening coverage were economically "about equal," because he hadn't known the evening special would be sponsored.

He attacked as "nonsense" the idea of one newspaper critic that "if just two people were deprived of service by having only one network [carry], then it was worthwhile to have more than one network. Nobody spends $150,000 to $160.00 per person to go and get a story to them," Mr. Salant said.

Wider Choice * He also criticized the "use of television as a compulsory public-school system" implied by "duplicate, triplicate or quadruplicate coverage. The essence of our whole system of communication is choice."

Mr. Lower expressed agreement with the concept of "alternative service," and said that was what ABC News was planning "to do at the political conventions in August."

Secretary Rusk testified Monday (10 a.m. to 1 p.m. and 3 p.m. to 6:30 p.m.) and Tuesday (9:30 a.m. to 2 p.m.) for a total of 11 hours. NBC News carried the entire testimony live. CBS covered with a one-hour special Monday (10-11 p.m.), sponsored by Western Electric through Cunningham & Walsh, and part of its regular news hour Tuesday (10-11 p.m.). ABC News covered in its regularly scheduled news programs.

Late last week, NBC announced its 11-hour carriage had garnered an average 6.4 rating in the New York overnight Nielsen, as opposed to CBS-TV's average 6.3 and ABC-TV's 4.5 with regularly scheduled programming.

Mr. Salant commented that "there has been an awful lot of peddling of public response in terms of the ratings. First, NBC's figures were only Nielsen for only New York. Second, they neglected to mention their figure was down from their normal levels. Third, the Arbitrons reversed the picture of public interest, and then some. And fourth, the ratings should not be a factor in a news decision as long as there is some visible audience."

Salinger special may lead to series

Pierre Salinger, former presidential press secretary, one-time newspaperman, late aspirant to a full term in the U. S. Senate and author of With Kennedy, will soon try something that will further test his diverse talents: He'll host his own television show.

Sporting shoulder-length, red hair, red and fashionably attired in a double-vested, pin-striped suit, Mr. Salinger explained in New York last week that he will host . . . With Pierre Salinger, a one-hour color special, which, it is hoped, will inaugurate a 26-week series of hour programs ready for syndication around the first of August.

The pilot program has already been sold to 12 stations—WNEW-TV New York, KHJ-TV Los Angeles, WKBW-TV Burlington, N. J-Philadelphia, WBBK-TV Detroit, WKBW-TV Cambridge-Boston, KNBC-TV San Francisco, WKRC-TV Cleveland, WPAA-TV Dallas-Fort Worth, WVEU-TV New Orleans, KVTV(DV) Denver, WTVZ(TV) Salt Lake City, and WAVE-TV Louisville, Ky. The initial program was taped last week and will be broadcast in various markets in April. The pilot and subsequent programs are being produced by Canaan Productions Inc., in association with Wolper Productions Inc.

Mr. Salinger said the introductory program and the series would view the contemporary scene both seriously and lightly, and would include interviews,
This pilot checks before take-off, too.

Safety-minded trucking companies all over America require that each piece of equipment receive a thorough pre-trip vehicle inspection before it leaves the terminal. Brakes, tires, lights, coupler, windshield wipers, horn, fire extinguisher—all these are carefully checked. This, plus extensive driver training, explains why professional truck drivers have such outstanding safety records.

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Washington, D. C. 20036

THE WHEELS THAT GO EVERYWHERE
Flanking Pierre Salinger are Walter Kingsley (l), executive vice president of Wolper Productions, and Robert Kline, president, Canaan Productions.

A satiric sketches, entertainment and audience participation. There will be "no sacred cows," he said.

Top Names - The pilot will feature interviews with New York Governor Nelson Rockefeller; former baseball star Jackie Robinson; John P. Roche, resident intellectual for the Johnson administration; the singer Odetta, the Mitchell Trio, and Elias and Shaw, a satiric comedy team.

Mr. Salinger, who claimed he has had a half-dozen TV offers in the past year, said that later programs may include interviews with Premier Fidel Castro of Cuba and Gamal Abdel Nassar, president of the United Arab Republic. Discussions are underway with representatives of the two leaders. Spokesmen for the producers say Mr. Salinger has received permission from the State Department to visit Cuba and interviews with Premier Castro and President Nassar may appear on the first two programs of the series.

The former news secretary to the late John F. Kennedy said that he would travel the world in search of serious conversation with world leaders. But, he said, we'll try to "inject a little humor" and occasionally talk to leaders about subjects other than politics. Mr. Salinger said he would not participate in the entertainment portion of the show.

KBHK-TV increases its programing schedule

KBHK-TV San Francisco, the Kaiser Broadcasting-owned UHF station that has been on the air less than three months, last week took a significant step towards reaching a programing parity with the four commercial VHF stations in the market. It announced that starting this week it will move its Monday-through-Friday morning schedule ahead three hours to a noon instead of the 3 p.m. sign-on. The station, also this week, will introduce the new syndicated 90-minute The Steve Allen Show into the market and is scheduling the series on a strip basis at 8:30 p.m. five times a week.

In a third major programing move, KBHK-TV has hired radio personalities Don Sherwood and Carter B. Smith of KFRC San Francisco to work as a news team in a nightly news program. The Sherwood-Smith combination is to be backed by a 17-man news staff.

KBHK-TV, which signed on the air Jan. 2, previously acquired rights to televise the games of the Oakland Athletics baseball team.

Colortheme ID package readied for Chicago

An animated and customized library of station IDs' and program titles for TV stations will be introduced by TM Productions, Dallas, during the National Association of Broadcasters convention in Chicago, March 31-April 3.

The package, called Colortheme, contains three, five- and 10-second animated ID's plus show titles for news, sports, weather, movie and variety programs. The animation was handled by Sam Nicholson, who has worked on titles for shows such as Mission: Impossible, Lost in Space and Time Tunnel. The music themes were created by Tom Merriman, an Academy Award winner.

Radio-TV members of AP up 121 in '67

Membership of radio and television stations in the Associated Press in 1967 was 3,045, the largest in AP's history and a net gain of 121, according to Wes Gallagher, AP general manager.

His count of radio-TV members was in a report mailed to members last week in advance of their annual meeting, to be held April 22 in New York.

Also in the report was this comment by Mr. Gallagher on Vietnam coverage: "Controversy arose frequently during 1967, as it had in four previous years, over whether reporters in Vietnam were reporting enough of the 'positive' or 'optimistic' side of the war."

"There was a continual flow of official reports on progress in the war,

Newsmen assigned to study AP service

A group of newsmen will make studies in each of four geographical areas of the Associated Press broadcast wire in a program that's designed to recommend improvements of the service.

A 16-man group was appointed by the Associated Press Radio-Television Association's committee on performance at a meeting in New York last week. Frank Balch, manager, WJOY Burlington, Vt., a member of the APRTA board of directors, is chairman of the performance committee.

The APRTA committee said each newsmen will break the wire down into time segments and then analyze the wire in terms of whether or not it's filling the needs for newscasts each hour, half-hour and in "prime drive time." The regional studies are to be made under the supervision of a member of the committee of performance. By districts, the members are:


According to the plans announced last week, three studies are to be made in each region: one by a newsmen with a station under 5 kw; one with a station of 5 kw and over, and another, by a TV newsmen.
many of them reminiscent of optimistic predictions in the past which had failed to bear fruit."

Mr. Gallagher also said that during the past three years, two AP photographers and correspondents have been killed and 13 wounded in Vietnam.

The report highlighted AP's increased use of investigative teams in this country and abroad; its combination with Dow Jones to establish a new economic service to challenge Reuters' position in the field, and a necessity to "invest heavily in new electronic equipment to alleviate the effect" of large increases in rates by AT&T.

State Department sets annual policy briefing

The foreign-policy conference for editors and broadcasters has been set tentatively for April 15-16 at the Department of State, it was announced by W. D. Blair Jr., director of media services.

Foreign policy conferences have been held at least once a year since 1961 to give U. S. newsmen an opportunity to get in-depth information on international issues from high-ranking department officials. All conference sessions are held under the "background only" rule whereby all information may be published, but the source may not be identified by name or agency.

Speakers will include Secretary of State Dean Rusk and other government officials. Each speaker at plenary sessions will devote about half his time answering questions from the floor and at one conference session participants will be divided into smaller groups for roundtable discussions.

Any domestic newspaper, magazine, radio or television network or station may request an invitation to the conference by writing to the director, Office of Media Services, Department of State, Washington, D. C. 20520.

New series on delinquents

Sandy Howard's Homer Productions is working as "primary partner" in a coproduction agreement with Taylor-Roffman, Toronto, on a new half-hour juvenile delinquency-courtroom drama series for sale to spot advertisers by MCA.

Production of the pilot, tentatively titled Violent Age, will be completed at Taylor-Roffman's Studio City outside Toronto next week. According to Mr. Howard, the series is based on actual case histories. The format of each segment has a dramatized lead-in of the particular crime to an 18-minute courtroom section "focusing on the often thorny disposition of the case."

Lott shifted by Plymouth

Doyle W. Lott, who earlier this month was embroiled in a racial controversy involving the production of a television special, has been relieved of his position as advertising manager for the Chrysler-Plymouth Division of Chrysler Corp. A spokesman for Plymouth said Mr. Lott has been "relieved of his present responsibility but has not been fired." His new responsibilities were not defined. Mr. Lott ignited charges of racism when he supposedly objected to white singer Petula Clark touching Negro singer Harry Belafonte on the arm during the taping of a special program for NBC-TV (Broadcasting, March 11).

New sounds out of Memphis

Pepper & Tanner, Memphis, announced last week it will introduce a new stereo library service for radio stations during the Chicago convention of the National Association of Broadcasters. Pepper said the new service will include timed commercial music tracks of every mood plus fanfares, stingers and unusual sounds of all types.
FCC's delaying tactic opposed

RTNDA, NBC urge appeals court to deny FCC's request to hold up decision for revision of personal attack rules

Two of the principal challengers of the FCC's fairness doctrine last week strongly opposed to the commission's request that a federal appeals court hold in abeyance the industry's litigation while it considers revisions of the personal-attack rule. The third petitioner, CBS, said it didn't oppose the FCC's motion, but joined the Radio Television News Directors Association and NBC in asking the court to impose conditions if it grants the request.

In responses filed last week with the U. S. Court of Appeals for the Seventh Circuit, all three attached copies of the dissent by Commissioner Lee Loevinger to the FCC vote to ask the court to delay the case and Commissioner Kenneth A. Cox's concurring opinion.

Revision Needed - The commission asked the court to delay the case because it wanted to consider revising the personal-attack rule. This move came following receipt of a letter from Donald F. Turner, assistant attorney general in charge of antitrust, recommending that the segment of the commission's fairness rules be revised to better withstand legal challenges (BROADCASTING, March 4). NBC's response included a copy of the Turner letter. Briefs for the petitioners had already been filed with the U.S. Court of Appeals for the Seventh Circuit, when the FCC filed its motion to delay.

RTNDA said it opposed the motion unless the FCC sets aside not only the personal-attack regulations but also the policy and that it completes its further proceedings within 90 days.

If the commission intends to continue following its fairness policy pending revision of the personal-attack section, RTNDA said, it may be "another tactical step in their [FCC's] strategy of delaying and avoiding an adjudication of legality..."

"To hold the litigation in abeyance while at the same time applying the substance of the personal-attack rules in another guise would be unfair," RTNDA said, "not only to petitioners but to all broadcast licensees in the industry."

NBC also opposed the motion, but said that if the court granted it, the commission should be stayed from en-

WBC plans night-long television special on racial crisis

The five Westinghouse Broadcasting Co. TV stations will pre-empt an entire evening's prime-time programming for a three-and-a-half-hour study of the racial crisis of American cities, Larry H. Israel, president of the Westinghouse Broadcasting Station Group announced today (March 18).

The program, being produced in color by a special 25-man WBC documentary unit, will be presented on Monday, May 20, 7:30-11 p.m., on all five stations: WBBY-TV Boston, KYW-TV Philadelphia, WJZ Baltimore, KDKA-TV Pittsburgh and KPIX-TV San Francisco.

The project's cost is estimated at about $250,000 in production expenditures and losses from commercial pre-emptions.

The program will deal with the racial crisis, described by the President's National Advisory Commission on Civil Disorders as one in which the nation is moving toward "two societies, one black, one white —separate and unequal," under the title One Nation, Indivisible.

Two hours of the program—all but a 90-minute segment at the end, in which each station will present local reaction and discussion—will subsequently be made available to other stations.

Stimulate Understanding - "The aim of this unprecedented undertaking," Mr. Israel said, "is to employ television as a generative force for the stimulation of community understanding and constructive community action on the crucial domestic issue of our time."

In an effort to show the universality of the racial problem, the study will encompass 11 cities: Chicago, Cleveland, New York, Washington, Oakland, Calif., and Newark, N. J., plus the five WBC station cities.

It will be in four segments. The first, an hour, will present the problem as seen by a wide range of people, black and white, from high-school dropout to successful professional man, including individuals such as policemen of both races facing riot possibilities this summer, a maid and her employer, a Negro veteran of Vietnam, unemployed people, a slum landlord, a clergyman working for and one working against civil rights.

"The object of the first hour is to try to explain Negro fears to whites and white fears to Negroes through language and people with which they can all identify," according to Dick Hubert, senior producer under Bill Osterhaus, who has been detached from his duties as KYW-TV program manager to work full time as executive producer for One Nation, Indivisible.

For the second segment, all participants in the opening hour will be flown to Philadelphia and given a private screening of the first segment, and their reactions and opinions will be recorded in a half-hour taped session.

Government Views - The third segment, also a half-hour, will present the views and actions of city, state and federal government leaders, foundations and similar groups and the Negro community. Governor Otto Kerner of Illinois and Mayor John V. Lindsay of New York, who were chairman and vice chairman of the President's national advisory commission on civil disorders, are among the participants slated for this session.

In the final (90-minute) segment, each WBC station will present its own local reaction and discussion of local implications by community leaders, with provision in each city for viewer participation through questions and comment by telephone.

The WBC stations also plan follow-up programming on the racial issue this summer, and in the fall each will produce a one-hour study of urban problems for presentation on all five stations, according to WBC officials.

Rod Macleish, chief commentator for WBC, will narrate One Nation, Indivisible." Under Mr. Osterhaus and Mr. Hubert, who is a former producer of Scope and other ABC-TV news programs, the production unit includes staff members assembled from the Westinghouse television stations, WBBY New York and WBBM Chicago, and special producers and film editors Edward Magruder Jones, John Oettinger, Paul Galan and Frank G. Host.
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force of the personal-attack rule and that the stay by the court be limited to 90 days.

No Rule Imposition = CBS, on the other hand, said it had no objection to the FCC's motion "provided that it is made clear that, pending disposition of the present cases, the commission may not impose or enforce 'personal attack' reply requirements, whether in the form of rules or informal policies, without further order of this court."

Meanwhile, attorneys for WXUR-AM-FM Media, Pa., whose license renewal is the subject of FCC hearings on allegations that the stations have been unfair, asked the FCC last week to suspend further hearings pending the outcome of the commission's proposed revision of the personal-attack rule.

Hearings on the license renewal of the Media stations began last October, with the first phase completed last month. WXUR's rebuttal was scheduled to begin March 14.

Since the commission indicates that it may revise the personal-attack rules, if the court permits, the WXUR stations asked that the continuance of the renewal hearings be postponed until the commission acts.

UA offers movie package

United Artists Associated has placed into syndication Showcase 4, a group of 38 off-network and 20 first-run features, it was announced last week. In addition, United Artists Television, which distributes syndicated programs, is offering to stations a half-hour drama-adventure travel series, Cesar's World, with Cesar Romero as narrator, and Rat Patrol, contingent on ABC-TV's not picking up a third year of the show.

Test begun on lottery rules

Broadcasters and New York officials file petition to open legal fight

The first salvo was fired last week by New York state broadcasters and other interested parties in a legal assault on the FCC's prohibition of lottery news.

In a voluminous filing sent to the commission are several requests for a declaratory ruling that would strike down the prohibition and, the groups hope, would permit broadcasters to promote the state's legalized lottery system which is designed to provide needed funds for the public school system. Lottery ticket sales have reportedly failed to meet state expectations, presumably because of tight restrictions on the broadcast of lottery information.

Filing jointly in support of some declaratory ruling are the New York State Broadcasters Association and Metromedia Inc.; Louis J. Lefkowitz, New York attorney general, and Joseph H. Murphy, New York commissioner of taxation and finance, and New York City through its attorney J. Lee Rabin.

What marks this concerted effort over that made last year by New York attorney George Nims Raybin is that apparently for the first time specific guidelines are being sought from the commission as to what may or may not be broadcast about the lottery. NYSBA and Metromedia requested the guidelines. New York City asked for a more limited ruling that asks the commission whether broadcasts about the lottery fall within the meaning of the federal code (Sec. 1304, Title 18 of the U.S. Code) which prohibits such broadcasts.

If the commission says yes, then the City asks that the commission's opinion be set in the form of an order "from which the city may seek judicial review without risking the extreme sanction of a denial of any or all of its broadcasting licenses." The city owns WNYC-AM-FM-TV.

Aiming for Appeal = NYSBA and Metromedia have flatly said they expect the commission to deny the ruling and that they are prepared to take their case to the U.S. Supreme Court to get the federal law declared unconstitutional (Broadcasting, March 4).

(The joint filing was also sent to Attorney General Ramsey Clark from Thomas J. Dougherty, assistant general counsel for Metromedia, with a notation: "I can assure you that your good offices in achieving expedited treatment of these requests for ruling by the commission will be appreciated by all involved.")

There is adequate precedent for that...
sentiment. The commission, as recently as last year, rejected Mr. Rabin's attempt to amend the rules to exempt a lottery conducted wholly by a state or a political subdivision of the U.S. (Broadcasting, July 17, et seq.) It said that its rules were adopted to implement the federal code and that the code "provides no exceptions for lotteries conducted by a political entity."

However, at least one commissioner — Robert T. Bartley — is on record as saying the code "should not be construed so as to bar, for example, reporting of news events which have independent news value merely because mention may be made of a lottery" (Broadcasting, March 4).

Examples - And that is but one of 10 examples that NYSSBA and Metromedia seek an individual ruling on. They request that the commission find the code and FCC rules do not apply, and that TV and radio broadcasters are not prohibited from broadcasting or will not receive sanctions for proposing to broadcast in each of 10 examples:

- News reports of recent events relating to the lottery.
- News reports about illegal lotteries, "but not including information tending to aid or facilitate the planning or operation of an illegal lottery."
- Unpaid spots about the workings of the lottery (where tickets may be purchased, for example).
- Lottery advertisements.
- Broadcasts of public events relating to the lottery (drawing of winning tickets by a government official).
- Interviews with winning ticket holders.
- Documentary programs on the lottery, including statements by public officials and others who favor or oppose the lottery, how a lottery works, and opinion polls.
- Documentary programs exposing illegal lotteries. A sample program noted was that of CBS Reports' "Biography of a Bookie Joint."
- Editorial comment and panel discussions on the lottery.

NYSSBA and Metromedia noted that state officials "have refrained" from requesting lottery broadcasts because of the "possibility that such broadcasts may offend" existing regulations. They further noted that if the commission granted the ruling, some NYSSBA members and Metromedia will broadcast ads about the lottery "without charge as a service to the state." Others in NYSSBA, they said, would broadcast lottery ads at charge "if it is not unlawful."

In addition, working under an assumption that legitimate news about the lottery "may not be justified," they said has led some NYSSBA members to not broadcast news of general interest about the lottery.

These restrictions, NYSSBA and Metromedia said, have "denied" New Yorkers access to lottery news, resulting in ticket sales "far below expectations" with an attendant lack of funds for educational purposes. "There can be little doubt," they concluded that broadcasts of lottery information "would stimulate public participation in the lottery."

**New feature distributor**

The formation of Majestic Features Inc., New York, as a distributor of feature films to television was announced last week by Ben Schrift and Dan McDonald, formerly president and treasurer, respectively, of Medallion Pictures Corp., New York (now LIN/Medallion). The company's initial package consists of 20 features, half in color, including "Loves of a Blonde."

Majestic has its headquarters at 119 West 57th Street, New York 10019. Telephone (212) 757-3573.

**Program notes ...**

News magazine • Harry Reasoner and Mike Wallace, CBS News correspondents, will be on-the-air editors of CBS News series of "magazine format" broadcasts, 60 Minutes, to begin Sept. 24 on CBS-TV. The program will be televised on alternate Tuesdays, 10-11 p.m. Each show will include stories on topics of current interest, with Mr. Reasoner and Mr. Wallace serving as hosts to guest contributors. Don Hewitt is executive producer of the series.

French special to Spangler • Spangler Television Inc., New York, has obtained international distribution and sales rights to the one-hour special, Happy Birthday, Maurice, to be produced in September by Cap Films, Paris. The program will commemorate Maurice Chevalier's 80th birthday and will be filmed in Monte Carlo or the Versailles Gardens.

Celebrity cooks • Hollywood-based Total Productions Inc. is turning out a half-hour color series for network daytime television or the syndication market that will feature celebrities cooking their favorite foods. The first two segments in the series are scheduled to star Wally Cox and Jerry Lewis. Subsequent guest chefs reportedly will...
TV newsmen take strong stands on Vietnam

Publicity surrounding network-TV newsmen's increasing tendency to pass judgment, mostly critical, on U. S. aims and policies in the Vietnam war reflects the public's increased awareness of and concern over the conflict, network news executives said last week.

Top newsmen of all three network news operations told Broadcasting that their news staffs have been making objective—and, for the most part, critical—comments about the conduct of the war for some time.

TV's commentary on the war has been the subject of some publicity since Feb. 27 when CBS correspondent Walter Cronkite suggested negotiation with the Viet Cong and the North Vietnamese as the only rational way out of the nation's involvement in Southeast Asia.

Interest in TV's evaluation of the war was further fired on March 10 when NBC News correspondents Frank McGee, Dean Brelis, Howard Tuckner and Paul Cunningham outlined via commentary and film clips the inconsistencies between the administration's version of the war and NBC's facts. Mr. McGee, in fact, suggested that the war was being lost if its conduct were to be judged against what the administration claims is the reason for the conflict. Mr. McGee also said that the U. S. must decide whether "it's futile to destroy Vietnam in the effort to save it.

Opposite View • Another TV correspondent, ABC's Howard K. Smith, took a directly opposite view a few days later when he suggested that the U. S. escalate "on an overwhelming scale . . . declare a state of national emergency . . . mobilize not two, three thousand men, but three or four hundred thousand."

In his broadcast, he also suggested bombing irrigation dikes in North Vietnam, leveling the harbor at Haiphong, and engaging in hot pursuit wherever the Communists go.

He did not elaborate on the domestic and international repercussions of such actions, nor on what he felt U. S. objectives should be in Vietnam.

A scorched-earth policy in Vietnam was advocated as early as May 1964 when then Arizona Senator Barry Goldwater suggested it on ABC-TV's "Issues and Answers." Mr. Smith was moderator of the program, ABC spokesmen said last week.

Mr. Smith's views, however, appear to be an exception to those voiced on-air thus far by other network newsmen.

The stance of Mr. Cronkite and Mr. McGee would appear to reflect more accurately the current sentiment of U. S. newsmen covering the Vietnam war, and who have reassessed their thoughts about the war's progress in the wake of the Viet Cong offensive during Tet, according to two TV newsmen back from Vietnam last week.

Clayton Vaughn, KOTV (TV) Tulsa, Okla., and Rolland Smith, WISH-TV Indianapolis, were in New York after filming interviews of "home-towners" in Vietnam. They presented their impressions of the war at a luncheon held for more than 350 broadcast buyers and presided over by C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.

The newsmen said that while they were not covering the war, their experiences while there had vividly indicated to them that the most recent developments in the fighting were being interpreted by correspondents on the spot as placing in question such policies as the entire U. S. pacification program in South Vietnam, particularly "in those areas in which we were led to believe we had been very successful in pacification."

Whatever their opinions, network newsmen's commentaries have not elicited much comment from network affiliates. ABC and NBC reported Thursday (March 14) that no affiliates have contacted them to either praise or criticize the correspondents' comments. CBS said it has had two comments from broadcasters on Mr. Cronkite's statements.

Network officials emphasized last week that comments by correspondents did not reflect the attitude or opinion of their respective networks.

Not New • ABC News President Elmer Lower said that strong comments on the conduct of the war are not a new development. "We expressed opinions on the war during the course of 106 ABC Scope specials, including Cliff Arquette, Shelly Berman, George Gobel, Michael Landon and Jack Webb. Food expert Robert Kreis, formerly chief chef of the Brown Derby chain of restaurants, will be technical consultant. Hollywood TV personality Del Moore will be host for the series, which will be called Del Moore's Celebrity Kitchen. The series will be taped at the Hollywood Video Center. No re-runs • Kraft Music Hall will continue its policy of no re-runs during the spring-summer season by presenting 16 one-hour specials on NBC-TV starting April 24 (Wednesdays, 9:10 p.m. EST). Eddie Arnold will be host of the first six variety shows, and Ed McMahon will be host of eight starting June 12. Programming details for two others have not been settled. Music Hall, produced by Yorkshire Productions, is sponsored by the Kraft Foods Division of National Dairy Products Corp. through J. Walter Thompson, both New York.

Television aids bishops • The National Catholic Office for Radio and Television (NCORT) and Westinghouse Broadcasting Co. have produced a 30-minute television show on behalf of the Catholic bishops' worldwide, non-sectarian overseas aid program. The special stars Mike Douglas, and feature John Cardinal Krol, archbishop of Philadelphia. Vice president Hubert Humphrey, Polly Bergen, Joe Williams and Marty Ingels. It is being shown on...
programs and on our daily news shows," he said. "Strong opinions—
pro and con—on the war have been expressed for some time. The audi-
ence just hasn’t been listening as closely."

Mr. Lower said that audience in-
terest in TV’s evaluation of the war “has escalated because it’s an ele-
ction year, because of the impact of the Tet offensive, and because Senator [Eugene] McCarthy [D-
Minn.] won such a large share of the New Hampshire primary vote.”

CBS News President Richard Salant said that while Mr. Cron-
kite’s injection of personal opinion was somewhat novel—“he’s essen-
tially a reporter, not a columnist”—CBS for sometime has carried criti-
cal comment on the war, particularly the comments by national corre-
respondent Eric Severeid.

“Mr. Cronkite’s conclusions were unusual because he is not a colum-
nist or commentator as is Severeid, but he is a reporter. His conclu-
sions were based on first-hand ob-
server and they were the objective comments of an experienced re-
porter,”

Mr. Salant agreed with Mr. Lower that candid reportage of the war has been going on for some time. “The public’s awareness of what we’ve been doing has been heightened by recent events,” he said.

Reuven Frank, executive vice president at NBC News, said much the same thing as Mr. Lower and Mr. Salant: “Walter Cronkite, who intentionally avoids commenting on the news, broke the mold with his observations on a special program. That probably surprised some view-
ers, but television has been present-
ing such comment for quite a while. Broadcast news has commented on the war, and many attitudes have emerged. What’s happened is that there has been an increase in interest in Vietnam on the receiving end—among the viewers,” he said.

Spanish-language broadcasts.
“Big Sam” goes country = WSAM-FM
Saginaw, Mich., has switched from a
top-40 format to one of country and western music. The change comes as a
result of a public survey in the Saginaw area which indicated that country mu-
ic would be well received. The station, owned by MacDonald Broadcasting Co.,
began FM broadcasting in 1947.

AP history = A limited edition of AP—
The Story of News has been reissued by University Microfilms, 300 North
Zeeb Road, Ann Arbor, Mich. The 506-
page book, written by Oliver Gramling, is a history of the Associated Press from 1848 to 1940.

LBJ closes
the comedy gap

The President of the U. S. last week in-
dicated he’d been spending a lot of
time watching television, and was pretty
savvy about the business end of the
media, too.

Making a sudden (and newsmaking)
appearance at the Veterans of Foreign
Wars banquet the night of the New
Hampshire primary and the evening of
the second day’s appearance of the sec-

etary of state before the Senate Foreign
Affairs Committee (March 12), the Pres-
ident first observed that “many of my
friends are home tonight watching TV
—there’s a special on tonight—from
New Hampshire.”

Finding the audience friendly, he dis-
counted the New Hampshire results (“anyone can run—and everybody can win”) and continued with a defense of the administration’s Vietnam policies, ending with high praise for Dean Rusk’s television performance: “He knows the
heat of the kitchen as well as the TV
lights.”

Then swinging into a series of one-
liners, the President told his audience he
was going home to watch another TV
replay—The Dean Rusk Show.

“It was two years in the making,” he
continued. “It has a great cast—but no
plot.

“We had trouble picking a title—
Gunsmoke had already been taken. We
finally settled on Shoot-out on Capitol
Hill.

“Then we couldn’t find a sponsor.
They all said: ‘Sorry, quiz shows are
dead’.”

He added: “I saw Rusk later. He
looked different [laughter]. I said: ‘Where have you been? And you know
—that was the first time in two days he
didn’t have a ready answer.”

We would like to discuss any of these properties with
you at the 1968 NAB.

<table>
<thead>
<tr>
<th>AM-FM Top 20 Markets</th>
<th>Approximately 9 Million Radio Dollars in area. Priced at $700,000, Averaging $370,000 yearly.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Hawaii</td>
<td>Attractive full-time facility in a booming market.</td>
</tr>
<tr>
<td>Television</td>
<td>One V . . . ABC Affiliate. $1.2 million dollars.</td>
</tr>
<tr>
<td>Top 25 markets</td>
<td>Three U’s with excellent potential within Top 15 markets.</td>
</tr>
<tr>
<td>Class B FM</td>
<td>2 FM’s show on ratings among 12 listed on Pulse. This station just went 70 kw Horizontal. Authorized 30 kw vertical. Only independent FM available. Price $150,000 with $75,000 down.</td>
</tr>
<tr>
<td>FM Top 10 markets</td>
<td>$400,000 on terms. Class B.</td>
</tr>
<tr>
<td>FM Top 30 markets</td>
<td>Low frequency day AM with Class B FM . . . approximately 2½ times gross but 20% year pay-off.</td>
</tr>
<tr>
<td>West Coast</td>
<td>(a) Regional frequency 5,000 watts full . . . 300,000 in .5 mv area. Doing $16,000 monthly. Operating $12,500, $350,000 on terms.</td>
</tr>
<tr>
<td>CATY’s</td>
<td>(b) Doing $130,000 yearly. 5 kw day . . . $175,000 on terms.</td>
</tr>
</tbody>
</table>

In Attendance:
H. B. LaRue
Elizabeth Young
LaRue Media Brokers Inc
116 Central Park South
New York, N. Y. 10019
(212) 265-3430

LaRue Media Brokers Inc
Hospitality Suite
Drake Hotel
Lake Shore Drive & Upper Michigan Ave.
Chicago
Tel. #: SU 7-2200

BROADCASTING, March 18, 1968
X-ray problem still hangs

Interpretations of PHS report on color-TV sets keep issue pending

The U.S. Public Health Service released last week its long-awaited survey of its Washington-area employees' color TV sets and X-radiation—and, depending on how you read it, found either few sets with radiation problems or many.

PHS said that it had checked 1,124 color-TV receivers and found "detectable" (PHS's quotation) radiation from 268 receivers. That would be almost 24%.

On the other hand, the report also stated that it found only 66 color-TV sets whose radiation measured above the rate of 0.5 milliroentgens per hour, the level recommended as not to be exceeded by the National Council on Radiation Protection and Measurements. That would be only 5.8%.

James G. Terrill Jr., director of PHS's National Center for Radiological Health, pointed out that 856 sets were found emitting no discernable levels of X-radiation. This demonstrates, he said, "that the industry is capable of producing color television sets that can be operated well within the limit recommended. . . ."

Not Too Close • The PHS announcement also referred to a recent statement by Dr. William H. Stewart, surgeon general of the PHS, emphasizing that the potential for biological damage was quite low, advising viewers to sit 6 to 10 feet from the set and to avoid prolonged exposure to the rear and side areas of the set.

All the receivers found to be emitting radiation above the recommended limit were corrected by manufacturer representatives accompanying the PHS survey team during the study.

Primary sources of X-ray emissions, the report said, were high-voltage shunt-regulator tubes, high-voltage rectifier tubes and picture tubes. Also, it added, high voltages in color sets "demonstrably" affect X-radiation emissions from components.

The X-ray scare from color-TV sets set off last year when General Electric Co. announced that it had discovered a faulty shunt regulator in 100,000 of its color sets that gave off X-rays. It called on all GE-color-set owners to contact distributors so that the sets could be checked and corrected.

The Radiological Center of PHS got interested and tested some of the GE receivers. The health officer of Pinellas county, Fla., did the same. Congressional reaction ignited.

Late last year, the PHS asked its employees to volunteer their color sets for a survey of all brands. The survey began on Dec. 16, 1967, with nine teams in the field during the survey. Each team consisted of two PHS and two manufacturer representatives—the latter from 21 domestic set makers, five foreign manufacturers and two retail-distributor organizations.

Breakdown • In reporting results, PHS said that 1,058 sets were within the recommended X-radiation limits. Of the 66 sets having levels at or above 0.5 milliroentgens per hour, 40 showed 1.0 or about, and two exceeded 12.5 mR/hr.

The 268 sets showed measurable radiation (0.04 mR/hr) on the Geiger-Muller counter on the sides. But, for the 66 sets emitting levels above the recommended limit, the highest levels were observed at the left of viewer (1), front (19), top (11), top (2) and right of viewer (1). The PHS report does not identify the set makers, but a table categorizes them as Group A, B, C, etc. Of 360 sets measured in Group A, 78 showed radiation at or above 0.04 mR/hr, with 20 registering 0.5 mR/hr or above. Of 162 sets in Group B, 38 showed radiation, with 19 at or above the 0.5 mR/hr limit.

One make, identified as Group G, with 69 sets, had 23 with measurable radiation, and 10 above the recommended limits—the third highest among the 24 groups.

House Takes Action • Meanwhile, the House Commerce Committee reported to the floor a bill that would empower the secretary of Health, Education and Welfare to set and enforce radiation standards for consumer products and medical and industrial equipment.

The bill (H.R. 10790), introduced by Representative Paul Rogers (D-Fla.), is a redesign of an administration draft, without provisions for recall of defective consumer products, such as television sets, but with public-notification requirements (Broadcasting, March 11).

The committee report details H.E.W. estimates of costs expected to be incurred under the legislation. Start-up expectations for fiscal 1969 are set at $1 million, with expenditures growing to $5 million annually by fiscal 1971. Of the $5 million, $2.1 million is budgeted for direct operations and $2 million for records and reports.

Lee tries again on UHF-tuner issue

FCC Commissioner Robert E. Lee is making a second effort to bring television-set manufacturers and UHF broadcasters together for a meeting on improving UHF-TV-set tuners.

He wrote to 10 major set manufacturers, builders of some 90% of the sets produced in the U.S., and four tuner makers, inviting them to a meeting in Chicago April 2, in connection with the convention in that city of the National Association of Broadcasters. Broadcasters will be represented by officials or staff members of all Channel Television Society, a trade association of UHF broadcasters; the NAB, and the National Association of Educational Broadcasters.

Commissioner Lee's first effort to arrange a meeting between the two groups resulted in more acrimony than anything else, when the representative of only one set maker appeared at the meeting, which was held in Washington two weeks ago (Broadcasting, March 11).

Representatives of three tuner manufacturers were present. But ACTS's members say that only the set makers can say when or whether improved UHF tuners will be installed in sets, and in what price sets.

ACTS had announced following the meeting that it would ask the commission to conduct a formal en banc inquiry on the tuner issue. Commissioner Lee last week, however, said he did not think such an inquiry necessary. And in addition, William L. Putnam, ACTS chairman, said that to cooperate with the commission, ACTS has decided to withhold any request for an inquiry pending developments at its meeting in Chicago.

FCC splits channels for common carriers

As part of a continuing effort to mitigate the crunch for land-mobile space, the FCC has reduced the separation between assignable frequencies in the 450-470 kc band for common-carrier radio services. The action was similar to that taken last month in the safety and special radio services. The commission said the "benefits to be derived" from the new split channels would outweigh the inconveniences caused by certain restrictions.

Reduction of channel width from 50 kc to 25 kc will be accompanied by...
stiffer limits on frequency tolerance and frequency deviations due to modulation. Frequency tolerance limits for fixed and base stations will be 0.00025% with 0.00005% for all mobile stations. By June 1 all systems must operate with a reduced deviation of plus or minus 5 kc. All systems authorized prior to Nov. 1, 1967, will have until Nov. 1 to conform to the new standards.

U.S.-Australia link given to carriers

The FCC's Common Carrier Bureau has granted temporary authority to four carriers to provide the first television service between the U.S. and Australia.

The bureau permitted American Telephone & Telegraph Co.; ITT World Communications Inc., a subsidiary of International Telephone & Telegraph Corp.; RCA Communications Inc., a subsidiary of RCA, and Western Union International Inc. to lease a satellite circuit from Communications Satellite Corp. The grant expires Aug. 29.

The hookup will be between an earth station in Brewster Flat, Wash., through what the bureau calls an "appropriate Pacific satellite" (Comsat has two Pacific satellites), to an earth station in Australia, reportedly the one at Moree.

The television service will be provided "in rotation" by the four carriers "having the operational capability to provide the service by means of the facilities which they own and control."

When the service will go into effect is not yet known. Nor is it known what the service eventually is going to cost broadcasters. According to a spokesman, the bureau is awaiting the filing of amended tariffs by the four carriers. However, the bureau's order stated that the rates until Aug. 29 must be "the same as now in effect for service between New York and San Francisco on the one hand and Japan on the other hand."

Tariffs on file by Comsat would charge the carriers $1,200 for a 10-minute black-and-white TV transmission from Brewster Flat to its Pacific satellites with an additional charge of $36 for each minute over 10. Color transmission costs 25% more. The carriers in turn would charge broadcasters for black-and-white programming originating in San Francisco $1,525 for 10 minutes plus $55 for each additional minute; New York-originated programs would cost $1,825 plus $85 for each minute over 10. Color transmission is also 25% extra. These rates are the ones currently in effect for the TV hookup between the U.S. and Japan, the spokesman said.

FANFARE

IRTS honors net news departments

Three network news organizations were rewarded with gold medals and citations and electronic journalism with a salute by the International Radio and Television Society last Thursday (March 14).


said Mr. Shurick: "If this is to be television's hour of greatness, as it begins to seriously penetrate the surface of communicating man, then it must be in large measure attributable to the news and information capacity of the medium which is fast challenging, perhaps surpassing, entertainment as the cornerstone of television in America today."

He noted that on a given evening an estimated 50-million people watch the combined early-evening network television news reports on ABC, CBS and NBC, and said: "Despite our familiarity with mass audience measurement, 50 million remains an almost incomprehensible statistic." Mr. Shurick also observed that more than one-third of all broadcast-industry employees in the U. S. are working at news-gathering and reporting assignments and that the average network affiliate devotes nearly 9% (10 hours per week) of its total program schedule to news. The 10 hours, he said, are divided equally between network and local origination.

The citations recognized the three network-news groups for their "significant contribution to the art of electronic journalism as expressed by the impressive record of carefully researched and painstakingly prepared news, special events, documentary and public-affairs broadcasts, which today make the media of television and radio the primary source of news in America..."

Drumbeats...

Naval awards: Storer Broadcasting Co., Miami Beach, Fla., was the recipient of a double award from the U.S. Navy Department. Linton Wells (l), director of Storer's Washington news bureau, received the Navy Distinguished Public Service Award for "outstanding contribution to and support of the Department of the Navy's recruiting, retention, leadership, public information, public relations and Naval Sea Cadet Corps programs since 1963." George Storer (r), president, received the certificate of merit for "outstanding cooperation and favorable consideration in scheduling and broadcasting numerous special Navy public service radio and TV programs." Presenting the awards was deputy under secretary of the Navy, Randolph S. Driver (c).

Outstanding honoree: Rudolph Lutter Jr., attorney-advisor in the FCC Broadcast Bureau, has been selected for the 1968 edition of Outstanding Young Men of America, published by Outstanding American Foundation, it was announced by editor M. W. Davis. Mr. Lutter was cited for "his outstanding ability, accomplishments and service to his community, country and profession."

TV festival: The fifth annual Hollywood Festival of World Television, to be held March 21-24 at the University of California at Los Angeles, will feature a special panel dealing with the President's task force on telecommunications. The festival schedule also calls for screenings of award-winning programs from foreign TV festivals, in addition to workshop seminars and speakers from London, Toronto, Stockholm, New York, Washington and Paris. Among the speakers scheduled to appear are Fred Ford, president of the National Cable Television Association; Rep. John Moss (D-Calif.); John McCarthy, president of the Television Export Association; semanticist S. I. Hayakawa, and English TV personality David Frost.
CBS forecasts ad expansion in '68

CBS Chairman William S. Paley and President Frank Stanton are bullish about broadcasting's prospects in 1968. In a letter to shareholders forwarding the 1967 annual report last week, the CBS executives predicted that "broadcasting will share fully in the continued expansion of advertising during 1968."

"In fact, on the basis of past performance, broadcasting revenues can be expected to grow even more rapidly than those of the other advertising media," they wrote.

On top • CBS/Broadcast Group, the annual report said, will share in broadcasting's growth, "because of its first competitive lead."

Mr. Paley and Dr. Stanton wrote in their letter that "television network sales were nearly 4% higher than in 1966. While national spot television sales fell below the previous year's level, despite a recovery in the last half of 1967, local television advertising sales were approximately 5% above those in 1966. "Network radio advertising held to its 1966 level—an exceptional performance in view of the economic climate. National spot-radio advertising was down slightly, but advertising on local radio rose by more than 5%," they wrote.

Earnings statements in the annual report reprinted data released last month which showed that CBS net income for 1967 was $52,952,000 compared to $70,667,000 for 1966 (BROADCASTING, Feb. 19).

Prospects for divisions other than the broadcast group, such as the CBS/Columbia Group, CBS/Holt Group, and the CBS/Comtec Group, were optimistically described in the annual report.

In their letter, Dr. Stanton and Mr. Paley said that CBS' goal "is to expand our present operations and to acquire and initiate new ones in areas that will add substantially to the future profitability of the company."

CATV glamorous • Company spokesmen noted that besides the growth possibilities inherent in broadcasting, records, musical instruments, education, and other areas, CATV presented enormous growth potential.

In fact, Felix Kalinsky, president of the CBS/Comtec Group, wrote in the annual report that "one of the most remarkable aspects of television in the last decade has been the growth of community antenna television systems. CBS considers the community-antenna field to be a venture area of major importance to the company . . . [and] intends through the CBS Television Services Division to find new and more effective ways to develop these systems in the U.S. as a complementary approach to local and regional television service."

Revenues rise 17% for Reeves in '67

Reeves Broadcasting Corp., New York-based group broadcaster and multiple CATV owner, announced record-high year-end results for the seventh consecutive year last week.

J. Drayton Hastie, Reeves president, reported that 1967 revenues increased 17% over those of 1966 and net earnings were up 12%.

Reeves owns CATV systems in seven states serving 17 communities and over 28,000 customers. Reeves' broadcasting stations are: WUSN-TV Charleston, S. C.; WHSN-TV Huntington-Charleston, W. Va. (both ABC-TV affiliates); WLBG-TV Lexington, Ky. (50% interest); WHTN-FM Baltimore, and WKEE-FM Huntington, W. Va.

For year ended Dec. 31, 1967:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>10,463,713</td>
<td>8,946,462</td>
</tr>
<tr>
<td>Net earnings</td>
<td>784,701</td>
<td>698,870</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>1,810,172</td>
<td>1,682,098</td>
</tr>
</tbody>
</table>

ABC delays financing plan as stock dips

ABC Inc. last week postponed a $75-million refinancing plan that would have enabled the corporation to pay some of its debts and add to its working capital.

Leonard Goldenson, ABC president, announced that ABC had put off its proposal to publicly offer $75 million worth of convertible-subordinated debentures (BROADCASTING, Feb. 26). He cited "unsettled market conditions" as causing the postponement.

ABC would not comment further on the postponement, but a spokesman said later that a drop in price of the company's common stock had prompted it. ABC common closed at 49 1/4 on Wednesday (March 13).

Proceeds from the $75-million debenture issue would have been used to pay off $25 million owed the International Telephone & Telegraph Corp., a debt due before the end of this year. The loan was made about a year ago while the two companies were awaiting a government decision on a proposed merger. The merger was called off by ITT on Jan. 1. Proceeds from the offering would also have been used to retire about $27.9 million in outstanding bank loans; and the balance would have been added to ABC's working capital.

Financial notes . . .

• MPO Videotronics Inc. reports that a 10% stock dividend was declared on March 7 at the conclusion of the annual stockholders meeting in New York. The dividend is payable April 12 to shareholders of record on March 25.

• The board of directors of Columbia Pictures Corp. last week declared the regular quarterly dividend of 15 cents a share on the common stock, payable April 19 to holders of record March 28.
Chicago, joins Arthur Meyerhoff Associates, that city, as director of marketing.

Richard Bergeron, Roy Grace and Bill Harris, art group supervisors with Doyle Dane Bernbach, New York, elected VP's.

Gale D. Metzger, manager of media division, statistical research operations, for A. C. Nielsen Co., Chicago, named VP, media research division.

James A. Brown Jr., sales manager for KSFO San Francisco, named VP in charge of sales.

M. Jay Brothers, with Grey Advertising, New York, and Vernon Goldsmith, creative supervisor there, join Norman, Craig & Kummel, New York, as VP and associate creative director, and copy supervisor, respectively. David Musial, assistant television art director with NBC, named television producer.

Robert H. Weiss, VP and account supervisor with Arnold & Co., Boston agency, named executive VP.

Richard S. Paige, director of media research and media planning with Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Stanley H. Baals, account supervisor, and Eugene C. Mandarin, executive art director, both with Needham, Harper & Steers, Chicago, elected VP's.

Joan Berliner, with Warren Adler Ltd., Washington agency, named media director and account coordinator.

Hanno Fuchs, associate creative director, Young & Rubicam, New York, named VP and creative management representative. Frederick W. Frost, manager of television-radio production, named VP and administrator for creative departments. Carl E. Sturgis, assistant manager, TV-radio production department, named VP and director, TV-radio production department.


Johnny P. Baughman, media research analyst with Burke Dowling Adams Inc., Atlanta division of BBDO, joins Bearden Associates, Atlanta, as media director.

William Henry Belcher, one-time head of own agency, joins Pepper & Tanner, Memphis, as radio barter account supervisor.

John H. Balty, account supervisor, and Robert S. Wolfe, broadcast supervisor, both with J. Walter Thompson Co., Chicago, elected VP's.

Eugene J. Greatlish, media director with Young & Rubicam, Los Angeles, joins Botsford, Constantine & McCarty, San Francisco, in newly created position of VP and director of media, marketing and research.

Nicholas D. Trigony, head of marketing, traffic, distribution and sales promotion for upper Midwest and Canada, Riegel Paper Co., joins sales staff of Blair Radio, Chicago.

Gordon Smith, senior writer with Campbell-Ewald, New York, joins Hoefer, Dieterich & Brown, San Francisco, as creative group supervisor.

H. A. (Pete) Bergstrom, media supervisor with The Griswold-Eshleman Co., Cleveland, joins Reach, McClinton & Co., Boston, in similar position.

Elmer J. Ingrassia, account executive with WJHE-TV Evansville, Ind., named national sales manager. James L. Thomas, named local sales manager.

Robert A. Cronenwett, senior account executive, Benton & Bowles, New York, joins The Gumbinner-North Co., that city, as account supervisor.

Donald F. McCarty, with Katz Radio, New York, named sales manager, replacing John Katz, who heads station relations and new business development (Broadcasting, March 11).

John E. Hopson, general manager, national TV film distribution for Cascade Pictures of California, Los Angeles, appointed national sales manager for TV commercials for DeLuxe/General Film Laboratories, Hollywood.


James C. Warner, with NBC-TV Spot Sales, New York, joins waz-tv Boston as sales manager.

Norman Taylor, assistant sales manager with KTVU(TV) Oakland-San Fran-

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BROADCASTING, March 18, 1968
Metro TV splits Chicago division

Metro TV Sales, division of Metromedia Inc., has reorganized its Chicago sales staff into two groups of four salesmen each. Under direction of Richard Waller, one group will service WNEW-TV New York, WTTG-TV Washington, WPIL-TV Philadelphia, KPLR-TV St. Louis and WCCX-TV Miami. Other group, headed by Noyes French, will handle KTTV-TV Los Angeles, WTTV-TV Indianapolis, KMB-C-TV Kansas City, Mo., WVUE-TV New Orleans, KCPI-TV Salt Lake City and WPTA-TV Fort Wayne, Ind. Both groups will report to William Carpenter, VP and midwest sales manager.

Cisco, joins KEMO-TV San Francisco as general sales manager.

Karl M. Essell, administrator of sales development and planning for NBC Radio, joins WMCA New York as director of sales development.

Leland Jackoway named general sales manager of WRNL, Richmond, Va.

Eugene McGarr, producer for Doyle Dane Bernbach, New York, joins broadcast production department of Carson/Roberts/Inc., Los Angeles, as TV producer.


Michael Fulford and Jack Duffy join sales staff of Stone Representatives, New York.

Ray Abernathy, owner of Raymond Abernathy Communications, Atlanta direct mail service, joins Gerald Raffshoon Advertising, that city, as account executive.

C. L. (Chuck) Williams, with WCPO-TV Cincinnati, appointed assistant general sales manager.

Dave Binder, assistant sales manager with WBZ Newark, N. J., named local sales manager.

Jean Habor, schedule supervisor for operations department of WCBN New York, appointed sales service supervisor.

MEDIA

Earl H. Tiffany, one-time president of Royal Typewriter Co., elected president and chief executive officer of Bartell Media Corp. (WADO New York, WORY Milwaukee and KCW San Diego, and TeleCuraco and TeleAruba, both Netherlands Antilles), succeeding Gerald A. Bartell, who continues as chairman.

Kenneth H. James, VP, KETV-TV Omaha, Neb.-Council Bluffs, Iowa, named general manager, assuming duties of Eugene S. Thomas, who retired.

Edward R. Tabor, KORK-TV Las Vegas, elected president of Southern Nevada Broadcasters Association. Also elected: Sam Salerno, KLAS Las Vegas, VP; Mark Smith, KLAS-TV Las Vegas, secretary, and Bat Henderson, KVEG Las Vegas, treasurer.

James P. Arcara, general manager of WPRO-AM-FM Providence, R.I., named VP of parent Capital Cities Broadcasting, group owner.

Lewis P. Birchfield, general sales manager of WJZ St. Louis, joins KBTX Denver as general manager. Ted Snider, VP of radio for Mullins Broadcasting, KBTX TV and KBTX Denver, and KARK-


James D. Roosa Jr., general manager of WFPS White Plains, N.Y., named president and general manager of WFPS-AM-FM.

Willis Duff, program manager for KLAC Los Angeles, appointed director of radio for WMBR Boston.

J. Herman Sitrick, general manager of WNUS Chicago, joins Atlas Communications (WORT Chicago), as assistant to president.

William E. Wuerch, program manager with WBBZ-TV Boston, joins WHLI-TV Indianapolis as general manager.

Jerry McLeish, program/operations director with WMIN St. Paul, joins KOWN Escondido, Calif., as station manager.

Jack L. Cunningham appointed general manager of WCVU Crawfordsville, Ind.

Arthur L. Schlaman, manager of WTAG LaGrange, Ill., named VP, administration. William Wardle, production manager, named director, station operations.

Grace G. Guarnera, administrative assistant to president of Marketing Resources International Inc., Guatemala City, Guatemala, appointed administrative assistant to VP and general manager of radio division of Golden West Broadcasters, San Francisco (group owner).

PROGRAMING

York, as executive VP in charge of sales.


Richard Spence, assistant to executive VP, Paramount Pictures, New York, elected VP.

Mei Bernstein, program manager, WJZ-TV Baltimore, named to similar post at WBB-TV Boston. Both are Westinghouse Broadcasting stations.

Bob Synes, director of program development for ABC Films, New York, joins Bob Stivers Productions that city, as VP in charge of program development.


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

Richard D. Beach, production manager for WSBK-TV Boston, appointed program manager.

Jack R. Merker, VP-programming with KIMN Denver, joins WFUN South Miami, Fla., as program director.

John Harris, from WAVI Dayton, Ohio, and WSLV Grand Rapids, Mich., joins WWAM Cadillac, Mich., as program and operations manager.

Tom Adams, with WQAM Miami, joins KQX Arvada, Colo., as program director.

Monty F. Salisbury, producer-director with noncommercial WITF-TV Hershey, Pa., joins WKBD-TV Detroit as production manager.

Al Faust, with WALT-AM Cleveland, Ohio, joins WKQX Spring Valley, N.Y., as operations manager.

Donald Gold, producer with KGQ-AM San Francisco, joins KBHK-TV, that city, in similar position.

NEWS

Hannes Neuerbourg, with AP's Frankfurt, Germany, bureau, appointed chief of Geneva, Switzerland, bureau, succeeding Michael Goldsmith, temporarily assigned to Saigon bureau. Kenneth L. Green, broadcast editor with AP, Louisville, Ky., bureau, appointed to similar position with AP's West Virginia bureau. Max Desfor appointed photo editor for Asia, AP, Tokyo, succeeding Sam L. Jones, who returns to news-photo department in New York.

Louis Cassels and Joseph L. Myler, UPI Washington correspondents, H. D. (Doc) Quigg, UPI New York corre-


Stan Turner, with news department of KSTP-AM-FM-TV Minneapolis-St. Paul, joins KDWB there as news director.

Dave Partridge, reporter and news-caster with WFBK-AM-FM-TV Greenville, S. C., named news director.

Herman Martin Haag Jr., bureau manager for NBC News in Cleveland, named news director of KTTV(TV) Los Angeles.

Steve Young, writer-reporter at WNED New York, joins CBS News, that city, in similar capacity.

Gerald Conway, day news editor, WOR New York, named news manager.

John O'Rourke of KAUS-AM-TV Austin, Minn., elected president of Minnesota AP Broadcasters Association.

Robert Ortiz, with news department of WBAI(FM) New York, joins news department of KYW Philadelphia.

Bob Scott, news editor with KOY Phoenix, named news director, succeeding George Thomas, who joins KTHI Houston. Both are Southern Broadcasting stations.

James R. Higgin, with WKMI and WSEB-FM Kalamazoo, Mich., appointed director of news, succeeding Robert C. Barr Jr., who resigns to join WHIZ-AM-FM-TV Zanesville, Ohio.

EQUIPMENT & ENGINEERING

James H. Kogen, chief engineer of research and development for Shure Bros., Evanston, Ill., elected VP of development and design engineering.


Donald Culp, with WWDC-AM-FM Washington, named Studio engineering supervisor.

Paul D. Hauler, sales engineer with component sales operation, General Electric Co., Rochester, N. Y., appointed manager of original equipment manufacturer sales.

Denis A. Courtley, advertising and conference manager for Society of Motion Picture and Television Engineers, appointed acting executive secretary.

W. C. Wiseman, with WUAB(TV) Lorain, Ohio, named manager of engineering.

FANFAR

Meyer Hutner, executive assistant to VP in charge of marketing for Paramount Pictures Corp., New York, appointed director of advertising, publicity and exploitation.

Joel W. Caesar, PR manager with WMCA New York, named director of advertising and public relations.

Kenneth W. Taishoff, assistant promotion manager with WTAR-AM-FM-TV Norfolk, Va., joins WWTV-FM-TV Cadillac Mich., as promotion manager.

Ronald C. Stern, senior writer-producer, CBS-TV advertising and sales promo-
tion department, New York, named manager, audience promotion, CBS Design.

John B. Hatch, regional PR manager for Ampex Corp., New York, named eastern area PR manager.

Fred W. Doby, with Selvage & Lee, New York PR counseling firm, joins Dobbs Advertising Co., that city, as director of Dobbs' newly created PR division.

Kay Moore, secretary to program director and public service director of WREX, Cincinnati, named assistant sales manager. He is succeeded by W. C. (Wally) Adams.

Michael Flint, head of foreign promotion administration for Paramount Pictures Corp., London, elected VP.


INTERNATIONAL

Reg Dawson, London branch manager for 20th Century-Fox, United Kingdom, named assistant sales manager. He is succeeded by W. C. (Wally) Adams.

Michael Flint, head of foreign promotion administration for Paramount Pictures Corp., London, elected VP.

DEATHS

Ben H. Berenton, 57, VP for corporate affairs and director, WGN Continental Broadcasting Co., Chicago, group owner, died of heart attack March 15 while on vacation in Naples, Fla.

He had been with parent Tribune Co. since 1932, joined WGN Chicago in 1940 and in 1961 became manager of WGN-TV there. He took last post year ago. Mr. Berenton is survived by his wife, Katharine, and three daughters.

Lucile Menard, 59, president and co-owner of KDB-AM-FM Santa Barbara, Calif., died March 9 in that city following cerebral hemorrhage. She is survived by her husband, Len, who assumes her position at stations.

Julian T. Bentley, 59, pioneer broadcast newscaster, died of cancer March 12 in Chicago. He was with WBBM Chicago when he retired in 1961. He began news career in 1931 at WLS there.

Hirohichi Mine, 27, UPI photographer, died March 5 in U. S. Marine air station, Phu Bai, Vietnam, of injuries suffered when personnel carrier in which he was riding struck land mine North of Hue. He is first UPI correspondent killed in this war.

Roy Royal, 73, who directed music service of Canadian Broadcasting Corp. between 1953 and 1964, died March 5 in Montreal after long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 6 through March 13 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—auroral, CATV—community antenna television, CL—critical hours, CP—construction permit, D—day, DA—directional antenna, E—effective radiated power, kW—kilowatts, LM—local suction, mgw—megacycles, mod.—modulation, N—night, PBA—preservice service authority, SC—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authority, trans.—transmitter, UHF—ultra-high frequency, VHF—unlimited hours, VHF—very high frequency, vis.—visual, watts.—watts.

New TV stations

APPLICATION

Minneapolis—Calvary Temple Evangelistic

Assec. Seeks UHF ch. 23 (584-530 mc); ERP 723-9 kw vis., 732-9 kw aur. Ant. height above average terrain 1433 ft; ant. height above ground 1746 ft. P.O. address: 45 South 4th Street, Minneapolis 55403. Estimated construction cost $867,714.82, first-year operating cost $215,948; revenue $312,560. Geographic coordinates 44° 00' 30" north lat., 92° 09' 27" west long. Type trans. RCA M-1776-B-D Type ant. RCA TAF-621, Legal counsel Wilner, Schiner and Greely, consulting engineer Carl K. Smith, Ann. March 12. Principals: Gordon K. Peterson, president and trustee, Lee, secretary to program director.
Bank of Jacksonville with reference to an extension date of initial com- mitment to Community First (1963). (Days. 1938. 24.)

**RULEMAKING PETITIONS**

William Kepper—Waukegan, Ill. Requests amended to include additional dates to allow first local TV channel to Waukegan: requires commission to consider a second local TV channel to Davenport channel 58. Ann. March 11.

**Existing TV stations**

**FINAL ACTIONS**

**KEET(TV) Eureka, Calif.—Broadcast Bu- reau granted CP to change type trans. Action Feb. 9.**

**ROMU-TV Columbus, Mo.—Bureau granted license to change to U. S. Communications of Philadelphia Inc. Action April 6.**

**William H. Foster—Madison, Wis.—Broadcast Bureau granted license covering following stations: WDCO-TV Co- rphan and WAOC-TV. (Does. 57224-26.)**

**WPJL-TV Philadelphia—Broadcast Bureau granted license to change to Western United TV. (Does. 60.228.)**

**LETTER CALL ACTIONS**

**Applications for assignments in Augusta, Ga. Granted WATU-TV.**

**New AM stations**

**APPLICATIONS**

Brush, Colo.—Claude M. and Margaret E. Pettit. Sept. 13, 1964; 5 kw, D.O.A. estimated construction cost $26,500, operating cost $23,000. (Does. 1964-507.)

Mr. and Mrs. Pettit each are 46 years old. Owners are employees of KOES flagstaff, Ariz. Mr. Pettit is also employed by BKF. Denver, Ann. March 7.

Sparta, Tenn.—Cameron Broadcasting Co. 117, 5 kw, D.O.A., estimated construction cost $21,000, operating cost $11,000, revenue $760. Mr. and Mrs. Cameron each are 36 years old. Owners are employees of Whitson Building, Cookeville, Tenn. (Does. 1964-506.)

Mr. and Mrs. Cameron is partner in law firm. Ann. March 7.

**OTHER ACTIONS**


**BROADCASTING, March 18, 1968**
SUMMARY OF BROADCASTING  Compiled by FCC, March 13, 1968

ON AIR

Licensed

Commercial AM
4,166
Commercial FM
1,765
Commercial TV/HF
459
Commercial TV/VHF
131
Educational FM
322
Educational TV/HF
67
Educational TV-UHF
55

CP's

Commercial AM
16
Commercial FM
41
Commercial TV/HF
29
Commercial TV/VHF
11
Educational FM
31
Educational TV/HF
6
Educational TV-UHF
21

Not on Air

Licensed

Total on Air CP's
4,166
Commercial AM
4,166
Commercial FM
1,765
Commercial TV/HF
459
Commercial TV/VHF
131
Educational FM
322
Educational TV/HF
67
Educational TV-UHF
55

CP's on air (new stations)
87
Total authorized stations
2,467
Licenses deleted
1
CP's deleted
0

Total Authorized

ON AIR

Licensed CP's

Commercial AM
1,764
Commercial FM
614
Commercial TV/HF
321
Commercial TV/VHF
120
Educational FM
319
Educational TV/HF
36
Educational TV-UHF
0

NOT ON AIR

Authorized CP's

Commercial AM
38
Commercial FM
172
Commercial TV/HF
824
Commercial TV/VHF
0
Educational FM
0
Educational TV/HF
0
Educational TV-UHF
0

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Includes two AM's operating with Special Temporary Authorization.
Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

STATION BOXSCORE

Complied by FCC, Feb. 29, 1968

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NEW FM STATIONS

APPLICANTS

Port Jervis, N. Y.—Murray Hill Associates Inc. Seeks 96.6 mc., ch. 248, 3 kw. Ant. height above average terrain 1.288 ft. P.O. address: Box 1331, Phillips, N. Y. (Doc. 17262) Estimated construction cost $100,000; first-year operating cost $34,000; revenue $60,000.

Seneca Falls, N. Y.—Water-Falls Broadcasting Co. Seeks 97.3 mc., ch. 255, 10 kw. Ant. height above average terrain 254 ft. P.O. address: 118 Beecker Street, Utica, N.Y. (Doc. 17270) Estimated construction cost $125,000; first-year operating cost $5,000; revenue $60,000; anticipated revenue $100,000.

BROADCASTING, March 18, 1968

87 (FOR THE RECORD)
## PROFESSIONAL CARDS

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<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Phone Number</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>202-639-0160</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg.</td>
<td>202-639-0160</td>
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<tr>
<td>A. D. RING &amp; Associates</td>
<td>CONSULTING ENGINEERS</td>
<td>1710 H St., N.W.</td>
<td>202-639-0160</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers</td>
<td>1302 18th St., N.W.</td>
<td>202-639-0160</td>
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<tr>
<td>G. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>2029 K St., N.W., 4th Floor</td>
<td>202-639-0160</td>
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<tr>
<td>KEAN, SKILD &amp; STEPHENS</td>
<td>CONSULTING ENGINEERS</td>
<td>19 E. Quincy Street</td>
<td>202-639-0160</td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Engineers</td>
<td>8200 Snowville Rd.</td>
<td>202-639-0160</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Engineer</td>
<td>622 Haskins St, Texas</td>
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<tr>
<td>JOHN H. MULLANY &amp; ASSOCIATES</td>
<td>CONSULTING ENGINEERS</td>
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<td>JOHN M. MULLANY &amp; ASSOCIATES</td>
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<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>Walker Bldg., 4028 Daley</td>
<td>202-639-0160</td>
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<tr>
<td>ROSNER TELEVISION</td>
<td>SYSTEMS</td>
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<td>FRANK A. ZOELLER</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>522 Madison Bldg.</td>
<td>202-639-0160</td>
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<td>Lohnes &amp; Culver</td>
<td>Engineer</td>
<td>Munsey Building District 7-8215</td>
<td>202-639-0160</td>
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<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
<td>ENGINEERS</td>
<td>711 14th St., N.W.</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
<td>9208 Wyoming Pl. Hilland</td>
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<tr>
<td>RAYMOND E. ROHNER</td>
<td>Consulting Engineer</td>
<td>317 Wyatt Bldg.</td>
<td>202-639-0160</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Consulting Engineer</td>
<td>1735 DeSales St., N.W.</td>
<td>202-639-0160</td>
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## Service Directory

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<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY</td>
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<tr>
<td>101 S. Market St.</td>
<td>MEASURING SERVICE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Kansas City</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td></td>
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<tr>
<td>Phone (213) 765-2010</td>
<td>425 Carson Ave.</td>
<td></td>
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<td>425 Carson Ave.</td>
<td>202-639-0160</td>
<td>517-278-7777</td>
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## SPOT YOUR FIRM'S NAME HERE
To be seen by 100,000* readers mentioning them, the decision-making station owners and managers, chief engineers and technicians—applicants for the, tv and facsimile facilities. **AXR Continuing Readership Study**

*AXR Broadcasting, March 18, 1968
broadcasting, proposed independent operation. Action March 6.

Existing FM stations

FINAL ACTIONS

KNOB(FM) Long Beach, Calif.—Broadcast Bureau granted licenses to make changes in FM station location to McCarran St., Las Vegas, Nev. Action March 6. WKBW(FM) Buffalo, N.Y.—Broadcast Bureau granted licenses to make changes in FM stations to Town of North Tonawanda, N.Y. Action March 6.


WEBH(FM) Chicago—Broadcast Bureau granted request to change transmitter location. Action March 6.

ERF of 2.8 kw and height of minus 60 ft. for FM stations. Broadcast Bureau proposes duplication of daytime programming and nighttime silent periods at both stations. Action March 6.

the condition of consent. March Action 6.

order. Action March 6.


One station in each of the following states shall be granted licenses for the purpose of broadcasting TV stations: KTVK(TV), Phoenix, Ariz.; KTBV(TV), Portland, Ore., and KGTV(TV), San Diego, Calif. Action March 6.

2.8 kw and ERP of 10 kw for station at Warren, Pa. Action March 6.

broadcasting KQLX(TV), Phoenix, Ariz.; KTVB(TV), Boise, Idaho; and KMTR(TV), Riverside, Calif. Action March 6.


As an auxiliary, Action March 6.

KXLY(FM) Yakima, Wash.—Broadcast Bureau granted license to operate a low power FM station on ch. 101.5; ERP 2 kw, half-watt ERP. Action March 6.

KGB(FM) Dubuque, Iowa.—Broadcast Bureau granted license to operate an auxiliary station. Action March 6.

KXTR(TV) Kansas City, Mo.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

for Off the Air Broadcasters, Inc. Action March 6.

an extension of license covering an auxiliary station, Action March 6.

KBBQ(FM) Bakersfield, Calif.—Broadcast Bureau granted license to operate a low-power FM station on ch. 100.3; ERP 2 kw, half-watt ERP. Action March 6.

KSTA(FM) St. Paul, Minn.—Broadcast Bureau granted license to operate an auxiliary station. Action March 6.

KFDB(TV) Dallas—Broadcast Bureau granted license to operate an auxiliary station. Action March 6.

KUSI(TV) San Diego—Broadcast Bureau granted license to operate an auxiliary station. Action March 6.

KZQZ(FM) Anchorage, Alaska.—Broadcast Bureau granted license to operate a low-power FM station on ch. 101.5; ERP 2 kw, half-watt ERP. Action March 6.

KKEO(TV) Kansas City, Mo.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

KXLY(TV) Yakima, Wash.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

KCBQ(FM) Bakersfield, Calif.—Broadcast Bureau granted license to operate a low-power FM station on ch. 100.5; ERP 2 kw, half-watt ERP. Action March 6.

KSB(FM) Springfield, Mo.—Broadcast Bureau granted license to operate an auxiliary station. Action March 6.

KMLH(TV) Honolulu, Hawaii.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

KGBQ(TV) Hayward, Calif.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

KUKU(TV) Austin, Texas.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

KUHS(TV) Houston, Texas.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.

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KGBQ(TV) Hayward, Calif.—Commission granted request for extension of time for master's presentation of a grant application for a TV station. Action March 6.
**Announcers**

**Technical**

**Production—Programming, Others**

**Continued**

Florida calls: Immediate opening. Adult source. Full-time all-news position available for experienced announcer-producer to work with staff of professional announcers, writers, editors, and radio and television professionals. Experience, endorsed.

Scherer Electronics has an opening for a full-time man who has a wife who enjoys travelling, to travel full time with the home. With a complete broadcast automation system, our living facilities. Engineering background is not necessary. Our location is of the broadcast industry and the application of broad- cast and industrial. Complete resume and photo first letter to Scherer Electronics, P.O. Box 108, Torrington, Connecticut.

Chief engineer for low, directonal, night-time. 24 hour staff, good working conditions, good salary and benefits. Located in forest hunting and fishing area, Butte, Montana. Call Shag Miller . . . 465-1234.

**NEWS**

Medium or small market newsmen who wants to make jump to television news—full production and sales, tape and resume to News Director, Box C-241, BROADCASTING.

This 360 plus market really generates news . . . We've been first with it for three years now, and we've decided one more re- porter could put us even further ahead.

To fill this new position will be an involve- ment, investigative reporter who will have time to develop the "entire" story. He'll have complete top desk and be part of a five man staff receiving excellent salaries and fringe benefits. He'll have the man, rush tape and resume to Morry Aller, News Di- rector, Kansas.

**Situations Wanted—Management**

Experienced engineer . . . excellent record and references. Proven ability. Small to large medium market. Full time. Can invest. Call Box C-78, BROADCASTING.

Medium market sales manager wants move into management. No references. RAB-TV oriented. 43 years' experience. Semi-retired. I would consider the Pacific northwest. Will consider other locality. Box C-171, BROADCASTING.

Tired of bureaucratic nonsense, FCC attorney with proven record of successful busi- ness management seeks challenging posi- tion in broadcasting industry. Box C-172, BROADCASTING.

General manager. Proven outstanding cre- ative sales and promotion ability. Fine background. To increase profitable sales write Box C-173, BROADCASTING.

Am doing it all in small market, would like to specialize in management, sales or pro- gramming for 10 years experience. 29 years old. Proven track record in all three departments. Box C-175, BROADCASTING.

If you can use a professional broadcaster with years of experience in radio- tv management, sales, programming and promotions, you can put me in touch at NAB convention. Subject to FCC approval, I can be got out of a job. Box C-228, BROADCASTING.

Radio management—proven oriented, in-depth experience in sales, promotion, financial management, community relations, production, engineering, and medium to major market. Investment possible. Top industry references. Box C-433, BROADCASTING.

**Situations Wanted—Announcers**

First phone combo: experienced, college management potential. like? Box B-156, BROADCASTING.

Sportscaster, 21, play-play; college, draft experience. Box B-24, BROADCASTING.

Sportscaster. Experienced. Dynamic play- by-play. Some TV. Box C-26, BROADCASTING.


Experienced young Negro dj announcer, top grades in college, very good community. Available on short notice. 3rd endorsement. Box C-64, BROADCASTING.

Experienced occasion announcer and copywriting, seeks permanent radio/TV affiliation. Knowledgeable copy, writing, recording,也许 has masters degree, veteran, Box C-84, BROADCASTING.
Problem: This page contains a list of job openings and qualifications for various positions in broadcasting. The text is densely packed and difficult to read. The page contains small subheadings and a table-like structure.

Solution: To make the text more readable, I will extract the key information and present it in a more organized format. I will also correct any obvious errors and improve the formatting for better readability.

Extracted Text:

**Situations Wanted—Announcers**

**Continued**

Responsible, married, 15 yr professional of Baltimore radio, desires new location, prefer Miami, Florida coastal area, on late evening or all night program. If you are interested in a well built structure, in a professional, show, then I am interested in you. No unimagina-

tive personalities. Box C-113, BROADCASTING.

Negro soul job, any format, first class Ico-

ning. Box C-115, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft de-

ferred. Good commercial delivery and pro-

duction experience. Box C-180, BROADCASTING.

Box personality jock, mellow production, first phone, college grad, experienced, single, draft exempt. Wants major teen niche spot and will get it! Box C-113, BROADCASTING.

Third endorsed, prefers midway, college, top experience, production, strong on news. Box C-136, BROADCASTING.

Announcer, sales and management, 1 yr experience. Prefer MOR, 1st class, like midnight or even shift. Box C-178, BROADCASTING.

Announcer on northeastern New York major market station seeking to relocate in southern states. Married, 3rd endorsed. Box C-177, BROADCASTING.

**"Cool!"** 5 years experience; dependable; (212)-555-3727, BROADCASTING.

Good sound dj, Mature, dependable, com-

petitive news. Seeking station with oppor-

tunities. 3rd endorsed, Experienced. Sales. Box C-114, BROADCASTING.

Civic minded, 45 yr old, 23 yr radio veteran, desires C&W show. Evening or all night shift. Metro area preferred. Ad lib specialist. Good equipment and sound conditions mandatory. Box C-180, BROADCASTING.

First phone—Gordon's, 25, married, mature. Top 100 personality of broad cast, music, commercials, board work. Starting salary $350/week. Experience and references are. Desire position with stable well managed small market station or Prefer top 40 or C&W. Some experience top 40 and light maintenance. Will relocate. Box C-191, BROADCASTING.

How's this for openers! Audience building personality, creative, 3 yrs in competitive market. My lowest card is a 3rd class li-

cence, but you should see the rest of my work. Paid $3000/MO. No small markets, western states. Box C-182, BROADCASTING.

Have you been thinking of a female an-

nouncer for your radio station? Let's put your thoughts and my experience togeth-

er (3rd endorsed). Box C-103, BROADCASTING.

Wanna trade? I'll swap any part of my first phone if you got a good bit. Want new creative program directing and author-

ization. Box C-180, BROADCASTING.

Stop!—personality who is a master at mix-

ing a potpourri of sound and chatter. Pro-

duction, promotion, entertainment, 11 yrs experience. Eventually would like to move into management. Box C-180, BROADCASTING.

NEGRO news—music—interviews—humor—

production—sales—5 yrs small market—3rd endorsed—family prefers diversity—

takes news challenge. Box C-187, BROADCASTING.

 Negro dj and newsmen, 3rd class license, assumes full responsibility for needs change. Box C-188, BROADCASTING.

Experienced, dependable, mature C&W joc-

we get in. Contacts, future, & shine, not a prima donna, not a hayseed, enor-

mous experience, let's talk. Box C-189, BROADCASTING.

7 years experience; first phone; substantial ratings in metro market; good production; materia-

l references. Box C-180, BROADCASTING.

Talented—professional-dj—jockey persona-

lity—will make the big one. Can be had. Box C-191, BROADCASTING.

**Situations Wanted—Announcers**

**Continued**

Summers coming—experienced announcer, first-phone, will help fill all longer hours, vaca-

tion shifts. Capitol area. Box C-192, BROADCASTING.

Staff announcer—1st phone experience Midland of production and management potential. Want challenge. Box C-193, BROADCASTING.

Bright, attractive, MOR personality, currently PD and MD with 2½ yrs experience, a husband married who would like to ad-

vance career. Bright and well-respected medium market. Box C-194, BROADCASTING.

Michigan, 3rd, 21, experienced, before 3 P.M. Box C-195, BROADCASTING.

Announcer, dj, newsmen, production for 99kw MOR northeastern major market sta-

tion. Presently earning $800 plus. Wants MD/MO opportunities. Box C-119, BROADCASTING.

Ambitious yeung family man, draft exempt, 1st class ticket. Good experience, ex-

cellent references. Dj and newscaster, can do production, MC or MOR. Look-

ing for permanent position in Florida with advancement. Write Box C-192, BROADCAST-

ING.

Newscaster-announcer-PD— desires per-

manent position in large or small areas—family man—15 years experience. Box C-196, BROADCASTING.

Idj, tight board, studio-charted, pref. relocat-

ee. Excellent community man. Box C-245, BROADCASTING.

1st phone beginner to come together. Will relo-

cate. Prefer midwest or west. Box C-246, BROADCASTING.

College man with N.Y. State on-air-experi-

ence seeks to serve you this summer. 3rd ticket. Box C-196, BROADCASTING.

First phone, soul brother— R&B. Need chance to prove, recent graduate. More in box. Box C-197, BROADCASTING.

Negro dj, Broadcast grad, good voice, 3rd phone, rhythm & blues preferred, willing worker. Box C-207, BROADCASTING.


First phone, experienced Negro R&B an-


Excellent play-by-play man. Just graduated from Farm director. 3rd class ticket. Colby open. 201-297-7294, after 5:30.

Experienced 1st phone prefers daytime work at Southeast US area market. Contact at 115 W. Vine, Endic, Ohio. PA-550-5077.

Top dj, good music-MOR-pop—all success-

ful years in St. Louis. $12,000 minimum. Lee Coffee, 314-962-9161.


**Technical**

Experienced first phone/decoder. Want meter receiving transmitter shift. No maintenance. Box C-198, BROADCASTING.

Engineer 1st phone—do you need a supervi-

sor, chief. Xmir man? Experienced, over 30 years, all phases, all types. Box-C-199, C-

omplete installation. No announcing. Box C-199, BROADCASTING.

Creative Producer, employed. First phone. Experienced news, feature, effects, and copy work. Prefer digital complex board. Box C-199, BROADCASTING.

First phone engineer wants transmitter watch. Experience. Box C-231, BROADCASTING.

**Situations Wanted—Technical**

Continued


**NEWS**

Immediate availability—Telephone-radio newscaster. Over 15 years metro experience. Commercial, writing, editing, documen-

table, mature, versatile. Box C-115, BROADCASTING.

Experienced newscaster with degrees in political science and radio-

technology available reporting. Under-

minded news operation. Box C-200, BROADCASTING.

New York pro. Had it with Big Apple. Married, college grad, experienced in all phases of MOR in class news/stockroom. Prefer N.E. Box C-201, BROADCASTING.

Experienced network radio newscaster. Can write and air news but prefers street work. Staying on actually. Box C-202. Minimum $500. Box C-203, BROADCASTING.

Electronic journalist seeking ND slot. Mature, authoritative newscaster, 7 years large market experience, responsible, 3rd endorsed. Give me a week opportunity to be equipped and I'll give you a top news operation with a guaranteed major-market sound. Prefer southwest, west or coastal areas. Box C-203, BROADCASTING.

Afni, BC, Baltimore, central Maryland. No. Virginia. Local news copy. Box C-204. News director or newsmen available, ex-

perienced. Box C-205, BROADCASTING.

Radio group: music-programming-operations. And I can announce! too! Can you afford me? Box C-123, BROADCASTING.

Program Director/writer/announcer. Experience—knowledge broadcast/Promotion industry—my business. Box C-206, Inter-

view only. Box C-208, BROADCASTING.

Top 40 personality with excellent production and creative, articulate, attractive. Box C-209, BROADCASTING.

First phone! Box C-210, BROADCASTING.

New for sale with opportunity for stimulating work and professional growth. Experienced in all phases of pro-

duction/film editing. Box C-250, BROADCASTING.

BROADCASTING, March 16, 1968

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**TELEVISION—Help Wanted**

**Management**

Business Manager for group owned TV stations in northerners. Must have abrasive account and financial management experience. Extensive supervisory experience must be available. Must have plenty of opportunities for advancement. Must be a salesperson and leader. Bachelor’s degree is required. Promotion manager for Michigan UHF full color. Number one in market; we need top talent. Salary, bonuses, benefits. Must be a professional association builder familiar with use of meet and greet TV experience, draw free, write and produce of local campaigns required. Some sales promotion. Send resume and salary expectations. All replies in confidence. Box C-265, BROADCASTING.

**TELEVISION—Help Wanted**

**Sales**

TV salesman, with opportunity to become sales manager of power station, all UHF market in south. Liberal commission with advance to rig person. Send picture and resume. Address to Box C-4, BROADCASTING.

One of the nation’s first UHF TV stations seeks salesman. Unusual growth potential for experienced salesman. Send resume, salary requirements to Box C-101, BROADCASTING.

Local sales rep. Needed. Liberal commission against draw. Experienced TV Salesmen. Send resume and salary expectations. Box WJRT-TV, P.O. Box 4935, Lansing, Michigan.

Should have at least 5 years exp. Experience as TV sales, must be a good dresser, with an indie. If you can’t “take over and go don’t respond. Mid-west background desired. Call or write Duane Tucker, WNZV-TV, Atlanta, Georgia.

Staff announcer. Good background for on-air and booth work for major VHF color operation. Must have responsible, neat, neat, neat. Good people here. Send resume and salary requirements. Box C-102, BROADCASTING.

**Anuncios**

**Announcer**

Staff announcer. Good background for on-air and booth work for major VHF color operation. Must have responsible, neat, neat, neat. Good people here. Send resume and salary requirements. Box C-102, BROADCASTING.

**Technical**

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-74, BROADCASTING.

Chief engineer for immediate position with New York city municipal college. Start in 30 days. $10,000 annual increments and liberal employee benefits. Must have First class ticket and college degree required. Salary Range: $7000-$9000. Send resume and salary requirements. Box C-211, BROADCASTING.

Sentencing for 1st class TV technician with experience and operational experience preferred, others considered. Vic Bankowski, C.E., P.O. Box 18, WHNT-TV, Huntsville, Alabama.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressive learner. Call or write Arthur Bone, WSOU-TV, P.O. Box 13, Flint, Michigan.

Maintenance technician—to work on VFR’s, film and live cameras. Installing color equipment, installation design, license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTVN Channel 11, 5400 North State Road 135, Columbus, Ohio 43228.

Broadcast technicians: We have several temporary vacation relief openings for experienced VTR operators and others interested in career in operation. These jobs are available in Ohio and Indiana and pay excellent salaries. The positions will become available from late April to early June and work is available to persons who qualify. Well qualified temporary employees may be considered for permanent positions. Apply and regular openings develop. Send a complete confidence. Please include education, licenses that you hold, age and salary requirements. Box B-280, BROADCASTING Corporation, 140 West Ninth Street, Columbus, Ohio 43210. An Equal Opportunity Employer (M/F).

**TELEVISION—Help Wanted**

**Technical—(Cont’d)**

New UHF station in growing market with four sales managers. Groove with broadcast engineers with color. VTR and control room experience required. Send resume to WHNT-TV, P. O. Box 22, Birmingham, Alabama.

Assistant chief and transmitter engineer for northern resort area VHF. Ideal for out- door enthusiast. Excellent salaries and fringe benefits. Call collect—Chief Engineer—area code 801-393-6721.

**NEWS**

**Need**

Need general radio and television reporter for midwest metropolitan market. You will be required to do radio and television work. Box C-14, BROADCASTING.

**TELEVISION—Help Wanted**

**Technical—(Cont’d)**

TV news reporter, 25 to 35 years old, college degree in journalism, minor in film writing. Wire copy, scripts for SFO, SOF interviews, on air newscasts. Send tape photograph and resume with example of writing to Box C-212, BROADCASTING.

NBC-TV affiliate looking for all around experienced newsman, who can gather, shoot, film, and handle on the air work! Knowledge of sports very desirable, but not essential. Call or write Program Manager, WICS-TV, Springfield, Ill. 217-744-2171.

Newscaster with experience as reporter-photographer. Please send picture and resume. Box 439, New York, N. Y. WTVN-TV, 753 Harmon Ave., Columbus, Ohio 43207.

**Production—Programming, Others**

Southern station in top 50 market seeking talented artist to create on-air and promotion art. Liberal benefits (profit-sharing, retirement plan, etc.), add to incentives of pleasant working conditions and climate. Write first, resume and return. Box C-103, BROADCASTING.

Producer-director for large production center in southern cultural and public affairs production. Independence and creativity essential. Salary open. Box C-196, BROADCASTING.

Expanding ETV station needs experienced production/advertising writer. July 1, 1968, Salary $7500-$8000 for eleven months. Masters Degree required. Film-making experience desirable. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, or national origin. Send resume to Dr. Duane Tucker, WBU-G-TV, Bowling Green, Ohio.

Miami TV station needs two reporter-photographers; journalism background. Phone or write to Harold Strul, News Director, WCKT, FL-1-6692.

Young aggressive producer/director for major market. Must have creativity, be creative, producer, excellent organizer, sharp director and sales oriented. Facilities. Excellent working conditions. We are looking for a new producer. Write immediately, no calls. Chief Producer, WTMJ-TV, Milwaukee, Wisconsin 53221. Include resume and salary requirements.

**TELEVISION—Situation Wanted**

General manager. Proven outstanding creative sales record. Station and agency background. Specialize in sales. Send in resume. Box C-174, BROADCASTING.

**Ability, desire for work. Twenty years experience in management, sales, programing, and engineering. Can operate your station in black and white or color. Well paid: Chief Engineer, WTVN Channel 11, 5400 North State Road 135, Columbus, Ohio 43228. Presently employed. Box C-413, BROADCASTING.**

**TELEVISION—Situation Wanted**

TV station manager, now in a top 50 market, seeks an experienced engineer. Send resume, Box C-214, BROADCASTING.

Excellent sales record and improved numbers not possible to maintain. As TV is a large market, 10 years TV leadership management experience is required. Excellent salary and benefits. Box C-315, BROADCASTING.

**TELEVISION—Situation Wanted**

TV station manager with impressive credentials, 15 years management experience available soon. Box C-218, BROADCASTING.

If you can use a professional broadcaster with 17 years successful seasoning in radio and TV, sales, programming and engineering then we should get together at KWB convention. Subject to approval, have just sold myself out of a job. Box C-219, BROADCASTING.

**News**

Tough minded, goal oriented administrator experienced all phases TV. Heavy sales, strong promotion and local programming. President of company and television operation employed over 11 years same company. Currently in top 5 market. Over 20 years in radio and TV management. Desires of change. Let’s talk. Box C-219, BROADCASTING.

**Top level TV/Radio executive. 15 years major market experience. Explores all phases TV, radio, advertising, built and operated UHF. Resume available. Kenneth D. Caynon, 219 Lincoln Park Blvd., Dayton, Ohio 45409, (513) 299-4485.**

**Technical**

Director of engineering: 15 years all phases of broadcast engineering. 14 years management. Seeking top position with future. Heavy experience both construction and administration. Box C-219, BROADCASTING.

**TV chief—29 years experience. Last 13 as chief of TV & AM operation. Will consider interesting position. Now doing radio and equipment sales. Box C-198, BROADCASTING.**

**NEWS**

Experienced, youthful photographer-reporter, Viet Nam assignment. Box C-77, BROADCASTING.

Newman, presently editing 2 newscasts daily. An experienced editor & writer. Will fit in mid or south-west medium or large market. Box 20, now with The youthful-charm-wire-copy operation. $300 minimum. Box C-190, BROADCASTING.

Experienced major market newsvendor will relocate for reporter, newscaster or news director position. Box C-141, BROADCASTING.

Need creative, versatile, articulate, attractive woman newscaster or hostess to fill variety issue/interview program? Have Ph.D. in psychology, 4 years ETV experience, 3rd phone. Excellent references. Avail- able immediately, Box 11477-1759, or Box C-318, BROADCASTING.

Radio/television announcer newswoman. Col- lege degree. Top references. Box C-219, BROADCASTING.

Naval weather officer, obligation ending, interested in large or medium market position. All-American. Some acting, television ex- perience. Will consider radio position. Box C-220, BROADCASTING.

**News-editorial specialist seeks new spot. Degree, award-winner, experienced as news director both media. Newsroom background. Net-feeder. Crack writer, anchorman. Ex- ceptional references. Box C-221, BROADCASTING.**

Second rate news department wanted which 1) can revitalize and turn into winner. If station will furnish personnel and equipment, may consider first. In top rated news department. Box C-222, BROADCASTING.

**Eight years experience as announcer/newscaster in radio. Outstanding record in journalism/creative work for young radio newcomer. COM- MUNICATIONS. Excellent references, now with S station chain as assistant Pro- ducer-director but looking for position vocation. Box C-319, BROADCASTING.**

**Jane/September employment desired by top Northern TV/radio journalist st, college prepared to do all facets of TV news operation. Will go anywhere for the job. Box C-320, BROADCASTING.**
TV production, degree, experience in all phases, position immediate. Box C-208, BROADCASTING.

TV program manager with 18 years experience in programming, production, buy- ing, news, TV and FM. For resume and/or interview at NAB Convention, write: C-211, BROADCASTING.

Versatile professional with eighteen years diversified experience, can design and set up minimum-cost motion-picture unit for business, government, and then operate independently or with small staff to produce film. Box C-220, BROADCASTING.

Remote control meter—Gates M-4616. RCA FM-AM transmitters, fully warranted. All parts available, call or write—Sierra Electronics & Engineering Corp., P. O. Box 1969, Reno, Nevada—Telephone 788-2560.

Producer/director with solid background in studio, remote and film productions, seeks position with production-oriented station. For full details or to arrange interview write Box C-230, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply, 1184 North 3rd St., Laredo, Texas 78040.

Stereo equipment needed—Immediate buyer for used stereo equipment; minimum $1500, with minimum of three slaves. Box B-270, BROADCASTING.

Wanted: 4 RCA or Marconii b/w camera units in perfect condition. Channel 3, N. Y. Box 1712, Merrey, N. Y.

Color television tape playback unit. Contact Chief Engineer at KSWO-TV, Box 780, Lawton, Oklahoma 73501.

Wanted: All equipment for the construction of small black and white television studio. Seeking donations but will consider purchase. Supt. of Schools, Dr. James F., Harpersfield, Nether Providence Township, Wallingford, Pa.

Wanted to buy: Used UHF channel 21 antenna. Also RCA channel 82 antenna. Contact WANC-TV, 15 Scenic Highway, Asheville, N. C.

CACTUS CABLE—hub, styroflex, spiracap, etc.—$2.45 per pound—surplus prices. Write for price list. S. W. Elect. Box 4988, Oakland, Calif. 94602. Phone 415-822-3267.

RCA 1250 kw R.C.A transmitter (used). Negotiable sale price to include present and proper operation upon installation. Price does not include filament which is indi- vidually required for each specific channel. Transmitter specific for UHF channel 22. For inspection: $75,000.00. Box B-276, BROADCASTING.

TV TKR-1-A-13 modified to 41-C. Box C-502, BROADCASTING.


Retiring PTR 192-A, 3 kw transmitter. Buy it if you don't have parts as is for only $400. Complete with tubes, but has defective plate transformer. Crating and shipping extra. Tubed also available. Write 2321-4, 605, Winchester, Virginia or telephone 703-677-5542.

Andrew 8-bay multi-antenna, 193.7 but tunable any frequency $1,150. 3 Steeletube cost. $900 complete. Complete station guard with directional coupler, $225. Ken Freeman, CE, WBHHQ, Box 1443, Augusta, Ga.

FCC License—Name Change

WANTED TO BUY—FM transmitter for sale. For resume or details write—FM Transmitters, Inc., 12613 E. Washington St., Indianapolis, Ind.

Microwave control, power supplies and control panels. 550, C.E. FM broadcast power handling capacity 12 kw—ggt-1170, $109.00. Write or call—Sierra Electronics & Engineering Corp., P. O. Box 1969, Reno, Nevada—Telephone 788-2560.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box C-262, BROADCASTING.

"Broadcast equipment"—complete station bought—April 21, 1968. 270 North Crest, Chat- tanooes, Tennessee.

Remote control metering—Gates M-4616. RCA FM-AM transmitters, fully warranted. All parts available, call or write—Sierra Electronics & Engineering Corp., P. O. Box 1969, Reno, Nevada—Telephone 788-2560.

5 kw AM transmitter, RCA-SDX just removed from service, excellent condition; available immediately, with tubes and spare parts. $5000. Box 328, 11902 West 117th St., W. P. Williamson, III, Phone: 216-782-1144.

MISCELLANEOUS


"345 Days of laughs"—daily radio gag service—may be available in your market. Write—Radio Comic Service, 908 S. 26th St., Oklahoma City 3, Okalahoma.

Instant gags for Deejays—Thousands of one-liners, skits, station breaks, etc. listed in "Broadcast Comedy" catalog. Write—Show Biz Comedy Service, 7703 East 29th St., Brooklyn, N. Y. 11209.

Buying, selling, evaluating? Seasoned management, 8 years proven record. $1000 per week for management of entire operation, and large markets available for study of station opera- tions and management. To: Ben Moran & Company, Inc., 1927 Curtiss, Downers Grove, Ill.

Are you satisfied with the sound of your station? If not write the Sound Doctor, Box 3694, Birmingham, Alabama.

INSTRUCTIONS—(Con'd)

INSTRUCTIONS

FCC License and Electronics Degrees courses by correspondence. Also, resident classes in Washington, D. C. Fee catalog: W. E. & T., P. O. Box 102, Los Angeles, California 90007.

Elkins is the nation's largest and most re- spected name in First Class FCC Licensing. Complete course in six weeks. Fully approved by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Convenient courses in Chicago, Cleveland, Dallas, Denver, Seattle or Los Angeles. Sixteen weeks license training. Tel. Houston, 2295-0566. Bob Johnson Radio License In- struction, 10802 Dunwich, Manhattan Beach, Calif. 90266. Phone 379-4461.

We train broadcasters. The Elkins Radio Training School was established in 1931) offers training in FCC 1st Class License prepara- tions, Radio & TV. Announcing covering Radio, News, Sports, Commercials, Narrative & descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats Script & comp- nent writing. Broadcasting, Sales & Station Management. Television Production including Camera Operation, Film Man- agement, Production & Tech Directing, Lighting, Voice Timing, and Makeup. All Courses are approved for veteran training. For complete information call or write DON MARTIN, 2419 31ST STREET, N.W., RADIO & TV, 1693, N. Chicago, Hollywood, Calif. 90028.

Help Wanted

INSTRUCTION—Situation Wanted

For Sale—Equipment

Continued

On March 28, 1968, the Michigan Depart- ment of Labor offered for sale certain mechanical equipment from a radio station. Includes radio control consoles, several Magnacord tape ma- chines, and several playback units, turntables, transmitters, antennas and miscellaneous items. Details and a complete list of equipment write Mr. Robert Smalley, Michigan Department of State Highways, 829 North Street, Jackson, Michigan, 49201—Phone ST 4-7172, area code 517.

First Class License in six weeks. Highest success rate nationwide. Theory and laboratory training. Approved for Veteran's Administration. Elkins Radio License School of Minneapolis, 419 East Lake Street, Minneapolis, Minnesota 55401.

The Master Radio License School of Atlanta, offers the highest success rate of all First Class License approved schools. Elkins Radio License School of Atlanta, 1130 Spring Street, Atlanta, Georgia 30309.
MODERN COUNTRY
5Kw. Fulltimer will become first fulltime Country Station in Top 20 Resort Market as soon as staff is set. Need: Program Director — Dejays with & without First Class Licenses Rush Aircheck, Resume, References, to Box C-264, Broadcasting.

RADIO—Help Wanted

Anouncers

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-60, Broadcasting.

Major Market Drive Jock
We need a top 40 jock with professional delivery, good voice and something to say. 10-12M for our man. Please only pros apply. Box C-257, Broadcasting.

Situations Wanted—Announcers

AVAILABLE NOW!
20 well trained announcers, third class ticket; tapes & resumes, send to:
Midwestern Broadcasting School
228 S. Wabash
Chicago, Ill. 60604
WA 2-0712

RADIO—Situations Wanted—Production—Programing, Others

Last Week EXCLUSIVELY On The UNIQUE DIMENSION
—The man millions of women spend hours with!
—A 23 year-old Tibetan monk in exile.
—Computers predicting crimes & sentencing criminals!
—A surgeon restores the use of cripples hands.
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BROADCASTING, March 18, 1968
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 13. Reports include application for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Albany, Calif.—Bay Cable Vision Inc. and Nationwide Cablevision Inc. have each applied for a franchise. Bay Cable would charge $7.50 a month, depending on payment plan with free installation. City would receive guaranteed minimum. Nationwide would offer free installation for six months and $9.50 thereafter. Monthly fee would be $7 or $8.50 depending on payment plan. City would receive guaranteed minimum.

Stockton, Calif.—California Antenna TV Inc. of Sacramento. Eix Valley Cablevision of Stockton and General Electric Cablevision Corp. of Walnut Creek (subsidiary of multiple Antenna TV Inc.) have each applied for a franchise to serve surrounding area. Stockton. California Antenna proposes installation of 15 channels for $89.95 and $4.94 respectively. Firm would offer a 12-month plan. City would receive guaranteed minimum of 4% of annual gross revenues. Firm would pay 12 channels. Firm would receive for free installation and the 12 channels. Firm would pay for 16 channels.

Batesville, Miss. 38606. Principals: Leonard L. F. Grimes, secretary-treasurer, 51% owner; Mr. Grimes is employed of WBLB Batesville. Miss. Mr. Polk is Batesville CPA. Action March 4.

KJGO Minot, N.D., Joseph, M.—Broadcast Bureau granted transfer of control from Vaward Corp. to Ekatia Broadcasting Corp. to Ekatia Broadcasting Corp. to Ekatia Broadcasting Corp. No consideration, change in ownership or control were involved. Action Feb. 26.

WINW Canton, Ohio—Broadcast Bureau granted assignment of license from Joseph F. Wardlaw Jr. to Radio Canton Inc. for $90,000. Principals: J. L. Siegel, president (28%) and Mr. Siegel is president and general manager of WVTV-TV Burlington. Applicant requests waiver of fee. Action Feb. 23.

WCHV-AM-FM, Charleston, Va.—Broadcast Bureau granted assignment of license from Eastern Broadcasting Corp. to jumper Corp. for $390,000. Principals: Edward S. Evans Jr., president, treasurer and chairman (100%). Applicant requests waiver of fee. Action Feb. 23.

WRPT-TV Reaoke, Va.—Broadcast Bureau granted assignment of license from Ralph A. Kirk Jr. to KNOE-TV for $75,000. Applicant requests waiver of fee. Action Feb. 23.

JF W. H. Polk 233, Box 836.

86 (FOR THE RECORD)
I MEAN, man, how do you figure a guy in an up-tight business suit who sits in one of those plastic, carpeted offices they call an office and quotes poetry to you. You know, you ask a simple question about why would a cat leave a safe, groovy pad for a gig that’s not even where it’s meant to be and out he comes with Robert Browning.

“Ah, but a man’s reach should exceed his grasp or what’s a heaven for?” This was his answer.

What’s the establishment coming to? That Harry Cohn they all talk about, he would have spit nails. This one comes out with high-brow stuff.

His name is Gordon Stulberg. He’s president of CBS Films. You know, that’s the theatrical film-making outfit that the TV guys—the real CBS—set up last year. First they called it CBS Theatrical Films Division, but then they must have figured Lee Marvin is not about to say in an interview: “I’m working for CBS Theatrical Films Division.” I mean, it’s got no soul. CBS Films, OK, but don’t forget it’s theatrical films they’re messing with. They really get up-tight if you screw it up. See, there’s this thing with the feds, but we’ll go into that later.

Let’s keep it going with this poetry cat. First you think it’s a put-on with him. Then you just know it isn’t. This cat’s sincere—you know, one of those bourgeois virtues. Dig the education and you’ll know what I mean—BA from the University of Toronto, president of Sigma Alpha Mu fraternity, Alfred Hoyt scholarship, law shingle from Cornell.

Moving Fast— I know, the lawyer bit turns you off—all those whereases and hetereoforets. Yet this cat comes across straight. He’s even a little nervous underneath. That’s always a good sign. I mean, he doesn’t look like he’s swallowed the whole bird.

This guy is tall and straight, with strong features. I mean face fuzz just wouldn’t be his kind of bag. He doesn’t need it. The groovy thing is that even when he’s most nervous and unsure, he toughs it out. The words come out sure and confident. But he takes his time, baby, he sure takes his time before answering. Guess you can take the cat out of the lawyer but you can’t take the lawyer out of the cat.

He makes a good, solid picture, and maybe that’s what turned Jack Schneider on. Jack Schneider’s the big wheel from New York, runs CBS/Broadcast Group. He met our boy at some social blast and they dug each other right off.

CBS last year was looking to do the movie-making bit. Why not? Look, the movie business has three big things going for it these days. Gordon Stulberg could tell you all about it.

First, if you grab the audience these days, the payoff’s more than anybody ever dreamed could happen 10 years ago. “Sound of Music” has racked up more than $100 million.

Then there’s these foreign cats. They dig movie production, helps the local economy, catch. So they underwrite movie production at their scene, even guarantee negative costs.

Last of course, is the tube—you know, the Monkees’ bag. TV provides today’s base and tomorrow’s promise.

Vibrations are good at CBS Films

It takes a lot of the risk out of the gamble.

The wise cats know all this. That’s why Gulf & Western and Transamerica have bought into the business. So why not CBS—diversification has been their bag for a long time now.

So CBS buys the Republic Pictures lot in North Hollywood, where that funny chick Vera Rubra Ralston used to yelp it, and they set up a movie-making thing. And what makes a better man to run things than Gordon Stulberg? He’s been with Columbia Pictures for 11 years, the last seven of them as major-domo of the lot.

But some of the nabobs in the business begin to yowl. They blow the whistle and call in the Justice Department fuzz. They boast that CBS is unfair competition. It not only makes the pictures, it owns the theaters, meaning the TV outlets. There’s a squawk, too, that with all that TV loot behind him, Gordon Stulberg is blowing everybody’s mind with the deals he’s making with Doris Day, Lee Remick, Charlton Heston and Jack Lemmon.

But let’s not lose our cool. Gordon Stulberg says he’s making movies for theaters, not television. He’s got more than $20 million tied up in five pictures that already are committed. He can’t get that kind of money back from television.

Fact is, he doesn’t want to do any messing with television now. It’s enough the theater exhibitors already think he’s from no-goodsville. He’s got a big PR job to do with them. He’s got to convince them that he’s making quality pictures for theaters and that’s all he’s making. And he wants it known that this is no factory operation—no 20-25 pictures a year; 10 a year would do it.

Television? That can wait. Somewhere down the road these pictures will be released to TV. Will CBS get them? They’re all in the same bag.

And as far as that big cash to the stars goes, Gordon Stulberg says he’s not about to be any ring-a-ding bellwether for the whole industry. He’s not setting new prices, just meeting the established ones.

The Justice Department? He knows they have an egghead studying the situation (Don’t they always?) but he hasn’t heard a thing.

Don’t turn this Stulberg off, baby. There’s a lot to him. Dig the background—father, a pants-maker, then an organizer for the Amalgamated Clothing Workers of America; his Uncle Louis, on his father’s side, now president of the International Ladies’ Garment Workers Union. As a minibopper, Gordon grew up in Canada, worked his way through school as a shill and bingo caller for six summers with traveling carnivals. Carnivals? Robert Browning? Obviously not a man to put down.
EDITORIALS

One picture at a time

TELEVISION proved its unique journalistic capabilities once again last week in the gavel-to-gavel live coverage of Secretary of State Rusk's confrontation with the Senate Foreign Relations Committee. The confrontation did nothing to settle the dispute between hawks and doves, but its TV coverage made the country infinitely more aware of the issues at stake, and NBC-TV, the only television network to carry it live and in full, rightfully won much praise for public service of high order.

Without detracting from the credit due and paid to NBC, however, we would suggest that the position taken by the other networks also represented an act of public service no less than an act of, as critics contended, self-service. Directly and by innuendo, CBS was singled out for criticism for failing to provide live coverage, the charge or implication being that it did so to avoid loss of revenues from pre-empted programs. (We have heard and read little criticism of ABC's failure to cover live, presumably because its financial problems are well known and its decision accepted as understandable.)

The charges against CBS can be answered in two ways. First, CBS News President Dick Salant announced in advance that CBS would cover the Rusk hearings live and in full if no other network elected to do so. Consequently there was never any question whether the sessions would be covered on a full-length, nationwide basis. Second, CBS's decision not to duplicate another network's coverage meant that viewers would have—as Mr. Salant noted—an additional choice of programing.

The fact is—and it may be a sad fact, but it is a fact—that vast numbers of Americans prefer their regular programs to coverage of momentous national events. Anyone who doubts it should note how the ratings of independent stations rise when the cameras of all three networks are focused on, say, political conventions.

Each network must be free to make its own journalistic decision on what it will cover and what it will not. But if a way could be found—and we admit it probably cannot be—to rotate coverage of conventions, hearings and the like without violating that basic journalistic right, we think viewers as a whole would be better served. If they're not going to watch it on one channel, they're not much more apt to watch it merely because it's on two or three.

Federal Antitrust Commission?

It now becomes evident that the Department of Justice has set out to use the FCC as the instrument of applying Justice's version of antitrust policy in the broadcasting field. It is a neat trick that Justice has devised. If it can persuade the FCC to deny consolidations of ownership on a finding that they fail to meet that infinitely stretchable standard of the public interest, it can achieve its ends without having to try cases under the tighter legal standard of the antitrust laws.

As reported in AT DEADLINE last issue, Donald F. Turner, chief of the antitrust division of Justice, has asked the FCC to set for hearing the proposed acquisition of KEDM-TV Beaumont, Tex., by the Enterprise Co., which publishes the two daily newspapers in the same town. Mr. Turner said that in a hearing his department would present a case arguing that the consolidation in Beaumont would be a violation of antitrust law and therefore against the public interest.

Now of course the point here is that if indeed Mr. Turner thinks he has discovered a violation of the Clayton antitrust act, he is free, and indeed obliged by law, to institute appropriate action in the federal courts, which are qualified, as the FCC is not, to conduct trials under the antitrust laws. That course would still be open to Mr. Turner if the FCC turned him down, but we have the feeling that he has found a way to stay out of trial courts altogether in proceedings of this kind. He discovered the way after the FCC approved the ABC-ITT merger, which Mr. Turner then succeeded in frustrating.

In ABC-ITT, it will be remembered (especially by ABC which was deprived of the means to compete on even terms with CBS and NBC), the Justice Department forced the FCC to reopen the case and then presented arguments that the merger raised antitrust questions that would justify the FCC's rejecting the merger as being against the public interest. When the FCC stuck to its original decision, Justice took an appeal. The principals in the Beaumont transfer, and no doubt other principals in cases yet to come, have good reason now to regret that ITT called off the ABC merger before the appellate court ruled.

A good many responsible lawyers believe that the appellate court would have sustained the FCC in the ABC-ITT case, or if not that the Supreme Court would. But no one can really know. Until there is a final resolution in an upper court, Mr. Turner can go on interceding at the FCC and making life for that agency and its applicants more complicated. As was proved in the ABC-ITT case, mere delay can be an effective weapon when used by the government.

Perhaps the resolution is to be found in legislative action. There would also be a risk, of course, in asking the Congress to set national policy on multiple ownership in broadcasting or cross-ownership of broadcasting and other media. But if publishers and broadcasters cannot find relief on the Hill, they apparently are destined to be victimized piecemeal by the new tactics of Justice.

At the moment all the wrong people in the Senate and House are interested in communications-ownership matters. As explained in a story elsewhere in this issue, the staff of the House Investigations Subcommittee is trying to find something wrong with the FCC's current policies on station transfers. The Senate Antitrust Subcommittee has expanded its consideration of newspaper consolidations to include cross-ownership with broadcasting. Nowhere is there legislation pending to make realistic policy.

The vacuum needs to be filled.
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