Increasing threats face radio-TV as NAB convention opens. p35
Leading rep firm developing plan to cut TV clutter. p46
Request to share campaign costs startles CBS-TV affiliates. p58
NBC-TV affiliates hear Goodman flay federal restrictions. p66

Air University Library

APR 4 1968
Maxwell AFB, Ala. 36112

New Horizons For Radio?

Some pointed questions about the American Broadcasting Company's new 4-network concept.
SAVE CASH

CRC

WANTS TIME ON YOUR STATION
AND YOU CAN OWN
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STATION ID'S
TOP 40 • BIG WESTERN • GOOD MUSIC • MOR
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CUSTOM COMMERCIALS
AWARD WINNING PRODUCTIONS • RADIO & TV
FROM LOCAL BUDGET TO FULL SCALE NATIONAL

CALL COLLECT OR WRITE
CRC
BOX 19726 • DALLAS, TEXAS 75219
PHONE = 214-748-8004
WHDH RADIO IS NUMBER ONE IN BOSTON!
With the numbers that mean the most to you.

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*Figures from Boston Radio Audience — American Research Bureau Survey Jan/Feb 1968. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Are our kind of people your kind of people? Write or phone, we’ll tell you more.

WHDH, 50 Morrissey Blvd., Boston, Mass. 02125   Telephone (617) 288-5000.
Ice jam

FCC’s one-to-a-customer multiple ownership rulemaking (see page 78) has caught many proposed traders by twixt and between. Station brokers also are in virtual trauma because current transactions in works are frozen, but they do see pot of gold for them at end of rulemaking if one-station-per-category-per-market (to maximum of 21 entities in as many markets) sticks.

Also in quandary are numerous pending applicants for UHF TV stations who are licensees of AM, FM or both in the same market. They’re precluded from consideration even during pendency of proposed rulemaking. Also blocked are several known proposals for mergers of combination AM-FM-TV facilities looking toward going public. Comment around Washington and from elsewhere all adds up to final comment: “It’s a new ball game.”

Call from home

With presidential campaign heating up, there’s inside talk that U.S. Ambassador John S. Hayes, former president of Washington Post-Newsweek stations, will resign to assist President Johnson in re-election campaign in media liaison—particularly broadcast. Mr. Hayes, who has been envoy to Switzerland since November 1966, was identified with both 1960 and 1964 Johnson campaigns and handled media strategy.

Minow’s price

Envious word around FCC last week was that former colleague, Newton Minow (chairman 1961-63), is due legal fee of $30,000 for representing Gale Broadcasting Inc. in sale of its Wfmt(PM) Chicago to West Continental Broadcasting. This may be biggest legal fee ever paid by seller in FM-transfer case. Wfmt transfer was case that triggered harsh new FCC rulemaking (see page 78) but, like others pending before rulemaking was begun, was approved last week. Mr. Minow is in private practice in Chicago.

Air races

Students of political campaigns are predicting emphasis on broadcasting this year will be heavier than ever before. They say this will be especially true for TV, but that radio seems due for unusually heavy run too. They’re predicting more sophisticated use of TV this time around, with candidates tending to conduct “advertising campaigns,” with emphasis on minute and split-minute commercials, rather than “political campaigns” dominated by speeches and other program-type buys.

Carl Ally Inc., New York agency, reportedly will take over advertising chores for campaign of Senator Eugene McCarthy. Minnesota Democrat’s bid for his party’s presidential nomination so far has been aided by top New York agency talent on volunteer basis. Some of talent, however, reportedly comes from agencies with other political accounts, for example, Papan, Konig, Lois Inc., which reportedly may handle Senator Robert Kennedy’s bid for Democratic nomination. After Wisconsin primary tomorrow (April 2) both candidates will be in face-to-face contest. Top Ally officials over past weekend were in Wisconsin with McCarthy staff.

Movies by any name

Even with NBC-TV expanding to third night of features next season, making total of seven nights per week for all networks, movies still seem to be getting bigger and bigger in TV’s future. NBC-TV insiders confide that new 90-minute “Name of the Game” series is nothing more than full season of “World Premiere” features, which in fact, gives them four nights per week of movies. Also Roy Huggins, through his Public Arts Inc., is developing 90-minute “Movie of the Week” series for 1969-70 season, which would present different “World Premiere”-type production regularly without even pretense of series theme such as “Name of the Game” is using. Huggins concept is for 8:30 p.m. start for program so that it would have half-hour lead on other movies, which he feels will be competing against each other by that time at 9 p.m. on other networks.

High-level sex

What’s probably most expensive dramatic hour series to be produced for network television is about ready to become first major program buy of 1969-70 season. Called The Survivors, it’s been developed and will be written by best-selling novelist Harold Robbins. Series is ABC-TV’s property and initial plan was to have subsidiary organization, Selmur Productions, handle production. But now feeling is that scope of production, which will cost some $250,000 per week, is too broad for any but major lot to handle, and Universal TV has all but signed to turn out series. Setting for story has been described as “upper class Peyton Place,” with program unfolding in continuing form, like novel. Possibility is that Lana Turner and George Hamilton will star.

Back under the rug

After three years, National Association of Broadcasters Code Authority has quietly stopped listing radio and TV stations that either quit or are asked to leave codes. Since late 1964 monthly code newsletters have contained lists of stations joining and stations withdrawing. Lists of withdrawals were instituted by former code director, Howard Bell (now president of American Advertising Federation), as means of strengthening code enforcement by publicizing those who leave code for one reason or another.

Sweet account

Alberto-Culver Co., Melrose Park, Ill., hefty TV advertiser which has been rapidly diversifying its toiletries lines into household and other products, is expected to add strong TV budget in support of new sugar substitute product, Sugar-Twin. Low-cost item recently was acquired from Northmore Corp., Cudahy, Wis.

Unexpected guest

President Johnson, who likes surprises may make impromptu appearance before National Association of Broadcasters convention in Chicago this week. It isn’t certainty by any means, but standing invitation is in and could be picked up at chief executive’s option. In any event, Vice President Hubert Humphrey, who will be in Mexico at time, will make color film appearance at opening festivities.
WBBM-TV knows CHICAGO, a city of style...
And there’s nothing quite so stylish on the syndication scene as U.N.C.L.E.

WBBM-TV snapped up the smartest put-on in local TV programming for a key early-evening time slot. They recognized that every program has a life-style that’s reflected in the audience it attracts.

U.N.C.L.E. is a stylish show. It attracts equally stylish viewers—viewers with a marked preference for the better things in life, for convenience foods, for products and services that are new as well as different. It’s a modern audience...a modern market for the look-ahead station.

WBBM-TV saw it. Chicago will see it. U.N.C.L.E.—the style-setter for syndication.

At the NAB, Chicago, visit us at the Executive House—38th Floor—every evening after 5:00 P.M.
WEEK IN BRIEF

46th annual NAB convention in Chicago finds industry looking into muzzle of loaded shotgun: regulatory threats from FCC, Congress, Justice; potent network competition for spot dollar, trend toward shared 30's. See...

BROADCASTERS' COUNTDOWN? ... 35

Leading rep firm is developing plan that would eliminate station-break commercials, reduce number of messages and put all in programs. Most all commercial positions lost by networks would be in nonprime time. See...

RADICAL WAY ... 46

CBS affiliates are up in arms over network plan to waive compensation for political conventions, election coverage. Network says stations should share in huge losses incurred because of campaign coverage. See...

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Senate Antitrust Subcommittee hears FCC Chairman Hyde say media cross-ownership can be handled on case-by-case basis, but Subcommittee Chairman Hart sees problem in newspaper ownership of TV. See...

FCC FIRM ... 60

FCC adopts multiple-ownership stance in proposed rule-making, but comments from broadcasters are already being heard. “Ridiculous,” “dreadful,” “dumbfounding” are typical reactions from coast to coast. See...

ONE PER CUSTOMER ... 78

Corp. for Public Broadcasting starts its honeymoon with $1-million check from CBS but gets some rough treatment from House subcommittee members who wrangle over old subject: CPB financing. See...

BUSY OPENING ... 82

C. E. Hooper Co. may market new local television ratings service by May. Firm plans to present results of its comparison between diary, meter, pure-coincidental techniques at NAB convention. See...

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This year's political convention coverage will feature use of portable, wireless color cameras. NBC will use RCA's new portable, ABC Ampex's, but CBS is working on own model to be introduced maybe this week. See...

PORTABLE GEAR READIED ... 100

Chicago appellate court tells FCC to go ahead, revise personal-attack rule, but it won't hold up court argument on rule. FCC adopts changes, but not without Cox and Loewinger engaging in war of words. See...

FAIRNESS FIGHT ... 111

Canadian government completes its appointments to new Canadian Radio-TV Commission, which is to replace present Board of Broadcast Governors. Pierre Juneau will head new agency. See...

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Broadcasting

THE BUSINESS JOURNAL OF TELEVISION AND RADIO

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Join us in the Embassy Room on the First Floor of the Sheraton-Blackstone (across from the Conrad Hilton).

We look forward to seeing you at the NAB. We'll be there on Sunday, March 31, from 12:00 noon until 10:00 p.m.; on Monday, April 1, and Tuesday, April 2, from 10:00 a.m. until 8:00 p.m. Come on over!

SCREEN GEMS
Okays transfers, but orders stations sold

FCC in rare if not unprecedented action has approved transfer of control of four commonly owned AM and FM stations on condition that new owner sell them within six months. Commission also notified licensee corporation it was liable for $10,000 fine.

At issue is transfer of control of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is licensee of KRSL-AM-FM St. Louis Park and WBSB Duluth, both Minnesota, and WNAK Yankton, S. D.

Condition was imposed on grant of transfer application and forfeiture proposed for Areawide because of two unauthorized transfers of control.

De facto transfer occurred in April, when James F. Bell Jr. who, through stock he and associates owned, controlled 17% of Red Owl, sold his interests to Gamble-Skogmo. Legal control was transferred in July, when Gamble-Skogmo acquired 78.4% of Red Owl stock.

Commission said that statute prohibiting unauthorized transfer of control of stations "must not be violated when mergers, as here, are contemplated."

Accordingly, commission said it could not make finding that unconditional grant of transfer application would be in public interest.

Commission noted that it could have picked alternative course of designating application for hearing. However, it decided against that on ground it did not believe applicants deliberately flouted commission rules.

Red Owl is retail and wholesale food business in upper midwest. Gamble-Skogmo is publicly held general merchandising chain whose stock is traded on New York stock exchange.

Commission vote on order was 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley absent.

Signs for inaugural

Station officials attending NBC Television Network Affiliates convention were notified by Don Durgin, NBC-TV president on Friday (March 29) that order was received previous night from Eastern Airlines for full sponsorship of TV network's coverage of presidential inauguration ceremonies in January 1969. Agency for Eastern is Young & Rubicam of New York.

At conclusion of Mr. Durgin's speech (see page 68), affiliates saw and heard live-film presentation, titled 20-20 Vision, dramatic-musical revue touching upon television's past and reviewing NBC-TV's 1968-69 prime-time program schedule.

CATV won't replace TV

Broadcasting: Schneider

"Yes, I see cable in our future," John A. Schneider, president, CBS/Broadcast Group, told Chicago Broadcast Advertising Club communications seminar Friday (March 29). But cable TV won't replace conventional television despite mounting spectrum pressures, he said (see page 68).

"It would be unconscionable for the FCC or anyone else to decree that the American public will henceforth pay for what it heretofore received free," Mr. Schneider said, "and this would be the net effect of displacing TV or any segment of TV from the spectrum."

Monthly CATV charges would penalize low income homes most of all if no free TV were to be had, he noted.

He also predicted satellite TV won't become as universal and instant as some predict, not because of language barriers so much, but because of time barriers.

Stoddard to KLAS-TV

Howard Hughes group Friday (March 29) finally made decision as to who will run their recently approved KLAS-TV Las Vegas operation. Appointed general manager is Paul Stoddard, one-time sales manager and then general manager for RKO General-owned KFRC San Francisco.

Weighing in at 98 lbs.

RCA is announcing at National Association of Broadcasters convention in Chicago over weekend new 98-pound, "full-size" color TV camera utilizing three-tube pick-up system. Called TK-44A, camera uses Plumbicon tubes and is priced at $74,800 (camera chain including "10-to-zoom" lens, black-and-white picture and waveform monitors and mounting equipment). RCA said deliveries will begin next January.

ASCAP members sue for copyright infringement

Groups of members of American Society of Composers, Authors and Publishers have filed copyright infringement suits charging that two Washington state radio stations played their songs without authorization, ASCAP said Friday (March 29).

Leonard Bernstein, Frank Loesser, Richard Rodgers and Warner Bros.-Seven Arts were listed among 18 ASCAP members as filing against KSEM Moses Lake and Jessica Longston, its president, and also were among 32 said to have filed against KVAN Vancouver and Cathryn C. Murphy, owner.

Suits seek restraining orders against future performances, plus statutory damages of not less than $250 for each unauthorized performance.

Super-agency? Not yet, says O'Connell

Head of Office of Telecommunications Management, James D. O'Connell, told Senate appropriations subcommittee Friday (March 29) he is not recommending communications superagency at cabinet level to supersede FCC, although he didn't rule out such move in future.

Mr. O'Connell, covering wide range of issues in response to questions from Senators Warren G. Magnuson (D. Wash.), subcommittee chairman and chairman of Commerce Committee, and Gordon Allott (R-Colo.) offered off-record briefings on two classified matters—actual defense spectrum usage and needs and steps being taken to guard radio-TV transmitters against takeovers during domestic disorders. That topic was judged so sensitive that Chairman Magnuson even put discussion about need for further discussion off record.

Mr. O'Connell iterated belief ex-
WEEK'S HEADLINERS

Willard C. Mackey, executive VP and manager of Atlanta office of Interpublic's Marschalk Co., elected senior VP of The Interpublic Group of Companies, New York. He will be responsible for all agency relationships with Coca-Cola, including its USA and foods divisions, and with Coca-Cola Ltd. in Canada.

Richard C. Wald, VP, Whitney Communications Corp., New York, and last managing editor of now-defunct New York Herald Tribune, named VP, NBC News. Also at NBC News, William T. Corrigan, director of news operations, named general manager, news operations; and Russell C. Tornabene, director of news, NBC-owned TV stations, named general manager, owned TV stations and radio news.

H. Ben Dechard Jr., chairman of executive committee of A. H. Belo Corp., named chairman of board, succeeding James Moroney Sr., who becomes chairman emeritus in realignment of Dallas-based owners of WFAA-FM-TV, Dallas and Dallas Morning News. E. M. (Ted) Dealey assumes title of publisher emeritus, and Joe M. Dealey re-elected president and chief executive officer. Mike Shapiro, general manager of WFAA-FM-TV, and Richard Blum, assistant to corporate president, named to board of directors; A. Earl Cullum, Dallas consulting engineer, and all other directors re-elected. Mr. Shapiro, who joined firm in 1958, moved from television manager to general manager of stations in 1960.

For other personnel changes of the week see FATES & FORTUNES

pressed at House panel discussion on spectrum shortage (BROADCASTING, Feb. 26) that collection of basic usage data must precede intensive spectrum engineering to squeeze maximum use from frequencies now allocated. OTM, he said, is preparing large pilot project in Los Angeles area that will apply engineering approach to municipal radio needs.

Despite soft-pedaling super-agency idea (in almost same phrases used by FCC Chairman Rose H. Hyde in appropriations hearing Thursday [see page 92]), Mr. O'Connell alerted subcommittee to major changes in nation's telecommunications policies expected later this year, when report of President's task force is released. Mr. O'Connell is vice chairman of task force, but he gave no inkling of proposals to come.

OTM is seeking only minor budget increase this year; $1,986,000 figure for fiscal 1969 is only $4,100 over 1968 total.

KROY sale approved

FCC approved sale of KROY Sacramento, Calif., by Lincoln Dellar and wife to group broadcaster Atlantic States Industries Inc. for $1,325,000 on Friday (March 29).

Atlantic States, principally owned by Ralph Guild, Daren McGavren and George Fritzinger, is holding company for McGavren Guild-PGW station-representative firm and owns WTRV Boston, WLOB Portland, Me., WTVY Pensacola, Fla., and KMAX Fresno, Calif.

In same action, FCC dismissed petition filed by KHAI Honolulu for denial of transfer application.

FCC claims fairness rules aren't unfair

FCC told U.S. Court of Appeals in Chicago today (Monday) that fairness doctrine does not raise constitutional question, since it does not impair broadcasters' right of free speech.

Furthermore, it said doctrine is in "full accord with the fundamental principle of our Constitutional system that the welfare of the public demands the opportunity for free political discussion and robust debate.

Commission made statements in brief replying to attack that Radio Television News Directors Association, CBS and NBC have made on fairness doctrine rules applying to personal attack and political editorializing.

Commission said that Communications Act provides authority for adoption of rules. It also argued that broadcast interests have failed to sustain burden of demonstrating those rules, affording right of reply when person is attacked over station, or where station editorializes for or against political candidate, are arbitrary or unduly burdensome.

Rules do not involve censorship, commission said, nor do they contain any penalty or sanction for expression of views. Requiring stations to give notice of personal attack or editorial, and to offer opportunity for reply, FCC said, "does not interfere with the station's choice of program material or any other right of speech, but does make meaningful the basic principle of fairness."

Appellants have 15 days to respond to commission arguments. FCC brief was filed in accordance with federal court's order, permitting challenged personal-attack rule to be revised but denying request for delay in case (see page 111).

Feature film firm

Formation of Riveria Productions Inc., New York and Hollywood, to produce feature films announced by Robert H. Yamin and Henri Bollinger Friday (March 29). Mr. Yamin has resigned as president of LIN/Medallion Picture Corp. to form company. Mr. Bollinger will continue to conduct his public relations business while serving as vice president of Riveria.

Back to shows

Iconoclast Stan Freberg, in recent years devoted primarily to commercial production, has joined producer-director Barry Shear in developing half-hour situation comedy for Paramount Television in time for 1969-70 season. Messrs. Freberg and Shear have formed TV production partnership and this is to be first product of that union.

Projected series is being planned with Negro comic Godfrey Cambridge as lead. Mr. Shear will direct NBC-TV's new Phyllis Diller hour variety series in fall.

Names advisory group

American Bar Association has named seven-man legal advisory committee on fair trial and free press, to help implement controversial Reardon Report; adopted by ABA in February (BROADCASTING, Feb. 26). Advisory group will "encourage" cooperation of both bar and press, and "assist in effectuating" those standards which discourage pretrial publicity considered prejudicial to fair trial.

Named chairman was U. S. District Judge Edward J. Devitt of Minneapolis. Other members include National Association of Broadcasters general counsel Douglas A. Anello, and Toledo (Ohio) Blade general counsel George S. Bradley.

NBC tops Nielsens

NBC-TV was able to cite this ratings news for affiliates Friday (March 29) at convention in New York: In Nielsen 30-market report out Friday and covering March 18-24, 7:30-11 p.m., NBC had 19.7, CBS had 19.2 and ABC 16.4, with NBC taking top five shows (Dean Martin, Bob Hope, Jack Benny, Bill Cosby, Ice Capades; all but first specials).

BROADCASTING, April 1, 1968
What a racket Ward Huey has. There's no way he can get enough tennis practice, but he talks a great game. He spends more time selling, and talks more often of WFAA-TV, the Dallas-Ft. Worth market, and good avails. Television anyone? Call WFAA-TV and ask for Ward. He's General Sales Manager.

WFAA-TV DALLAS-Ft. WORTH
ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News
Represented by Edward Petry & Co., Inc.
for stations who dream in color

(In 72 cities, the dream has already come true!)
In an astonishing two months, 72 stations have acquired U-50—fifty of Universal's most recent motion pictures. U-50 is the tightest list of important features ever assembled to stay current throughout the playoff period.

And all 50 are in color!

Why be caught napping in black and white?
DATEBOOK

1968 RAB REGIONAL SALES CLINICS
April 25—Minneapolis, Holiday Inn—
airport.
May 21—Kansas City, Mo., Sheraton Motor Inn.
May 23—Chicago, Sheraton Chicago.
June 4—Boston, Somerset Hotel.
June 14—Little Rock, Ark., Marion hotel.

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

APRIL
April 3-4—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 Associations of Advertising Agencies. El Matador hotel, Palm Springs, Calif.
April 4—Awards presentation in the fourth annual competition for the ANDY's awards, given by the Advertising Club of New York, New York Hilton hotel, New York.
April 5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Speakers include: Ralph McGill, publisher of the Atlanta Journal and Constitution; William G. Harly, NAEB president; Harold Wignen, NAEB consultant, and Richard Kellerman, director, Public Broadcast Laboratory.
April 5—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 5-6—Annual spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.
April 5-7—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 entertainment and news-documentary programs produced outside U.S. Washington.
April 7—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 Charles Stone. NAB vice president for radio; Wally Briscoe, managing director, NCTA, and Bob 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. Awards will be given for features, documentaries, shorts, TV commercials and experimental films. Roxy theater, Atlanta.
April 10—Meeting of National Association of Broadcasters-National Cable Television Association committees on CATV copyright. Washington.
April 11—Annual meeting of stockholders of Aveo Corp. to elect directors and independent auditors, to vote on resolution relating to pension plan, and to transact other business. North Charleston, S.C.
April 15—Deadline for filing comments on FCC's proposed rulemaking that would permit type-approval of AM modulation moni-
tors that do not incorporate indicating meters.
April 15-18—Foreign policy conference held by Department of State for editors and broadcasters. Speakers will include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.
April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, Audio-Visual Field Department, San Francisco State College, San Francisco 94132.
April 17—Annual shareholders meeting of American Telephone and Telegraph Co. to elect directors and auditors and to act upon other matters. Boston.
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—Annual stockholders meeting, Time Inc., to elect directors, to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.
April 18-19—Seventh annual college conference held by the International Radio and Television Society; NAB 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 18-20—Seventeenth Cine-Meeting, held by International Film, TV film and Documentary Marketers Association (IFD) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 1945-Milan, Italy.
April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speaker include Douglas Anello, NAB general counsel. Thunderbird motel, 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 19-21—Spring convention of Louisiana Association of Broadcasters. Holiday Inn, Monroe.
April 21—National Association of Educational Broadcasters Educational Television
Why not let your audience hear you at your best?

These professional products from CBS Laboratories guarantee it! They make transmitters behave . . . beautifully. They don’t shout. They don’t whisper. And they increase effective coverage for you. What a market you’ll reach!

Audimax. An automatic level control years ahead of any other of its kind! It controls the level of program audio while maintaining original dynamic fidelity. Boosts your signal to a higher average level. Guarantees a considerable increase in your effective audience coverage.

Volumax. Outmodes conventional peak limiters! Automatically controls your peak modulation level. Can double your effective listening area. Fact is, the combination of Audimax and Volumax not only guarantees you a maximum increase in effective coverage . . . it also insures a smoother, more pleasant sounding program.

Wide Range Program Monitor. A meter so sensitive there’s no such thing as silence. And so easy to read — it measures program levels clear across a 60 decibel range on a linear scale. Monitors full dynamic range . . . without switching scales.

Loudness Controller. Exclusive! The only instrument that guarantees your audience’s listening comfort. Automatically reduces excessive loudness levels. Ends listener complaints. Unconditionally guaranteed.

SEE THEM AT THE NAB-BOOTH 307
Ready for stations May 1—broadcast news that tunes in executives and other investors:

Dow Jones Business Newscasts™

National Distributor: Scantlin Electronics, Inc., 2231 Barrington Avenue, Los Angeles, California 90064. (213) 478-8251. Att: Mr. George Levine, Vice President
Nine rip-and-read programs daily, designed to win the attention of your community’s choicest broadcast audience.

Today, increasing millions of men are management executives, whether in small businesses or great corporations. At the same time, over 24 million Americans own securities. Business publications have steadily grown in circulation and influence. Now it’s your turn to convert the public’s huge interest in business and the stock market into profitable advertising revenue!

The programming vehicle specifically designed to win this choice audience now is here. The staffs of the Dow Jones News Service and The Wall Street Journal have created a new kind of newscast, expressly edited for the broadcast industry: Dow Jones Business Newscasts.

Now, your station can strengthen its programming by adding to your news desk... in effect... the largest, most experienced group of business/financial news reporters and editors in the world.

This world-recognized corps of experts will provide far more than routine statistics of the stock markets. Dow Jones Business Newscasts will tell the significant world news developments behind the market movement. They’ll offer expert analyses of events and their possible ramifications.

This is one program millions of businessmen and investors, small or large, men and women, can tune to regularly for the kind of news they want—at their offices, during drive time, at home. They’ll follow it as attentively as millions read The Wall Street Journal and the famous Dow Jones news ticker.

This will be an intelligent, affluent audience... a premium market for the advertising of banks, utilities, insurance companies, brokerage firms, "big ticket" products, and many other similar prestige sponsorships.

Prepared in audio format, suitable for radio and TV use, the Dow Jones Business Newscasts are distributed nationally by Scantlin Electronics, Inc. For rates and all other information, contact Scantlin at the addresses below. Act quickly to become the station in your community for business-minded people... the choicest broadcast audience in any community.

DAILY LOG:
Nine 3 1/2-minute rip-and-read newscasts daily with byline “as prepared by the staffs of the Dow Jones News Service and The Wall Street Journal.”

Transmitted for suggested use at:

7 A.M., EST — Comprehensive Morning Edition
11 A.M. — Fresh Hourly Editions
12 NOON — Evening Wrap-Up Edition
1 P.M. — Evening Wrap-Up Edition
2 P.M. — Evening Wrap-Up Edition
3 P.M. — Evening Wrap-Up Edition
4 P.M. — Evening Wrap-Up Edition
5 P.M. — Evening Wrap-Up Edition

AT THE NAB CONVENTION—BOOTH 422

Dow Jones Business Newscasts

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measure FM Subcarriers
AM Frequencies...

With International's Model 1120
Secondary Frequency Standard

ALL TRANSISTOR CIRCUITS
SOLID STATE INTEGRATED DIVIDERS

Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of \(1 \times 10^{-6}\) for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of \(\pm 10\) cycles over range 40°F to 100°F. Short term stability of better than \(1 \times 10^{-6}\) can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 mc, 100 kc and 10 kc. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

Keeping You On Frequency Is Our Business.

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TVB REGIONAL SALES CLINICS
April 18—Omaha, Sheraton Fountenelle
April 18—Houston, Kings Inn
April 19—Jacksonville, Fla., Downtown Holiday Inn
April 20—Minneapolis, Sheraton Ritz
April 20—St. Louis, Sheraton Jefferson
May 1—Charlotte, N.C., Holiday Inn
May 2—Chicago, Continental Plaza
May 3—Washington, Sheraton Park
May 4—Detroit, Sheraton Motor Inn
May 9—Columbus, Ohio, Sheraton Columbus
May 10—Pittsburgh, Hospitality Motor Inn
May 14—Oklahoma City, Downtown Holiday Inn
May 15—New Orleans, Sheraton
May 17—Memphis, Sheraton Peabody
May 24—Boston, Sheraton Plaza
May 27—Buffalo, N.Y., Sheraton Motor Inn
June 17—Los Angeles, Sheraton Wilshire Motor Inn
June 18—San Francisco, Sheraton Palace
June 18—Portland, Ore., Sheraton Motor Inn
June 20—Denver, Sheraton Malibu

Stations Division meeting. Statler Hilton, New York.


April 23—Annual stockholders meeting, General Precision Equipment Corp., to elect directors, approve appointment of independent public accounts, and other business. Biltmore hotel, New York.

April 23—Annual stockholders meeting of Zenith Radio Corp., Chicago.

April 23—Annual stockholders meeting of Foote, Cone & Belding Inc., to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business, Continental Plaza, Chicago.

April 23—Annual conference, Petroleum Industry Electrical Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

April 24—27—National convention of Alpha Epislon Rho, national honorary radio-television fraternity, Tulsa, Okla.

April 25—27—Annual convention, Texas CATV Association, Marriott motor hotel, Dallas.

April 25—May 2—The Golden Rose of Montreux eighth annual TV competition held by the Swiss Broadcasting Corp. and the town of Montreux under auspices of the European Broadcasting Union. Open to programs in color and in black and white.

April 26—Institute of Broadcasting Finan-

Indicates first or revised listing.

BROADCASTING, April 1, 1968
presents more lively entertaining programming for the coming season
leading off with HAL MARCH'S New Panel Show
‘GOLD RECORD’
with big name headliners
Henry Mancini/Connie Stevens
Frankie Avalon/Paul Revere and the Raiders/Joanna Moore
Johnnie Ray/Harpers Bizzare
MAKE THE NOW TV SCENE WITH THOSE SWITCHED ON TUNED IN... "IN" PEOPLE! IT'S THE GROOVIEST—GET WITH IT...

26-swinging action-packed films in COLOR

ALREADY PRE-SOLD TO THESE STATIONS

WABC-TV
KABC-TV
WBKB-TV
KGO-TV
WXYZ-TV
KUTV
KBTV
KBMT-TV
Khou-TV
KBMT-TV
KLAS-TV
KRDO-TV
KARK-TV
KLFTY-TV
WANE-TV
KOTV
KTVK
KOAT-TV
WBKB-TV
PGAN-TV
KOAT-TV
WVUE-TV
WSOC-TV
KSAU-TV

AMERICAN INTERNATIONAL TELEVISION Inc. • 165 West 46th Street • New York, N.Y. 10036 • Circle 5-3035
four generations of Nelsons... in one of the longest running, highest rated fully sponsored family entertainments ever!

...and
American International T.V. has selected 200 of the top-rated programs for syndication as

The Adventures of Ozzie and Harriet

American International

AMERICAN INTERNATIONAL TELEVISION Inc. • 165 West 46th Street • New York, N.Y. 10036 • Circle 5-3035
Please visit Stan Dudelson in the Salon Blue Suite at the Ambassador East Hotel and meet the stars of Al-TV's new syndicated shows: the NELSON FAMILY in "The ADVENTURES of OZZIE and HARRIET" and HAL MARCH star of "GOLD RECORD" and also starring from Al-TV.

**American International Televsion, Inc.**

**CINEMA 20**
- Twenty distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today.

**DOMINANT 10**
- Fast-paced, thrill-packed exciting stories top drawing names.

**REAL LIFE ADVENTURE SPECIALS**
- All-color documentaries high adventure—fierce action.

**HOLIDAY STORY BOOK OF FABLES**
- The screen awakens to a big wide wonderful world of enchantment.

**15 NEW SCI-FI**
- Weird, way out, science fiction at its explosive best.

**SINBAD, Jr.**
- 130 brand new five-minute swashbuckling action-packed, startling cartoons in glorious color with full animation.

--

American International Television Inc.
165 West 46th Street • New York, N.Y. 10036 • Circle 5-3035
cial Management board of directors meeting, WGN Chicago.


April 26-29—Annual spring convention of PAEAE and USIA; Bill Moyers, syndicated columnist and former director of USIA; Bill Moyers, publisher of Newsday and former Presidential news secretary; Stan Freberg, advertising consultant and head of own agency; Bosley Crowther, New York Times, movie editor, and Ben Bagdikian, news analyst. University of Kansas, Lawrence, Kan.

April 28-30—Annual meeting of affiliates of ASCN-NTV, Los Angeles.


April 30—Deadline for filing reply comments on FCC proposed rulemaking to permit type approval of AM modulation monitors that do not incorporate indicating meters.

May

May 1-5—17th annual national convention of American Women in Radio and Television, under theme of "Century of Communications." Speakers include: Ronald Reagan, governor of California; John Guedel, John Guedel Productions; Irving Stone, novelist; Leonard Marks, director of USIA. Panelists include: Thomas Sarnoff, vice president, NBC; Dr. Fred Adler, vice president, Hughes Aircraft Co.; P. G. Rogers, president, IBM's data processing division; John Paul Goodwin, chairman of board, Goodwin, Dannenbaum, Litman and Wingfield Inc.; William Dosier, president, Goodwin Productions; Dr. Lee du Bridge, president, California Institute of Technology; Arch Madison, chairman of board, Bonneville Broadcasting Corp.; Norman Felton, president, Arena Productions; Daniel E. Parker, chairman of board, Parker Pen Co. Century Plaza hotel, Los Angeles.

May 5-20—Annual meeting of Canadian Association of Broadcasters. Chateau Champlain, Montreal.

May 4—Annual convention of Kansas Association of Radio Broadcasters. Speakers include Vincent Wasilewski, NAB president. Holiday Inn Midtown, Wichita.

May 5-10—103rd technical conference of Society of Motion Picture and Television Engineers. Papers will be presented on following topics: Instrumentation and high-speed photography; laboratory practices and color-quality control; photographic and allied science; photosensitive materials for motion pictures and television; theater presentation and projection; small-format films; studio practices; sound; education, and medicine. Century Plaza hotel, Los Angeles.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 9-10—Spring meeting of Washington State Association of Broadcasters. Speakers include Arthur Ramble, Washington attorney. Chimeck hotel and Motor Inn, Yakima.

May 6-9—First annual instructional broadcasting conference, sponsored by National Association of Educational Broadcasters, on theme "Communication Technology and the People Left Behind." Sessions have been scheduled on: early childhood education for

**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

<table>
<thead>
<tr>
<th>Time</th>
<th>November 1966</th>
<th>November 1967</th>
<th>% Increase over 1966</th>
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<tbody>
<tr>
<td>MONDAY-FRIDAY</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4:6:30 PM</td>
<td>16%</td>
<td>30%</td>
<td>88%</td>
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<td>SUNDAY-SATURDAY</td>
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<td>6:30-10 PM</td>
<td>6%</td>
<td>10%</td>
<td>66%</td>
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<td>SUNDAY-SATURDAY</td>
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<td>9 AM-Midnight</td>
<td>9%</td>
<td>12%</td>
<td>33%</td>
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**It's time for tiger talk in the Rockies**

**CHANNEL 2**

**DENVER**

A WGN Continental Broadcasting Company Station

**DATEBOOK** 23
Who Belongs On Your "Top 20" Drug Market List?

WHO...that's who!

DES MOINES

In DRUG SALES...
we deliver the nation's 16TH MARKET!
• $1,863,000 more than Newark!
• $75,279,000 more than "metro Des Moines!"

OUR P.M.A. PROVES IT!
WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse study. Whether it's people, food, drug, gasoline sales, etc.—our PMA statistics prove that WHO delivers the vast, rich Iowa market area that deserves to be on your "top 20" list. We're not just "metro Des Moines".

<table>
<thead>
<tr>
<th>WHO P.M.A.*</th>
<th>Metro Des Moines</th>
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<tbody>
<tr>
<td>Retail Drug Sales</td>
<td>$92,575,000*</td>
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<tr>
<td>Retail Drug Outlets</td>
<td>769</td>
</tr>
<tr>
<td>Population</td>
<td>1,911,000*</td>
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<tr>
<td>$17,296,000*</td>
<td>96</td>
</tr>
<tr>
<td>280,400*</td>
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*Sept-Oct, 1966 93-County Area Pulse
**1967 "Survey of Buying Power"

Who's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse study. Whether it's people, food, drug, gasoline sales, etc.—our PMA statistics prove that WHO delivers the vast, rich Iowa market area that deserves to be on your "top 20" list. We're not just "metro Des Moines".

OPEN MIKE

Offering public an option

EDITOR: Back in 1964 I made a proposal to the three TV networks that they try to do something constructive about their political-convention coverage plans. I had polled a number of stations in regard to the question of alternating coverage, with one network carrying the conventions and the other two continuing their regular programs, or with two networks carrying the convention and one providing regular programming.

The reaction was overwhelmingly in favor of the alternating plan, and I so informed ABC-TV.

Since CBS focused the spotlight on the identical problem with its policy concerning coverage of the Rusk-Fulbright hearings, CBS has been castigated for its efforts despite the fact that it was, and still is, the only feasible method of serving all segments of the public.

ABC, which might have reaped the benefits of a great public-relations contribution earlier this year, missed the boat and NBC, in its statements on the CBS policy, once again put its competitive stance ahead of the network's service in the public interest policy—all of the public, that is... .

I sincerely hope that before the political conventions roll around with their complete usurpation of all channels, the three networks get together and work

Please send

Broadcasting
THE BUSINESS JOURNAL OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

Name
Position

Company

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Home Address

City State Zip Bill me

1968 Yearbook $10.

January Publication

Canada Add $2 Per Year
Foreign Add $4 Per Year

1 year $10
2 years $17
3 years $25

Payment enclosed

Broadcasting, 1735 DeSales St., N.W., Washington, D. C. 20036.

Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.
Only the sunshine covers South Florida better than WTVJ*

*Of Miami's "Top 20" minute availabilities
20 are on WTVJ-ARB*
19 are on WTVJ-NSI*

*Based on total homes reached in survey area, ARB and NSI for Miami, November 1967. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)
is adventure in your programming plans?

out a realistic policy which will provide coverage of the conventions in the most effective manner possible, but will still offer the country's viewing audience an alternative in program choices.
—Thomas P. Chisman, president, WVEC-TV Hampton-Norfolk, Va.

Seeks radio programs

EDITOR: I have been preparing material for a documentary on radio from the 1920's through the 1950's. For this I need recordings of music, instrumental or vocal, from the 1920's through the mid-1940's and on-the-spot news reporting of important events, sports events, and old comedy and mystery programs.

I would be most happy to receive any material listed above, recordings or tape.
—Bob Barry, station manager, WXUR-AM-FM Media, Pa.

Memo draws responses

EDITOR: The letter responses [to my Monday Memo, Broadcasting, Feb. 26] have been gratifying and I thank you for allowing me to philosophize in the pages of your excellent publication.—Eddie Smardan, vice president and director of media, Carson/Roberts/Inc., Los Angeles.

WNAC background material

EDITOR: I am working on a project to compile and edit material concerning WNAC as a precedent setter in radio. Employees of the station have furnished me with facts and fiction, but I need even more material, especially reprint newspaper ads as well as articles and photographs. All such material will be returned to its owners and will be given credit in the publication. I appreciate any help that can be given.—Don Azars, WNAC-AM-TV, 21 Brookline Avenue, Boston, Mass. 02215.

School seeks old records

EDITOR: As a principal of a school of culturally deprived students, I am interested in ways to keep the children out of trouble and increasing their cultural interests. I have found that they are "hip" to records and music in general.

With this in mind, I am trying to organize a record library in order that students may check out records to dance to, play and enjoy. I am appealing to radio stations for audition records, old records, etc. The students' interests are broad, from soul music to western.—Loran Danneker, principal, Boynton and Columbus schools, Benton Harbor, Mich., 49022.

OLAS CORPORATION
52 VANDERBILT AVENUE
NEW YORK, N. Y. 10017
PHONE 212/679-2931


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ASSISTANT Publisher
Lawrence B. Taishoff


*U. S. Patent Office
Copyright 1968, Broadcasting Publications Inc.,

BROADCASTING, April 1, 1968
Some pointed questions about The American Broadcasting Company's new four network concept.
Q: “I’m a highly rated independent in my market. Why do I need a network affiliation?”
A: You will have an open line to every news scene in the world through the large network radio news organization in our business. It’s a strong statement…but the track record of ABC Radio News hasn’t been approached by anyone else!
The sound of your news and all your network’s programming will fit your format…increase the scope of your format, yet demand far less of your time than any other major network has ever required.
Because the quality of your programming product cannot be duplicated, affiliation will help you keep a firm competitive edge. It will discourage imitation of your style and increase the distance between you and the competition.
You have availabilities within network programming that will permit you to offer local clients an effective, expensive, prestigious advertising vehicle at no extra cost to you.

Q: “If I join one of your networks, won’t I lose national spot dollars?”
A: It’s possible, assuming you were a strong candidate for those dollars to begin with. But there’s more working against that proposition than for it.
First, there is not enough total inventory on any one network to provide advertising with an alternative for local weight.
Second, being part of a “target audience network” (two-hundred stations delivering similar demographics because of their similar formats) new dollars will very naturally come into the radio medium. This kind of national target marketing has never been available before at radio’s efficiency.
Third, because a network can’t sell the “target” concept without selling the individual stations that deliver it, your station will receive constant and valuable exposure every time a network presentation is made to major clients and to agencies in markets like New York, Chicago, Detroit, Los Angeles.
Fourth, rather than turn from your station because of a network schedule an advertiser buying a “target” audience will lean more toward additional weight on the station he knows will deliver his kind of audience.

Q: “How much time will one of your networks take out of my day?”
A: Generally from 5 to 9 minutes of programming per hour, including time for local sale.
It varies from one network to another, but an American Radio Network needs
from 56% to over 211% less time than any other major network today. Because we're selling four different networks, we don't need nearly as much of your day as the fellow who has to make a living selling one. A glance at our program schedules will give you the exact amount of programming by network, along with the total number of availabilities in it for local sale.

"How can I keep my identity different from your other affiliates in my market?"

By doing exactly what you're now doing. Each of the networks is separate and distinct. The sound and pace of programming, the method of news presentation, the voices and personalities, length of programming, the sound logos, visual logos, promotion materials—all differ from network to network. Because our programming is produced every day to blend with four basic radio formats, we keep you as unique and independent as your format permits...maybe even a little more so.

"Is it true that all three of your AM networks have given up station compensation payment?"

No. ABC has set up a fair and equitable formula for payment which is based essentially on market rank. Together with local availabilities, compatible sound and the sales value of ABC-produced news and sports, you should find that an affiliation makes good bottom-line sense. We planned it that way.

"Is this new 4-network concept here to stay?"

Yes! ABC management has made a major commitment in terms of new equipment (over $3,000,000), a greatly expanded radio news staff, and a general beefing up of all service departments. The concept is too sound and necessary not to succeed.

"Do I have to carry all commercial programming the network feeds?"

Yes. Some db's are permitted in the case of certain conflicts, but these are exceptions. Since the amount and style of all programming offered is tailored specifically to local formats, with no excess programming, full clearance should complement your local programming.
Q: "Aren't you having trouble signing up stations?"

A: Yes, some, or we wouldn't be running this ad.

There is a logistical problem in establishing contact and sitting down with the hundreds of individual stations in hundreds of markets necessary to fill all our station needs.

In most cases where we have been able to sit down, explain and answer basic questions about the concept and how it applies to each station, we have an excellent record of success.

The over 700 affiliates who have joined us after only a few short months of operation, attest to this.

We thought an ad like this might answer the most asked questions for a large group of stations at one time; or better still, might prompt you to think of further questions you would like to ask us.
Radio reaches SAS's tourist and business markets

Scandinavian Airlines Systems Inc. (SAS) has changed its accent—in advertising, that is—to attract more U.S. tourists and businessmen and their products to the shores of Scandinavia.

Our advertising theme stresses "a change of people" for sightseers and "change of markets" for businessmen.

This revamped marketing posture relies heavily on radio—and expanded radio, at that—to drive home a message to the ever-growing target groups of American tourists and industrialists that Scandinavia can be a land of opportunity.

The role that radio has played in our advertising program can best be judged by the amount of money we place in this medium. Without pinpointing actual expenditures, SAS is spending during the 1967-68 fiscal year three times as much money in radio advertising as it did last year.

Can there be a better testimonial to the effectiveness of radio than a three-fold increase in spending?

In short, we have found that radio has contributed to outstanding sales results for us. Our experience has been that radio offers us an efficient buy and gives us a high degree of flexibility as we attempt to reach our twin objectives: the consumer and commercial publics.

Markets: Before our expanded marketing effort, our radio advertising was confined to what we called our "gateway concept." This approach consisted of running radio commercials in the cities where our gateways to Europe were located—New York, Chicago, Montreal, Los Angeles, Seattle and Anchorage.

Since SAS served the U. S. and Canada with more direct and nonstop trips to Scandinavia than other airlines, we decided this year to expand our radio programming. In addition to our gateway cities, we are now going into other major markets such as Boston, Philadelphia, Minneapolis, San Francisco, Toronto and Vancouver, B.C.

These additional markets were selected on the basis of past sales experience and estimates of future potential. In most of our 11 radio markets, our commercials are being placed on two stations. These stations are primarily of the well-balanced variety that offer news, sports and music and cater to a sophisticated audience.

In order to appreciate how radio advertising has been important to SAS, I think it is best to point out the over-all objectives of our advertising campaign.

We are interested in attracting the person traveling to Europe for the first time, but are also interested in the seasoned traveler who has been to Europe, but never to Scandinavia.

People to People: Our advertising agency—Gaynor & Ducas Inc.—developed our basic theme: "Maybe what you need is a change of people." This theme was decided upon because, in the final analysis, sightseeing is sightseeing. But Scandinavia has much to offer in the warmth and sincerity of its people.

From the commercial side, our program's theme is "maybe what you need is a change of markets." You can see how this very closely parallels and complements the over-all tourism theme. Beamed to the businessman, we had success with the "market-change" theme because Scandinavia enjoys the highest standard of living in Europe. And in the world, it's second only to the U. S.

Through our radio advertising, we have found flexibility in getting across our consumer and commercial messages, offering booklets to both segments, and inducing the public to go on tours through Scandinavia.

We have found that radio has been ideal for localizing our advertisements. All our radio spots—regardless of whether they are taped or read by the local disk jockey—contain at least a short tag line pointing out to the listener that he can make flight reservations through his local SAS office or his travel agent.

We also localize our radio spots through emphasizing locally sponsored SAS tours and our regional flight service. Studies by our advertising agency have indicated that this segment of each spot has helped make the public more aware of the SAS as a local entity.

In scheduling our radio commercials, we also have taken into consideration the time of day when our ads will have the greatest impact and the seasons during which we are most concerned with building travel.

Selective Period: We schedule the majority of our commercials during "drive time"—6:39 a.m. and 4-7 p.m. During these hours the demographics of the listening audience most closely match our target-audience profile. Our major emphasis is placed in the spring. With the interest in skiing booming, SAS has found that many ski buffs are lengthening their season through the month of April by attempting to conquer the Scandinavian slopes. Emphasis is also being placed on the months of May and June, when Scandinavia offers its famous festivals and opening of the Tivoli Gardens of Copenhagen.

In many ways, our radio commercials have proven to be our most effective method of reaching the public, while giving additional impact to our print advertising.

You would think that our background music for our spots would be one of Scandinavia's traditional polkas. However, our advertising agency found that the polka didn't fit the American concept of what Scandinavia is really like. Therefore, a distinct Scandinavian sound—bright, lively and interesting—was created to exude the charm and warmth of the Scandinavian people.

We have found that radio has communicated in an effective manner the personality of SAS, and, at the same time, has described graphically the rewards of Scandinavia for the tourist and the businessman.

Albert Chiorda, staff manager—advertising, Scandinavian Airlines Systems Inc., gained his first experience in broadcasting with WLW(TV) Columbus, Ohio, where he was an assistant promotion manager while attending the Ohio State University School of Journalism. He joined SAS in 1958 as assistant to the publicity manager; was promoted to manager of the news bureau in 1964, and assumed his present post in 1967. Formerly Mr. Chiorda was an editor for Fairchild Publications in New York.
The Embassy of Great Britain

His Excellency Sir Patrick Dean, Ambassador of Great Britain, and Lady Dean, in the Ballroom at the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.
EQUATION FOR TIMEBUYERS

\[
\text{ONE \ \textit{BUY}} \quad \text{X} \quad \text{DOMINANCE*} \\quad \text{WKRG-TV} \quad \text{MOBILE ALABAMA}
\]

*PICK A SURVEY---\textbf{ANY} SURVEY

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager
A countdown for broadcasters?

46th annual NAB convention in Chicago finds industry faced with increasing threats from government and internal economic stresses

The National Association of Broadcasters opens its 46th annual convention in Chicago this week with its 8,000 members and associates looking straight into the muzzle of a cocked and ready multi-barreled shotgun.

On the one side are the grape-shot-loaded government regulatory threats of the FCC, Congress and the Justice Department.

On the other the equally potent network competition for the spot dollar, chief profit-maker for the individual station, and a trend toward shared 30-second commercials.

Altogether broadcasters have never faced a period with more ominous promise for their corporate well-being. And while few of the problems appear as topics on the four-day agenda they will be the explosive forces beneath the surface of every session, every conference and every closed-door conversation.

At the top of many broadcasters’ lists will be the ant Flag Day warning noise coming from FCC headquarters: the possibility that the commission may supplant its long-time multiple ownership rules with a new statute designed to limit station acquisition to one per market (see page 78).

They are also concerned, albeit on a more long-term approach, with the covetous eyes many have been making at broadcasting’s share of the spectrum. The land-mobile forces feel they should get some of that spectrum space to alleviate alleged overcrowding in their hands. And many eyes are focused on the spectrum studies being conducted by President Johnson’s Telecommunications Task Force.

Broadcasters in Chicago are also going to be discussing several items that are now in the hands of the courts: the fairness doctrine and CATV. And they will be showing concern over continued attempts by record artists to tack performance fee rights on the pending new copyright bill.

Although none of these items appears on the formal NAB agenda, most, if not all of them, will be touched on by both NAB President Vincent Wasilewski in his state-of-the-industry speech on Monday and FCC Chairman Rosel H. Hyde in his convention address on Tuesday.

Other trade associations, which meet in conjunction with the NAB conclave, will be spending more time and taking a more extensive look at the problem areas.

Ownership is Question • The interest of the FCC, Congress and the Justice Department in station ownership rides most other issues.

The FCC’s new notice of proposed rulemaking on its multiple-ownership rules would prohibit any full-time licensee from purchasing another full-time broadcast outlet—regardless of service—in that market. Ostensibly the commission is seeking to eventually create a system of single-unit ownerships within communities.

The transfer that brought this proposal to a head at the FCC is WGN Continental Broadcasting’s proposed purchase for $1 million of WPMT(FM) Chicago. Some of the commissioners voiced concern that WGN, which already owns WGN-AM-TV and is controlled by the publisher of the Chicago Tribune and Chicago’s American, would have just too much in Chicago if an FM were added to the communications package. However, the commission approved the transfer last week, 6-0 (see page 70).

Tied into the commission’s potential attack on ownership concentration, the Senate and House have been beating around on the fringes of the subject and may wind up plunging into it with both feet.

Last week the commissioners went before the Senate Antitrust and Monopoly Subcommittee, which is holding hearings on the failing-newspaper act, but has broadened the inquiry to cover newspaper-station cross-ownership (see page 60).

Senator Philip A. Hart (D-Mich.), chairman of that subcommittee, has noted that questions had been raised concerning stations owned by newspapers, the number of newspapers with CATV ownership and the commission’s role in limiting concentration of media.

Another witness at the Senate hearing was to be Donald F. Turner, chief of the Justice Department’s antitrust division (see page 9). It’s been only a few weeks since Justice asked the FCC to hold a hearing on the proposed sale of

Vincent T. Wasilewski (l), NAB president, will make his annual report to the membership at the luncheon today (April 1); FCC Chairman Rosel H. Hyde (c) will address the Tuesday (April 2) luncheon and Senator Everett M. Dirksen (R-III.), Senate minority leader, will address the Wednesday (April 3) luncheon meeting of the convention.
A COUNTDOWN FOR BROADCASTERS? continued

of KDFM-TV Beaumont, Tex., to the Enterprise Co., publisher of Beaumont's two daily newspapers (Broadcasting, March 11 et seq.). Justice felt the sale raises "serious" questions under the Clayton Antitrust Act. The FCC has not yet said whether it will accede to the department's request.

And like the Senate subcommittee, Justice has been checking into ownership combinations involving TV stations, newspapers and CATV's.

On the other side of Capitol Hill, the House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is still looking into the FCC's multiple-ownership policy. A hearing was centered on last year's approval of the five Daniel Overmyer UHF construction permits to the AVC Corp.

Although the Overmyer transfer angered the committee chairman, he really blasted the FCC in February, offered in February, is a revised version of a 1967 bill. Both were offered by Representatives Moss, Dingell and Richard L. Ottinger (D-N. Y.). Although the bill does not seem about to pop up in this session, the thought behind it will still be around.

As drafted, the bill would put the TV networks out of any other business, ban network syndication of TV programs and flatly prohibit any network ownership of programs, except those to be shown on the network-owned stations. The original bill provided for direct regulation of the networks by the FCC, proposed strict limits on the amount of prime-time programming the networks could offer, would limit sports-program blackouts to home-team areas and would prohibit rigging of time-outs in sports contests for commercial placement. The network-regulation bill was the target of

meeting are (l to r) Grover C. Cobb, KVGB Great Bend, Kan., joint board chairman; Richard Dudley, WSAU Wausau, Wis., radio board chairman; Daniel W. Kops, Kops-Monathan Communications, New Haven, Conn., radio board vice chairman; Robert W. Fer- guson, WTRF-TV Wheeling, W. Va., TV board chairman; John T. Murphy, Avco Broadcasting, Cincinnati, TV board vice chairman, and Everett E. Revercomb, NAB secretary-treasurer and convention manager for the association.

The NAB has already anted up $50,000-$100,000 for studies that will be presented to the Telecommunications Task Force and other government agencies. Although task force members, in meetings with broadcasters, maintain they have no locked-in point of view at present, some of the studies they have underwritten aim to show the reasons and cost of turning on-air broadcasting in the U. S. into a giant wired grid system.

Currently in the courts are the questions of the fairness doctrine and CATV copyright liability and the FCC's right to regulate CATV's. The Supreme Court has heard the CATV cases and is waiting to sit on the fairness-doctrine issues.

It already has before it Red Lion Broadcasting's appeal that the personal attack provision of the fairness doctrine is illegal. But before hearing that case

(Continued on page 40)
Last week your commercial was seen 500,000 times by Pittsburghers*

But... you failed to reach 320,000 other Pittsburgh viewers like Ben Burdulis.

And 64,000 Pittsburgh viewers like Jim Sloan don't remember it!

You just can’t afford a buy that delivers limited reach and frequency!

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE BROADEST AND MOST EFFECTIVE REACH OF THE PITTSBURGH TELEVISION AUDIENCE, WIIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

THIS COMPUTERIZED INFORMATION INCLUDES DETAILED DATA ON TOTAL REACH, UNDUPlicated HOMES AND FREQUENCY OF REACH FOR ANY COMBINATION OF SPOTS DESIRED. WE CALL IT “INSTANT CUME” ANALYSIS AND IT’S AVAILABLE FOR YOUR USE NOW.

FOR SOME EYE-OPENING FACTS ON EFFECTIVELY REACHING PITTSBURGHERS, CONTACT WIIC-TV’S GENERAL SALES MANAGER, TONY RENDA OR YOUR BLAIR TELEVISION MAN.

*An example extracted from instant Cume analysis. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
ON TAP AT THE CONVENTION

Official agenda for the 46th annual National Association of Broadcasters convention, March 31-April 3, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

Registration • Sunday, March 31—8 a.m.-6 p.m. Monday, April 1—8 a.m.-6 p.m. Tuesday, April 2—9 a.m.-5 p.m. Wednesday, April 3—9 a.m.-5 p.m.

Exhibit Hours • Sunday, March 31—10 a.m.-7 p.m. Monday, April 1—9 a.m.-7 p.m. Tuesday, April 2—9 a.m.-7 p.m. Wednesday, April 3—9 a.m.-5 p.m. North, East and West Exhibit Halls, Continental Room, Normandie Lounge and Writing Room.

SUNDAY, March 31

9:30 a.m.-noon—Association for Professional Broadcasting Education membership meeting. Avenue West, Pick-Congress.

9:30 a.m.-noon—National Association of FM Broadcasters FM Day session. Great Hall, Pick-Congress.

10 a.m.—ABC Radio Affiliates business meeting. Gold Coast Room, Drake.

10 a.m.—Broadcast Music Inc. board meeting and luncheon. Room 414.

10:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Sheraton-Blackstone.

10:45 a.m.—Third annual National Association of Broadcasters convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church, Old St. Mary's Church, Wabash and Ninth Street.

11 a.m.—First annual National Association of Broadcasters Protestant worship service by Dr. Ralph Sockman; lay speaker, Eldon Campbell, WFRM-TV Indianapolis; music by the Medinah Temple Chanters. Central Church of Chicago, Orchestra Hall, 216 South Michigan Avenue.

12:2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Gold Room, Pick-Congress.

1 p.m.—ABC-TV Primary Affiliates Association meeting. Guildhall, Ambassador West.

2:5 p.m.—Association of Maximum Service Telecasters board meeting. Bel Air Room.

NAB FM Day Program • 2:30-5 p.m. Great Hall, Pick-Congress.


Operation Gal: Moderator, Mr. Krelstein. Panelists: Charles F. Bowman, WLJM-FM Gadsden, Ala.; Gary Gielow, KPREN(FM) San Francisco; Hugh W. Dickie, WTMF-FM Tomah, Wis., and Peter V. Taylor, WJLB(FM) Boston. [NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Great Hall beginning at 9:30 a.m. Sunday, March 31.]

3 p.m.—Association on Broadcasting Standards technical committee meeting. Room 412.

3-7 p.m.—Society on Broadcast Engineers membership meeting. Williford C.

4 p.m.—ABC Radio Affiliates reception. Gold Coast Room, Drake.

5:30 p.m.—Television Film Exhibit reception. International Ballroom.

6-9 p.m.—NBC reception (invitation only). Guildhall, Ambassador West.

6:30 p.m.—CBS-TV Affiliates reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

MONDAY, April 1

8-10 a.m.—TV Stations Inc. membership breakfast meeting. Crystal Ballroom, Sheraton-Blackstone.

8 a.m.—Mark Century Corp. breakfast and programing seminar. Waldorf Room.

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Grand Ballroom.


Salute to Distinguished Service Award Recipient: Dr. Norman Vincent Peale. Presentation of NAB's Distinguished Service Award to Lowell Thomas, veteran newsmen, by Vincent T. Wadslewi, NAB president. Re-
Management Conference Luncheon • 12:30-2:30 p.m. International Ballroom.


Radio Assembly • 2:30-5:30 p.m. Grand Ballroom.


Annual RAB Presentation: Miles David, president Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.


Television Assembly • 2:30-5 p.m., Waldorf Room.

Presiding: John T. Murphy, Amoco Broadcasting Corp., Cincinnati, vice chairman of NAB TV board.


Radio-Television Labor Relations Workshop (3:45 p.m. concurrent): Williford Room.


Radio Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Avenue West, Pick-Congress.


5 p.m.—Harvard Business Seminar smoker. Bel Air Room.

TUESDAY, April 2

8 a.m.—Society of Television Pioneers breakfast. Lower Tower.

8 a.m.—All-Channel Television Society breakfast symposium. Sheraton-Blackstone.

8-11:30 a.m.—Association of Maximum Service Telecasters membership meeting. Waldorf Room.

Radio Assembly • 9:30 a.m.-noon, Grand Ballroom.


Your Part in Armed Forces Radio: Colonel Robert Cranston, deputy director, Armed Forces Radio Service. Meet "Miss National Radio Month": Chris Noel, hostess of AFRS's A Date with Chris.

The Radio Code and You: Stockton Heffrirtch, NAB Code Authority director.


Management Conference Luncheon • 12:30-2:30 p.m. International Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn. convention co-chairman. Invocation: Right Reverend Gerald Francis Burrill, bis-

continued on page 40
A COUNCIL FOR BROADCASTERS? continued

the Supreme Court is waiting for the U.S. Court of Appeals to sit on the constitutionality of the doctrine and its provisions on editorializing.

In the light of the broadcasters' charges in the Chicago court, the FCC asked and received court permission to liberalize the rules on personal attack. Those new rules were passed last week (see page 108).

However, the FCC didn't win all the marbles in that game. It had also asked the federal court to hold the case in abeyance until the rules could be revised. The court's retort: you can revise but the case will go on.

Compensation Issue = There is also sure to be plenty of conversation about last week's letter from CBS-TV to its affiliates saying the network does not intend to compensate the stations for the convention and election coverage this year (see page 58). In the past the network had paid the networks for about 15 hours coverage of each convention and had asked the remainder be carried without compensation. Now CBS is asking that all that programming be carried by the affiliates gratis.

CBS, like NBC, plans gavel-to-gavel convention coverage this year while ABC has announced it plans 90-minute nightly summaries of convention activities. Whether ABC and NBC will go CBS's route is still up in the air. But it seems certain that the affiliates will be looking for definite answers from their network representatives this week.

Among the TV networks only ABC is trying to hold out against what seems to be the trend of pairing 30-second spots by different advertisers. In one form or another CBS and NBC are using shared 30's. The networks claim the move is based on advertiser economics and will allow more advertisers to put money into network TV.

However, the affiliates feel that the more money that goes into the network coffers means less money is available for spot buying and in this contention the affiliates are being backed to the hilt by the station reps.

ABC's position, which seems certain to be set forth to its affiliates at the Sunday (March 31) meeting in Chicago, has been that it is holding the line against the paired 30's, but can't hold out forever if the trend keeps building. Reportedly ABC has turned down American Tobacco and AT&T orders that were contingent on their minutes being shared with other advertisers. American Tobacco has shared 30's on CBS and NBC and AT&T has such spots on NBC.

Artist's Copyright = Although the radio portion of the industry has been relatively free of the turbulence swirling about their TV brethren, one major piece of legislation still pending in Washington remains under radio's scrutiny. For more than a year recording artists have been pushing hard with a well-financed war chest to get performance fees tacked on to any new copyright bill. Broadcasters have been fighting just as hard to keep the amendment, offered by Senator Harrison Wil...
BROADCASTING, April 1, 1968

TV programers bullish for '68

Increased activity on UHF front, need for program balance cited

With a record number of television programing distributors attending the National Association of Broadcasters convention and Television Film Exhibit '68 in Chicago, representatives of leading syndication companies last week intensified the view of 1968 as "an excellent year" for the industry.

First results of a BROADCASTING study (BROADCASTING, March 25) found syndicators generally agreed that the trend was bullish with more sales this year than last. Primary new market, several pointed out, was the growing number of UHF stations.

Further inquiries have substantiated that view. Those interviewed stressed that new UHF stations and the need for programming balance by outlets of all types are pointing the way to a bright syndication marketplace.

Abe Mandell, president of Independent Television Corp. (ITC), reported that sales in 1967 rose by more than 30% over 1966. and he said he is "very bullish" about 1968. He noted that ITC is issuing in the U. S. The Baron, first-run action series, plus a 90-minute special and 21 one-hour specials in color, starring top entertainment personalities.

"Stations tell us they want specials," Mr. Mandell said. "And we are hoping to fill the bill. Our over-all business has been good and we are particularly pleased with the market that has been building up for all of our product from UHF outlets in major cities."

Edward A. Montanus, MGM-TV director of syndication sales, said he is "very optimistic" about prospects for 1968. He noted that a distributor's success is tied largely to the nature of his product, and he pointed out that MGM-TV recently placed in syndication 128 episodes of _The Man from U.N.C.L.E._ This series, he noted, already has been sold to leading stations and groups in 33 markets.

Fewer Features * Mr. Montanus said he looked forward to a good year, largely because of the market created by UHF stations and the requirement of many stations for syndicated product to offset the diminishing supply of feature films. He added that features are still a staple of local TV sales, but said that the expansion of movies in prime-time network slots is presenting additional opportunities for other types of syndicated programing.

Krantz Films announced last month an ambitious project, offering UHF stations up to 20 hours of first-run color programming that is being produced in Canada. Called TAPE/NET, the new division of Krantz has been making sales to network affiliates as well as UHF and independent stations that were considered originally to be the prime prospects according to Steve Krantz, president. He said last week that he was confident that the programming offered by TAPE/NET, covering talk series, sports, drama, country music and children's programing, will find ready acceptance by stations throughout the country.

A spokesman for Hartwest Productions reported an excellent year in 1967, the best in the company's history, and predicted an even better 1968. Particular bright spots cited by a company official are more creative efforts by distributors and stations in programing.

Hartwest's new series being introduced at the convention include one television program, _Involvement_, a 90-minute, color video-tape series once a week, and five radio shows: _Live with Confidence_ with Dr. Norman Vincent Peale (52 episodes, five minutes, five per week); _Kaleidoscope of Specials_ from the BBC (26 half-hours); _Earl Wilson Show_ (52 five minute programs, five per week); _Joey Adams Show_ (either five minutes, five per week, daily half hours or one-minute drop-ins); and _Involvement_ (one hour, five per week).

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobby, Continental Room, Writing Room and Normandie Lounge of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 21 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated: Symbols: Ascot is Ascot House; Cont. Plaza is Continental Plaza; Essex is Essex Inn; Executive is Executive House; P-C is Pick-Congress; Sh-B is Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp. Space 231-W
Advance Industries ................................ Space 319-C
Albion Optical Co. ................................ Space 231-W
Alford Manufacturing Co. ......................... Space 208-W
Allied Impex Corp. ................................ Space 421-N
Alma Engineering ..................................... Space 406-N
Altec Lansing ........................................... Space 207-W
Amoco Inc. .............................................. Space 310-C

...
WHERE TO FIND IT continued

American Electronic Laboratories Inc. Space 313-C
AMP Inc. Space 308-C
Ampex Corp. Space 201-W
Andrew Cables Corp. Space 200-W
Art Access Equipment Co. Space 209-W
Audio Devices, Inc. Space 232-W
Ball Brothers Research Corp. Space 214-W
Ball Brothers/Mitel Div. Space 219-W
Belar Electronics Laboratory Space 204-W
Berkley-Coloran Inc. Space 121-E
Borg-Warner Electronic Products Co. Space 217-W
Boston Insulated Wire & Cable Co. Space 245-W
Brand-Dex. Div./American Elekta Corp. Space 409-N
Broadcast Electronics Inc. Space 303-C
Broadcast Skills Bank Space F-WR
CBS Laboratories Space 307-C
CCMA Electronics Corp. Space 236-W
Central Dynamics Corp. Space 413-N
Century Lighting Inc. Space 122-E
Chrono-Craft Corp. Space 245-W
Cleveland Electronics Inc. Space 119-E
Cohu Electronics Inc. Space 326-C
Collins Radio Co. Space 206-W
Conrad Corp. Space 107-E
Continental Electronics Manufacturing Co. Space 201-W
Corning Glass Works Space 426-N
Craftsman Electronic Products Inc. Space 318-C
Davis & Sanford Co. Space 120-E
De-tel Electronics Inc. Space 205-W
Dixan Engineering Corp. Space 425-N
Dresser Crane, Holst & Tower Space 206-W
Dynametrics Inc. Space 211-W
Effective Communication Systems Space 324-C
Electronic Engineering Co. of Calif. Space C-WR
Electronics, Missiles & Communications Inc. Space 309-C
Entron Inc. Space 320-C
F & M Systems Co. Space 414-N
Fairchild Recording Equipment Space 314-C
Filmline Corp. Space 124-E
Fort Worth Tower Co. Space 315-C
Front Projection Corp. Space A, B-WR
Gates Radio Co. Space 221-W
Gauss Electrophysics Inc. Space 418-N
General Electric Co. Space 102-E
Gothe Audio Corp. Space 423-N
Granger Associates Space 222-W
Gray Valley Group Inc. Space 113-E
Gray Research & Dev. Co. Space 414-N
Hartman Co. Space 203-W
Hewlett-Packard Co. Space 227-W
Houston Fearless Corp. Space 115-E
International Good Music Inc. Space 224-W
ITT Electron Tube Space 306-C
Jamaro Antenna Co. Space 306-C
Jerold Corp. Space 322-C
Johnson Electronics Inc. Space 423-W
Kaiser CATV Corp. Space 218-C
Kleigl Bros. Space 100-E
Lenkurt Electric Co. Space 402-N
Lesco Telecommunications Equip. Co. Space 427-N
Maccarta Inc. Space 342-W
Machlett Laboratories/Raytheon Space 106-E
Marcom Instruments Space 227-W
Marlco Electronics Inc. Space 387-W
McCord Radio Industries Inc. Space 309-C
McMahan Laboratories Inc. Space 235-W
McMahan, Inc. Space 312-C
Micro Design Associates Inc. Space 244-O
D. B. Miliken Co./Teledyne Space 405-N
3M Co./Micro Products Div. Space 248-W
3M Co./Micro Products Div. Space 248-W
Mole-Richardson Co. Space 247-W
Moseley Associates Inc. Space 223-W
National Guard Bureau Space 118-W
Nippon Electric Co., America Space 410-E
North American Philips/AGK Space 301-C
Nortronics Co. Space 238-W
Optical Imports Inc. Space 203-W
Packard Bell Electronics Space 240-W

PHILIPS BROADCAST EQUIPMENT CORP. Space 304-C
Power-Optics Sales Co. Space 314-E
Q-TV Sales & Distribution Corp. Space 118-E
Quick-Set Inc. Space 247-W
RCA Space 243-C
RCA Electronic Components Space 247-E
Raytheon Co. Space 106-E
Richard Hill Laboratories Ltd. Space 412-N
Riken Video Industries Inc. Space 248-W
Roberts & Co. Space 213-W
Rohn Systems Inc. Space 229-W
Rust Corp. of America Space 251-W
Scantlin Electronics Inc. Space 422-N
Schafer Electronics Inc. Space 210-W
Seaburg Music Library Inc. Space 215-W
Shibaden Corp. of America Space 244-A
Shure Brothers Inc. Space 213-W
Sony Corp. of America Space 109-E
Sparta Electronic Corp. Space 306-C
Spirn & Sauppi Inc. Space 327-C
Standard Electronics Co. Space 414-N
Technical Material Corp. Space 304-C
Tektronix Inc. Space 111-E
Telemag Div./Kalart Co. Space 418-N
Television Engineering Co. Space D-WR
Telemet Co. Space 249-W
Telepro Industries Inc. Space 414-N
Teleson Corp. Space 218-W
Telco Electronics Co. Space 105-E
Telex Corp. Space 317-C
Texas Electronics Inc. Space 407-N
Towndman Associates Inc. Space 110-E
Transface Process Co. Space 411-N
Trompetter Electronics Inc. Space 404-N
U. S. Air Force Space H-WR
U. S. Army Space 419-N
U. S. Navy Space K-WR
U. S. Treasury Department Space J-WR
Utility Tower Co. Space 234-W
Viacom Inc. Space 406-N
Vega Electronics Corp. Space 306-C
Videometrics Inc. Space 415-N
Vista Electronics Inc. Space 318-C
Virtual Electronics Corp. Space 819
Vital Industries Inc. Space 202-W
Westbury CATV Corp. Space 309-A
Wilkinson Electronics Inc. Space 200-A

NAB CONVENTION OFFICES

All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated.

Convention Manager Room 1
E. Everett R. Evercook, secretary-treasurer Room 1
Convention Program Room 4
Harold Niven, vice president
Convention News and Public Relations Room 3
George W. Bartlett, vice president
Convention Exhibits Room 1
George E. Geary, exhibit consultant Room 1
Edward L. Gavus, exhibit director
Registration Desk Room 1
Lower Lobby
Donald B. Pearce, assistant treasurer
Convention News and Public Relations Room 3
John M. Couric, vice president
Milton Magruder, director of publications

NEWSROOM

Astoria Room

NAB STAFF OFFICES

Radio Room 2
Charles M. Stone, vice president
Television Room 2
William Carlisle, vice president
Station relations Room 2

Alvin M. King, director.
James McKnight, Spencer Denison, Oliver W. Hoffer, Ernest C. Spindler, Daniel M. Valentine.
Paul E. Fry, Hamilton Woodlee, regional managers.

Broadcast Management Room 4
William L. Walker, director

Government Affairs Room 2
Paul Comstock, vice president

Legal Room 1
Douglas A. Anello, general counsel

Research Room 2
Herbert Mandel, vice president

Code Authority Room 4
Stockton Heffrich, director

Consumer Relations Room 1
Jerome Laster, liaison assistant

Corporate, manager, Washington Office
Thom R. Winkler, manager, radio code

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Ablon Optical Co. Space 723A
Amerco Inc. Space 1240
Ampex Corp. Space 719A-20A
AT&T, Space 1905A
Ampex Corp. Space 606A
Atwood Richards Television Inc. Space 723A
Berkley-Coloran Inc. Space 234A
Central Dynamics Corp. Space 734A
Cohu Electronics Inc. Space 1023A
Communications Manufacturing Co. Space 2139A-40
Dresser Crane, Hoist & Tower Space 2072A-23A
Dynair Electronics Inc. Space 2122A-24A
Electronic Manufacturing Inc. Space 1199-20A
Enka Corp. Space 1234A-35A
F & M Systems Co. Space 1334A-35A
Filmline Corp. Space 1434A-35A
Gates Radio Co. Space 1406A-140A
General Electric Co. Space 8910-10A
Grass Valley Group Inc. Space 1723A
Hewlett Packard Co. Space 1339-40A
International Good Music Inc. Space 1834A-35A
Jamco Antenna Co. Space 419A
Jerold Electronics Corp. Space 2024A
Joen Ski & Rex Div. Space 1733A-34A
Kline Iron & Steel Co. Space 4819A
Lenkurt Electric Corp. Space 1719A-20A
McCarta Inc. Space 940A
Merton Electronics Inc. Space 2355A
McMartin Industries Inc. Space 1199-20A
Memorex Corp. Space 1823A
Microwave Associates Space 1222A-23A
MOS担心 Associate Space 1524A
Moseley Associates Space 1524A
Nortronics Co. Space 1534A
Optical Imports Inc. Space 1560A
AEG-Telefunken Corp. Space 11853A-36A
Philco Electronics Corp. Space 819A
Rust Corp. of America Space 1906
Schilder Electronics Inc. Space 1853A-36A
Sparta Electronic Corp. Space 819A
Stainless Inc. Space 1506
Standard Electronics Corp. Space 1853A-36A
Sylvania Electric Products Inc. Space 819A
Telechip Corp. Space 834A
Tarkett Inc. Space 1619A
Tarkett Inc. Space 1629A
Tarkett Inc. Space 1639A
Telco Electronics Corp. Space 1440A
Transverse Process Co. Space 1038A
Videx Inc. Space 1240A
Vital Industries Inc. Space 2539A-40A
Ward Electronics Inc. Space 1234A
ZBlue Electronics Inc. Space 1234A
Wilkinson Electronics Inc. Space 1140-41
Now there's more to see than ever: a new package! PERRY MASON II: new episodes never before released for local sales plus an additional run of episodes now in syndication. PERRY MASON is the most successful off-network series on television today, by far. Better see us about PERRY MASON II. Right away!

CBS Enterprises
Suite 2325 at the Conrad Hilton
WHERE TO FIND IT continued

PROGRAM SERVICES

ABC Films. 2316-2319
Allied Artists TV Corp. 532A-533A-534A
Alto Fonic Programming Inc. 140A
American International TV. 2325
Ambassador East, Sales Dept.
Boston Symphony Transcription Trust. 1140A
Broadcast Productions Inc. 7394-40A
CBS Enterprises inc. 509
Embassy Pictures Corp. 539-553
Emery Pictures. 2325
Filmmakers Syndication Sales. 561
Four Star Entertainment. 512-513
Sandy Frank Program Sales Inc. 509
Fifth Centura Films Inc. 269
General Media Associates 230 N. Michigan
Golden Eagle Films Ltd. 1018-19
Hartwest Productions Inc. 1322-23-24
Hollywood TV Service 500-515A-517A-521
Identi-ions Inc. 200-220-230
King Features Syndicate. 501-502-549
Kramatz Films Inc. 558-563
Kristom Productions Inc. 516-529
Lin/Medallion. 560-561A
M & A A Sales-2514A
Mark Century Corp. 1722-23-24
MCA. 2400
Metro Vision Enterprises inc. 535A-535A
MGM-TV. 235-356-556-557
National Telefilm Associates 503-515A-517A-521
NBC Films Inc. 200-220-230
Nightingale-Denon. 1502
North American TV Associates. 553A
Official Films Inc. 528A-530A
Off Network Productions Inc. 516-529
Otis Inc. Cont. Plaza
Olympus Television Inc. 503-515A
Pams Inc. 919A
Paramount TV Enterprises -Sh-B, Regency Room
Pepper & Tanner Inc. 700
Walter Reade Organization 535A-535A-537A
RKO General Productions. 516-529
Peter M. Robec & Co. 5094-509A
Walter Schwimmer Inc. 1522A-23A
Screen Gems Inc. -Sh-B Embassy Room
SESAC. 900
Showcorporation. 516-529
Spangler Television Inc. 2514A
Spot Productions Inc. 1118-20
Frank Stone Associates. Sh-C
Storer Programs Inc. 1005A
Teledynamics Corp. 557-560
Television Inc. 535-534-536
TM Productions Inc. 16-17
Trans-Lux TV Corp. 556A-557A-520
Triangle Program Sales. 2300
20th Century-FOX Television -Sh-B Hubbard Room
United Artists Television. 504-505-507
Warner Bros.-Seven Arts. 533A-542A-544A-545A
WBC Productions Inc. 2500-2501
WGN Continental Productions Cont. Plaza, Gold
Wolper Productions Inc. 504-505A-507A

STATION REPRESENTATIVES

ABC-TV Spot Sales...Cont. Plaza Governor's Suite
Avco Radio TV Sales. Cont Plaza
Avery-Knode...Sh-B 407-408-410
Mort Basset & Co. Essex
Charles Bernard Co. (Music Network)
(UNASSIGNED)
John Blair & Co., Blair TV, Blair Radio...Sh-B
John Reinstein & Co., Park East
CBS Radio Spot Sales. 1406
CBS-TV National Sales. 516-529
Henry I. Christo Co. 1006
Roger Coleman Inc. Palmer House
Dornan-Em environment. 206
Frank E. Estin & Co. Cont. Plaza

Gill-Perma Inc. 1800
Greener, Hiken, Sears. Executive
Herbert E. Groknin & Co. 516-529
Harrington, Rigler & Partners. Sh-B 806-09-10
George P. Hollingbery Co. 600
Ham Colman Co. Essex
Alfred Howard & Co. 1401-33A
Conrad Hilton
H-R Representatives...Knickerbocker 1028
The Katz Agency. Water Tower Inn 1100
Major Market Radio Sh-Chicago 2506 floor
Jack Malia & Co. 516-529
Executive
The Meeker Co., 1700
Metro Broadcasting Sales 410 N. Michigan
Metro TV Sales. 516-529
National TV Sales Inc. 1401
NBC Spot Sales...Sh-B Presidential Suite
Peters, Griffin, Woodward Sh-B 705
Edward Petry & Co. 1400
Vic Plant Networoks. 1502
PRO Time Sales. 520-521-529
Quality Media Inc. 1502
Radio Advertising Reps. Astor Towers
Paul H. Raymer Co. Essex 1401
RKO General National Sales. Cont. Plaza
Savall/Hoff/Ingersoll & Associates. Conrad Hilton
Stone Representations Inc. 1502
Storer Television Sales 333 N. Michigan
Television Advertising. Cont. Plaza
Alan Torseth Associates Inc. 2100
Grant Webs & Co. 2000
Weed Radio & TV Corp. 20 N. Wacker Drive
Adam Young—VIT...800

STATION BROKERS

Blackburn & Co. P-C 801
Chapman & Co. Sh-B
R. C. Crister & Co. Executive
Charles Cowling & Associates...Conrad Hilton
Wilt Gudmundarolf & Associates...Conrad Hilton
Hammond-Hallands & Associates...P-C 1229
Hogan-Feldman...2516-2530
Laflue Media Brokers Inc. 800
Drake G. Basenhet Larson Inc. Ambassador East
Howard Stark...Sh-B
John Stebbing Bros. Essex 701
Jack L. Stoll & Associates...Sh-B
William T. Stubblefield Water Tower Inn
Edwin Tornberg & Co. P-C

NETWORKS

ABC Radio...2014A-05A
Broadcast Engineering...2014A-05A
ABC-TV
ABC-TV Stations...Cont. Plaza Governor's Suite
CBS Radio...1804-06
CBS Radio Stations...1804-06
CBS-TV...2104A-14A
CBS-TV Stations...Unassigned
Keystone Broadcasting System...804
North American TV Associates
Mutual Broadcasting System 1804A-06A
NBC Radio...Sh-B Presidential Suite
NBC-TV, Presidential Suite
Sports Network Inc. P-C

RESEARCH ORGANIZATIONS

American Research Bureau...505
Broadcast Advertisers Daily Reports
Conrad Hilton
Home Testing Institute/TVO...Essex
Media Statistics Inc...2139A-2140A
Media Survey...Essex
A. C. Nielsen Co. 1000
The Pulse Inc. 2200

MISCELLANEOUS

Advertising Age...505A-05A
All-Channel Television Society...1922A-23A-24A
Associated Press...Sh-B Sheraton Room
Association of Maximum Service Telecasters Sh-B

Billboard...1018A-19A
Broadcast Engineering 1305A-05A
Broadcast Management/Engineering...1105A-05A
Broadcast Information Bureau...1933A-34A
Broadcasting Daily. 2406
BROADCASTING MAGAZINE....706A
Community Club Awards Inc. Executive 3704
Curtis Publishing, Enterprises Div. Essex
FCC...1033A
Marketing/Communications 307 N. Michigan Ave.
Media/Scope...1233-A-34A

NATIONAL BROADCAST

Noyes, Moran & Co. Conrad Hilton
Promotional Services Inc. Essex 1201-3
Radio Advertising Bureau...1704A-05A
Softness Group. Executive
Sponsor 2408
Starr & data Service...2105-06
Supermarket Broadcasting Network Inc. 1238A
Telefilm Magazine...Unassigned
Television Age...1105-06
Television Bureau of Advertising...1105-06
Television Information Office...705-06
Television Digest...705-06
TELEVISION MAGAZINE 1706-06
TV Stations Inc. 1624

Variety...806A

Also in Chicago

Other firms at the NAB convention not included in last week's listing are:

EMERY PICTURES

Conrad Hilton, 6th floor (suite unassigned)
Headquarters: 655 Madison Avenue, New York.
Personnel: E. S. Bode, president; Csaab G. Toth, vice president; Richard Perlin, eastern sales manager; George Condon, midwestern sales manager.

Programs available, number of episodes in parentheses:

Solid Gold Group (20)

FRANK STONE ASSOCIATES

Sheraton-Chicago, suite unassigned
Headquarters: 7922 East Drive, Miami Beach.
Personnel: Frank Stone, president; Frank Parton, southern-southwestern division manager; Elmo Legg, western division manager.

Programs available, number of episodes in parentheses:

Post '65 Feature Films (7)

BROADCASTING, April 1, 1968
Source: NS audience estimates. "Love Lucy" considered in programming in the same time period
Nov.'67 vs. Nov.'66. Subject to qualification in report.

Wild and wonderful things are in store when you schedule television's comedy queen Lucille Ball in "I Love Lucy." She's the number one syndicated attraction in all New York television. She's tops in her time period in Fresno, Indianapolis, Kansas City and Spokane. She's raising the roof in Albuquerque (150% more homes, 289% more viewers), Chicago (69% more homes, 96% more women), Detroit (34% more homes, 200% more women), Flint-Saginaw-Bay City (19% more homes, 27% more women), Harrisburg (40% more homes, 67% more women) and Jacksonville (150% more homes, 600% more women). 179 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
A plan to reduce so-called commercial clutter in television by eliminating station breaks and providing in-program positions for all TV advertising—network, spot and local—is being developed by a leading station-representation firm, which hopes eventually to win industry-wide acceptance for the concept.

The proposal, applied to one real-life station situation for one specific week, would have reduced the number of network commercial minutes from 494 to 435, or 11.9%, and the number of station commercial minutes from a few seconds under 609 to 481, or 21%.

A spokesman for the rep, who asked not to be identified at least until the plan has been further researched and refined, said that for the viewer, who doesn't distinguish between local and network commercials, the reductions would total 186 minutes and 50 seconds of commercial time, a cut of 16.9%, and would probably seem to be greater than that.

The Main Points: In its present stages, the plan's highlights are as follows:

* It would eliminate all station breaks. There would of course be provision for station identification to comply with FCC requirements, but there would be no commercials associated with these IDs.
* In prime time there would be four commercial minutes per half-hour: three for the network, one for the station. Probably the positions would be rotated, so that neither the network nor the station would have the same positions each time.
* There would be a maximum of two program interruptions per half-hour in prime time. This is in accord with the new commercial provisions of the National Association of Broadcasters television code, but positioning currently permitted before and after billboards would be eliminated.
* In prime time, there would be a maximum of two minutes of commercials, and a maximum of four products advertised, in each interruption.
* In nonprime time, there would be no more than six commercial minutes in each half-hour: five for the network, one for the station.
* Program interruptions in nonprime time would be limited to three per half-hour, with no more than four products and no more than two minutes in each interruption.

Under this plan, one of its prime architects noted, virtually all of the commercial positions lost by networks

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**SRA, AAAA approve standardized availabilities form**

A standard spot-TV availabilities form, to be introduced this week at the National Association of Broadcasters convention, was approved last week by the Station Representatives Association and the station relations committee of the American Association of Advertising Agencies.

Preparation of the form followed months of study of more than 20 forms in current use and involved two experimental versions (Broadcasting, Jan. 15). The form heading provides space for the following information: agency, schedule dates, market, budget, contract information and rating service.

The 15 vertical columns are for (1) agency use; (2) day; (3) time—from to; (4) type; (5) participation or adjacency; (6) "SNR"—subject to nonrenewal; (7) codes listed qualifying rating information in columns 8-11; (8) rating; (9) homes; (10) and (11) additional demographics; (12) fixed, (13) pre-emptible, and (14) identification (e.g. plan, flat, package, units, etc.) of costs; (15) is for agency use.

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**Station Representatives Association**, Inc.

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**Station Representatives Association**, Inc.
Source: NSI audience estimates. "Make Room for Daddy" compared to programming in the same time period for previous year Nov. '67 vs. Nov. '66. Subject to qualifications in ad copy.

Who can resist? Certainly not audiences! Danny Thomas in "Make Room for Daddy" is the only situation comedy in network television history to rank in the top dozen for seven consecutive years. Now it's repeating its success in local showings: Albany-Schenectady (tops in its time period), Burlington (tops in its time period), Chicago (69% more homes reached, 110% more women), Hartford-New Haven (tops in its time period, 46% more women reached), Lansing (tops in its time period, 44% more homes reached, 156% more women) and New York (64% more women reached). 195 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
would be in nonprime time. Stations would gain in prime time, since they have relatively few minutes in these periods, but would lose far more in nonprime under the one-in-six ratio of station to network minutes proposed by the plan.

**Benefits for All** Aside from reducing both the viewer's impression of clutter and the number of commercials he actually sees, this official said, the plan holds advantages for advertiser, station and network.

The advertiser, he said, will benefit from less competition with other commercials, especially in daytime and fringe periods, so that his advertising should prove to be even more effective than it is now.

Networks and stations would both lose commercial positions, he acknowledged, but he said he wasn't at all sure that "there would be that much financial loss over a period of time." If commercials prove to be more effective, he suggested, advertisers should be willing to pay more for them.

Another advantage, he said, is that local advertisers for the first time would have access on a regular basis to what is now available only to national advertisers: in-program rather than primarily in-break positioning.

**Unsolved Problems** He also recognized that the proposal still has problems to solve—getting agreement on the handling of fully or cosponsored shows, for example—and, undoubtedly, resistance to overcome.

He acknowledged that opposition by networks in particular had been freely predicted, though he said he was inclined to doubt that the networks would—if they thought it through realistically—offer as much objection as some people seemed to think.

He said his associates also wanted to research the plan further and subject it to additional tests to make sure it is as workable as they now think it is.

At the same time, he said, he and his associates want to sound out other leaders quietly and use the plan as a springboard for further discussions from which hopefully will come agreement on improved code standards incorporating this concept if not its precise details.

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### COMMERCIAL PREVIEW: Lou Rawls psyches in

Spur Malt Liquor goes psychedelic in a series of spots produced by Wells, Rich & Greene, New York, for Sick's Rainier Brewing Co.

Lou Rawls, Downbeat magazine's number-one jazz singer of the year, is "chromakeyed," i.e. superimposed live, on a psychedelic pattern created by the Middle Earth Light & Power Co. The sales message that Spur is the "happiest . . . happening-est" that can be served is also presented with the image of Mr. Rawls chromakeyed onto a video-tape transfer of an animated film sequence.

The spots were produced at the Videotape Center in New York for an early air date on the West Coast.

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### Code sounds warning on news-type ad breaks

Interrupting the commercial to bring the listener a special message may be cute, but it isn't necessarily kosher, according to the National Association of Broadcasters Code Authority. Faced with a rash of commercials that use a news-type opening, the code authority has reminded subscribers and advertisers that the use of attention-getting devices, sound effects and language normally reserved for news reporting and related to news techniques should not be used.

Among the examples of recent commercials that the code authority found unacceptable:

- "We interrupt this message to bring you . . ."
- "We interrupt our commercial to bring you . . ."
- "And now a public service announcement . . ."
- "Stand by for the latest news from one of (the area's) most eminent commentators . . ."
- A simulated police radio report: "4-X-55, 4-X-55—a traffic accident at . . ."

Noting that such commercial approaches can sometimes be slightly revised to meet code standards and still have a news-like angle, the code authority pointed to this acceptable version of the second item above: "(Product name) breaks into this commercial to bring you . . ."

### Durham files suit against Interpublic

"Without merit" was the way spokesmen for the Interpublic Group of Co.'s described a $1.75-million suit filed against it last week in the New York State Supreme Court.

The complaint was brought by Robert Durham on behalf of himself and Robert Durham Associates Inc., New York. Mr. Durham reportedly is suing for $1 million in damages and $750,000 in payments allegedly due for services. Mr. Durham was the new-business aide to the now-deposed Interpublic head, Marion Harper Jr. (Broadcasting, Nov. 27, et seq.).

Mr. Durham is said to claim that Interpublic has violated contracts, one covering himself as an employee, the other covering his company, which served as a consultant to Interpublic.

Interpublic last week acknowledged that the complaints had been filed, but characterized them as "without merit." Spokesmen for the agency said the matter was in the hands of attorneys.
Source: NSR audience estimates. "Password" compared to programming in the same local period the preceding week (Nov. '67 vs. Nov. '66). Subject to qualifications on request.

Pronounce it "Password": one of network television’s most successful celebrity quiz shows, now proving a sensation in local showings. Tops in its time period in Miami, Phoenix, Salt Lake City, Tampa and Tucson. Sending audiences soaring in Dallas-Ft. Worth (11% more homes, 50% more women), Ft. Wayne (12% more homes, 33% more women), Houston (74% more homes, 71% more women), Los Angeles (15% more homes, 93% more women), Philadelphia (64% more homes, 50% more women) and Seattle-Tacoma (67% more homes, 73% more women). 195 color half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton
New twist for TV's best customer

P&G buys 'Gavilan', new half-hour program, for placement on spot basis on at least 100 stations

In an unusual move for an advertiser in recent years, Procter & Gamble Co., Cincinnati, has bought a new half-hour TV series, Gavilan, for placement on a market-to-market basis on more than 100 stations, starting in the fall.

Dancer-Fitzgerald-Sample, New York, a P&G agency, now is in the process of lining up stations and is seeking prime-time slots, wherever possible. The 100-market figure is a minimum and the line-up may run considerably longer, according to a D-F-S spokesman. The project was announced last week by Robert Stabler, president of Madison Productions, Hollywood, which has produced a pilot of Gavilan, a police-drama series centering around a Mexican-born American detective sergeant operating on the California-Mexico border. The pilot will be available for screening this week for station executives attending the National Association of Broadcasters convention in Chicago, at the D-F-S suite in the Palmer House.

First for P & G • Mr. Stabler said the series marks the first time that P&G will have taken first-run product into syndication. He said the series was developed in association with Dancer-Fitzgerald-Sample.

An agency spokesman would not reveal the cost of time and production, but said it will be "very substantial." The agency, with P&G's approval, decided to proceed with the venture because it wants a vehicle to supplement P&G's network and regular spot-TV efforts. This approach, he said, permits D-F-S to exercise some control over the quality and cost of the production and to distribute it on a more economical basis than would be possible for standard syndicated programs with built-in distribution fees.

Mr. Stabler has been active in first-run TV production and has been with Death Valley Days for 10 years.

Business briefly . . .


The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor for the third time the Julie Andrews Show special on NBC-TV Wednesday, April 17 (9-10 p.m. NYT). It was first broadcast Nov. 28, 1965 and repeated March 23, 1966. Another special buyer, Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor NBC-TV's The Big Little World of Roman Vishniac, Friday, May 24 (7:30-8:30 p.m. NYT). The program will emphasize Dr. Vishniac's photographic techniques in microbiology. Buying participations in NBC-TV programs are the J. B. Williams Co., through Parkinson Advertising Agency, both New York, in Frank McGee Sunday Report and 12 nighttime series; Thomas J. Lipton Inc., Englewood Cliffs, N. J., through Edward H. Weiss & Co., Chicago, in six prime-time entertainment programs; and Abbott Laboratories, through Tatham-Laird & Kudner, both Chicago, in The Frank McGee Saturday Report and three nighttime shows.

Hotpoint Co., Chicago, division of General Electric, will expand its television advertising in a major spring promotion for a new "harvest"-colored appliance line. In addition to NBC-TV's

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BAR network-TV billing report for week ended March 17

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 17, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>Cume Week ended March 17</th>
<th>ABC Cume Jan. 1-March 17</th>
<th>CBS</th>
<th>Cume Week ended March 17</th>
<th>CBS Cume Jan. 1-March 17</th>
<th>NBC</th>
<th>Cume Week ended March 17</th>
<th>NBC Cume Jan. 1-March 17</th>
<th>Total minutes week ended March 17</th>
<th>Total dollars week ended March 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td>$ 145.8 $ 85.6 $ 927.4</td>
<td>$ 359.9 $ 3,741.7</td>
<td>74</td>
<td>$ 445.5 $ 782</td>
<td>$ 4,814.9</td>
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<tr>
<td>Sign-on 10 a.m.</td>
<td>$</td>
<td>$ 117.4 $ 3,210.4</td>
<td>$ 1,877.5 $ 26,473.3</td>
<td>84</td>
<td>$ 26,263.5 $ 9,889</td>
<td>$ 71,180.2</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Monday-Friday</td>
<td></td>
<td>1,146.7 $ 845.5</td>
<td>$ 506.0 $ 5,156.8</td>
<td>225</td>
<td>$ 2,498.2 $ 2,623</td>
<td>$ 31,707.3</td>
<td></td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td></td>
<td>241.5 $ 659.6</td>
<td>$ 669.3 $ 7,733.5</td>
<td>84</td>
<td>$ 1,570.4 $ 898</td>
<td>$ 18,357.1</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td></td>
<td>90.0 $ 240.8</td>
<td>$ 225.6 $ 2,293.3</td>
<td>20</td>
<td>$ 556.4 $ 240</td>
<td>$ 6,567.8</td>
<td></td>
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<tr>
<td>Sign-off 6 p.m.</td>
<td></td>
<td>5,571.0 $ 6,634.2</td>
<td>$ 6,798.4 $ 71,689.4</td>
<td>443</td>
<td>$ 19,003.6 $ 4,663</td>
<td>$ 207,727.7</td>
<td></td>
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<tr>
<td>Sunday</td>
<td></td>
<td>417.8 $ 35.3</td>
<td>$ 455.5 $ 4,412.6</td>
<td>79</td>
<td>$ 908.6 $ 751</td>
<td>$ 8,272.9</td>
<td></td>
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<tr>
<td>Total</td>
<td></td>
<td>$ 8,644.4 $ 98,250.6</td>
<td>$ 11,714.4 $ 133,910.7</td>
<td>1,772</td>
<td>$ 31,248.0 $ 19,846</td>
<td>$ 354,027.9</td>
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</tbody>
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Correction: NBC 7:30 p.m.-11 p.m., Monday-Sunday totals for week ended March 10 was reported as 7,007.2; the correct figures is 6,827.2. The above year-to-date figures reflects this correction.
When the UPI announced its broadcasting award winners, one name came up...

again

again

again

again

WHDH-TV, Boston
won the award for the Best Television News Story of the Year — "34 Hours: The Escape of Albert DeSalvo."

WHDH-TV, Boston
won the award for the Best Television Election Coverage of the Year.

WHDH-TV, Boston
won a special "Citation of Excellence" for a television documentary — "The Impossible Dream."

WHDH-Radio, Boston
won the Best Radio Documentary of the Year for "The Impossible Dream" — the radio version of the Red Sox dramatic run for the American League Championship.

So from WHDH-TV and Radio, a heartfelt “thank you” to the Tom Phillips Awards Committee of the UPI Broadcasters Association of Massachusetts. Again and again and again and again.

WHDH-TV and Radio
50 Morrissey Blvd., Boston, Mass. 02125. (617) 288-5000.
Represented nationally by Blair Television, a Division of John Blair & Company.
Justice Dept.'s McCurdy aims to protect consumer

An active, knowledgeable, 56-year-old Ohio lawyer, Merle M. McCurdy, who's taking over at the Department of Justice next week as the government's first consumer counsel, is Betty Furness's new partner. Miss Furness, the President's adviser on consumer affairs, uses persuasion and recommends legislation. Mr. McCurdy will use the big stick of law in protecting the American consumer against fraud and deception.

Mr. McCurdy, who just wound up a year's service as general counsel to the National Advisory Commission on Civil Disorders, was named to the newly created post by the President last month. He aims to be the counsel for the people as well as the government, he said last week. He's particularly keen, he commented, on eliminating consumer frauds and deceptive practices on the part of merchants, particularly, he stressed, those that prey on uneducated customers.

"Merchants and manufacturers too," he said, "have a duty to the consumer. The public has the right to know what the products they buy will actually do and what their actual price is." And, he added, he's especially eager to reduce the financial manipulation that unscrupulous merchants engage in, particularly where the ghetto poor are involved.

As for advertising, Mr. McCurdy has a simple approach: "Advertising should be fair and aboveboard, that's all we can ask. I'm against deceptive advertising. I'm in favor of publicizing manufacturers' suggested retail prices. This gives the buyer a base to gauge prices."

The news media, he feels, can play a large part in getting the consumer program across to the public, "especially in educating uneducated consumers," he said.

Midwesterner • The trim, active Ohioan has strong midwestern roots. He was born and raised in Conneaut, in the northeastern corner of the state on Lake Erie. He attended Western Reserve University and was graduated from WRU's law school in 1947. After five years in private law practice in Cleveland, he became assistant prosecutor for Cuyahoga county in 1952; eight years later he was named the county's public defender in both posts, he notes, he was engaged in many prosecutions of fraud and consumer deceptions. In 1961 he was named U. S. attorney for Northern Ohio, his responsibilities covering federal crimes in 40 counties. He was appointed general counsel to the civil-disorders commission last year. The commission is winding up its affairs this week, having published its report early last month (BROADCASTING, March 4).

Mr. McCurdy

Bristol-Myers Co., New York, and Men-LEY & James Laboratories, Philadelphia, through Foote, Cone & Belding, New York, will sponsor Preview, a half-hour ABC-TV special Sunday, April 14 (10:30-11 p.m. EST). Adam West will be host-narrator for the preview of music, fashion, movies and sports. Also on ABC-TV, a Leslie Uggams special, Hallelujah, Lesley, will be sponsored by General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, International Playtex Corp. and Colgate-Palmolive Co., through Ted Bates & Co., all New York, and Bristol-Myers Co., through Doyle Dane Bernbach, both New York. Miss Uggams' musical, also starring Robert Morse, Noel Harrison and The Rascals, will be televised Wednesday, May 1 (8:30-9:30 p.m. EST).

BROADCASTING, April 1, 1968
Give a smart girl a little leeway.

You might win an award. WMAL-TV did.

Merv Griffin, Phyllis Diller, Katherine Anne Porter, Norman Norell, Mrs. Robert McNamara, Dr. Michael DeBakey—and as just about everybody knows, even Mrs. Lyndon Johnson—have been Barbara Coleman's guests on "Here's Barbara." So have hundreds of other brilliant and exciting people. That's part of Barbara's special appeal to her busy daytime audience: the fascinating people she introduces them to and the places she visits.

How does Barbara do it? We wouldn't tell you if we could. But we will tell you this: She's our girl, and we're mighty proud of her. We're especially proud of her latest award: The 1967 Program Award from the National Association of Television Program Executives for the "daily interview program . . . of interesting people . . . made more interesting by planning, by performance, and by a unique television attention to visual illustration."

wmal-TV
The Evening Star Broadcasting Company
Washington, D.C.
National Representatives: Harrington, Righter & Parsons
Papert hits his ad peers

Critizes political ads that don't show the candidates' warts

Advertising agencies that are, or hope to be, involved in political campaigns will be getting some formal advice in about two or three weeks from fellow practitioners who have had experience in the field. And in New York last week, one such practitioner, Frederic Papert, president of Papert, Koenig, Lois, New York, volunteered some personal observations on TV political advertising.

The formal material will be published by the American Association of Advertising Agencies, hopefully by mid-April, according to AAAA spokesmen. It will include what's described as a "code of campaign ethics" for agencies, as well as suggestions on what to do, or not do, in the handling of political campaigns. The data is being written and prepared from memoranda submitted by a 15-man ad hoc study group on political advertising. The group, whose chairman is Donald P. Nathanson, North Advertising, Chicago, is made up of agency executives who have had extensive political-campaign experience.

It's Mr. Papert's opinion, he told Broadcasting last week, that professionalism in political advertising "means seeing to it that nothing gets between the candidate and the voter; no slogans, no theme songs, no theatrical devices."

This was what he had expressed in previous talks before advertising people and essentially what he attempted to establish during an informal talk at a luncheon of the newly formed Advertising Lodge of B'nai B'rith last week.

Critizes Peers * In his talk, Mr. Papert was critical of political advertising — particularly on television — prepared by Doyle Dane Bernbach for the Democrats during the Johnson vs. Goldwater campaign and by Jack Tinker & Partners on behalf of Governor Nelson A. Rockefeller in his campaign against Frank O'Connor for the New York governorship. The candidates in both instances won victories at the polls but, in Mr. Papert's view, though the advertising used was "brilliant" it could be considered "dangerous" in its approach.

In Mr. Papert's view the danger lies in thrusting an element, other than the candidate himself, between the candidate and the voter. And if all candidates used techniques designed to win the admiration of TV viewers of the advertising the candidates with the best ad agencies might conceivably be the winners. Such a result, says Mr. Papert, would be "a hazardous situation."

Mr. Papert said he was most critical of those political campaigns in which neither the voice nor the face of the candidate is used (as in Governor Rockefeller's), thus leaving it to the voter to choose on the basis of the skill with which the commercials were made.

PKL's* and Mr. Papert's* experience in handling political advertising included the winning senatorial campaigns of Senators Robert F. Kennedy (D-N.Y.) and Jacob Javits (R-N.Y.). In both instances, Mr. Papert recalled, the candidates were shown on TV (via taping of actual sessions with audiences) in situations in which they were at ease and comfortable. So far as these campaigns were concerned, he said, the agency's role was not one of a "wart removal service"—the candidates were revealed as they are, "warts and all"—and elected because a majority of voters "liked what they saw."

Agency appointments . . .

* The Campbell Soup Co., Camden, N.J., has assigned a new product, Swanson Frozen Entrees, to Needham Harper & Steers, New York. According to an agency spokesman, the account will bill close to $1 million, with at least 50% in television.

* Taylor-Reed Corp., Glenbrook, Conn., has transferred its entire account to Hicks & Greist, New York. The agency, already handling Q-T Froostings, will also be in charge of Cocoa Marsh milk amplifier, fudge and topping, and E-Z Pop popcorn, formerly at Bliss-Gruenwald Advertising, New York. Billings and media plans were not available.

* Daniel & Charles, New York, replaces Young & Rubicam, that city, on the Union Carbide Corp.'s jewelry products department account, for advertising of "Linde Stars." An agency spokesman estimated billings at $1 million.

* Mohasco Industries Inc., Amsterdam, N.Y., has named Smith/Greenland Co., New York, for advertising and sales promotion for Mohawk, Alexander Smith and Firth carpets, and Basic-Witz furniture. Billings are estimated at around $2 million. Previous agencies were Daniel & Charles and Tobey & Crothers.

* Adams Dana Silverstein Inc., New York, will take over the Trans-Texas Airways Inc. account from Glenn Advertising, Houston, effective May 1. The Houston-based airline plans to spend over $1 million in advertising.

* United States Intec Division of Zout-Organon, a Dutch company, has chosen Wyse Advertising, New York, to introduce a moisturizing cream, Endocil, in this country. Plans for 1968 are limited to testing in an undetermined number of major markets, with a national campaign scheduled for 1969.

* E & J Gallo Winery, Modesto, Calif., Meyerhoff in paperback

A good crusade never dies. It just pops up again in paperback.

Arthur E. Meyerhoff, Chicago agency founder who feels strongly about such things as the concept that the U.S. information Agency should get out of the news business and into the selling business, has popped up again with a revised edition of his 1965 book "The Strategy of Persuasion." This time it's a 75-cent version published by Berkley Medallion.

Advertising can be a most effective cold-war tool, Mr. Meyerhoff claims, and it's time the U.S. got busy with professional advertising and promotion techniques to win the war of men's minds.

Mr. Meyerhoff gave but one public speech in his 33 agency years prior to the hard-cover publication of the book in 1965. Since then, however, he has addressed more than 60 conventions or groups, appeared on over 90 radio-TV shows, testified before congressional committees and served as a special consultant to the USIA.
The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company

Have lunch with Ben Holmes
has split its specialty wines account between Young & Rubicam, Los Angeles and Erwin Wasey Inc., Los Angeles. Y&R, already handling Gallo table and dessert wines and the company's Eden Roc line, was awarded the Thunderbird brand. Erwin Wasey picked up the Ripple and Paisano brands. Kenyon & Eckhardt, Chicago and San Francisco, continues to handle Gallo's decanter line of table wines.

- E. B. Meyrowitz Inc., New York, a chain of retail opticians, has named Berger Stone & Partners, that city, for all its advertising. The agency has planned a local newspaper and television campaign for April through December, at an estimated $50,000.

- Daniel & Charles, New York, has been appointed advertising agency for Pilot Radio-Television Corp., Stamford, Conn., a subsidiary of National Union Electric Corp. Pilot manufactures consumer radio and television products. Advertising plans have not been determined.

Also in advertising...

Joining forces • Albert Chance Co. and Radio Time Sales, both San Francisco-based station representative firms, report they have entered into a business association that will provide the Chance stations with national representation. Radio Time Sales is headed by Sam Posner and the Chance organization by Bert Chance.


New Seattle agency • James R. Gerlitz and H. Vel Wright have combined to form a new advertising agency, Gerlitz/Wright, located at 500 Wall Street, Seattle.

New Jersey merger • Fletcher, Daniels & Co., Midland Park, N. J. and Walker & Gessell Inc. of Clifton, N. J. have merged operations under the name Fletcher-Walker-Gessell Inc. The new advertising and public relations agency will have offices in Ridgewood, N. J.

PHS evaluates the antismoking ads

Is the stepped-up campaign on radio and television against smoking taking effect? Dr. Daniel Horn of the U. S. Public Health Service thinks antismoking advertising may be turning teenagers away from cigarette smoking in significant numbers and last week he released statistics to document this contention.

Appearing at a symposium for science writers in San Diego, Dr. Horn disclosed a survey of teenagers that indicated there are fewer 12-18-year-old cigarette smokers in the country now than there were a year ago despite a population growth of some 3 million during the interval. The survey, conducted by the U. S. Public Health Service using a random telephone sampling technique among 4,414 boys and girls, was completed last month.

Among other things it apparently shows 10% fewer smokers than 10 years ago and indicates that 80% of teenagers who do smoke plan to quit. In the last comparable survey in 1958, 34% of the 17-year-old boys and 25% of 17-year-old girls smoked. In the new survey, only 25% of the boys and 15% of the girls smoked.

Dr. Horn, director of the U. S. Public Health Service's National Center for Health Statistics, also reported that for three consecutive months from November 1967, through January 1968, there was a reduction of the number of cigarettes sold over the same months for a comparable period the previous year. It was said to be the longest uninterrupted period of decline since 1964, when the U. S. surgeon general's report linking cigarette smoking and lung cancer was published. Dr. Horn also told the symposium, which was sponsored by the American Cancer Society, that there was a decrease of more than 2% in cigarette manufacture in the last year.

"The real turndown in teen-age smoking has happened very recently, probably within the last eight months," he said. He credited recent broadcast advertisements and news stories on the health hazards of cigarette smoking with a meaningful role in the decline.

Report shows TV a must for national ads

National advertisers consider network television their indispensable medium, even in a year when budgets are tightened, if data recently released by McCann-Erickson in its "Marketing Communications" is any indication.

That's the message of a report issued by NBC research authorities last week.

While expenditures in network TV increased 6% in 1967, expenditures in magazines declined 1% and in newspapers 4%, for a net transfer of advertising investment from the print media to television.

The McCann-Erickson figures also document 1967 as network television's fourth consecutive year leading print in total investment.

Rep. appointments...

wsm radio

fact: wsm delivers as many adults, 18 and over, as the next 5 leading stations combined during M-F, 6-10am.

Source: ARB — Oct.-Nov. 1967

wsm radio
CLEAR CHANNEL 650
NASHVILLE, TENNESSEE

Owned and operated by The National Life and Accident Insurance Company
CBS affiliates on the warpath

Network's request that they waive compensation for political coverage in move to have them share in its losses answered with loud 'ugh'

Bonfires blazed last week as CBS-TV affiliates learned they were being asked to waive all network compensation for carrying CBS's 'Campaign '68 package of political conventions and election coverage and pre- and post-convention specials this year.

If the network's bid did not provoke a war dance by the affiliates, it at least moved the tribal chiefstains to mark it down as topic for a powwow over the past weekend.

The meeting of the CBS-TV affiliates board was scheduled for yesterday (March 31) in Chicago in conjunction with the National Association of Broadcasters convention.

The meeting of the affiliates board, headed by Tom Bostic of KIMA-TV Yakima, Wash., had been scheduled for some time as a more or less routine session, but no one expected it to be routine—or to deal with much else—after CBS-TV asked affiliates to waive the wampum.

The network made the request in a teletype message outlining its plans for political coverage and relaying firm orders placed by Travelers Insurance, through Young & Rubicam, for one-quarter sponsorship of the package and by Humble Oil, through McCann-Erickson, for one-eighth sponsorship.

The Proposition = "We propose your acceptance of these and, hopefully, subsequent orders for these broadcasts on the basis of no station payments," the affiliates were told in the message, signed by the network's station clearance department. "We are, in effect, asking you to share the enormous responsibility we have undertaken in the presentation of these events."

CBS authorities, elaborating later, said the affiliates were "nominal" but that station payments, even on the reduced basis used in 1964, would only add that much more to huge losses the network was already taking on campaign coverage. They said the total loss to affiliates would be less than one-fifth the network's losses.

Other sources estimated that total station compensation for the package, if based on the 1964 formula of payment for 15 hours of each convention, would total from $1.2 million to $1.4 million. On this basis affiliate sources estimated that if no compensation were paid this year the average loss across the entire CBS-TV line-up would be about $6,000 a station.

CBS sources contended that the losses the affiliates would take, whatever they might amount to individually, would be little enough for them to contribute the massive public-service effort involved in this coverage.

Affiliates, even when they did not quibble with this argument, challenged the move on other grounds—most frequently that it could lead, if it succeeds, to erosion of compensation in other areas of network programming.

Some, notably group owners, also pointed out that they were already making significant contributions through outlays of their own, often running into hundreds of thousands of dollars, to provide supplementary political coverage—nationally as well as regionally and locally—by their own newsmen.

NBC to Pay = NBC-TV officials meanwhile disclosed, during their own affiliates convention last week (see page 64), that they planned to pay compensation on the usual basis for station clearance of NBC's political package this year. The usual basis was said to be similar to CBS's '64 formula in that affiliates were paid for carrying a certain number of hours of coverage and not paid for carrying the rest. One informed source estimated that political program payments to NBC-TV affiliates on this basis in 1964 totaled about $1 million.

ABC officials declined to comment on their political compensation plans or on the CBS move. But Elton Rule, the ABC-TV network's new president, reportedly was preparing to discuss the subject in a speech to the ABC affiliates in Chicago yesterday (March 31).

NBC's disclosure that it would pay compensation as usual did nothing to smooth the CBS affiliates' feathers. Those contacted were generally and often highly critical and many indicated they had filed protests or would do so. Almost uniformly, however, they refused to be identified publicly.

McGannon Protests = One of several protests said to have been received by CBS reportedly was lodged by Westinghouse Broadcasting Co. WBC would officially go no further than to confirm that President Donald H. McGannon had sent a protest. But it was learned on good authority that he objected strongly, not questioning the importance of carrying the programs but contending that CBS seemed to be moving toward a policy in which it would compensate for network pro-

Grovers C. Cobb, KVOB Great Bend, Kan., chairman of the National Association of Broadcasters, will seek a second one-year term to that post. His decision was made known Thursday, after he had informed other members of the executive committee.

Mr. Cobb will resign from the NAB nominating committee when it meets in Chicago this week. The committee is made up of NAB board members whose terms expire at the convention. Mr. Cobb was a member of that committee since his radio board term ended this year.

With Mr. Cobb's decision, it appears likely that Richard Dudley, WSAU Wausau, Wis., will seek a second term as chairman of the radio board and that Donald Thurston, WMBN North Adams, Mass., will seek the radio-board's vice chairmanship. Probable candidates for television board chairman are Willard Walbridge, KTRK-TV Houston, and Charles H. Tower, Corinthian Broadcasting Corp., New York: for vice chairman, Harold Essex, WJZ-TV Winston-Salem, N. C., and Norman Bagwell, WKY-TV Oklahoma City.
Two big family tours from 20th Century-Fox Television

Visit Our Sauna

Have Your Hair Done

Fireworks Every Saturday

Guided Tours

Rent-A-Car

Go-Go Girls

Cruise Director

Baby Sitters Available

Meet Interesting People

(That’s funny, you don’t look like a travel agent)
Who needs Nassau? Book these out-of-this-world travel shows

What have we got that you can’t get on a 10-day cruise? Space Monsters! Sea Monsters! Time Machines! Richard Basehart! David Hedison! Guy Williams! June Lockhart! And the longest list of guest stars since 1930 at the Palace.

All put together into two fabulous hour-long, top-rated family shows created by the incomparable Producer Irwin Allen.

Voyage to the Bottom of the Sea, one of the
from 20th Century-Fox Television and keep viewers home!

most successful adventure series to ever hit TV, racked up four fantastic years on ABC. Starring Richard Basehart and David Hedison and other top stars, it consistently pulled big-name advertisers and big-time ratings. 110 hour-long episodes, 78 in color are now available.

Lost in Space, a brilliant science fiction series starring Guy Williams and June Lockhart. Week after week exciting episodes have attracted big audiences and ratings. It ran for 3 years on CBS supported by top sponsors. 83 hour-long shows, 54 in color are now available.

Book one. Book both. Either way it's the most spectacular travel package we've ever offered. Call 20th Century-Fox Television and make your reservation this minute.

Have a good time. And don't forget to write.
# National Ratings

## Voyage to the Bottom of the Sea

<table>
<thead>
<tr>
<th>Year</th>
<th>Share (MNA)</th>
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<tr>
<td>1964-65</td>
<td>33</td>
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<tr>
<td>1965-66</td>
<td>31</td>
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<tr>
<td>1966-67</td>
<td>34</td>
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<tr>
<td>1967</td>
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## Lost in Space

<table>
<thead>
<tr>
<th>Year</th>
<th>Share (NTI)</th>
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<tr>
<td>1964-65</td>
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<tr>
<td>1965-66</td>
<td>31</td>
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<tr>
<td>1966-67</td>
<td>30</td>
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The following shows how *Lost in Space* scored consistently high ratings in market after market. Remember... spot advertisers want high local ratings... you have them with *Lost in Space*.

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<tr>
<td>Atlanta</td>
<td>38</td>
<td>Memphis</td>
<td>46</td>
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<tr>
<td>Baltimore</td>
<td>43</td>
<td>Miami</td>
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<td>Boston</td>
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<td>Milwaukee</td>
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<td>Buffalo</td>
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<td>Minneapolis-St. Paul</td>
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<td>Chicago</td>
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<td>New York</td>
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<td>Columbus, Ohio</td>
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<td>Dallas</td>
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<td>Providence</td>
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<td>Detroit</td>
<td>35</td>
<td>Sacramento</td>
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<td>Hartford-New Haven</td>
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<td>St. Louis</td>
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<td>Houston</td>
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<td>San Francisco</td>
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<td>Indianapolis</td>
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<td>Seattle-Tacoma</td>
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<tr>
<td>Kansas City</td>
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<td>Tampa-St. Petersburg</td>
<td>40</td>
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<tr>
<td>Los Angeles</td>
<td>26</td>
<td>Washington, D.C.</td>
<td>30</td>
</tr>
</tbody>
</table>

*Top 30 markets

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**20th Century-Fox Television, Inc.,** 444 West 56th St., N.Y. 10019, Tel. 212-957-5010
Chicago: Tel. 312-372-1584; Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221

*NTI = Nielsen Television Index  
MNA = Multi-Network Area Ratings  
This data is presented subject to the limitations as listed in the reports used.*
grams that stations can replace locally, such as movies and other entertainment shows, but not compensate for those hard or impossible to match on the local level, such as political coverage and professional football.

Some reports said Mr. McGannon had insisted to CBS that it must adhere to its affiliation contracts and continue to pay the Westinghouse stations involved on the same basis as in the past. The WBC stations affiliated with CBS are KDKA-TV Pittsburgh and KPIX-TV San Francisco.

In protesting that CBS seemed to be moving toward a policy of paying stations to carry programs they might easily pre-empt and not paying for those they can't, Mr. McGannon, according to some sources, likened this approach to a proposed new affiliation contract advanced by CBS some years ago in which station payments would increase more rapidly for clearances beyond a certain level than they did before that level was reached. This concept, which aroused the interest of the FCC and the Justice Department, was subsequently abandoned.

The Westinghouse affiliates not only have carried the full schedule of CBS political and public-affairs programs in the past, according to informed sources, but have gone even further: When CBS failed to carry the recent Senate testimony of Secretary of State Rusk live and in full, KDKA-TV and KPIX arranged to carry it from NBC.

CBS Surprised = CBS sources meanwhile said they were surprised by all the flak that the order containing the no-pay proposal had drawn. It was discussed in detail with the affiliates advisory board some time ago, they said, and although the advisory board did not approve the plan it should have come as no surprise to other affiliates because details were provided them in minutes of the meeting with the advisory group.

There seemed to be no immediate agreement among affiliates last week as to whether the plan would go through, be turned back or be modified in a compromise.

It was noted that CBS once proposed that stations waive compensation for National Football League games and then—apparently voluntarily—reinstated limited compensation but subsequently reduced it further.

Some affiliates said last week they get no compensation for NFL games. CBS sources said it pays on a limited basis—that is, part but not all of a game—on second games of NFL doubleheaders and on nighttime NFL games, but not on single daytime games.

The Package = The political package outlined to affiliates by CBS included a total of 12 hours of campaign, convention and election specials, plus the Republican and Democratic conventions from 7:30 to conclusion on four nights each and the election-night coverage from 7 p.m. to conclusion. Many of the specials are in the 10 p.m. Tuesday-night news period.

The network's wire to stations said "all of the package's programs of one-hour duration will have a middle station break of 32 seconds, except those scheduled on Tuesday nights. In those instances programs will start 30 seconds late (10:00:30 p.m. New York Time) as in the present news format. Coverage of the actual convention ceremonies will provide 62-second station breaks approximately on the hour each night.

"Election-night coverage will be formatted to allow local stations to cut away for local returns during the last seven minutes of each half-hour... The network will not provide fill during these cut-away portions prior to 12 midnight so stations must be prepared to fill locally until that point."

The message also reported that in addition to anchorman Walter Cronkite, with other major posts filled by Eric Sevareid, Roger Mudd, Harry Reasoner and Mike Wallace, CBS has hired columnists Art Buchwald as "very special correspondent," quoting him as saying that "once all the funny stuff is over, I will do the serious wrap-up."
FCC firm on cross-ownership

Hyde tells Hart's antitrust subcommittee that case-by-case policy preserves diversity in control of broadcasting and the press

Whatever else it may feel about the concentration of control of media question—and it expressed its concern about it last week—the FCC is not disposed to closing the door to station ownership to newspapers. But its view that it can handle cross-ownership with a flexible, case-by-case approach apparently has not eased a key senator's concern about the matter.

The commission made its position clear Tuesday, when Chairman Rosel H. Hyde told the Senate Antitrust and Monopoly Subcommittee that, although the commission takes newspaper ownership into consideration in ruling on broadcast license applications, it does not recommend any limitation on entry into broadcasting based on outside interests.

"We have not found to date that outside business interests present an overall problem in terms of preserving impartial news and public-affairs coverage by broadcast stations," he said.

The commission's concern with concentration of control, as well as its proposed remedy, was revealed a day later. By a 6-to-0 vote, it issued a notice of proposed rulemaking aimed at barring licensees of one fulltime station from acquiring another station, in any service, in the same market (see page 78).

Chairman Hyde testified in connection with the proposed failing-newspaper act, which would exempt from the antitrust laws agreements under which newspapers cooperate in noneditorial functions, if one of them would otherwise fold. Broadcasting is involved since the bill defines a failing newspaper as one that, "regardless of its ownership or affiliation," appears destined to fail.

"Senator Hart's Interest — It was evident that Subcommittee Chairman Philip A. Hart's (D-Mich.) interest extended to the whole question of media cross-ownership. He had requested, and was given, detailed information on the subject, including data on CATV ownership by newspapers having majority interests in broadcasting stations.

Chairman Hyde's statement, which was approved by all six of his colleagues, who were present at the hearing, was designed to explain and defend the case-by-case approach to the cross-ownership problem that the commission has followed as policy since 1944. He said it is the most appropriate, in view of the changing nature of print and electronic communications media.

He also asserted that although the commissioners often differ sharply among themselves on particular cases, "our multiple-ownership rules have served a unique function in preserving diversity of control within broadcasting."

Differences Expressed — The differences among the commissioners that

Where radio, TV, joint newspapers meet

Broadcasting interests are involved in 12 cases in which newspapers engage in the kind of joint operating agreements currently being explored by the Senate Antitrust and Monopoly Subcommittee in its hearing on the proposed failing newspaper act (S. 1312).

Information on the 12 became available last week, when the subcommittee released FCC-compiled data on newspaper-broadcast-media cross-ownership. This was checked against a list compiled by the International Typographical Union of 25 cities where joint operating agreements exist. The list was submitted to the subcommittee last year by the International Typographical Union.

The particulars of the newspaper-broadcast situations in these 12 areas follow:

- Birmingham, Ala. — WAPI-FM-TV is licensed to Newhouse Broadcasting Corp., which is 100% owned by the family of Samuel I. Newhouse. Newhouse through a subsidiary, owns 100% of the Birmingham News Co., publisher of the Birmingham News. The News and the Birmingham Post-Herald are editorially and corporately separate, but since 1950 the News has acted as an agent for the Post-Herald in printing, circulation and selling advertising space.
- San Francisco—KRON-FM-TV is licensed to Chronicle Publishing Co., which publishes the San Francisco Chronicle. The Chronicle and the San Francisco Examiner while editorially independent, share joint advertising, circulation and business operations provided by San Francisco Newspaper Printing Inc.
- Miami—WIOD-FM is licensed to Miami Valley Broadcasting Corp., a 100% subsidiary of Cox Broadcasting Corp. The Miami News is owned by principals of Cox while the Miami Herald Publishing Co. is the advertising and circulation agent for both the News and the Herald.
- Shreveport, La. — KWKH-AM-FM is licensed to International Broadcasting Corp., which is the 100% owner of Times Publishing Co., publisher of the Shreveport Times. KSLA-TV Shreveport is licensed to KSLA Inc., which is 59% owned by The Journal Publishing Co., publisher of the Shreveport Journal. The Journal and the Times are editorially independent, but jointly own Newspaper...
were touched on in the statement were expressed in the hearing room. Commissioners Robert T. Bardey, Kenneth A. Cox and Nicholas Johnson made clear their view that the commission's application of its principles has not slowed the trend to concentration of control.

Commissioner Loewingr, on the other hand, ridiculed as "doomsayers" those who view with alarm an allegedly decreasing number of communications channels. He said that, with 7,000 broadcasting stations, the country has far more competing voices in the dissemination of news and public-affairs information than ever before.

But Senator Hart insisted "there is a problem." He noted that in the top-25 markets 34 of the 97 television stations are owned by newspapers, with another 15 licensed to the three networks.

**Down to Four** This indicates the day may come "when only four or five people are feeding us information," he said. "We've got to guard against this." Chairman Hyde fired back: "There's no disagreement on this."

But Senator Hart suggested that the commission's processes might not be adequate to protect against concentration of control of media resulting from cross-ownership. He noted that although the commission routinely determines whether a station applicant owns other media, there appears to be nothing to prevent an individual—once he's obtained his broadcast properties—from acquiring newspaper interests.

—By Howard Halsey

Post Gazette Publishing Co., publisher of the Pittsburgh Post-Gazette and subsidiary of Toledo (Ohio) Blade Co. The Pittsburgh Press enters the picture by being the advertising and circulation agent for the Post-Gazette.

**Knoxville, Tenn.—** WNOX is licensed to Scripps-Howard Broadcasting Co., a subsidiary of E. W. Scripps Co. E. W. Scripps in turn owns the Knoxville News-Sentinel. The News-Sentinel shares circulation operations with the Knoxville Journal and certain advertising personnel serve both papers.

**Salt Lake City—** The family of A. L. Glassman in Salt Lake City owns 65% of KUTV (TV) and 100% of KALL. The remaining 35% of KUTV is owned by Kearns-Tribune Corp., which publishes the Salt Lake City Tribune. Kearns-Tribune also owns Newspaper Agency Corp. jointly with the Deseret News. The agency handles business affairs for both newspapers.

The Deseret News has further broadcast connections through its parent, The Corporation of the President, Church of Jesus Christ of Latter Day Saints, which controls KSL-AM-FM-TV Salt Lake City, KBYU-FM-TV Provo, Utah; has 40% interest in KID-AM-TV Idaho Falls, Idaho; owns KIRO-AM-FM-TV Seattle, KBMB-AM and KMBR-FM Kansas City, and WRPM-FM New York, and an international station, WNWY New York.

**Spokane, Wash.—** KHQ-AM-FM-TV is licensed to KHQ Inc. which is 100% subsidiary of the Spokane Chronicle Co., publisher of the Spokane Chronicle. The Chronicle and the Spokane Spokesman Review (a Cowles newspaper) are operated on a separate editorial basis but under joint business management.

**Madison, Wis.—** Badger Broadcasting Inc. is licensee of WIBA-AM-FM and is 100% owned by Capital Times Co., publisher of the Madison Capital Times. The Capital Times and the Wisconsin State Journal have joint business management under Madison Newspapers Inc.
don't bring the stations involved into a violation of the rules. Earlier, in his statement, he underlined that point in discussing in detail four cases involving broadcast-connected newspaper entities on which the subcommittee had requested comment.

Two of the cases involved situations—in Salt Lake City and Shreveport, La.—in which the companies owned broadcast properties in the same and other communities. But the broadcast holdings are not considered jointly, "even if the newspapers should be considered to be jointly owned because of the agreement," Chairman Hyde said.

A third concerned the charge, made earlier in the hearing, that the San Francisco Chronicle used profits from its KRON-AM-FM-TV to beat the competing Examiner into the position of a failing newspaper. (The two papers are now cooperating in a joint operating agreement.) But Chairman Hyde said the commission cannot direct that broadcast profits "not be used to strengthen a party's position in some other enterprise."

No Overlap • The fourth case involves the joint ownership of WCCO-AM-FM-TV Minneapolis-St. Paul by the Evening Star and Sunday Tribune, owned by Cowles Publications, and the Pioneer Press and Dispatch, owned by Ridder Publications. Cowles and Ridder own or control a number of other stations throughout the country. But none of the signals of the stations overlap, the chairman said, adding that the Minneapolis-St. Paul situation "is a facet of the general newspaper question."

(However, an objection concerning the interlocking relationship involved in WCCO-AM-FM-TV was contained in a complaint filed with the subcommittee by Garfield Clark, manager of KSTP St. Paul. He said the Ridder family's part ownership of the Minnesota Vikings (football) and Minnesota North Stars (hockey) gives WCCO a competitive advantage in bidding for the broadcast rights to the professional football and hockey games of those teams. He also said the ability of WCCO owners to provide newspaper publicity was a factor in the Vikings and the Minnesota Twins baseball team selling game rights to WCCO.)

Finally, Mr. Cohen asked, "are there any criteria for dealing with such situations which may have a direct impact on the concentration-of-control question?"

Responsibility for action, if it belongs to any agency, Commissioner Loevinger said, belongs to the Justice Department's antitrust division (which he once headed). Since newspaper interests, not broadcasting, are directly involved, he said, "we will look to the antitrust division to act. If they don't, we won't be the policing agency."

Not a Court • The commissioner didn't stop there in his effort to disabuse the subcommittee of the idea of employing the commission as a policing agency. The commissioners, he said, are overwhelmed with their normal workload and "literally cannot operate in the way a court does"—hearing cases, reviewing evidence and exhibits.

Furthermore, he said, the commission should exercise restraint in moving from areas in which it is expert and whose legislative mandate is clear—as in the matter of allocations—into other areas, where it has no expertise, especially where the question of freedom of speech may be involved.

Regulatory agencies, he said, "tend to exaggerate their importance and expertise."

Commissioner Cox, who vigorously urges an activist role on the commission, replied: "I think that if the commission exaggerates its importance, the Congress will tell us."

Loevinger's Suggestion • Commissioner Loevinger had a suggestion for unscrambling the problem: exclude from the bill's protection those papers allied with broadcast interests. He said that to extend a "blanket exemption" to parts of a regulated industry, like broadcasting, might give rise to unforeseen problems.

However, the idea, if adopted, could kill the bill. Broadcasting-connected interests are now among the bill's most ardent supporters, but they would be sure to fight against a measure that would, in effect, force them to choose between their broadcasting properties and the proposed act's protection.

Communication lectures offered at Northwestern

Leaders from various segments of the TV and communications industry are participating in a 12-lecture symposium being presented this spring at Northwestern University by the Chicago chapter of the National Academy of Television Arts and Sciences. This is the fourth year the college credit series has been held.

The lectures began Tuesday on Northwestern's Evanston, Ill., campus and will continue through the spring semester. Instructor for the course is Dr. Charles Hunter, director of the school's radio-television department.

The guest lecturers include: FCC Commissioner Robert E. Lee; Roger Englelander, producer-director of CBS's Leonard Bernstein-New York Philharmonic Concerts; Sergio Krizman, Hollywood designer; Lawrence Laurent, TV critic; Burr Tillstrom, creator of the Kuklapolitan Players; Henry J. Schaefer, manager of business affairs, WBBM-TV Chicago; Av Westin, executive director, Public Broadcast Laboratories; Alan Landsberg, WLTW Productions, Hollywood; Loring Mandel, writer; Sanford Wolf, interim executive director of American Federation of Television and Radio Artists, and Karl Genus, free-lance TV, film and Broadway producer.

Ford accuses FCC of harassing CATV

The chief spokesman for cable-television interests let fly at the FCC last week for deliberately setting out to obstruct CATV development.

Appearing as a panelist at an all-day seminar sponsored by the Chicago Broadcast Advertising Club, Frederick W. Ford, president of the National Cable Television Association, said legislation was needed to create a new Department of Communications to supersede the FCC.

Mr. Ford, a former FCC chairman, charged that the commission "is apparently determined to devise new ways to harass" CATV. He said that only recently the commission "discovered a way to make the use of microwave facilities more expensive for cable operators by moving us to new and higher frequencies." On top of this, he added, "we hear increasing talk in broadcast and commission circles about banning commercials on CATV," disregarding constitutional guarantees of free speech.

"Suppose the newspaper and magazine industry had tried and been successful in banning advertising on programs originated on radio," Mr. Ford said, "or that the radio industry had tried and been successful in banning commercials on television when that medium was in its infancy. Just suppose radio and then TV had been told—originally all the programs you want, but don't interconnect and don't carry commercials. Would radio or TV be as successful in making their contribution?"

Mr. Ford hoped "the much needed new Department of Communications will be established by Congress within the near future. Congress should also reexamine and revitalize our communications laws."

62 (THE MEDIA)
The Invaders have joined the Syndicate.

Roy Thinnes is our lookout at the Syndicate. He kept telling us 'The Invaders' were coming. Now they're here! 'The Invaders' are for real. They'll be taking over the U.S. market by market.

They're sure to take over your audience, too. 43 color hours from ABC Films.

Visit Syndicate Headquarters at the NAB Convention: Suite 2319, Conrad Hilton.
NBC-TV affiliates hear glowing report

Optimistic mood prevails at New York meeting as network’s business moves please stations

Reports of rapid recent strides, plans for new gains in the near future and the prospect of a booming television economy in the years ahead cast a rosy glow over last week’s annual convention of NBC-TV affiliates.

The convention, held Thursday and Friday (March 28-29) in New York, found the assembled representatives of more than 150 NBC-affiliated TV stations in an apparently good and generally optimistic mood even though, for them as for television generally, the months since their last convention had not added up to one of best growth years television has ever had.

Along with the promising picture of past gains and future prospects painted for them by NBC officials, the affiliates were given a sobering warning of governmental intrusions in a major address by NBC President Julian Goodman (see page 66).

They also were given the more cheering news that they would get an extra 32 seconds of time to sell in each of NBC’s three weekly nighttime movies next fall, added to the two 62-second breaks they now get.

And they also got the word that, despite CBS-TV’s move to eliminate station compensation on its political-campaign specials and convention and election coverage (see page 58), NBC would compensate for such coverage this year as it has in the past.

Solid Bonus = This last news alone was worth approximately $1 million to the NBC-TV affiliates. That’s the estimated total NBC paid in station compensation for political coverage in 1964, the last presidential election year.

There was, according to affiliate sources, some grumbling among station officials about the apparent trend toward 30-second announcements on the networks, particularly the sharing of minutes by different advertisers.

But these same sources also said that no major issue was made of it, and many affiliates indicated privately if not openly that they either thought the trend was unavoidable or felt it had already gone too far to be reversed.

Some also reported that NBC officials had told them the pressures for network 30’s had not mounted as much as expected, giving some hope that the trend might be slowed if not completely contained.

In their own private meeting Thursday morning the affiliates adopted a resolution commending NBC management for its past year’s accomplishments.

Fast Pace = After a reception to get things rolling Wednesday night, the convention was officially opened Thursday morning with greetings by NBC Chairman Walter Scott and the address by President Goodman, then moved briskly through sessions concerned primarily with the future.

The more immediate future, including the 1968-69 program schedule, as well as NBC-TV’s more recent accomplishments, were covered in a session headed by NBC-TV President Don Durgin on Friday morning (see page 68).

H. M. Beville Jr., NBC vice president for planning, was moderator during a panel discussion of “Television in the ‘70’s” and gave the affiliates a summary of expected developments that are likely to have an effect on TV in the next 10 years.

He projected that by 1972, which he said would be a trillion-dollar-gross-national-product year, total advertising should top $23 billion, and by 1977 should rise to a total of $31.3 billion.

In touching upon TV’s projected billing for 1977, Mr. Beville placed the total at $6 billion, a figure that was mentioned last fall by Walter Scott, NBC board chairman, in a talk before a symposium arranged by TV Stations Inc. (Broadcasting, Oct. 2, 1967).

“The network total is expected to double during the next decade, growing from about $1.5 billion to $3 billion,” Mr. Beville said. “The other segments will grow at an even faster rate, with national spot zooming from last year’s $1 billion to $2 billion by the end of the decade. Local television revenues will be the fastest growth segment, exceeding $1 billion in 1977, over twice last year’s total.”

More Color TV = Mr. Beville forecast that color would be the most significant technical development in the 1970’s with more than 56-million homes equipped with color by the end of the decade.

Among other projections made by Mr. Beville: the 20- to 34-year-old group will be a dominant force, playing an active and perhaps decisive role in government, education and perhaps in business; CATV will service 14-million homes by 1977; 100% of U. S. TV homes will be equipped with at least one all-channel (UHF and VHF) TV set; direct-satellite-to-home television will not be part of the scene.

Richard H. Scammon, director, Electronics Research Center, Governmental Affairs Institute, voiced some predictions on the demographic character of the population in the 1970’s. He estimated that the U. S. population would jump to 225 million or more by 1977 and that women would constitute four million to five million more of this total than men.

The population, Mr. Scammon said, will become more urban in character than it is today; will become less tied to the “old country” because of a virtually complete assimilation of immigrants and their descendants, and will be increasingly middle-class “in fact and in mind.”

Richard M. Everett, business economist, Chase Manhattan Bank, New York, predicted that the decade ahead would be one of economic growth, punctuated by short recessions of minor duration and marked by a steady inflationary curve. He voiced the view that advertisers and the media, including television, would have the opportunity

Affiliates board changes

Robert J. Rich, WDSM-TV Duluth, Minn., was elected last week as a vice chairman of the NBC-TV affiliates board of delegates. Elections were held during the NBC-TV affiliates convention in New York (see this page). Mr. Rich, who was a board member, succeeded Robert W. Ferguson, WTRF-TV Wheeling, W. Va., whose term on the board expired.

Walter E. Bartlett, Avco Broadcasting, Cincinnati, was elected to the board seat formerly held by Mr. Ferguson. Douglas Mansfield, WBRZ(TV) Baton Rouge, was elected a board member and secretary and treasurer. He succeeded Irving C. Waugh, WSM-TV Nashville, whose term on the board expired. Harold Grams, KSDK-TV St. Louis continues as board chairman, and Harold P. See, KNX-TV San Francisco, continues on the board as a vice chairman.

BROADCASTING, April 1, 1968
Virginia Graham is a big girl in the Syndicate.

Virginia Graham is our mouthpiece. She's been getting the goods on the girls for over seven years. When she starts grilling her gang of guest stars they just can't resist telling the truth. And that's just what makes her the top girl at our Syndicate.

'Virginia Graham's Girl Talk' is for hire—she'll slay the girls in your market.

ABC FILMS Daily color half-hours from ABC Films.

Visit Syndicate Headquarters at the NAB Convention: Suite 2319, Conrad Hilton.
for added revenues from both producers of hard goods (automobiles, washing-machines and other household products) and services (banks, insurance companies, transportation and resorts).

3-D TV = Dr. James Hillier, RCA Laboratories vice president, focused on electronic devices and services that are likely to become available to the consumer over the 10 years. Included in his list were three-dimensional television, home video recorders, electronic newspapers, wall television and a cigarette-sized TV camera. Mr. Hillier said these developments are technically feasible and may become economically feasible over the next 10 years.

The NBC-TV affiliates, in a closed meeting of their own on Wednesday, adopted a resolution commending the network's management for its accomplishments during the past year. It cited particularly NBC-TV's responsibilities in covering the "great issues and events" on live television; its skill in developing a fall schedule that promises "broad appeal; competitive strength and distinction in public service," and its judgment in recognizing the needs and interests of the affiliated stations.

At the Wednesday luncheon, NBC News presented a panel of four news correspondents who commented on current news events, with particular emphasis on the coming elections and their relationship to the Vietnam war. Chet Huntley was moderator and the panel comprised Sander Vanocur, Ray Scherer, Nancy Dickerson and Howard Tucker.

The convention wound up Friday night with a banquet and entertainment program that was scheduled to star Bob Hope.

Goodman hits federal regulation

NBC president tells affiliates they've become 'too accustomed' to fairness, news restrictions; Dingell's network bill gets heavy attack

Government restrictions on broadcasting practices and programming were challenged by Julian Goodman, NBC president, in a keynote speech at the opening session last Thursday (March 28) of the annual convention of NBC Television Network Affiliates in New York.

Mr. Goodman claimed that the industry has become "too accustomed" to some of these regulations, and he listed as examples the equal-time rule, the fairness doctrine and limitations on broadcast access to the news in public places.

"Other restrictions proposed but not applied," he added, "remain as threats: proposals to cut back on station ownership, to regulate the financing of program production, to shift frequencies from television to other services. These are threats that could become realities unless they are vigorously and persistently opposed, with evidence and determination."

He referred to a bill introduced in February by Representatives John Dingel (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N, Y.) as "the most sweeping" in recent years in proposing broadcasting restrictions (Broadcasting, Feb. 12). Mr. Goodman said it would not only authorize the FCC to regulate networks, but would prescribe the particular regulations.

Government Review = The bill, he pointed out, would authorize open-ended government review of programs by requiring networks to offer "a balanced program structure," for which the FCC would have to establish program standards and make program judgments. It also would impose program quotas by source, Mr. Goodman continued, prohibiting networks from supplying more than 14 hours of entertainment programming a week between 6 p.m. and 11 p.m.

"Although it's hard to believe this was intended," he observed, "it would also put networks out of the news business by barring them from offering programs in which they had ownership interest—which, of course, would eliminate all news programs networks produce."

Among other restrictions of this proposed legislation, as described by Mr. Goodman: it would require networks to make programs available to "the maximum number" of TV stations, apparently regardless of economics, coverage or duplication; it would prevent the networks from owning a radio network if they also owned a television network and seems to provide that a television network company cannot own any other business, except stations, and cannot be owned by any other business.

"The stated purpose of the legislation is to promote the public interest," Mr. Goodman stated, "and I have no doubt that was its genuine intent. But broadcasting rests on a complex and delicately balanced economic and operating structure that could be thrown into chaos by such unrealistic provisions, however well-intended they may be."

Public Served = Mr. Goodman noted that broadcasting has served the public well; has broadened its scope as it has matured and has gained public acceptance best documented by the millions of sets bought each year and by the increased hours spent in viewing and listening.

"In the face of this wide public acceptance," he asserted, "the burden should be on those who would force basic changes on the system by government action. And this burden should not be met by abstractions or theories, but by evidence of specific deficiencies and a demonstration of how the regulation will cure the deficiency."

Mr. Goodman prefaced his remarks by saying that he was not suggesting that the government is intent on damaging broadcasting. He acknowledged that the licensing of frequencies and the management of the spectrum are "vital functions that only government can perform."

"We know also that today's economy, technology and society call for large resources in government, as they do in business," he stated. "Government will always have—and should always have—something to do with major businesses that affect the public interest."

But Mr. Goodman contended that in a free-enterprise system, the power of the government should not be turned against business enterprise and growth, but should help industries to flourish.
The Syndicate is proud of its Combat record.

Vic Morrow and Rick Jason are our muscle-men. Whenever the opposition tries to move in on our territory, the men of 'Combat' put them down. They'll do the same for you when you pit them against any show the enemy has.

The 'Combat' men are selling protection. Buy some.

152 hours from ABC Films.

Visit Syndicate Headquarters at the NAB Convention: Suite 2319, Conrad Hilton.
and to serve in free competition.

"And in an open society," he added, "it is not just desirable that the press should be free from government regulation. It is absolutely essential. Without a free press, the idea of democracy cannot work very well. Perhaps it cannot work at all."

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**High marks for NBC-TV strips**

Durgin cites record audiences, sales for weekday series, news

Through the accent at the NBC-TV affiliates' convention last week was on the future (see stories pages 64, 66), President Don Durgin dwelt at length on achievements by NBC-TV during the current season before looking ahead to prospects for the new network programming for 1968-69 season.

Speaking Friday morning (March 29), Mr. Durgin said he considered the "most important accomplishment" of the past year to be the record levels in audience and sales attained by each of the Monday-through-Friday strip operations—Today, the 12-daytime series, the Huntley-Brinkley Report and Tonight.

"Taken individually or together," Mr. Durgin stated, "these programs represent unique broadcast leadership not only in different day parts but also as elements of a diverse and balanced schedule, each unique unto itself and unique as network service to affiliated stations and the viewing public."

He said in one season NBC has turned "the daytime tables," reporting that to date in 1968, the network's daytime schedule has attracted 4,710,000 women per average minute, "more than CBS daytime and more than double ABC."

Young Crowd • In the nighttime segment, according to Mr. Dugin, NBC has "built leadership where it counts for the long term—among younger adults and among college-educated viewers." He added that the latest Brand Rating Index report for the 1967-68 season, which ranks programs in terms of weekly grocery expenditures, shows NBC with seven out of the top-10 prime-time programs returning for 1968-69. And in terms of households with family income of $10,000 or more, he added, NBC has "a good lead over CBS," according to Nielsen.

Mr. Durgin claimed that in 1968-69, NBC had "more new nighttime hits than the other two networks combined." He noted that NBC will have five new programs of the 1967-68 season returning in 1968-69 (High Chaparral, Ironside, Kraft Music Hall, Jerry Lewis Show and Mothers-In-Law).

The reason NBC decided to launch a third evening (on Mondays) of motion pictures, Mr. Durgin revealed, was that "we knew we had the power of the industry's two biggest individual feature-film acquisition deals ever made." He said the agreements with United Artists and Universal and continuing acquisitions from other major studios and independents provided NBC with "the greatest features in the business in both number and quality."

Mr. Durgin said that during the past year NBC has continued its streak of news and entertainment specials and will emphasize these areas again in 1968-69.

Upturn • Turning to the business outlook for 1968-69, Mr. Durgin struck an optimistic note. He pointed out that NBC felt television was underpriced and therefore has increased its prices.

"We recognize the tough market you and we have come through," he remarked, "I am pleased to report we are having an excellent second quarter."

Mr. Durgin told affiliates that the network's 1968-69 schedule has been "well received" by agencies and advertisers. Orders booked through last Monday (March 25) total $157,588,680, he reported, of which more than $126 million is firm—"much of it firm for 52 weeks, most of it firm for the span of one season."

"We have received to date the largest nighttime order ever received by NBC-TV from Procter & Gamble, the first General Foods NBC-TV program buy since 1957, the major portion of American Tobacco's nighttime business after none this season and the return of Colgate to NBC-TV," Mr. Durgin said.

The affiliates also watched a presentation of the NBC-TV 1968-69 nighttime schedule.

**KBEA to join NBC**

KBEA Mission, Kan., will affiliate with NBC Radio effective May 1. The station is reportedly dropping its affiliation with Mutual, Sam Molen is president and general manager of KBEA, which operates on 1480 ke with 1 kw daytime and 500 w nighttime. The licensee is K. L. Broadcasting Inc.

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**Will TV run 24 hours a day?**

Litton's Lewis predicts universal, all-day TV by the year 2000

What's that brave new world of tomorrow going to be like? For one thing programming guys can forget about those dead hours between midnight and 6 a.m. James R. Lewis of Litton Industries Inc. thinks this nonproductive broadcast time will soon disappear. Instead he predicts "universe-wide TV and radio operating on a 24-hour broadcast basis," all in color, live, in stereo and "on your living room wall."

Addressing the 23rd annual western meeting of the Association of National Advertisers on March 22 in Pebble Beach, Calif. (Broadcasting, March 25), Mr. Lewis, corporate director of public relations and advertising for the Beverly Hills-based electronics giant, pointed out that communications in the year 2000 will be a universal struggle for attention, with the spoils going only to those with the cleverest messages.

"Undoubtedly, a supra-national equivalent of today's FCC will police wave bands, allocate transmission frequency and time availability," he went on with his forecast. "Wrist-watch radios and TV devices for both sending and receiving may accentuate the message and virtually fractionate the medium. Discretion and selection will be a constant chore for listeners who must cut through the proliferation of messages being beamed to everyone all the time—from all over."

**Humor's Role** • Mr. Lewis suggested that humor may be a key to advertising effectively in the future and offered animation as a possible form of universal dialogue. He reminded the advertising executives in the audience that their counterparts of tomorrow will have to be able to understand and think in two or three languages. "Imagine translating an Excedrin ingredient, anorganic sodium atheso lacking, into Luganda or even Esperanto," he observed, and then decided that it's enough to give anyone an Excedrin headache.

Summarizing the communications dimensions of the future, Mr. Lewis concluded that among other things the competition for audience will be "both total and totally competitive" and that "the individual will become more and more important as a message recipient." He predicted that new motivational and
A towering new 50-story bank building! The State Capitol at Olympia. Magnificent ski slopes! The beautiful San Juan Islands! The busy Lake Washington Bridge! A fine new hotel! The huge Boeing plant at Renton. • KOMO Country is 21,000 square miles of real estate reaching from Canada to the Columbia River and from the Cascade Mountains to the Coast. It has an exploding population of almost two million. Living is good, interests varied, tastes distinctive. KOMO Radio and Television programs are planned to meet the needs and wants of these discriminating people. • Channel 4 Television and the 50 popular kilowatts of KOMO Radio cover them all.

KOMO RADIO 1000 THE VOICE OF KOMO COUNTRY  KOMO TV ALL COLOR CHANNEL 4
ABC RADIO & TV FOR SEATTLE & WESTERN WASHINGTON • REPRESENTED NATIONALLY BY KATZ
We get channels you can't get anywhere else.

marketing measurement techniques using computers will lead to new management methods for "telling, selling and showing."

Mr. Lewis said the challenge for today's schools, media, business and communications is in "forging an environment of education, opportunity and training" for the senior communications experts of tomorrow, he suggests may be bearing the title of communication systems complex vice president by the year 2000.

Creative Work - In another speech delivered on March 22, William Bernbach, chairman of the board, Doyle Dane Bernbach Inc., New York, focused on creativity and advertising. He stressed that the "primary responsibility of good creative people is not just to exercise creative freedom, but to know what is good creative work and what is merely pretentious acrobatics."

Citing today's tremendous political and social pressures and fierce competition, he explained that "more and more it will take tremendous artistry with words and pictures to touch and move the reader." As Mr. Bernbach, one of advertising's most creative thinkers, sees it, the individual in the audience is so exposed to banalities, to self-conscious artificial attempts to arrest his attention, that he looks, but does not see; he listens, but does not hear; and what is worse, he does not feel.

LIN group gets New York outlet

Receives FCC approval for three other properties;
commission okays WFMT sale to WGN Continental

Less than 24 hours after LIN Broadcasting Co. had received FCC approval for the purchase of a TV station and two radio stations in separate markets, the diversified, Nashville-based company that includes group broadcasting and CATV properties, announced the purchase of a radio station in the New York metropolitan area.

The station is WJZ-FM Hackensack, N. J., and LIN is paying $5.5 million for the fulltimer (on 970 kc with 5 kw).

Earlier, the commission approved LIN's purchase of WAVY-TV Portsmouth-Newport News-Norfolk, Va., for $7.4 million, and of KILT and KZAP-FM Houston for $6.5 million.

In other approvals last week, the FCC assented to the sale of WAVE Portsmouth to Seaboard Broadcasting Inc. for $600,000; of WFMT-FM Chicago to WGN Continental Broadcasting Co., for $810,000, and of WAAB-AM-FM Worcester Mass., to WAA Inc. for $675,000.

Commissioner Nicholas Johnson disented in all four of the sales approvals, and Commissioner Robert T. Bartley did not participate. Commissioner Kenneth A. Cox disented to the Houston sales.

The New Jersey station was sold by Lazar Emanuel and his associates who bought WJZR in 1962 for $2.5 million. Mr. Emanuel remains with the station as chief executive officer and general manager.

Broker for the sale was Blackburn & Co.

Art for LIN - Simultaneously with the announcement of the purchase of WJZR, LIN Broadcasting announced its acquisition of the Schertle Art Galleries, an eastern seaboard chain of 51 franchised outlets, with headquarters in Baltimore. The Schertle chain deals in original art and oil paintings. Charles Schertle, president, will continue as chief executive officer. The chain will become a division of LIN's direct marketing group, based in New York. No price was disclosed.

The WAVY-TV transaction has LIN paying Hunter C. Phelan and associates $8 million for the two stations. In turn, LIN is selling the radio station to Daniel P. Weinig, for $600,000. Mr. Weinig is former general manager of WPAT-AM-FM Paterson, N. J. WAVY-TV was founded in 1957 and operates on channel 10 with an NBC affiliation. WAVY is 25 years old, operates full time on 1350 kc with 5 kw, and is also affiliated with NBC.

The Houston radio stations were bought from the McLendon group for $7,250,000. Originally, LIN negotiated to buy the Houston stations and McLendon's KLIP Dallas for a total consideration of $15 million. This was renegotiated last fall when, it was reported, the sale of the three stations by McLendon would have caused the seller "insurmountable" tax problems. KILT, begun in 1947, operates full time on 1610 kc with 5 kw; KZAP is six years old and is on 100.3 mc with 16.5 kw.

LIN owns KEEL Shreveport, La., WAKY Louisville, Ky. (both purchased from the McLendon Corp. several years ago), WBBF-AM-FM Rochester, N. Y., WIL-AM-FM St. Louis and WAND-TV Decatur, Ill. Last year it sold WMIA Nashville to George P. Mooney for

BROADCASTING, April 1, 1968
THE USED KEY IS ALWAYS BRIGHT

BEN FRANKLIN'S LITTLE HOMILY MIGHT HAVE BEEN WRITTEN ABOUT WTIC TELEVISION AND RADIO. A BRIGHT KEY TO THE THRIVING MARKET OF RICH, RICH SOUTHERN NEW ENGLAND, WTIC TELEVISION AND RADIO CAN OPEN DOORS IN A BUSTLING AREA WHERE SALARIES ARE HIGH AND CONSUMERS ARE EVER ALERT TO THE GOOD THINGS OF LIFE.

WHAT'S MORE, OUR COVERAGE CLOSELY MATCHES THE DISTRIBUTION AND WAREHOUSING PATTERNS FOR RETAIL FOOD SALES. OF THE $1,100,000,000 FOOD SALES IN HARTFORD-NEW HAVEN AND SPRINGFIELD-HOLYOKE DURING 1966, TWO-THIRDS WAS DISTRIBUTED FROM WAREHOUSES WITHIN THE AREA. AND OF THIS FIGURE, $532,000,000 CAME FROM THE WAREHOUSES OF THREE MAJOR CHAINS ALONE.

NO VEHICLE OF ADVERTISING CAN MATCH ITS COVERAGE OR CIRCULATION TO THIS IMPORTANT DISTRIBUTION PATTERN AS EFFICIENTLY AS OURS.

OPEN NEW DOORS FOR YOUR PRODUCT IN SOUTHERN NEW ENGLAND. OUR BRIGHT KEY IS AT YOUR DISPOSAL.

Leonard J. Patrinck
PRESIDENT
BROADCAST-PLAZA, INC.

WTIC-TV-AM-FM
BROADCAST-PLAZA, INC., 3 CONSTITUTION PLAZA, HARTFORD, CONNECTICUT 06115
WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.
WTIC-AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

.Broadcasting, April 1, 1968
$787,500. It also owns cable-TV systems in Kentucky, Tennessee, Alabama, Florida and New Mexico; Teen America Associates, producer of the yearly Miss Teen-Age America Pageant; LIN/Medallion Pictures Corp., distributor of feature films for TV, a direct-mail sales firm in New York, telephone answering service and an information learning corporation.

President and principal stockholder (5.6%) of publicly held LIN Broadcasting is Frederic Gregg Jr.

No Crime * In approving the sale of WFMT to the Chicago Tribune group, the commission apparently found no substance in the warning from the Department of Justice that a question of monopoly might be involved (Broadcasting, March 25).

Undoubtedly, however, the Justice Department's interest in the WFMT-WGN Continental transaction acted as a spur to the commission's action last week proposing to establish a strict one-to-one customer ownership limit in broadcasting (see page 78).

The Chicago FM station, founded in 1951, is owned by Bernard Jacobs, who will remain as a lifetime consultant to the station and who agreed not to render service for any other broadcaster located within 100 miles of the city.

WGN Continental Broadcasting, owns WGN AM-TV in Chicago, and through subsidiaries KDAL-AM-TV Duluth, Minn., KWON-TV Denver, and a cable TV system in Houghton-Hancock, Mich. The Tribune Co., the parent company, owns the Chicago Tribune and Chicago's American, and through interlocking ownership of the McCormick-Patterson families, the New York Daily News and the News' WPXI-FM-TV New York and wicc Bridgeport, Conn. The Tribune Co. also owns the Fort Lauderdale News, Pompano Beach Sun-Sentinel, and Orlando Sentinel-Star, all Florida.

The commission's action was made with no prejudice to the outcome of the pending government antitrust suit against the Chicago Tribune-New York News Syndicate among other comic strip-column-specialty-variety features syndicates filed last November. The government charged that the newspaper syndicates permit wide-area, territorial exclusivity to big-city newspapers, foreclosing neighboring city and suburban newspapers from carrying the same features.

WFMT is on 98.7 mc with 135 kw.

The Worcester, Mass., stations were sold to the former owners of Atlantic Recording Co., New York. Atlantic was sold to Warner Brothers-Seventeen Arts late last year, although Ahmet and Nesuhi Ertegun and Gerald Wexler, who are the principal owners of the buying corporation, WAAB Inc., remain as officers and directors of Atlantic.

Covenant * The selling price consisted of $650,000 plus $25,000 to Barnard Waterman for an agreement not to compete for five years within 50 miles of Worcester.

A petition to deny the assignment, filed by WORC Worcester, was dismissed by the commission. The petition claimed that Atlantic Recording had discriminated against WORC in the release of Atlantic Records. In dismissing the complaint, the commission said WORC had failed to show it was a party in interest, that its petition was filed late, and that it had failed to show that the alleged failure to receive records was due to any discriminatory practice by Atlantic Records. Neshui Ertegun, as secretary-treasurer of Atlantic, informed the commission that Atlantic Records policy "has always been and will continue to be" to accord WORC the wildest possible distribution of records, and that "there has never been, nor will there be any preference accorded to WORC-AM-FM in this regard."

WAAB began operating in 1931, and is full time on 1440 kc with 5 kw. WAAB-FM was founded seven years ago and operates on 107.3 with 1.4 kw.

Changing hands...

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

* WJZJ Hackensack, N. J.: Sold by Communications Industry Corp. to LIN Broadcasting Co. for $5.5 million (see page 70).

* WDIO-TV Duluth, Minn.: 43% interest sold by WMT-TV Inc. (WMT-TV Cedar Rapids-Waterloo, Iowa) to Frank Befera, William B. Quarton and other stockholders giving them 100% ownership. Consideration: $625,000. WDIO-TV is on channel 10 and is affiliated with ABC. Broker: Hamilton-Landis and Associates.

* KAND Corsicana, Tex.: Sold by R. E. Lee Glasgow to KAND general manager Richard C. Parker for more than $325,-000. Mr. Glasgow retains full ownership of WACO-AM-FM-TV Waco, Tex. Mr. Glasgow purchased KAND in 1954. Founded in 1937, KAND is a daytimer on 1340 kc with 250 w.

* WRAC Raceine, Wis.: Sold by William J. Priault and associates to Kirby W. O'Connor and associates for $288,750. Mr. O'Connor is TV director and majority stockholder of WCIC(TV) Chicago. WRAC, founded in 1950, is a daytimer on 1460 kc with 300 w.

* WOTR Corry, WKRZ, and WJZJ(FM), both Oil City, all Pennsylvania: Sold

See you at the NAB Convention

The Blackburn men will be at the NAB Convention, too. We hope you'll take a breather from your busy schedule and visit us at the Pick-Congress Hotel, Suite 801.

The Pick-Congress is just two short blocks north of the Conrad Hilton. We'll be looking for you.

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274-8151

Oil City, all Pennsylvania: Sold
Jacksonville to hold its radio stations

Talk of selling the city-owned WJAX-AM-FM in Jacksonville, Fla., is considered at an end, with a recommendation by a special committee of the city council that the broadcast stations be retained. The report was submitted March 15 by City Commissioner Clyde Simpson, chairman of a special radio-study group, which also suggested that "necessary funds be found to make minimum improvements . . . and to move station to new quarters."

No action is expected to be taken by the city authorities until after Oct. 1 when a new governing body takes command of the merged city and county, but speculation seems to point to retention.

WJAX, founded in 1925, operates full time on 930 kc with 5 kw. WJAX-FM began operating in 1949 and is on 95.1 mc with 7.7 kw.

FCC discovery rules suffer maltreatment

The FCC's newly instituted discovery rules in hearing cases were adopted to facilitate preparation, eliminate surplus and expedite decision making. But, in practice, their use (or misuse) has apparently confused the whole hearing process.

That was the complaint last week of David I. Kraushaar, who is presiding over the WQAD-TV Moline, Ill. case. The hearing examiner noted that 16 extensive requests for and oppositions to information filed between the opposing parties were disrupting the commission's processes.

The Moline case involves a consolidated hearing on WQAD-TV's license-renewal application and a competing application for the facility from Community Telecasting Corp. (Broadcasting, Feb. 26, Feb. 12). The examiner's comments came in a sharply worded order setting a conference for a new hearing date.

Depositions Allowed — He complained that the parties failed to follow the commission's edict to apply "intelligent selection" to requests for business records. The rules, patterned after those used in federal courts, allow parties to be examined by depositions on any matter that is not privileged and that is relevant to hearing issues.

But, the examiner said, this "helter-skelter invitation" of the rules left him no choice but to grant all opposing motions for discovery and to let the parties sort out the undisputed areas where the rules might apply.

Examiner Kraushaar is permitted to assure proper use of the procedures and to prevent their use to delay matters or to abuse parties or witnesses.

In the order he noted it wouldn't serve a useful purpose "to encourage indiscriminate pretrial invasions of privacy and 'fishing'" into business, and that if limitations are not now imposed, the commission's hearing processes "will become a shambles, with purely selfish private rights virtually drowning every vestige of the public interest."
Is FCC stuck in its own muck?

Rep. John Moss calls commission a 'quagmire' and 'labyrinth of nonregulation', proposes five reforms

A long-time member of the House Interstate and Foreign Commerce Committee went to Hollywood last month and took the word from Washington with him. And the word according to Representative John E. Moss (D-Calif.) was a devastating attack on the FCC for becoming "a graveyard of good intentions and good ideas."

In an address delivered at a luncheon meeting of the fifth annual Hollywood Festival of World Television March 23, Congressman Moss tore into the commission for nonregulation in the allocation of space within the radio spectrum, for refusing to regulate the commercial networks, for lack of concern about program balance and for an equal apathy about public broadcasting, for waiving of administrative rules and for failure to harness communications technology.

"I must tell you in all candor that the commission is not fulfilling its responsibility to either the Congress or to you and me ..." Mr. Moss made clear from the outset.

He quoted an unidentified "colleague" as confiding in private: "It is one of the true wonders of the world that the American communications industry has survived despite this so-called regulatory agency." Pursuing the attack relentlessly, Representative Moss pointed out that the independent regulatory agencies are sometimes called the "headless fourth branch of the government" and that while in most cases the term is used figuratively, as concerns the FCC, "there is little stretching of the fact to apply the term in its literal as well as its figurative sense."

Quagmire - The California congressman observed that the commission started "as a bright light on the horizon in 1934," but that now he is hard pressed to describe "this governmental quagmire." But he gave it a determined try, taking his audience "on a short journey through this labyrinth of nonregulation." He started with the allocation of space within the radio spectrum and the use of this space, which he called "the most urgent, pressing problem facing this commission for the past several years."

Representative Moss as a member of the Subcommittee on Investigations is one of those charged with studying and evaluating the activities of the FCC. The commission, he said, recognizes the problem of land-mobile spectrum space as "acute," "critical," "extreme," yet in typical fashion "farmed the problem out to an advisory group ... and enjoined the group to make its recommendations on the premise that spectrum space for land mobile would remain exactly what it has been since 1952. The commission instructed the advisory group not to recommend any reallocation of spectrum space which would increase land mobile's use."

Pointing out that he does not advocate taking commercially useful space from other broadcasters, Mr. Moss suggested a study of how unused spectrum space might be made available to police and disaster units in time of crucial need. But, he apparently has little hope this suggestion will be taken seriously because the commission, "like Nero, fiddles while Rome burns."

Citing a "classic example" of nonregulation, he said that "although the commission has jurisdiction over every broadcast station" it licenses, "it has no jurisdiction over the networks which control the content of most stations'...
Walter Schwimmer DIVISION
OF BING CROSBY PRODUCTIONS
INVITES YOU TO
SUITE 1522-23A
AT THE NAB CONVENTION
MARCH 31-APRIL 3
CONRAD HILTON HOTEL
TO MEET ALL OUR PEOPLE:
Arthur E. Pickens, Jr., Howard Christensen, Charles Pratt, Jack Martin,
Wade Crosby, Ted Swift, Bob Talamine, Bud Thompson, Ed Broman,
Ed Simmel, Walt Miller, Jack Jeneson

The Television Producers of: Championship Bowling,
Let's Go To The Races, It's Racing Time,
Grand Prize Racing, Harness Racing Sweepstakes,
The Cisco Kid, The "Sports Package", including
All-Star Golf, All-Star Bowling, College Football's Greatest Games,
Championship Bridge, Championship Racing,
World Famous Hunting & Fishing.

ANNOUNCE TWO NEW SHOWS
ALLEN LUDDEN'S MAGAZINE
AND
WIN WITH THE STARS

Walter Schwimmer Division
of Bing Crosby Productions
A subsidiary of Cox Broadcasting Corporation
prime time." He brought in CATV as an analogy and said that the same seven commissioners who claim they have jurisdic-
tion over CATV because it affects conventional broadcasting, maintain that they have "no jurisdiction over net-
work broadcasting because the word 'network' is not included in the act of 1934. It is both irresponsible and ir-
rational for the governmental agency which is by statute the final arbiter of how the public interest can best be
served by broadcasting to refuse to at-
tempt to assert its regulatory jurisdic-
tion over the persons who in reality con-
trol the medium."

The congressman went on to ques-
tion the commission's position in re-
gard to program balance. "How many of you know that within the past year the commission granted a license to a
radio broadcaster who avowed that 33
out of every 60 minutes his station
would broadcast commercials?" he
asked. "Does anyone in this room seri-
oulsy believe that this fulfills the com-
mision's responsibility to regulate
in the public interest?"

Peculiar and Unique • He labeled the
commission's concern for public or
educational broadcasting "insignificant," and said its approach to administrative practice "has acquired a peculiar and unique characteristic. In many important areas—when the heat is on, from
the public or from the Congress—the
commission announces the adoption of
rules and regulations such as those con-
cerning CATV and limitation on trans-
ers of broadcast licenses", . . . but
"there is always a gimmick—a twist."
At fault, Mr. Moss claimed, is the
commission's willingness to waive rules
"under what we are led to believe may
be very special circumstances." The
waiver, he charged, is used "with indis-
criminate and wholesale abandon. The
rules are honored more in the breach
—the waiver—than in their enforce-
ment."

Yet the congressman said he did not
want to merely recount a list of trans-
gressions without offering proposals for correcting them. He made five specific proposals that he feels, "in lieu of abol-
ishing the commission in totality," could
bring "reason back to communications
regulation and may result in some form
of true regulation in the public inter-
est":

1. The number of commissioners
should be cut from seven to three, thus
reducing responsibility for policy and
decision-making. Commissioners should
also be freed of "an insurmountable
paper load," which will give them time
to cope with problems of policy, ad-
judication and administration.

2. The adjudicatory and the rule-
making machinery within the commis-
sion should be separated. "In the field
of law, this would be equivalent to for-
bidding the same persons to sit as
dozes as well as prosecutors," he ex-
plained.

3. The jurisdiction of the commission
should be expanded to include respon-
sibility for regulating the commercial
networks as well as individually li-
censed stations. "Network practices
should be within commission control
and regulation."

4. A more responsible form of li-
cense-renewal procedures must be in-
roduced. "It is time to make every
single broadcast license-renewal appli-
cation subject to a public proceeding
within the city or region where the sta-
tion is located."

5. The transfer of broadcast licenses
should be allowed to become more
competitive. Parties other than the
holder of the license and his customer
should be allowed to participate in ap-
proval proceedings.

Commenting on this last proposal, Repre-
sentative Moss said: "Opening every
proceeding for approval to transfer
a license to every party interested in
securing the license should result in
competition which will sift out and
eliminate mediocrity and promote qual-
ity and excellence within the industry.

Talent Needed • The congressman
concluded his talk with a reminder to
each administration that the commission
requires "the most outstanding talent
available—men who are willing to
stand against the pressures which are
ever increasing, men who will regulate
and act only in the public interest."
"By 1970," the marketing men tell us, "50% of the population will be under 25 years of age."

Fine! That means we have a strong, vital future group of buyers. But... it doesn't mean that the buying power has suddenly shifted to the youth market. It still rests with the adults... and always will.

At WBBM Radio, we key our programming... total talk, news and information... to deliver the adult buying audience that can afford to buy your product or service. Right now, that adult segment of the population is responsible for over 90% of total discretionary family income. That's buying power!

For more information, call your nearest CBS Radio Spot Sales Office... or John Lauer, General Sales Manager at (312) 944-6000.
One per customer per market
In harshest attack on multiple ownerships,
FCC acts to limit station acquisitions
to one of any kind in any town; fight promised

Broadcasters reacted first with shock and then with outrage last week when the FCC issued a proposed rule to limit station acquisitions to one to a licensee in a market. 

Though the FCC's intentions had been forecast earlier in Broadcastino's issues of March 18 and 25, the official action was greeted with dismay. It was inconceivable that the FCC was actually thinking unthinkable thoughts. And acting to bring the thoughts to life.

Once the fact sank in that the commission was indeed serious, expletives split the air from coast to coast. "Ridiculous," "dreadful," "dumbfounding" were among the printable comments that were heard.

Grover Cobb, board chairman of the National Association of Broadcasters, said that the organized broadcasters—already confronted by other grave troubles in Washington (see page 35)—would give first priority to resistance against the new FCC proposal.

The Limit - As expected, the commission's proposed rule would prohibit any licensee of any full-time station from acquiring another station of any kind in the same market. An owner of a daytime AM station, however, could acquire an FM or TV.

No vestige of existing ownerships is immediately contemplated.

The commission said its purpose was "to promote diversity in the viewpoints expressed over the air in individual localities." It set the deadline for comments as June 26 and for reply comments as July 8.

Target area
The bedevilers and the be-devilled will come face to face this week during the National Association of Broadcasters convention in Chicago. Scheduled to attend are FCC Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Kenneth A. Cox, Robert E. Lee and Lee Loehninger, along with key members of the FCC staff.

For the first time the NAB is providing the commissioners and FCC staff members with a reception suite: 1033A in the Conrad Hilton hotel.

As surprising to broadcasters as the action itself was the unanimous vote by which it was adopted: 6 to 0. It would have been 7 to 0 if Commissioner Robert T. Bartley, absent on official business elsewhere, had been at the Wednesday meeting when the issue came up.

Wrong Approach - In the immediate aftermath, broadcasters and their Washington lawyers found all sorts of reasons to quarrel with the commission's position. Some said they endorsed the objective of avoiding concentrations of control of media, but they objected to what they considered a broad-brush treatment. What is concentration in one situation doesn't approach it in another, in their view. "The commission should deal with the issue on a case-by-case basis," one said.

Others were gloomy about the impact on prices for FM stations. Selling a money-losing FM in tandem with a profitable AM isn't much of a problem, one communications attorney said. But separately? That's another matter.

The same attorney was equally pessimistic about the effect of the proposed rule on the news programing of AM and FM stations that are separated, geographically, from commonly owned TV stations. "Television spends more on news than radio stations," he noted, "and the affiliates benefit. But if AM's and FM's are separated from the television station, they will be hurt."

Other industry spokesmen foresaw higher operating costs, generally, for licensees acquiring properties under the proposed rule. They noted that economies of operation are available to broadcasters owning combination properties.

Long Feared - A commission move to adopt the kind of rule it proposed last week has long been the subject of speculation among communications lawyers. The commission since 1943 has had rules prohibiting ownership of more than one station of a kind per market. When, the lawyers wondered, would the commission seek to extend the principle to bar ownership of more than one station of any kind in a market? Some time in the dim future was the usual answer.

Now there is speculation that, if the commission adopts the proposed rule, it will move to extend the principle.
A NEW SWITCH ON REGIONAL NEWS: You'll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

When a regional bulletin reaches your Associated Press bureau, flip goes the switch and AP electronics is in action. It breaks into the national tape, then stores the incoming information. (Instead of letting it go by.) And when the regional item is over, the national tape picks up right where it left off. That way you get all the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you're an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren't an AP member, maybe you'd better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. THE ASSOCIATED PRESS

FOR AP MEMBERS ONLY:
again—to ownership of CATV systems that originate programing (Closed Circuit, March 25).

The proposed rule would not require present owners of two or more stations in a market to divest themselves of all but one. But veteran FCC-watchers don't rule out divestiture as a future step. They recall that when the commission adopted its first duopoly rules, applying to AM stations, 25 years ago, licenses were required to sell off all but one of their properties in a market. For the present, however, the commission appears ready to rely on normal station trading as a means of breaking up combinations.

**Details** The proposed rule, which follows the outline reported in Broadcasting on March 25, would prohibit an owner of a full-time AM station from acquiring an FM or TV station in the same market. Similarly, an owner of an FM or TV station could not acquire any other local outlet. The owner of a daytime-only AM station could apply for an FM or TV outlet; either one would enable him to supplement his operation with a nighttime service. But the proposed rule would not permit an FM or TV licensee to acquire a daytimer in the same market.

The proposed rule would apply to new stations as well as to transfers and assignments. Applications that fall within the scope of the proposal and that are filed while the rulemaking proceeding is pending will not be acted on until the commission decides what course it will follow.

But the commission is processing such applications currently on file. And last week it announced approval of three packages of sales, involving six stations, none of which would be granted if the proposed rule were in effect (see page 70).

Ironically, one of the assignment applications approved last week had sparked the commission's interest in tightening its multiple-ownership rules. It provides for the sale of WFM(FM) Chicago to WGN Continental Broadcasting Co. for $810,000. Continental owns a 50 kw, clear-channel station, WGN, and a VHF outlet, WGN-TV, in Chicago, and is the subsidiary of the Tribune Co., which publishes the Chicago Tribune and, through another subsidiary, Chicago's American.

When the application first appeared on the commission's agenda last month, several commissioners said it should be designated for hearing on a concentration-of-control-of-media issue. When it was pointed out—by Chairman Panel H. Hyde—that the commission would be according different treatment from that given other applicants in similar situations, the majority decided to propose a change in the rules.

**Matter of Fairness** Commission officials said the applications now on file are being processed in accordance with existing rules as a matter of fairness. They noted that the applicants had filed their papers on the assumption those rules would be applied.

For a notice proposing such a major change in commission rules, the one issued Wednesday is remarkably short—two pages.

It notes that "one of the purposes of the multiple-ownership rules is to promote maximum diversification of programing sources and viewpoints," then adds:

"As part of its continuing study of problems dealing with concentration and diversification of the broadcast media and of allied interests in other public opinion media, the commission is proposing to amend its rules to promote diversity in the viewpoints expressed over the air in individual localities."

The action comes at a time when the Justice Department and members of Congress are showing interest in commission transfer and assignment matters. And a day before the proposed rulemaking was issued, Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, let the commission know he was concerned about the concentration-of-control-of-media question as it relates to newspaper ownership of broadcast properties (see page 60).

No Connection Commission officials said there was no connection between such outside pressures and their notice of proposed rulemaking. But the unanimous vote by which the proposal was issued was seen by some as an effort on the part of the commission to show its critics it is prepared to seek ways of diversifying programing sources.

Chairman Hyde's vote for the notice was not taken to mean he had had a complete change of heart since registering the only dissent to the instructions originally given the staff to prepare the rulemaking notice. Rather, he is said merely to be maintaining "an open mind" on the subject.

Like Chairman Hyde, Commissioner James J. Wadsworth had been expected to vote against the notice of proposed rulemaking (Closed Circuit, March 25). But he, too, is keeping an open mind. He joined Commissioner Lee Loewinger in a concurring statement in which they said they regard rulemaking proceedings as a means of obtaining information and, therefore, "are reserving full freedom to reach whatever judgment may seem appropriate to us in the light of the record... ."

But they also said that the proposal appears to be "a consistent evolutionary step in development of commission policy to insure maximum diversity of ownership without unreasonable inhibition of economic strength and growth." Another apparent virtue of the proposed rule, they said, is that it provides "a guide that is sufficiently specific and clear" to be easily applied.

Commissioner Loewinger is believed to have been the principal architect of the proposed rule. However, it seems unlikely he will have an opportunity to participate in a final decision on it. His term expires June 30, and he has indicated he does not want reappointment.

**CWA's strike to cause few network problems**

The existence of extensive automation and the use of supervisory personnel to maintain transmission most likely would limit effects on networking of a telephone workers strike against the Bell Telephone System, according to television network officials.

The Communications Workers of America (CWA) last week authorized a strike that would be called on April 12 in a dispute over wages.

Network executives in New York said they saw at worst only "minor effects, if any" and discounted possibilities of interruption to network lines.
We’re Just a Little Bit More Than Three Times As Happy As Any Other Station Group.

Each year, the National Academy of Television Arts and Sciences honors outstanding local programs in a regional Emmy Awards competition.

NBC Owned Television Station programs won three of the nine regional Emmy honors bestowed this year. No other station group won more than one.

Why are we more than three times as happy? Because we also had two of the seven programs singled out in this year’s new Special Citations category.

As we’ve said many times in the past, we program for people, not prizes.

But maybe that’s why the prizes keep coming.

REGIONAL WINNERS:

“A Matter of Life”  
WNBC-TV, New York

“The Giants and the Common Man”  
WMAQ-TV, Chicago

“The Other Washington”  
WRC-TV, Washington

SPECIAL CITATIONS:

“The Invisible Minority”  
KNBC, Los Angeles

“The Other Washington”  
WRC-TV, Washington
A busy opening day for CPB

CBS PUTS UP $1 MILLION; HOUSE HEARING RAKES OVER FINANCING

The Corp. for Public Broadcasting had its first big day last week as an officially constituted corporate body. After simultaneously filing its papers of incorporation and undergoing its first hearing before members of the House Commerce Committee, the newborn corporation also received its first funds—a $1 million check from CBS.

The check represented the fulfillment of a pledge made by CBS President Frank Stanton shortly after CPB's conception was announced to the world in the Carnegie Commission's report on educational television (Broadcasting, Jan. 30, 1967). And its presentation on the corporation's date of birth gave a partial answer to a question raised during the House hearing: Would the collection of pledged private funds be contingent on receipt of federal funds?

CPB, designed to fuse federal and private money to subsidize noncommercial programming and interconnection, amassed $2,125,000 in private pledges, including the $1 million from CBS, before passage of the Public Broadcasting Act last year that chartered it. The House hearing was officially on a technical amendment to the Public Broadcasting Act, already passed by the Senate (which held no hearing), that would move the CPB's authorization for a $9-million appropriation from the current fiscal year (ending June 30) to fiscal 1969. But the occasion soon proved that a major function of a House hearing is to give House members a chance to be heard.

Hares Raised = Issues raised ranged so wide afield that at one point Representative Horace Kornegay (D-N.C.) left the Communications Subcommittee hearing room muttering in not so sotto voice that the proceeding had turned into a "real rabbit hunt." Commerce Chairman Harley O. Staggers (D-W. Va.) felt compelled to remind everyone that the bill before the subcommittee was an exceptionally simple one and that discussion ought to be confined to the bill's merits. The warning, although later echoed by Subcommittee Chairman Torbert Macdonald (D-Mass.), did little good, and by the end of the morning members' tempers were so aroused that strategy dictated postponing a vote on the amendment until early this week.

Both Chairman Staggers and Subcommittee Chairman Macdonald, despite their efforts to narrow the discussion, also contributed to the opening of what a Senate observer termed a "Pandora's box." In his opening statement, Mr. Macdonald sought enlightenment on plans or at least possibilities for long-range federal financing for public broadcasting. He also asked for clarification of language in the President's message on education that called for the secretaries of the treasury and of health, education, and welfare, and the budget director to consult with the CPB board and "appropriate committees of the Congress" in formulating long-range proposals.

Responses by Treasury, HEW and Budget Bureau representatives, (who appeared as a panel after the appearance of Joseph D. Hughes, a CPB board member who read chairman Frank Pace's statement) suggested that the Commerce Committee might not be the only star in public broadcasting's firmament. Possible inclusion of the appropriations committees as "appropriate" was accepted without too much argument, but a suggestion that the Ways and Means Committee (which rules on all new taxation plans) might also be included in the consultations was too much for Chairman Staggers.

"It's going to be a rough road for any attempt to take action away from this committee," he warned, adding that if the administration wants the authorization-change bill, "they had better change their tactics."

Pay TV Suggested = The Bureau of the Budget testimony, given by William D. Cary, assistant director of the bureau, opened up the discussion on long-range financing with an analysis of three major approaches under consideration. The final choice, he indicated, could be a combination of any of the three, adding that he welcomed suggestions on other ideas. One was forthcoming later, from Representative Clarence J. Brown Jr. (R-Ohio). He said he was surprised that pay TV was not under consideration as a source of revenue for public broadcasting, a suggestion that was rebutted on grounds that ETV programming should be freely available to all members of the community, including the poor.

In the process of discussing one
KING BROADCASTING COMPANY

Salutes the
"Oscar" nomination of

THE REDWOODS

by its film division

KING SCREEN PRODUCTIONS

Nominated for best documentary of 1967
Solace to CATV: It all happened before

J. Leonard Reinsch, president of Cox Broadcasting Corp., last week drew a historical parallel between the difficulties now being experienced by CATV as far as federal regulation is concerned and the regulatory headaches experienced by broadcasters in the early days of radio. He said cable television must now take its turn and go through the same throes of government regulation and supervision.

Speaking before a session of the Southern CATV Association at Callaway Gardens, Ga., Mr. Reinsch said he thought most cable operators believe that some form of regulation is needed in order to obtain the full growth inherent in the cable industry.

He noted, however, that Congress has always tended to lag behind technical progress in the communications field. New laws have been enacted to meet the need of new developments, he said, "only after the need has become so urgent as to demand immediate attention." The same is true, "perhaps to a lesser degree," of the FCC.

Between 1921 and 1927, he recalled, more than 15 bills were introduced in Congress to regulate radio broadcasting, but all of them died in committee. Finally, the Radio Act of 1927 was enacted, and a Federal Radio Commission was created on an experimental basis for one year. Congress then renewed the FRC, first for two years, then for nine months, and then, in 1929, indefinitely.

Mr. Reinsch said the radio commission didn't function well at all, that it had difficulty in recruiting high-caliber men to serve on it, that the commissioners didn't understand their new regulatory child, radio broadcasting. "As a result, in the years following adoption of the 1927 law, radio policy was being dealt with by trial and error—much like CATV regulation has been up until now." A bill of bills and proposed amendments were introduced, and much criticism was received because of the ineffectiveness of the new FRC, Mr. Reinsch said.

By 1930, things were so bad, he said, that Louis Caldwell, a former general counsel of the FRC, "proposed a bill be adopted somewhat as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled:

"Sec. 1. That a licensing authority is hereby created and established to be known as the Radio Czar of America.

"Sec. 2. The Radio Czar created by Section 1 shall do the best he can.

"Sec. 3. For the purpose of this Act the United States is divided into two zones, as follows:

"(1) The first zone shall embrace the area comprised within a circle having a radius of one block to be drawn around the office of the Radio Czar; and

"(2) The second zone shall comprise the rest of the United States, its territories and possessions.

"Sec. 4. It is hereby expressly forbidden that any Senator, Congressman, politician, president of a woman's club, or broadcaster shall set foot within the first zone, under penalty of capital punishment."

financing possibility—a tax on commercial broadcasters' gross revenues—the Treasury representative, Gerard M. Brannan, director of the office of tax analysis, spent only a few minutes discussing the matter as it relates to CATV. It is believed, however, that some form of taxation is needed in order to obtain the full growth inherent in the cable industry.

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Want a punch in the nose?

Just try to change things in conservative Rockingham County

Harry Abbott got a phone call a few months ago threatening him with a punch in the nose. Harry is vice president and general manager of WSVA which had taken an editorial stand on a hot local issue. The caller was a justice of the peace.

On WSVA radio and television, the editorials were calling upon the county Board of Supervisors to hire a full-time executive secretary to keep up with the board's growing volume of work.

You have to know Rockingham County, Va., to savor the story. One of the richest agricultural counties in the nation, our industry is now booming, too. And we raise more turkeys here than any other county in the U.S.A. But tradition is sacred in Rockingham County. Just try to change things...

To hire a full-time executive, or not to hire? Rarely had an issue raised so many hackles. But the WSVA editorials helped to bring about the election of an all-new Board of Supervisors for the first time in more than 70 years. And the new board established the executive position. That was on Monday, January 8, 1968. A new day in Rockingham County. A proud day for WSVA, punch in the nose and all.

Because we believe in community involvement

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV Joplin / KODE AM Joplin / WEHT-TV Evansville / WSVA-TV Harrisonburg / WSVA-AM Harrisonburg / WSVA-FM Harrisonburg

BROADCASTING, April 1, 1968
would have to be approved by the appropriations committees.

Mr. Kubasik charged that project requests for funds under the facilities-grants program at HEW are already three-and-one-half times that amount that was to have been appropriated. A subcommittee request for the exact figure produced no corroboration from Dean Coston, HEW undersecretary, but he promised to submit figures for the record. The grants program, now completely out of money, has long been popular with congressmen and was cited as a successful program by CPB advocates during passage of the Public Broadcasting Act. The full amount authorized for fiscal 1969—$12.5 million—has been cleared by the Budget Bureau, but the fiscal 1968 authorization is presently slated to remain unused.

Secure for '69 • Despite objections raised, on some point or another by every congressman present, the authorization-change bill for the CPB's $9 million seems assured of passage. Only one member, Representative James Harvey (R-Mich.), announced his out-and-out opposition to the bill, on grounds that other programs in a time of budgetary stress should have higher priority. Mr. Kornegay probably spoke for the majority when he admitted that he had probably "chased as many rabbits as anyone," but concluded that he would vote for the bill.

The first formal CPB board meeting is tentatively scheduled for late April.

By that time Mr. Pace, who was expected to leave the hospital late last week for a two-to-three-week convalescence from his kidney-stone operation, will be back on the job. The meeting, which will probably be held in Washington, will be concerned with basic organization: the adoption of bylaws, renting office space and hiring of a staff.

While awaiting Mr. Pace's recovery, James R. Killian Jr., chairman of the Massachusetts Institute of Technology, has been serving as acting vice chairman of the CPB. He was unofficially elected to the post at the only meeting that has been thus far held by the board—an informal gathering that met after the Senate confirmation hearing (Broadcasting, March 11).

Is the future out of control?

Chicago Broadcast Advertising Club seminar hears communications specialists describe the problems they think technology will raise

The communications explosion, and how to manage it, were examined last Friday during an all-day seminar conducted by the Broadcast Advertising Club of Chicago.

Leading figures in government, technology, education and communications media spent the day grappling with a future that, in at least some views, may already be out of control. One speaker called the existing Communications Act obsolete. Others worried that man may be psychologically unprepared to use the profusion of communications now or soon to be at his disposal. Technologists laid out a dazzling array of devices and systems to speed huge volumes of intelligence around the nation and the world.

Society's accelerating demands for a greater distribution of knowledge will be met by a more versatile telecommunications network that is now emerging, Dr. William O. Baker, vice president-research, Bell Telephone Laboratories, told the seminar.

Dr. Baker pointed out that today's vast communications network includes an "envelope" of aerial signal waves enclosing the earth. Already it requires great skill to prevent hopeless interference. Coming into use are recently developed directional antennas, satellites and advanced microwave systems for transmitting signals through the atmosphere, plus sophisticated systems of wires, cables—and perhaps, in the future—waveguides, or even confined laser beams on the ground.

In the past 50 years, Dr. Baker said, message-carrying capacities have grown from "six voice channels in the original carrier system of open wires to a hundred thousand channels in the latest microwave system. A helical waveguide system would provide 400,000 channels and the laser, perhaps a billion."

Space Stations • The success of satellites internationally is focusing increased attention on this mode of communication to meet domestic requirements, according to Siegfried H. Reiger, vice president, technical, Communications Satellite Corp. He noted that the Soviet Union is reported already to have a domestic system in operation in which 24 earth stations, ranging from Moscow to Vladivostok, bring TV to homes in isolated regions.

He recalled that to expedite initial U. S. capability, Comsat asked the FCC in March 1967 for authorization to establish a pilot domestic system that Comsat would finance—at an estimated cost of $58 million—and operate as trustee until matters of ownership were resolved. However, he noted, the application is still pending.

A satellite that could broadcast directly to the home is "technically feasible," Mr. Reiger said, although it would require much greater power than satellites now have. But, he said, "there seem to be strong questions of economic justification for such satellites at this time in view of the substantial total national investment by individuals in new antennas and other costs that would be required for each home."

The technical and economic considerations of direct-broadcast satellites must also be placed alongside the national communications policy issues that would have to be resolved, he noted. Mr. Reiger felt that the evolving communications system in countries like the U. S. where the terrestrial facilities are highly developed may follow a different course. "Some of us at Comsat," he said, "envision an expansion of the present system of terrestrial broadband facilities in metropolitan areas so that a variety of communications services would become available to all users in their homes and places of business through local switching centers. Communications among the metropolitan areas within the U. S. and to and from other countries would be relayed through nearby earth stations via satellite."

Machine Talk • A computer expert, Paul W. Knaplund, vice president of International Business Machines, pointed out that communications systems of the future will be called upon to transport vastly increased volumes of data transmission.

"The volume of such traffic and some of its unique characteristics," he explained, "will undoubtedly influence the evolving design of communication networks and the services they offer."

Anticipated computer uses "will increasingly involve handling information in forms such as graphic display and voice response," he said, "in addition to the more traditional handling of digital data. These factors, among others, point to an increasing area of common interest between the broadcasting and computer industries."

Dr. Wesley T. Hanson Jr., assistant director of Eastman Kodak's research
When it gets too crowded at the Conrad Hilton...

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Paramount Television, 20th Century-Fox Television and Screen Gems, Inc., are determined to make the NAB Convention as pleasant as possible for you foot-weary delegates. So we have our hospitality suites in the Sheraton-Blackstone, just across the street from the Conrad Hilton. Paramount is in the Regency Room, 20th Century-Fox TV is in the Hubbard Room, and Screen Gems is in the Embassy Room. Come on over!
laboratories, described facsimile and other photographic transmission advances of concern to broadcasters. He noted photography "is of prime importance in the links of the communications chain which are concerned with the gathering of information and its ultimate display."

Future information systems, Dr. Hanson said, "will rely much more heavily on the photographic process for the active storage of information. Such systems will combine the function of photography, computers and transmission systems to produce widespread and immediate availability of large amounts of information."

Among current developments, he cited new methods for rapid and economical mass production of 8mm color films from 16mm and 35mm masters. Another, he said, is a film system in which heat alone is the method necessary to develop and fix the picture.

Management • With all these developments coming into use, how are they to be fitted into a coherent system? James E. Greeley, Washington lawyer, said sweeping revisions of communications law would be required.

Mr. Greeley said the communications explosion it not a future event; "it has happened." More than 80% of today's spectrum uses have come into being in the past two decades.

He warned that "congestion is here. Saturation will follow and inevitably ineffectiveness will render telecommunications useless unless something is done and soon."

Now, he maintained, is the time to "reassess our national telecommunications policy and to overhaul the archaic and in many respects obsolete 1934 Communications Act. It would appear that we are at a point where two guidelines are absolutely essential.

"First: The primary function of the legislative policy, through the delegation to the FCC, should be to make more efficient utilization of spectrum. To some extent this has been done sometimes with and sometimes without FCC or government prodding. For example, through technical ingenuity we have adopted a color television system compatible with a black-and-white system. In FM we are able to provide stereo and multiplexing without additional spectrum use. We are told that in television there are studies which indicate that through technical means it may be possible to increase television assignments from 19% to 40%.

"The second national goal should be to divert people from the use of spectrum where other means of communication are available. To some extent this is happening—with somewhat less than enthusiastic support from the FCC—in the CATV area. Of course, we are all aware that CATV is the only means today to provide a truly local television service in many communities through local organizations. For example, in the area around Chicago, there are such communities as Waukegan, Evanston, Highland Park and Arlington Heights—all of which have populations in excess of 30,000 and which do not have television allocated to them." (Mr. Greeley's law firm represents a number of CATV as well as broadcast clients.)

If the FCC is to do the job, he continued, the nature of its operation must change. Of the commission's present $19-million budget, he said, only $600,000 is for research and development.

He called that figure an "insignificant amount to explore the means by which spectrum usage may be maximized. However, it does represent a substantial increase over the $280,000 expended two years ago for research and development."

Under the present regulatory structure, Mr. Greeley contended, "a lot of talent, time and energy are being wasted. The FCC commissioners are able, knowledgeable and experienced. However, when this battery of talent is compelled to devote valuable and substantial time to such things as how much public service programing did an applicant promise and how much did he broadcast; whether the John Birch Society or DuBois Club is entitled to time under the fairness doctrine; did a particular licensee violate the logging rules, then something is wrong."

The commission should have time at the top level to study crucial problems, Mr. Greeley said, because "it is a philosophy of scarcity that requires top-level people to concern themselves with the details of program content and the length of commercial continuity. This can be changed only by maximizing the use of the spectrum and accommodating existing and developing technologies. Certainly, if a 20-channel CATV system commences operation there will be no substantial reason to be concerned about balance. For if a viewer does not like what he is watching on one channel, he will have 19 other choices."

Wrong Way • University of Chicago Professor John H. Coase said the FCC should abandon most of its present activities and concentrate on promoting "the best use of the nation's resources."

He felt the FCC "got off to a bad start and has never been able to recover." The FCC, he charged, "had the task of disposing of a valuable resource, the radio frequency spectrum, and instead of leasing or selling it the obvious and simplest thing to do—it was decreed the FCC should give it away."

As a result, he said, the FCC had to develop criteria to decide which of
Chickenman is back with the original cast.

By popular demand, the Fantastic Fowl returns with all-new episodes of radio's most successful comedy series featuring the original cast of Jane and Jim Runyon with Dick Orkin.

Hear the brand new Chickenman episodes — plus a Chickenman Bonus Contest.

"Sneak" preview a warm, wonderful vignette featuring the voices of the most delightful children ever! Plus a campy collection of other Spot productions. Stuff like: Robin The Hood, Doctor Souse Call, and Vandy Amybilt. And three new Top Pop ID's, Soul City for hip r&b stations, and The Soft Touch.

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many claimants should get the use of this valuable resource. "Consequently it found itself involved," he added, "and began to assume that it should be involved, in questions which were none of its business and which it could not in any case handle properly."

Professor Coase called this evolution especially dangerous since "it threatened the doctrine of the freedom of the press" and made for inefficiency too.

Professor Coase is an advocate of pay TV. "I do not object to the market for advertising time on radio and television," he said. "It is a fine market, beautifully organized and highly competitive. . . . My objection is that the only people who are allowed to buy time are advertisers. It is a market from which the consumers are barred."

If the FCC would allow pay television, he maintained, programing would improve, and he said if people are willing to pay, a legitimate supplier should not be restricted. The same analogy, he contended, applies to CATV and its development.

The FCC should not attempt to do what the marketplace can do better, Professor Coase said.

**Present Company**

*At one point Professor Coase remarked: "I must say I get irritated with these speeches attacking the profit motive made by these young men who go to Washington to serve the public interest and leave it to serve their own." Moderator of the panel on which Mr. Coase appeared was Newton Minow, former chairman of the FCC and now in private law practice in Chicago. George Ackerson. *Boston Herald-Traveler* (WHDH-AM-TV) publisher, introducing a broadcaster-CATV panel, observed that most newsmen "accept that the newspaper of the future will be delivered electronically to the home, probably with the home owner viewing the morning index on his TV set and then dialing the sections of the paper he wants." But before this can evolve, he said, the FCC will have to resolve its policy conflicts in the CATV field.

Mr. Ackerson moderated a panel including J. Leonard Reinsch, president of Cox Broadcasting Corp.; Frederick W. Ford, president of the National Cable Television Association (see box, page 62), and James Robertson, chairman of the National Association of Educational Broadcasters.

Mr. Reinsch said that as the communications explosion continues "we will see a breakdown of the distinctions which have tended to separate communications media in the past. Firms will either be organized to create knowledge or to have some part in the storage, retrieval, distribution and reception of information."

The impact on traditional media will be enormous, he said. He pointed to Cox Broadcasting as an example of diversification with radio and TV station operation, program production and syndication, publishing, CATV and microwave transmission. CATV, he maintained, will help, not hurt, broadcasting, for where "more channels of information and entertainment are available, increased viewing time among our audiences may be the result." TV's greatest service in better race relations will be in a ghetto educational process.

Are We Ready? * Dr. John C. Malone.

Indianapolis TV's aid ETV effort

Three Indianapolis TV stations have joined in an effort to put the city's first educational television station on the air.

The stations—WFBM-TV (Time-Life Broadcasting), WISH-TV (Corinthian Stations) and WELW-TV (Avco Broadcasting)—announced plans last Friday for equipment and operating grants to the Metropolitan Indianapolis Television Association Inc., a local ETV group.

Proposals for the new outlet, however, will require both FCC approval and matching facilities grants from the Department of Health, Education and Welfare. The ETV community corporation will shortly apply to the FCC for UHF channel 20 there. Dr. I. Lynd Esch, president of Indiana Central College, is president of MITA. WISH-TV will be applying for a new antenna site and, if approved, will provide tower space.

The commercial stations have pledged the matching funds required for an EHEI facilities grant for transmitting equipment at the new antenna site. Additional funds have also been pledged. The ETV stations being operated by the end of the year.

Warren Wright, program manager of WFBM-TV for the last eight years, is taking leave to become general manager of the proposed station.

Radio code adds nine, TV one

The National Association of Broadcasters radio code added nine stations and the TV code added one station between Jan. 15 and Feb. 15. The TV addition was KTSB Topkea, Kan. Radio: KYAK Anchorage; KAIR Redding, Calif.; KTRY Bastrop, La.; KBBK Brookings and KFCE Redfield, both South Dakota; KHEM Big Spring and KWMG Del Rio, both Texas; KWSZ Everett, Wash.; WTSU Brattleboro, Vt.

**D.C. ch. 50 appeals turned down by FCC**

The FCC decided last week that it wouldn't "sing along with Mitch" or "ride along with Roy" in the Washington channel-50 case. The FCC upheld a review-board decision that granted the facility to Theodore Granik, a lawyer who is also a veteran radio-TV syndicator-producer (BROADCASTING, July 31, 1967).

That decision had been appealed by All American Television Features Inc., headed by handleader and radio-TV producer Mitchell W. (Mitch) Miller, as well as by T.C.A. Broadcasting Inc., controlled by O. Roy Clark, whose interests include D.C. Transit and Trans-Caribbean Airlines. All American also asked the commission to reopen the case to consider whether Mr. Granik gave truthful testimony regarding plans of his Riverdale, N.Y., CATV system to originate local programming (BROADCASTING, Jan., 1).

The commission denied the requests saying "no questions of law, fact or policy which warrant our review" had been raised. It also said that the allegations raised by All American were "inquired into and considered" during the course of the hearing.
Hartwest Productions, Inc. introduces Dr. Norman Vincent Peale in a unique new radio series “Live With Confidence”

“Live With Confidence” is a new radio program, five minutes in length, five times a week, featuring Dr. Norman Vincent Peale’s challenging and vital comments. Dr. Peale’s message—the power of positive thinking—has affected the lives of millions of people. He speaks of subjects of interest to everyone—self-confidence, enthusiasm, optimism. He is an activist and a catalyst, exhorting others to think and to do.

And now—his outspoken message, his vigorous manner of speaking, his warm voice, his challenging personality have all been captured uniquely in a new radio program—“Live With Confidence.”

“Live With Confidence” provides broadcasters and advertisers with a program and a personality that will assist them in projecting and fulfilling their community service aspirations at the highest level.

Hartwest Productions, Inc., will maintain selectivity in the exposure of this program in keeping with the special esteem in which Dr. Peale is held by the American public.

Hear “Live With Confidence” at the NAB, suite 1322, Chicago Hilton

Hartwest Productions, Inc. 635 Madison Avenue, New York, N.Y. 10022 (212) 421-2070

and (continued on next page)
FCC warned of budget cuts

Hyde tells Senate hearing commission is preparing for land-mobile use of UHF

The FCC made an early appearance before the Senate Appropriations Subcommittee last week and was told by Subcommittee Chairman Warren G. Magnuson (D-Wash.) that Congress may "be forced" to cut the agency's proposed budget.

The early testimony—sought in advance of House action on the FCC's budget, which traditionally takes first action on all appropriations bills—was instituted by Senator Magnuson in an attempt to save legislative time in an election year. But he said the commission might have to go back to the Hill for "a short hearing" after the House votes on the appropriation. He also said: "I think we have to talk to you later" on over-all reductions that are threatened for all nondefense government activities and programs.

As with most Senate appropriations hearings, the testimony ranged beyond direct money matters, touching on most of the controversial issues that have concerned the FCC in recent years. Foremost among these, as it was in the Senate hearing last year, were problems of land-mobile radio.

Relief in Sight • FCC Chairman Rosel H. Hyde cited the commission's channel splitting in the 450-470 mc band as a step in the right direction (providing relief for the affected services for "two or three years") and told the subcommittee that a rulemaking was in preparation ("to be announced shortly") that would contemplate use by land mobile of unused TV channels.

Chairman Hyde said the commission "is working on the papers right now" and suggested that the rulemaking, when issued, would "ease fears" in the industry, which at present is not sure what's planned. (It is expected that the rulemaking will follow at least the general outline of staff-study recommendations that were made public two weeks ago [BROADCASTING, March 25].)

When pressed by Senator Gordon Allott (R-Colo.) on an expected date for issuance of the rulemaking, Mr. Hyde replied "three or four months." The FCC's budget request for fiscal 1969 is $27,271,000, up more than $2 million for the 1968 figure. The increase will provide for a staff increase of 73, which Mr. Hyde defended in the light of expanding workloads (especially in CATV regulation, but including a 3% increase in staff for the broadcast area). Mr. Hyde noted that the commission, even with the proposed increases, was not planning to undertake any new programs.

Funds for expanded research efforts are also asked by the commission, particularly for long-range investigations, including studies on "the extent to which alternative distribution systems might be employed" and "alternative allocations of frequencies."

Mr. Hyde said a proposal put forward by the Department of Transportation that leasing services operating land-mobile equipment could be shifted among unused frequencies on a temporary basis was "being studied," and that the commission has asked the secretary of transportation to supply any backup material to the DOT's study that might be useful to the FCC.

One problem of frequency allocation—the amount used by the government ("more than half," said Mr. Hyde)—would have to be a subject for congressional attention, Senator Magnuson told the commission.

Fairness Issue • Other areas of concern for Senators Magnuson and Allott were political broadcasting (free time ought to be free, Senator Magnuson said, and not offered solely on the broadcasters' terms regarding time and format) and applications of the fairness doctrine, including its extension to product advertising. Senator Allott, who is in the process of drafting a bill that would revise the fairness doctrine, drew admissions from Chairman Hyde that it was difficult to draw a line between commentary and editorializing and that under commission rules it was conceivable that a station could be forced to air the viewpoints of, for example, the American Nazi Party.

The commission found it had an ally in Senator Allott on the question of the establishment of a super-agency of communications that would supersede the FCC. Raising the issue to build a record for future confrontations, Senator Allott solicited and got Mr. Hyde's opposition to radical changes in communications policy as presently set forth in the Communications Act. Mr. Allott is on record as favoring a strengthened and revamped FCC.

The Office of Telecommunications management, caretaker of the government's portion of the spectrum, was set for an appearance Friday (March 29) before the appropriations subcommittee. Senator Allott indicated he wanted to get the commission's reaction to the super-agency idea on the record.
Hartwest Productions, Inc. introduces "A Kaleidoscope of Specials"

a unique new series of outstanding radio specials encompassing today's vital issues and human problems...from Korea to Vietnam...from suicide to smoking...and intimate revelations of some of the world's most prominent personalities.

Utilizing the unequalled production resources of the BRITISH BROADCASTING CORPORATION, Hartwest has selected a group of unusual specials which was designed specifically to meet American radio's commercial and programming needs.

Among those whose voices and views make each of these special programs a unique and timely listening experience are Marlene Dietrich, Alfred Hitchcock, H.R.H. the Duke of Edinburgh, Graham Greene, Agatha Christie, Randolph Churchill, Gore Vidal, Malcolm Muggeridge, four American presidents, Senators, international leaders, scientists, journalists.

Particularly timely today is "Inquest on a Reputation," an examination of the "Kennedy Myth," as well as three full hours documenting American foreign policy from "Korea to Vietnam."

"A Kaleidoscope of Specials" contains twenty programs, each one-half hour in length, and three programs which may be broadcast as full hours or divided into six thirty-minute programs.

Hear "A Kaleidoscope of Specials" at the NAB, suite 1322, Chicago Hilton

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and (continued on next page)
NAFMB studies medium’s potential

BROADCASTERS LOOK AT PROMOTION, PROGRAMING, SALES

“1968—The Year of Opportunity and Challenge” was the way the FM broadcasters billed their national convention. And for three full days in Chicago, the best doors to the opportunities and the wisest methods of coping with the challenges were assayed.

The March 29-31 sessions of the National Association of FM Broadcasters were also permitted a closer look at FM by means of brand-new FM listener data from ABC Radio (see page 96).

Station identification, program awareness and station image are problems common to most FM stations, but ones that can be “attacked successfully with good station promotion,” John T. Lawrence, general manager of Taft Broadcasting Co.'s FM division, told the NAFMB.

**Promotion** He also felt promotion could help in increasing the percentage of actual FM listenership now that set penetration has reached into the 60% and 70% range in many major markets.

FM's intricate dial positions pose a peculiar problem in station identification, he admitted, but giving call letters and dial position “every time there is a break for anything—commercials, news, weather or what have you” can promote identification awareness.

He urged cross promotion of programs “particularly if your format is different at different times of the day.” And he suggested that new shows be promoted “as hard as possible.” A station, he said, cannot presume that its programming “will sell itself, no matter how good. Make your audience aware of it through promotion. Tell them how good it is and they'll appreciate it even more.”

**Programing** The name of the game is programing and programing cannot be treated as a second-class citizen, Marlin R. Taylor told the NAFMB. The music director of Kaiser Broadcasting Corp.'s San Francisco and Boston FM stations stressed that management must establish basic format guidelines and limits.

Mr. Taylor touched on six points that play a major role in a station's image to the listener:

- The sound must be consistent “from shift to shift, regardless of the varying whims and moods of your operators.” He cautioned against being all things to all people “unless you're the only station in the market.”
- Make the on-air sound and image simple and easy to listen to. “Stations that try to do a lot of fancy features and gimmicks beyond the capabilities of their staff and facilities come out sounding amateurish and second-rate.”
- Make the programing different from all the other sounds in the market. “Look for a way to innovate . . . do a good job of presenting it and you'll stand out from the crowd. . . . Have the complete format worked out in advance, along with a complete promotional and sales plan.”
- Make the sound interesting and keep it from becoming “tired, stale and boring . . . Keep your staff interested in their jobs. A bored staff can lead only to boring programing.”
- Use common sense in determining who the listeners are, the type of listeners desired and whether the programing fits those people.
- Automation can benefit a station if used properly, but a machine can’t be the music director and do a good job. “The purpose of the machine is to handle the mechanics of programing while the staff works at creative activities.”

**Advertising** Unlike AM, which depends on the action of big agencies in big markets, FM's future is in the small market and to survive it “must adopt the logic, the rationale and the thinking of the people it serves,” according to Edwin D. Gimzek, president of OAC Advertising Inc., Endicott, N. Y.

FM is losing “a golden opportunity to sell me, my clients and the hundreds of local advertisers who do not buy FM,” because stations are not coming up with “justifiable reasons for spending my budget—all or part of it—in that particular medium,” he said.

He reminded the NAFMB that in a small agency, like his, things have to work the first time “because there is no second chance. We can't afford to lose business.” In FM, he said, “the commercials must work. They must hit the first time around or you lose a client. Few small-market advertisers have the kind of dollars, the kind of budget that can sustain a public-service-image campaign. Every commercial must produce tangible results or else.”

Mr. Gimzek noted that he is “interested in buying FM for the sales it can deliver for my clients. Tell me what I want to hear, illustrate how it can be done and I'll buy FM. Tell the dry cleaner down the street what he wants to hear, illustrate how it can be done,

---

**LBJ's CATV finds consensus with UHF**

The “whip-sawed” dispute between an Austin, Tex., UHF and the CATV in which President Johnson’s family holds a 50% interest is over—for the moment.

KHFI-TV and Capital Cable Co. have reached a two-year pact in which the station will receive simultaneous nonduplication protection solely for its NBC programs. Capital, during those periods of program protection when a channel carries no programing, will carry KHFI-TV on the blank channel as well as its present channel position on the system. The agreement is renewable at two-year intervals.

Capital is equally owned by multiple-CATV-owner Midwest Video Corp. and Texas Broadcasting Co., licensee of KTBC-TV Austin. Texas Broadcasting is owned by Mrs. Lyndon Johnson and her two daughters. Their TBC holdings have been placed in trust as long as Mr. Johnson is President.

The last such pact between the two was a two-month experiment in nonduplication. That fell apart and led to a dispute during which KHFI-TV made its celebrated “whip-sawed” complaint. The station said that since KTBC-TV (at that time) held primary affiliations with all three networks, it was “precluding” KHFI-TV from securing such an affiliation, while Capital was attempting to escape nonduplication protection on the basis of KHFI-TV's multiple-network programing (BROADCASTING, May 8, 1967, et seq.).

Much of that argument was dispelled when KHFI-TV affiliated with NBC this year. But the dispute still involved a wrangle over commission CATV procedures and managed to land on Commissioner Robert E. Lee's desk (BROADCASTING, Jan. 1 et seq.).

Now that an accord has been reached and the various complaints withdrawn, the parties want the matter to "be considered closed."
“Christmas Kaleidoscope”
newest success story
from
Hartwest Productions, Inc.

read the success story of ...

WBBM, CBS O&O, Chicago
"In less than one week...it was sold in its entirety...This year's sale alone returned to us over three times the investment we made..."

WFLN, WSPD, WCOA, KCMO, WPIN, WROC, KDEN/KDEN-FM, KWHK, WCRB, WKKV, WERE, WSTA, KPEL, WVMY, KEBS, KOLT, KITE, WKAP, WPAM, WSNY, WAIX, WELK, KBAR, and many, many more.

CHRISTMAS KALEIDOSCOPE
Produced by the BBC
Sir Ralph Richardson, Sir Malcolm Sargent, Gracie Fields, Vera Lynn, the Westminster Abbey Choir, the Royal Choral Society, the Cecilian Singers and the famous Philomusica of London are only a few of the internationally known performers featured in "Christmas Kaleidoscope."

Music, comedy, variety shows, dramatic productions—10 1/2 hours of superb programming specially created by the BBC, the world's largest producer of radio programs.

"Christmas Kaleidoscope" contains 21 complete programs plus 15 short talk features and vignettes selected by Hartwest to fill the need of your station and your sponsors for unusual holiday programming of unparalleled quality.

Also from the British Broadcasting Corp

BBC MUSIC SHOWCASE
A 90-minute classical music program featuring the world's most prominent concert artists and orchestras in performances recorded in stereo at concert halls and music festivals throughout the British Isles. This distinguished series of 39 programs with 13 selected repeats includes several premier performances and historic musical events which cannot be duplicated. The narrator is Antony Hopkins, well-known composer, conductor, musicologist and lecturer at the Royal College of Music in London. Produced by the BBC, "BBC Music Showcase" is individually customized for your station and your advertisers at the famous BBC production centers in London.

ROUND THE HORNE
A weekly series of fun-filled half-hours in the best comic tradition of Fred Allen. Parody, fantasy, outrageous innuendo starring radio-TV comedian Kenneth Horne, featuring top performers and writers. Currently one of the highest rated shows on the BBC and in Canada...available now in the United States.

FOLK SONG CELLAR
Singers and musicians from the British Isles and all parts of the Commonwealth brought together by the BBC in an unusual series of 60-minute programs. Recorded live at a well-known coffee house in London, each show captures the enthusiasm and spontaneity of the Folk Song Cellar. Listeners will delight in hearing hitherto uncollected folk songs and original compositions, as well as their old favorites.

Hear
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and (continued on next page)
and he'll buy FM—and keep buying it."

Congressman's View • What amounted to a congressional plug for pay television and CATV came from Representative Lionel Van Deerlin (D-Calif.) in the NAFMB's Friday luncheon. He said it would be sad if "we have not learned a lesson from the history of FM and refuse to let new inventions in radio and other forms of communication be tested by the public, the ultimate judge of whether there is a need for goods and services."

Mr. Van Deerlin, a member of the House Commerce Committee and its Communications Subcommittee, noted that the proponents of pay TV and developers of broadband CATV are having problems "in bringing their currently new inventions into the marketplace" and those problems are "remarkably similar to the early years of FM."

Noting where FM stands today, the congressman pointed out that there are more than 1,800 FM stations; that revenues rose from $32.3 million in 1966 to about $941,000,000 sold in 1967, a 50% increase over the previous two years; more than 60% of FM stations are programing stereo. All these figures, he added, support the "general agreement that FM has arrived" and that an "FM franchise is no longer cynically referred to as a license to lose money."

The Audience • At Saturday morning's session, Philip Lesley, president of the Philip Lesley Co., Chicago public relations firm, said that FM programing must be developed with the audience always in mind "no matter what temporary trends or fads may come across the scene. And it means working constantly to associate the station in the minds of the public—and the advertising fraternity—with that specific purpose and that specific identity."

Mr. Lesley noted that advertisers and agencies are trying hard to find ways of reaching segmented publics and that when a station has found one of those routes it should be told.

He told the NAFMB that FM stations have attracted many listeners because the stations offer something different in programing and he advised against putting too many commercials on FM.

Station sponsors meeting on area development

WOOD - AM - FM - TV Grand Rapids, Mich., a Time-Life Broadcast Inc. station, provided the opportunity for community leaders in western Michigan to discuss urban challenges by conducting a two-day conference last week in Grand Rapids.

The conference, titled "West Michigan—1980," concerned itself with land and water resources, transportation, housing, government organization, the role of law, the structure of society, education, religion, medicine, business and industry, communications and the computer.

About 170 community leaders from western Michigan attended the sessions. Also participating were Allen R. Cooper, director, corporate planning, NBC, New York; Eugene Katz, president of The Katz Agency, and Bill Maney, NBC News.

Andrew Heiskell, chairman of the board of directors of Time Inc., opened the conference on Monday. Mr. Heiskell is also chairman of the board of trustees of Urban America Inc. and co-chairman of the Urban Coalition.

FM data a pot of gold?

ABC Radio study gives varied information on average FM listener

Members of the National Association of FM Broadcasters were to get a close look at their medium Saturday (March 30) when ABC Radio was to present listener data calculated to put a smile on the face of every FM operator.

Presentation of data on FM-listener characteristics was to be made by Josh Mayberry, director of research and sales planning at ABC Radio and the man responsible for collating RADAR and Brand Rating Index information used in the study. Mr. Mayberry's report is billed as the first nationwide audience survey of the FM medium (BROADCASTING, March 25).

According to the study, the dimensions of FM and the characteristics of the medium's listener shape up as something like this:

• During the average quarter-hour, Monday through Sunday from 6 a.m. to midnight, over two million adults (18 years or older) listen to FM stations. AM's quarter-hour audience is 14.5 million. Put another way, for every 100 adults listening to AM radio 15 are tuned to FM.

• In terms of cumulative, unduplicated listening, about 32 million different adults listen to FM during the seven day, 6 a.m.-midnight period. This compares with 118 million listeners to both AM and FM radio. FM then garners 27% of the unduplicated audience to all radio.

• FM's highest average quarter-hour audience is from 9 a.m. to 4 p.m., with an average of 2.5 million listeners. The average quarter-hour audience in the evening (6 p.m. to midnight) is 1.5 million, Mr. Mayberry's figures show.

• FM also earns a substantial share of the drive-time audience: 2.3 million average listeners during the morning traffic period (6 to 9 a.m.) and 2.4 million in the afternoon period (4 to 7 p.m.).

• The average adult FM listener spends 7 hours 20 minutes a week with the medium.

The ABC study shows that FM listeners are more affluent than the average listener to radio (AM and FM). With the help of BRI data, Mr. Mayberry concluded that FM listeners are likely to drink more diet soft drinks, more regular soft drinks, consume more domestic and foreign wines, buy more soap for automatic dish washers (which means they are more likely to own an automatic dish washer), and purchase more toilet soap.

Male FM listeners, the study shows, are more likely to own a high-priced car, to own two or more cars, to buy their car new, and to use their cars more than the average radio listener.

The FM listener—both male and female—is likely to travel more, rent more cars, use more travelers' checks, and have more credit cards.

The inescapable conclusion, the study says, is that FM families are larger, have more money, and are more willing to spend what they have.

FM Foundation • Earlier in the week, Mr. Mayberry told BROADCASTING that RADAR data and the ABC study based upon it will provide a foundation on which to build a body of acceptable information with which FM can attract more advertisers.

"Until now, we've really only had FM penetration figures. But with this RADAR and BRI data, we're able to come up with some pretty definite ideas about the size and the demographics of the FM audience.

"Our study shows that FM listening habits are similar to AM," he continued. "FM is more and more being considered as radio. However, FM can still offer an affluent mass of listeners."

Mr. Mayberry said the ABC study was based on RADAR data gathered early last year and on BRI material collected shortly before that. "Hopefully, our study will stimulate other FM broadcasters to make demographic studies of their local audiences," he said.

BROADCASTING, April 1, 1968
“The Joe Pyne show” took the lead and kept it ... in radio and TV.

for the full story ask...

Lee Fondren, Sta. Mngr. & Dir. of Sales
KLZ—Denver, Colorado
Stanley Hubbard, Jr., VP & GM
KSTP-TV—Minneapolis-St. Paul, Minn.
Sidney Levin, VP & GM
WKAT—Miami, Fla.
Don Sbarra, Exec. VP
KARD-TV—Wichita-Hutchinson, Kan.
Hai Levin, VP & GM
WINQ—Tampa, Fla.
Bill Brazill, VP in Charge
WTVJ-TV—Miami, Fla.
Bob Watson, GM
KGNC—Amarillo, Texas
Carl E. Lee, Exec. VP & GM
WKZO-TV—Grand Rapids-Kalamazoo, Michigan
Fred Wagenwoord, Exec. VP
WJIN—Atlanta, Georgia
Virgil B. Wolff, VP & GM
WQXI-TV—Atlanta, Georgia
Stephen Bellinger, GM
WDZ—Decatur, Illinois
Roger Rice VP & GM
KTVU-TV—San Francisco, Calif.
Robert Crohan, Sta. Mngr.
WJAR—Providence, Rhode Island
Milt de Reyna, GM
WEAR-TV—Mobile-Pensacola, Fla.
Harry Weaver, GM
WOKE—Charleston, South Carolina
Cliff Braun, PD
WFLD-TV—Chicago, Ill.

James Ward, Pres.
WLAC—Nashville, Tenn.
Barry H. Thurston, Pgm. Mngr.
WKBD-TV—Detroit, Mich.
John Hicks, Pres. & GM
KLVI—Beaumont, Texas
Roy Bacus, GM
WBAP-TV—Dallas-Fort Worth, Texas
Frank Stewart, VP & GM
KTRH—Houston, Texas
Howard Zuckerman, Pgm. Mngr.
WTWV-TV—Bloomington-Indianapolis, Indiana
Hugh Boice, Jr., GM
WNFL—Green Bay, Wisconsin
Lloyd Cooney, Exec. VP & GM
KIRO-TV—Seattle-Tacoma, Wash.
Eldon Campbell, VP & GM
WFBM—Indianapolis, Indiana
Robert Harter, VP & GM
WHO-TV—Des Moines, Iowa
Roger Davison, Sta. Mngr.
WBBO—Baton Rouge, Louisiana
Crawford P. Rice, Mngr.
KHTV-TV—Houston, Texas
Kenneth Hestie, Sta. Mngr.
WMT—Cedar Rapids, Iowa
M. C. Greiner, Jr., GM
WMCT-TV—Memphis, Tenn.
Jack Timmons, GM
KWMK—Shreveport, Louisiana
John Vathy, GM
WSMB—New Orleans, Louisiana
Owen Sandler, GM
KMTV-TV—Omaha, Nebraska
Ray Smucker, VP
KTAR—Phoenix, Arizona
George Hatch, Pres.
KUTV-TV—Salt Lake City-Ogden-Provo, Utah
Joseph Kruger, GM
WHIL—Boston, Massachusetts
Maurice J. Corken
WHBF-TV—Davenport, Ia.-Rock Island-Moline, Illinois
George Foulines, Pres. & GM
WAAC—Terre Haute, Indiana

...coming soon from Hartwest

The Earl Wilson show—
The most talked about people talk candidly to this top syndicated columnist on a 5 minute, 5 times a week program.

Involvement—
A new Television series and a new Radio series. A unique programming concept designed to stimulate, entertain and involve your audience in what's happening now.

The Joey Adams show—
Comedy and humor—featuring headline performers—in a 5 minute, 5 times a week program...also in a daily half hour series and in one minute drop-ins.

Hear and see The Joe Pyne Show at the NAB, suite 1322, Chicago Hilton

Hartwest Productions, Inc.

Hartwest Television, Inc.
635 Madison Avenue,
New York, N.Y. 10022
(212) 421-2070
Hooper may offer TV rating service

COMPARISON WITH OTHER SERVICES TO BE SHOWN AT NAB CONVENTION

The C. E. Hooper Co. "could be ready to market a new local television ratings service—using the telephone coincidental-recall technique—by May 1," Bill Harvey, vice president and director of broadcast development, said last week.

Simultaneously, Hooper planned to present the results of its large-scale study comparing diary, meter and pure-coincidental techniques for local ratings at the National Association of Broadcasters convention this week and to begin testing of its coincidental-recall technique on a multimarket basis.

Tests will go on for the first two weeks of April, piggy-backed with Hooper's regular radio surveys. With another two weeks for evaluation of the results, Mr. Harvey said, Hooper could be ready to go with the new service at the beginning of May.

**Designed for Stations** The new service would be "broadcast-oriented" in its conception, according to Mr. Harvey, and designed to redress the damage he says has resulted from "27 years' use of the inadequate diary technique."

At a recent meeting of the Radio-Television Research Council in New York, Mr. Harvey presented the initial findings (BROADCASTING, March 18) of Hooper's methodology study, part of which was a comparison of meter and diary information carried separately in American Research Bureau's New York report for October. According to Hooper, the diary technique generally understated viewing relative to meter.

With diary levels expressed as percentages of meter, the day-part viewing levels in the ARB study were: Monday-through-Friday, noon-5 p.m.—64%; 5-7:30 p.m.—89%; Monday-through-Saturday, 7:30-11 p.m.—104%; Monday-through-Friday, 11:11:30 p.m.—64%; 11:30 p.m.-1 a.m.—64%. Percentage for Monday-through-Friday, sign-on to sign-off was 77%, or an understatement, according to the Hooper study, of 23%.

Last week Hooper released the second audience-composition set of figures from its comparative study. They indicate, officials said, that the diary technique understates viewing in all demographic groups.

**Lower Figures** In the figures for viewing by day part (figure 1) all viewing is shown as understated by the diary with the single exception of teen-age viewing in the early fringe period (5:30 p.m., Monday-Friday). During the daytime, both men's and women's viewing are shown as understated by about 10%, while teen-age and children's viewing are understated by more than 30%.

In the early fringe and Monday-through-Saturday prime-time periods, the emphasis of diary understatement shifts so that teen-age viewing is least understated, while women's viewing is most understated (18%), and children's viewing is most understated during prime time, between 23% and 27%.

Indexes of diary viewing as percentages of coincidental viewing levels during prime time for the seven New York VHF stations (figure 2) again indicate general understatement. While independent and noncommercial station viewing are understated for some demographic groups, they are most nearly accurate for others.

Mr. Harvey claimed the following advantages of coincidental-recall over diary technique: a higher return rate, "at least twice as high as the current 40% or so for diary;" self-reporting, in which each member of the family reports only his own viewing, rather than one member reporting the entire household; 24-hour recall, as opposed to "what boils down in many cases to seven-day recall with the diary technique;" and the use of trained interviewers to elicit the desired information, rather than "an untrained individual interviewing himself, as in the diary technique."

**Figure 1**

Hooper comparison of television rating methods, New York, Feb. 23-29, 1968; preliminary audience composition findings; By day parts

<table>
<thead>
<tr>
<th></th>
<th>Viewers per 100 viewing homes*</th>
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<tbody>
<tr>
<td></td>
<td>Men 18+</td>
</tr>
<tr>
<td>Mon-Fri. 9:00 a.m.-noon</td>
<td></td>
</tr>
<tr>
<td>Diary</td>
<td>18</td>
</tr>
<tr>
<td>Coincidental</td>
<td>20</td>
</tr>
<tr>
<td>Diary—coincidental</td>
<td>90</td>
</tr>
<tr>
<td>Mon-Fri. noon-5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Diary</td>
<td>24</td>
</tr>
<tr>
<td>Coincidental</td>
<td>27</td>
</tr>
<tr>
<td>Diary—coincidental</td>
<td>89</td>
</tr>
<tr>
<td>Mon-Fri. 5:00-7:30 p.m.</td>
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<tr>
<td>Diary</td>
<td>42</td>
</tr>
<tr>
<td>Coincidental</td>
<td>50</td>
</tr>
<tr>
<td>Diary—coincidental</td>
<td>84</td>
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<tr>
<td>Mon-Sat. 7:30-11:00 p.m.</td>
<td></td>
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<tr>
<td>Diary</td>
<td>61</td>
</tr>
<tr>
<td>Coincidental</td>
<td>79</td>
</tr>
<tr>
<td>Diary—coincidental</td>
<td>77</td>
</tr>
</tbody>
</table>

*Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area comes from metro.

**Figure 2**

Prime time by station

<table>
<thead>
<tr>
<th></th>
<th>Viewers per 100 viewing homes*</th>
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<tbody>
<tr>
<td></td>
<td>Men 18+</td>
</tr>
<tr>
<td>Channel 2</td>
<td>80</td>
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<tr>
<td>Channel 4</td>
<td>78</td>
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<tr>
<td>Channel 7</td>
<td>79</td>
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<td>Channel 5</td>
<td>70</td>
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<tr>
<td>Channel 9</td>
<td>81</td>
</tr>
<tr>
<td>Channel 11</td>
<td>80</td>
</tr>
<tr>
<td>Channel 13</td>
<td>59</td>
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</tbody>
</table>

Total viewing

<table>
<thead>
<tr>
<th></th>
<th>Viewers per 100 viewing homes*</th>
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<td></td>
<td>77</td>
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</tbody>
</table>

*Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area comes from metro.

98 (THE MEDIA)
...zeros in on your customer profiles

The new NSI Target Audience Guide (TAG) helps you match customer profiles with program demographics ... quickly and easily. TAG profiles consist of a series of “weighted” audience estimates developed in collaboration with leading agencies and advertisers. These combinations of age, sex, and household characteristics are designed to typify 15 targeted audiences ... each suited for selected products.

For example: one group reflects adult male interests ... an audience that would be right for shaving creams, cigarettes. Another profile is for younger families and children ... an audience of value to a toy manufacturer.

A NSI Target Audience Guide is issued as a supplement to each V.I.P. Report in markets which are measured three or more times a year.

Ask for a free Demonstration TAG Report which spells out the details, shows weights assigned for demographic combinations, and illustrates a typical report page. There is no obligation.

VIEWERS IN PROFILE
TARGET AUDIENCE GUIDE

Nielsen Station Index
a service of A. C. Nielsen Company

NEW YORK (10019) • 1290 Avenue of the Americas • 956-2500
CHICAGO (60645) • 2101 Howard Street • 465-4400
The use of portable, wireless color cameras by all three TV networks in covering this year’s political conventions appeared certain last week.

NBC said it will use RCA’s new portable, ABC said it will use Ampex’s, and, although there was no announcement from CBS, it was learned that CBS Laboratories has developed a new portable to be put into use during the conventions if not earlier—possibly in coverage of the Kentucky Derby.

NBC announced it will use four of RCA’s new Man-Pack color cameras in addition to 45 nonportable cameras at both the Republican and the Democratic presidential nominating conventions.

The camera and its portable power supply and transmitting and receiving equipment, announced and demonstrated by RCA last fall (BROADCASTING, Oct. 23, 1967), weigh 56 pounds and can transmit to a base station up to a mile away.

Unannounced = Although development of the new CBS Labs camera had not been announced, there were reports late last week that details might be made available during this week’s National Association of Broadcasters convention. There were no plans to demonstrate the camera at the NAB sessions, however.

This camera is also said to be capable of transmitting a mile or more without wires, and in addition is said to be digitally controlled so that a single base station can control up to six different cameras. All normal camera functions are said to be controlled—by microwave transmission from the control point including beam, focus, centering, registration, gain, encoder, subcarrier etc.

The three-tube camera head reportedly weighs 18 pounds complete with zoom lens and three-inch viewfinder, while its associated back-pack equipment is said to weigh 30 pounds. The camera head uses one-inch hybrid Plumbicon-type tubes.

Authorities familiar with the CBS Labs camera, developed under the direction of Renville H. McMann, vice president and director of engineering, say that the camera can also be used with a cable that need be only a single-conductor, quarter-inch size.

Studio Use Too = They suggest that it may revolutionize studio design. Its basic design concept, they say, lends itself to studio as well as portable cameras in that it enables a small number of operating consoles to control a large number of cameras without elaborate camera cable-switching systems. Its ability to work on a quarter-inch cable, they say, could eliminate the need for today’s bulky cables.

CBS officials apparently have not decided whether CBS itself will manufacture and market the camera or license others to do so. As to probable price, authorities would say only that it would probably exceed somewhat the cost of a standard color camera now in the $70,000-to-$75,000 range but would be competitive.

Portable cameras will broaden the range of coverage of political conventions—and similar events—by enabling cameramen to move freely on the floor and in other areas that standard cameras cannot reach.

“You would not be able to get onto the [convention] floor with the conventional cable-connected color cameras,” William H. Trevathan, operations and engineering vice president of the NBC-TV network, said in announcing NBC’s plans to use four of RCA’s new cameras at the conventions.
Mike Douglas: "You know on each show...when you do 'I Spy', you're always mentioning your mother and Philadelphia..."

Ill: "Yes..."

Mike: "What kind of a woman is your mom?"

Ill: "Raunchy..."

Mike: "Oh, Bill...Oh, Bill...come on now..."

Ill: "Well, what did you expect me to say..."

Mike: "I'll back up and do this over if you'll put that cigar out. Do you like those, really?"

Ill: "I hate cigars. I do not like cigars. I do not think that I look nice with cigars sticking out of my mouth or anything, however I have never since I've been smoking cigars had any trouble with camels following me...

"Camels followed you before you smoked cigars?"

Bill: "Yes, they did. They followed me everywhere I went, nasty camels following me down the street..."

Mike: "Ugly animals..."

Bill: "Awful...Ughh...and I said to my grandad, 'Grandad, camels are following me everywhere I go' and my grandfather said—'You should smoke cigars and you won't have that problem'...so...do you see any camels around here? No, you don't."

"You're not going to have many friends following you either if you keep that up."

Nutty conversations like this, plus a surprise visit by Bill’s mother later in the show, are only part of what makes The Mike Douglas Show so popular with daytime viewers in 172 markets. For more information about what the antics of Mike and his famous friends can do for your schedule drop in at Suite 2500-01 in the Conrad Hilton while at the NAB convention.

Or contact Westinghouse Broadcasting Company Program Sales, 240 West 44th Street, New York, N.Y. 736-6300.
Color-TV sales jump 29.5% in January

Sales of color-TV receivers by distributors to retailers for the first month of 1968 rose 29.5% over the same month last year, but black-and-white-TV sales continued their downward move.

Home radio sets started the new year off at a 1.5% rise in January 1968 compared to the same month in 1967, and auto radio sales showed a 4% rise.

"The cable-connected camera freezes you to one point on the floor, probably against a wall, and that operation would be too restricted to be of value."

Another big advantage of the new camera, aside from mobility, is ability to get close-ups, Mr. Trevarten then noted. The camera NBC will use was developed to NBC's specifications by RCA's Astro-Electronics Division and was two years in conception and development, NBC reported. Planning started after the 1964 political conventions.

NBC described the camera as a radio-frequency-connected portable color-TV unit, designed to operate on broadcast TV standards, small enough to be carried and operated by one man and also small enough to be carried by an astronaut exploring the moon. RCA also has described it as having been designed with an eye toward use in manned lunar explorations but at the same time completely compatible with commercial-TV standards and providing broadcast-quality color (BROADCASTING, Oct. 23, 1967).

ABC officials said they would use an unspecified number of the new Ampex portable color units in convention coverage and would use them in the wireless mode rather than with the small cable usually employed in football coverage last winter.

The camera head weighs less than 20 pounds and its associated back-pack, fully equipped for microwave operation, weighs 30 pounds. Equipped for cable, the back-pack weighs 15 pounds. The unit was developed for ABC by the Ampex Audio/Video Communications Division and was announced last fall (BROADCASTING, Nov. 6, 1967).

AM-monitor change sought

The FCC has issued a notice of proposed rulemaking that will consider whether to permit type approval of AM modulation monitors that don't incorporate indicating meters. The rule change was urged by Collins Radio Co., which wants approval of its new monitor that uses, instead of a meter, a battery of four indicating lights calibrated at various preset peak modulation levels. Comments are due April 15 with replies April 30.

Is GE set to reveal TV-projection gear?

General Electric was reported last week to be preparing to announce at the National Association of Broadcasters convention a new "light valve" large-screen TV projection system for color or black and white.

The company withheld comment last week on the report, but said that details of what it described as a "unique, exclusive major new product for the broadcast industry and related businesses" would be presented by James M. McDonald, general manager of GE's Visual Communication Products Department at a Sunday (March 31) news conference at the Conrad Hilton hotel in Chicago.

Reportedly GE hopes to demonstrate at that time the projection of a three-by-four-foot picture in color on a wall or screen behind which the projection device will be housed. This device, it was said, has the capability of projecting live telecasts either originated expressly for the purpose of showing on the light-valve system or by picking up telecasts off the air.

When in operation, the system would be capable of projecting a picture in color considerably larger than three-by-four and still larger in black and white, according to reports last week.

Its immediate application in commercial broadcasting would be in the studio—as in news programs—and in the TV commercials field for client viewing. The system also would have applications for large-scale business or professional meetings and conventions.

Philips's engineers reveal minicamera

Scientists and engineers of the Philips Research Laboratories at Eindhoven, the Netherlands, last week announced, through their U. S. subsidiary North American Philips Inc., the development of a color-TV camera no larger than a 16-mm movie camera, a cigar-size-color-camera tube, and a camera tube sensitive to deep red colors.

The ultra-portable color camera weighs six and a half pounds (10½ pounds with associated electronic circuits and zoom lens). Its performance, Philips says, is surprisingly good even when compared to present day Plumbicon studio cameras. The tiny experimental camera is being used as a test bed for miniature color tubes.

One of the experimental tubes is a miniature Plumbicon five inches long and five-eighths of an inch in diameter. The tube employs electrostatic focusing and magnetic deflection and a variant of the photoconductive layer of the extended red sensitive Plumbicon tube. Philips says miniature TV tubes of this type can be used as attachments in microscopes, endoscopes and surgical lamp units as well as for broadcasting.

Philips's third new creation is the development of a processing technique whereby the lead monoxide layer capable of picking up deep reds is reproducible for quantity manufacture. In fact, Philips's tube division has taken over the process and is producing such tubes.

The new extended red Plumbicon tube, to be used in the red channel of a color camera, enables cameras to pick up the long-wave part of the visible spectrum, that is, deep reds and magentas. Cut-off wave length of the new phosphor Plumbicon tube has been extended from 640 millimicrons to beyond 800 millimicrons, which is beyond visible red.

Rule for automatic FM transmitters?

The possible type acceptance and use of automatic FM transmitters that would eliminate the need for constant surveillance by licensed operators will be studied by the FCC.

That's the intent of a proposed rulemaking the commission set up last week, although it refused to propose specific rule changes because of the complex questions raised and the numerous changes that may be required.

The rulemaking was proposed by

BROADCASTING, April 1, 1968
“So, how have you been, Milt?”
“Tense. All the time I’m tense.”
“Have you ever been self-analytical about it? What causes your tension?”

...like I worry about Nixon...I worry about what’s going to be with him...Like, ‘What are you doing?’ I want to say to him. ‘Stop it already...You have a nice job—stay there. Don’t go running around, you make me nervous...’ Yet, I want him to do good and at the same time I don’t want him to do anything.”

“He’s not tense though—you’re tense.”

“That’s it...that’s funny...I’m tense about Rockefeller. Ohh, I’m tense about him!”

“Do you remember the night I introduced you to Gov. Rockefeller? Tell them what you said to Gov. Rockefeller.”

“I said to him...I was very at ease with him because his name has been a household name in my house all my life...because whenever I wanted any money my father used to say: ‘Who do you think we are? Rockefeller?’”

“...And then what did you say?”

“And then I asked him what did his father say to him? ‘What are we? DuPont?’”

Merv’s ability to elicit sage political commentary from expert observers of American life is only one of the reasons The Merv Griffin Show is so popular with audiences in 127 markets. For more information on what Merv can do for your schedule, drop in at Suite 2500-01, in the Conrad Hilton, while at the NAB convention. Or call us at Westinghouse Broadcasting Company Group Program Sales, 240 West 44th St, New York, N.Y. 736-6300.
Collins Radio Co., Dallas, which claimed that "the time has arrived to incorporate applicable electronic techniques into broadcast systems." What's involved is a transmitter that will automatically maintain its frequency, power and quality of emissions within certain tolerances and, in case of failure, will shut itself off.

Such equipment would make unnecessary the need for keeping logs on a repetitive basis to verify proper operation. It would also eliminate the constant overseeing of the equipment by a licensed operator.

**Big Change** The commission noted that the proposal marks a significant departure from the present requirement of the "physical attendance" of a licensed operator either at the transmitter or at a remote control position. So it requested comments on whether or not the requirement should be removed or modified to allow for the use of "minimum grade operators" to call out-of-tolerance conditions to the attention of qualified personnel.

The commission further expressed concern over eventual program automation, which, it said, reflects "deliberate judgments by individual licensees based on community needs and acceptance." Although it said transmitter automation wouldn't necessarily accelerate a trend toward program automation, it wants comments on a possible interrelationship between the two.

Comments are also requested on whether or not it's feasible to modify existing transmitters for automatic operation, and what changes would be necessary in type-acceptance procedures to insure transmitter reliability. In addition the commission asked for comments on the requirement for tenure of frequency and power control, modulation and distortion control, carrier logging, automatic logging devices, compliance with Emergency Broadcast System procedures and the effect on FM's involved in stereo broadcasting.

Comments are due June 27 with replies due July 26.

**Associations join in land-mobile council**

Formation of a Land Mobile Communications Council took place last week in Washington, with Ray L. Ransom, Shell Communications Inc., as first president.

The council consists of more than 24 associations of land-mobile services. Among its first actions was a vote to maintain the autonomy of the land-mobile-sponsored Allocation Research Council. ARC is studying the feasibility of using the lowest seven UHF television channels for land-mobile use.

Other officers: Max Guiberson, state of Washington, vice president; Claude D. McDoulett, Halliburton Co., secretary, and E. William Downer, Cleveland Electric Illuminating Co., treasurer.

**CBS Labs device enhances TV image**

CBS Laboratories has developed an electronic technique that increases the sharpness and detail of color television images.

 Called image enhancement, the technique is said to be particularly effective in telecasting sports events, such as football games. A CBS Laboratories spokesman said last week that on fast-moving plays the viewer often cannot identify the ball, and, in some instances, the players. Image enhancement enables the viewer to distinguish clearly the ball and player movement.

Image enhancement was developed by Renville H. McMann, CBS Laboratories vice president and director of engineering, in cooperation with CBS-TV engineers and is being patented by CBS Inc.

The technique uses a small, solid-state electronic device weighing less than 20 pounds that examines coded color signals as they are transmitted for viewing and automatically adjusts vertical and horizontal picture details, as needed, to eliminate color softness by taking all the elements of a picture and rearranging them so that contrast is much sharper.

Another feature of image enhancement, called "crispening," is said to overcome picture noise (or snow) on the home screen by sharpening the picture details without increasing the picture noise.

The image enhancer is part of a wide range of audio and video products being shown by CBS Laboratories to broadcasters at this week's National Association of Broadcasters convention. These include a digital-display system originally developed for CBS News election coverage and now used for weather reports, stock market issues and sports coverage; a pair of solid-state electronic devices called AUDI MAX and VOLUMAX; a masking processor, and a loudness controller.

**WJBK gets approval for increased power**

The FCC last week approved a construction permit authorizing improved facilities for WJBK Detroit. WJBK is an unlimited-time Class II station on 1500 kc with 10 kw day and 1 kw night. The improved facilities call for an increase in daytime power to 50 kw an nighttime increase to 5 kw.

The permit had been opposed by WROP Washington, a I-B station, that frequency, which alleged the new facilities raised the possibility of interference. But the commission said the limits specified in the CP are "more than adequate" to assure the require degree of nighttime protection to WROP.

**X-radiation discussed in Washington meeting**

Over 100 representatives of government and industry sat down in Washington last week to discuss the problems of X-radiation from color-TV receivers. Their objective was to determine proper detection instruments. After two days of meetings some progress toward that end was made.

The meeting, sponsored jointly by the U. S. Public Health Service and the Electronic Industries Association, heard Robert W. Galvin, Motorola Inc. president of EIA, call for a solution to the problems of X-radiation detection. He also warned that the consumer must not be burdened with unnecessary controls and expense.

Over 130 million TV receivers made by U. S. manufacturers have been sold by Mr. Galvin noted, and the manufacturers believe that they have "produced a product which has given the public high standards of quality and performance, as well as fullest measure of consumer protection."

James G. Terrill Jr., director of the Public Health Service's National Center for Radiological Health, told the conference that its principal function was "a rapid exchange of information between interested groups" on the problems of detection and measurement of X-radiation from color-television receivers.

The color-TV-radiation scare erupted early last year when General Electric announced that it was recalling 100,000 of its color sets because it had found excessive radiation from a shunt regulator tube. Virtually all such sets were corrected by GE.

Publicity, however, spurred a hearings in Congress, and resulted in the passage of a bill by the House giving the Secretary of Health, Education and Welfare authority to establish standards for radiation from color-television receivers as well as other devices.

Only last month, PBS reported that it had found 66 out of over 1,100 color-TV sets owned by its Washington employees radiating in excess of the accepted maximum of 0.5 milirontgens per hour (Broadcasting, March 18).

104 (EQUIPMENT & ENGINEERING)
"Well, no, you can't take anything for granted in England now. The Duke of Marlborough would confirm that. Leaving his valet behind at Blenheim Palace, he went to Blenheim Palace, he went recently as a guest in someone else's house. His hostess was surprised to hear him complain that his toothbrush "did not foam properly," so would she get him a new one. He had to be told, gently, that without the aid of toothpaste or tooth powder, usually applied for him each morning by his valet, even a new toothbrush would not foam properly."

One of David Frost's many facets is a rather keen sense of the absurd. No matter where he finds it. (The Duke would confirm that, too.) David's special way of looking at the world around him is what prompted Group W to sign him to do four specials for American television. The first of which will be a unique Frost-eye-view of the Presidential elections. For more information about the David Frost Specials drop in at Suite 2500-01 in the Conrad Hilton, while at the convention. Or call us at WBC Program Sales, 240 West 44 Street, N.Y.C. 736-6300.
Meet The Family... America’s First Family of Plumbicon* Color Cameras.

*Registered trademark for television camera tubes.

The PC-70 Studio-Field Color Camera. Now used by all three networks on prime-time shows. Plus a growing list of groups, independents, and videotape producers. Why? Because it offers pictures of truest fidelity. Unquestionably, the finest Plumbicon camera in the world. Because it offers lowest maintenance, simplest set-up, widest selection of lens types around today.

The PCP-70 “Little Shaver” Portable. It can do anything the PC-70 can do...but it gets around a lot more. It’s the broadcast quality portable. For news, special events, sports. You’ll see them all over the place this year, wherever the networks go, and at pace-setting independents. They’re lightweight, easy to set up, can get the closest, most intricate shots in beautiful, faithful Norelco color.
Last year, more Norelco Plumbicon cameras were sold than any other kind. If you haven't met America's first family of Plumbicon Color Cameras, now's the time to get acquainted. We have modified and improved it further. For example, the new-generation PC-70 has the revolutionary extended red sensitivity Plumbicon tube (as do other members of the family), separate-mesh Plumbicons for finer overall resolution and improved highlight handling capability, external filter wheel control and new, no-guesswork set-up accessories. It's remarkable. The entire family is endowed with those important traits that mean so much. All offer extraordinary resolution and color fidelity. They offer camera control unit compatibility from camera to camera. They have interchangeable CCU modules. Stability. Low maintenance. Simplicity and ease of set-up. Economy. Backed up by total Philips Broadcast service. You must meet the family. Call or write, today.

Norelco PHILIPS BROADCAST EQUIPMENT CORP.
299 Route 17, Paramus, N. J. 07652. 201/262 7300

The PCB-701 Remote Pan and Tilt. The swinging Robot. Works all by itself. It pans, tilts, focuses by remote control. Ideal for small studios or networks. You can mount it in a studio, a stadium, an operating room...a mountaintop. It offers economy, low maintenance and the superb color reproduction that has made Norelco the number one name in color cameras.

The PCF-701 Film Camera. The only three-Plumbicon color film camera in the world! This telecine camera is the heart of a complete film system, and its beam split optical assembly is specifically tailored to the colorimetry requirements of color motion picture film. Now you can show movies and filmed commercials with the breathtaking fidelity that distinguishes Norelco three-Plumbicon color.
General Tire sales increase but net drops

General Tire & Rubber Co., parent company of RKO General Inc., a group broadcaster, reported a slip in net earnings, despite an increase in sales and pretax income for the first three months of 1968, ending Feb. 29.

M. G. O'Neil, General Tire president, attributed the drop to lower net from $3,260,000 to $1,235,000. RKO General Inc.

Mr. O'Neil said RKO's drop in net earnings from $3,260,000 to $1,235,000 reflected rising TV-program costs.

For three months ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.49</td>
<td>$0.53</td>
</tr>
<tr>
<td>Sales</td>
<td>222,018,662</td>
<td>220,002,422</td>
</tr>
<tr>
<td>Earnings</td>
<td>15,574,000</td>
<td>14,335,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>8,589,000</td>
<td>9,085,000</td>
</tr>
</tbody>
</table>

Reeves stockholders approve new stock

Stockholders of Reeves Broadcasting Corp., New York group broadcaster and CATV owner, have voted approval of a management proposal to create a new class of 100,000 shares, no-par preferred stock.

The stock will be issued in series and will be used primarily for corporate expansion and acquisitions. The first series, a maximum of 15,000 shares, will be issued around April 1 for the acquisition of Video Cable Systems Inc., Huntsville, Ala. This series will be designated 2% convertible preferred stock.

Reeves has announced record-high 1967 revenues of $10.4 million (BROADCASTING, March 18).

Falling TV-tube sales cited at National Video

A net loss and a considerable decrease in sales of TV-picture-tube product were reported last week by National Video Corp., Chicago, a major supplier of color tubes. The report covered both the fiscal third quarter ending Feb. 29 and the nine-month period to that date.

Asher Cole, National Video president, said the company recently was granted a basic patent for a three-point suspension system for rectangular color-TV-picture tubes, a system used widely by set makers. He said they have been advised that National Video will license them under this patent. The firm also recently acquired control of Precision Ultrasonics Corp., Garden City, N.Y., as a diversification move.

For the nine months ending:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income (loss)</td>
<td>$(2.56)</td>
<td>$(1.18)</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(0.90)</td>
<td>$(0.52)</td>
</tr>
<tr>
<td>Net sales</td>
<td>27,682,661</td>
<td>72,149,028</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(0.90)</td>
<td>$(0.52)</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(6,558,773)</td>
<td>6,786,140</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(2.79)</td>
<td>$(0.90)</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(3,535,692)</td>
<td>4,120,059</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(0.52)</td>
<td>$(0.72)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,795,288</td>
<td>2,778,948</td>
</tr>
</tbody>
</table>

For the quarter ending:

<table>
<thead>
<tr>
<th></th>
<th>Feb. 29,</th>
<th>Feb. 28,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income (loss)</td>
<td>$(10.18)</td>
<td>$(0.28)</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(3.22)</td>
<td>$(2.87)</td>
</tr>
<tr>
<td>Net sales</td>
<td>10,752,772</td>
<td>18,504,410</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(3.22)</td>
<td>$(2.87)</td>
</tr>
<tr>
<td>Net Income (loss)</td>
<td>(885,065)</td>
<td>983,271</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(2.79)</td>
<td>$(0.90)</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(497,384)</td>
<td>759,472</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$(2.79)</td>
<td>$(0.90)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,795,288</td>
<td>2,778,948</td>
</tr>
</tbody>
</table>

1967 was banner year for United Artists

United Artists Corp., New York, announced the highest net earnings in the company's history and increases in gross income, earnings before taxes and earnings per share during 1967.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$(3.33)</td>
<td>$(3.27)</td>
</tr>
<tr>
<td>Gross Income</td>
<td>$197,785,000</td>
<td>172,560,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>$(3,297,000)</td>
<td>28,946,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>18,308,000</td>
<td>12,616,000</td>
</tr>
</tbody>
</table>

Multimedia report shows slight gains in 1967

Multimedia Inc., Greenville, S. C., based group broadcaster-publisher, reported at its first stockholders meeting last week a slight increase in gross and net incomes during 1967.

The company also reported that it would pay dividends of 25 cents per share for each quarter of 1968, payable in March, June, September and December and 6 cents per share on common stock outstanding, which is payable April 25 to stockholders of record March 10.


For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$(0.87)</td>
<td>$(0.86)</td>
</tr>
<tr>
<td>Gross Income</td>
<td>12,610,704</td>
<td>17,415,693</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>10,800,000</td>
<td>13,014,943</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,409,265</td>
<td>2,695,965</td>
</tr>
</tbody>
</table>

BROADCASTING, April 1, 1968
“Far and away the best talk on television”
—Life Magazine

William F. Buckley, Jr. will appear as a special correspondent for ABC News at the 1968 national political conventions.

"His fans and they include many liberals — tune in to hear Buckley perform verbal mayhem. More and more viewers are coming to see him as the best act on television."
George Gent, New York Times

"Far and away the best talk on television. The quality is swift, literate, informed, often witty."
Shana Alexander, LIFE Magazine

"My choice for the most fascinating regular performer on television."
Terence O'Flaherty, San Francisco Chronicle

"Delights both conservatives and liberals. Irresistible."
Dean Gysel, Chicago Daily News

"What sets FIRING LINE apart is largely Buckley's personality, his biting wit, his charm, his erudition, his polished stage business and his talent as a merciless debater."
Paul Jones, The Atlanta Constitution

"The dialogue is the liveliest and most literate on the air."
TIME Magazine

Recent Guests: Percy, Reagan, Dulles, Spock, Wallace, Goldwater, McKissick, Hefner, Preminger, Nixon, and Hatfield.


For other markets, contact:

BROADCASTING, April 1, 1968
Kaiser Industries reports new high

Kaiser Industries Corp., parent company of Kaiser Broadcasting Corp., a group broadcaster, reported record high earnings and an increase in sales during 1967.

According to its annual report, Kaiser extended its penetration into the major markets with the start of operation of KBHK-TV San Francisco and WKBW-TV Cleveland, bringing the number of Kaiser stations to six. The six stations, which are being fully equipped for colorcasting, are located in the country’s top eight markets, the report noted.

Kaiser Broadcasting has sustained an operation loss in each of the last three years due to the costs of establishing new TV stations. And, according to the report, it is expected that greater losses will result in 1968. However, revenues of the Kaiser-managed television and radio stations rose to about the $4 million level in 1967, the report said.

Kaiser stations, besides KBHK-TV and WKBW-TV are: KPOG(FM) San Francisco, KMTW-TV Los Angeles, WCAS, WJOB(FM) and WKBG-TV Boston-Cambridge, WKBW-TV Detroit, WKBW-TV Burlington, N. J.-Philadelphia. The Boston Globe shares a 50% interest with Kaiser in the Boston stations, and Frank V. Mavec and associates share a 50% interest with Kaiser in WKBW-TV.

Kaiser is exploring the possibility of forming a television network in the 1970’s with its present stations serving as a nucleus, according to the report.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.02</td>
<td>$3.01</td>
</tr>
<tr>
<td>Net sales</td>
<td>784,000,000</td>
<td>640,400,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>71,187,000</td>
<td>20,107,000</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>23,172,359</td>
<td>23,914,141</td>
</tr>
</tbody>
</table>

Financial notes...

- 20th Century-Fox Film Corp., New York, has declared a quarterly cash dividend of 25 cents per share of common stock, payable March 30, to stockholders of record March 15. Dividend is an increase over the 20 cents per share paid for the previous year.
- Cohu Electronics Inc., San Diego, last week reported 1967 net income of $361,829, or 27 cents a share, up 70% over 1966’s net of $213,317, or 16 cents a share. Sales increased by 25% to $8,446,646 from $6,753,644 in 1966. In their annual report, La Motte T. Cohu, chairman, and William S. Ivans, president, noted that equipment sales to television broadcasters reached record levels.
- Transamerica Corp., diversified San Francisco firm and parent company of United Artists Corp., reached agreement last week to acquire Liberty Records Inc., Hollywood record and stereo tape producer in an exchange of stock. Terms of the proposed transaction were not revealed. Liberty is privately held and the merger is subject to approval of boards of directors of both companies.
- Technicolor Inc., Los Angeles, leading TV and theatrical film processor, and Eversharp Inc., Milford, Conn. last week guaranteed an interim loan of $3 million for Schick Electric Inc., Lancaster, Pa. Technicolor and Eversharp are the largest Schick shareholders, each claiming a 133 1/3% interest. Indications are that additional financing for Schick is contemplated.
- Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., reported a quarterly dividend of 40 cents a share, payable May 10 to shareholders of record April 25. The quarterly 75 cents a share was also continued on class B shares. Gross is one of the applicants receiving a CATV franchise for Lansing, Mich. (Broadcasting, March 18).
- Crowell Collier and Macmillan Inc. in its annual report to stockholders announced that the sale of its last radio station, KDWB Minneapolis-St. Paul to Valjon Inc. for $1 million (Broadcasting, Dec. 18, 1967), netted the corporation approximately $500,000 after taxes.
- Metromedia Inc. reports it has bought American Theatre Press Inc., a printing and publishing company whose activities include the publication of Playbill magazine. The publication has been in existence for 84 years and is distributed in legitimate theaters in all major markets in the U. S. It has a monthly circulation of more than 1.6 million readers, according to Metromedia.
- Doyle Dane Bernbach Inc., New York, has declared a 10% increase in its quarterly dividend payable April 15 to stockholders of record March 29. New dividend is 22 cents per share for class A and B stock. Dividends since March 1967 have been 20 cents.
- United Artists Corp. reports its board of directors has declared a quarterly cash dividend of 25 cents per share on its common stock. It is payable April 24 to stockholders of record at the close of business on April 10.
Fairness fight pace quickens

Chicago court tells FCC to file brief, commission adopts planned revision, as Cox and Loevinger cross pens again

The challenge to the FCC's fairness rules accelerated last week when a federal appeals court told the commission to go ahead and revise the personal-attack rule, but denied its request to hold the litigation in abeyance. The seventh circuit appeals court told the FCC to file its brief today (April 1) and gave the appealing parties (Radio Television News Directors Association, NBC and CBS) 15 days to respond.

Lawyers anticipate court argument early next month, with the strong likelihood that the court will hand down its decision before it recesses for the summer in June.

Moving rapidly, the FCC last week adopted the revisions it had disclosed to the court two weeks ago (Broadcasting, March 25). The revisions, which become official after publication in the Federal Register, were opposed by Commissioners Lee Loevinger and Robert T. Bartley. Mr. Loevinger's objections were countered by Commissioner Kenneth A. Cox.

The new rules exempt from the personal-attack requirements commentary and analysis in newscasts, spot coverage of news events and news-interview programs. Also exempt are bona fide news interviews.

The U. S. Court of Appeals for the Seventh Circuit action was by Circuit Judges Latham Castle, Luther M. Swygert and Walter J. Cummings Jr. The case is due to be consolidated with the Red Lion case now awaiting argument in the U. S. Supreme Court, also on the FCC's authority to impose fairness requirements on broadcasters. The Supreme Court has delayed hearing argument on the Red Lion case until it receives the seventh circuit litigation.

No Added Rulemaking - The commission said no additional rulemaking was needed to make the latest amendments official. It did say, however, that the latest revisions are subject to petitions for reconsideration. Since they are considered liberalizing amendments, however, no such moves are expected.

Under the commission's fairness policy and rules, a broadcaster is required to send to a person or group that has been personally attacked a tape, transcript or accurate summary of the broadcast, a notification of the time of the attack and an offer of reply time. Shortly after the rule was promulgated last July, it was amended to exempt bona fide newscasts and on-the-spot coverage of news events. Under the new amendment, the ex-
emption would apply to commentary and analyses in these programs.

Not exempt, however, are documentaries and editorials. The commission said that personal-attack right of reply in news documentaries "is clearly germane and important to informing the public fully." There is no inhibition, it said, since the documentary is assembled over a period of time.

As to editorializing, the commission said this right carries with it the duty of notifying the appropriate person or group attacked and offering opportunity to respond.

Two objections • The commission's action stems from two sources: Early this month, it was advised by Donald F. Turner, chief of the antitrust division of the Department of Justice, that although the department was ready to side with the commission in the litigation, the rules pose "possible problems that can be minimized by appropriate action." Also, in briefs filed for the appellants, CBS made a sustained attack on the effect of the rules as then written on commentary and analysis by its newscasters. The commission's action last week is believed to have been spurred also by this analysis, although some outside lawyers in the case aren't sure that the new amendments fully meet the CBS complaint.

RTNDA and NBC have consistently challenged the constitutionality of the FCC's authority to establish rules on fairness. CBS's argument has been principally on the procedure by which the commission adopted the rules.

The Loevinger-Cox dialogue was extensive. Mr. Loevinger's dissent ran 10 pages of single-spaced typewritten text; Mr. Cox's rebuttal, nine pages, also single-spaced.

In a stinging rebuke to his colleagues, the former Minnesota state supreme court justice and ex-chief of the Department of Justice's antitrust division, dissented "because I believe that the commission reasoning and procedure throughout this case have been wholly inadequate to the issue, and that the rules as now revised are unwise, invalid and unconstitutional in abridging free speech."

Although Mr. Loevinger acknowledged that he went along with the adoption of the original personal-attack rules, he recalled that he expressed the belief then that the rule would have been better if it were clearer on scope and operation. Now, he said, he's had second thoughts:

"I have come increasingly to doubt the ability of the commission either to formulate a clear and practical statement of the principle or to administer such a principle wisely and justly."

At another point, Mr. Loevinger expressed the belief that "perhaps it is inherent in the institutional administrative process, particularly of agencies burdened with the overwhelming volume of FCC matters, that the scope of consideration will be limited, specialized and parochial, and the skills will be technological . . . ."

The personal-attack rules as revised, he added, "seem clearly to burden and thus abridge, free expression through the broadcast medium."

Not Revision • Mr. Cox, in pointed rebuttal to his dissenting colleague, stressed repeatedly that the revisions adopted by the commission were not due to fears that the original rule would inhibit freedom of expression by broadcasters but "for the sole purpose of removing any possible grounds for concern that the rule would inhibit freedom of speech in the area of broadcast news."

He termed Mr. Loevinger's effort to "confess error" for the majority of his colleagues as "not only without factual basis but presumptuous."

Mr. Cox said he doesn't recall Mr. Loevinger offering any suggestions to make the rule clearer last July when it was originally adopted, although he agrees that Mr. Loevinger said it should be more clear. This Mr. Cox referred to as Commissioner Loevinger's "handy escape hatch." Mr. Loevinger, Mr. Cox said, "likes to complain of the poor quality of draftsmanship displayed by all of the rest of us, but is chary about contributing to improved performance of our duties in this area."

There is no difficulty in distinguishing between commentary and editorializing, Mr. Cox said. Over the years, he commented, the distinction has become quite clear; he even quoted from a 1963 National Association of Broadcasters booklet on editorializing. He did add, however, one element of the newly changed rule that has not been obvious: commentary or analysis not included in any of the three exempt news-type programs clearly falls under the requirements of the personal-attack rule.

And, he added, the exemptions are applicable not only to Eric Sevareid but also to the "commentary of Richard Cotten and Carl McEntire if presented within such [exempted] programs."

Unlike Mr. Loevinger, Mr. Cox said he "strongly believes that the fairness doctrine, including the personal-attack facet, promotes the First Amendment freedoms, rather than restricting them."

Georgia group seeks aid for ASCAP test

The Georgia Broadcasters Music Committee, on the eve of its proposed court case against the American Society of Composers, Authors and Publishers, has sent out a broadside mailing to all AM's asking for moral and financial support. The letter, signed by Ed Mullinax, WLALoGrange, Ga., chairman of the committee, notes that "numerous stations have shown interest in the Georgia group's attempt to get lower ASCAP rates and that some have offered support. It asks all AM's interested to contribute $100 to the war chest, which now has more than $5,000. Of that sum, $2,500 was contributed by the Georgia Association of Broadcasters and the remainder came in $100 pledges from stations. The Georgia committee is "asking lower rates for all stations not using ASCAP music for more than 25% of their total music programing." Stations which have not signed the new ASCAP contract that was negotiated last year by the all-industry committee have been given until April 20 to do so by ASCAP. The Georgia group hopes to have the matter in court by then and intends to file in the New York federal court by April 12. The Mullinax letter notes that a sur-

NBC special to review campaign tactics

NBC News will look at the nation's political campaigns, past and present, during a one-hour color-TV special scheduled for May 10.

Billed as an "affectionate, playful NBC News review of American political-campaign techniques," American Profile: Somehow It Works will explore the roots of campaign techniques and will try to forecast the future of campaigns, which are getting more expensive each year, the network notes. Historic film dating back to the turn of the century will be used, as will interviews with politicians, and film from the current gubernatorial primary race.

Stuart Scottberg will produce the program, and NBC News correspondent Edwin Newman will be writer and on-camera reporter.

Sponsors are New York Life Insurance Co., through Compton Advertising, both New York; Abbott Laboratories, through Thatham-Laird & Kudner, both Chicago, and Lever Bros. Co., through J. Walter Thompson, both New York.
Riker will reveal an important announcement at NAB

WE'LL TELL YOU ALL ABOUT IT AT BOOTH 244-246

Riker a vigorous, growing company
vey of 85 Georgia stations showed the average station played less than 20% ASCAP music. It adds that when only top-40 or country-and-western stations were surveyed the percentage of ASCAP music was even lower.

Queried about the Georgia group's move, Herman Finkelstein, ASCAP general counsel, said that "ASCAP always welcomes these proceedings." He pointed out that ASCAP's consent decree provides for court determination of the issue when anyone is dissatisfied with ASCAP rates, and also noted that in the current case the rates were reached by negotiation, approved by the court and accepted by "a broad cross-section of broadcasters."

San Diego Chargers sign with UHF

A one-year contract has been entered between KCST-TV (ch. 39) San Diego and the San Diego Chargers giving the independent UHF station exclusive local television rights to all 1968 games of the American Football League club. According to Irv Kaze, business manager of the Chargers, the new contract will provide "the most extensive television coverage of any pro-football team."

Under the supervision of sports director Bob Chandler, KCST will televise live coverage of two pre-season road games; Monday night video tape replays of three home pre-season games; regular AFL league games not shown by NBC-TV; a weekly show with coach Sid Gillman; highlights of all pre-season and league games, and a kickoff special.

Filmatlon lands another Saturday berth

Filmatlon Associates, six-year-old North Hollywood animation firm, sold its second half-hour network series in as many weeks last week. The company's latest sale is an animated version of Fantastic Voyage, the 1966 20th Century-Fox feature film release about miniaturized scientists fighting microscopic enemies in the bloodstream of humans. The TV series, which will be a coproduction between filmatlon and 20th Century-Fox TV, is scheduled for a Saturday morning time slot on ABC-TV.

Last month, Filmatlon announced sale of a series based on the comic book character "Archie" to CBS-TV. It's also slated for the Saturday morning line-up. Filmatlon turns out three other animated shows for children on Saturdays, Superman and Aquaman are on CBS-TV, while Journey to the Center of the Earth is on ABC-TV.

NBC doesn't want to dance with CBS

But McCarthy says he'll dance with all or none

Competition between two network news operations last week resulted in a hassle over a Milwaukee hotel's ballroom.

NBC News relinquished its reservation for the ballroom in the Sheraton-Schroeder hotel, campaingn headquarters of Senator Eugene McCarthy (D-Minn.) during his fight for the Wisconsin primary vote April 2.

The network had originally signed with the ballroom and reportedly promised the McCarthy staff that the senator, his supporters, and most other newsmen would be allowed to use the ballroom to meet after election returns came in. To be excluded from the ballroom reportedly would have been NBC News's principal rival, CBS News.

NBC, however, denied it had reserved the space in an effort to exclude CBS newsmen.

Senator McCarthy's aides were apparently miffed at the NBC tactic, and insisted that either NBC release the ballroom to them or they would move their meeting to another hotel where all news media would be granted equal access. NBC acceded to the request, granted ballroom rights to the mayor of Milwaukee, who, in turn, gave the ballroom to the senator.

Red-hot Competition - The minor contestreps over the Milwaukee ballroom was characterized by newsmen from both networks as one more example of the intense competition among ASCAP, NBC, over coverage of 1968 politics.

Following the recent New Hampshire primary, CBS "scooped" NBC by interviewing Senator McCarthy at a hidden location. Later, CBS invited the senator to WBAY-TV Green Bay, Wis., where he was campaigning, to watch Senator Robert F. Kennedy (D-N.Y.) announce his entrance into the race for the Democratic presidential nomination. CBS newsmen were on hand at WBAY-TV, a CBS affiliate, to immediately record his reaction to Senator Kennedy's announcement. NBC had to wait until CBS finished.

Whatever turns the competition takes, all three networks—ABC, CBS and NBC—will be in Wisconsin on April 2 in force.

ABC News will present a televised report 11:30-11:45 p.m. (EST) and a special five-minute telecast at 10:55 p.m., when a projected winner is expected to have been determined.

CBS-TV will analyze the day's voting during a news special broadcast in color, 10:10-10:30 p.m. (EST), in some parts of the country, and 10:30-11 p.m. in others.

NBC's Huntley-Brinkley Report will originate in Milwaukee on April 2 and April 3. When the polls close at 9 p.m. (EST), NBC will present a one-minute TV report. There will also be three five-minute TV reports interrupting NBC's Tuesday Night at the Movies, and a half-hour news special at 11:30 p.m. (EST).

Court awards 'Queen' less than expected

ABC Inc. last week got crowned for $660,286 in breach-of-contract damages by the Queen For A Day radio-television show. The verdict in behalf of Queen For A Day Inc., producer of the long-running audience-participation show, was brought in before a Los Angeles superior judge after a four-week trial and three days of jury deliberations. In the context of the trial, it was not a princely award for the Queen show. Robert Temple, president of the production company, had asked for $5,125,000 in damages, claiming ABC in October 1964 had canceled the television version of the show too late for arrangements to be made to sell it to another network. He contended that ABC allowed the production company to make plans and incur expenses for the 1964 season when it knew the show was going to be dropped.

The program began on radio in 1945 and moved to television in 1948. Canceled on Oct. 2, 1964 after 5,074 radio and TV broadcasts, it was carried by Mutual for some 10 years and by NBC and then ABC for more than four years each.

KVI gets rights to Seattle's A.L. club

Golden West Broadcasters' KVI Seattle has signed an exclusive six-year contract to broadcast all games of the new Seattle American League baseball team beginning in 1969. No price for the six-year deal was disclosed.

The contract was signed by Bert West, vice president and general manager of KVI, and Dewey Soriano, president of Pacific Northwest Sports, owner of the new franchise.

Discussions are being held for televising Seattle's games, but no agreement has been reached.
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AT THE NAB EXHIBIT, BOOTH #203, WEST EXHIBIT HALL
PAUL FOOTE, TECHNICAL DIRECTOR        JOHN WALLACE, GENERAL MANAGER
TV NETWORK SHOWSHEETS: the lineups for the second quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued; eff., effective. All times Eastern. Show sheets are published at the beginning of each quarter.

SUNDAY MORNING
8:30-10 a.m.
ABC-TV 8:30-9:30 No network service; 9:30-10 Benny and Cecil, part; CBS-TV 8:30-9 Sundays Semester, sust.; 9-9:30 Tom & Jerry, part; 9:30-10 Underdog, part; NBC-TV No network service.

10 a.m.-Noon
ABC-TV 10-10:30 License the Lionhearth, General Foods; 10-10:15 Peter Pusovus, part; 10-11 (eff. April 14), Dulcey Reading, General Mills; 11:30-12:15 Discovery '68, part; CBS-TV 10-10:15 How Up and Live, part; 10:30-11 Look Up and Live, sust. 11:15-11:30 Neander, part; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING
Noon-1 p.m.
ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 Face the Nation, part.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-2 No network service; CBS-TV 1-2 No network service; 2-3 Stanley Cup Hockey, part (April 14-15).
NBC-TV 1-2 Meet the Press, Sperry Rand; 1-3-2 Religious series, sust.

2-5 p.m.
ABC-TV 2-4 NBA Basketball; 4-4:30 The哆哆哆, part; 4-4:30 Mogilla Gorilla, part; CBS-TV 2-5 (various times) Stanley Cup Hockey, part; 3-5 Stanley Cup Hockey or NFL Soccer, part (May 15-22, 7:00-11:00, NFL Soccer, part (eff. May 20).
NBC-TV 2-4 Baseball, part (eff. April 13): 4:45-5:05 Animal Secrets, part (thru April 21).

5-6 p.m.
ABC-TV No network service.
CBS-TV 5-6-6 Celebrity Game, part; 5-6-6 Sunday Hour, part.
NBC-TV 5-6-6 Animal Secrets, part. (eff. April 28): 5:30-6 Frank McTee Sunday Report, part.

6-7 p.m.
ABC-TV No network service.
CBS-TV 6-7-7 21st Century, Union Carbide; 6:30-7 No network service.
NBC-TV 6-7-8 G. E. College Bowl, General Electric; 6:30-7 Flipper, part.

7-8 p.m.
ABC-TV 7-8 Voyage to the Bottom of the Sea, part.
CBS-TV 7-8 Instant Leaside, part; 7:30-8 Gentle Blaine; 8:00-8 Kodak, part.
NBC-TV 7-8 Wild Kingdom, Mutual of Omaha; 7:30-8 Walt Disney's Wonderful World of Color, RCA, Kodak, Gulf.

8-9 p.m.
ABC-TV 8-9 The FBI, Ford.
CBS-TV 8-9 Sullivan Show, part.
NBC-TV 8-8-9 Walt Disney, cont.; 8:30-9 The Mothers-in-Law, P&G.

9-10 p.m.
ABC-TV 9-11 Sunday Night Movie, Gillette.

10-11 p.m.
ABC-TV 10-11 Movie, cont.
NBC-TV 10-11 The High Chaparral, part.

11-11:15 p.m.
ABC-TV No network service.
CBS-TV 11-11:15 News with Harry Reasoner, part.
NBC-TV No network service.

MONDAY-FRIDAY
7-10 a.m.
ABC-TV No network service.
CBS-TV 7:05-7:30 CBS Morning News, part (two feeds): 7:10 Captain Kangaroo, part (two fees).
NBC-TV 7:45 Today Show, part; 8-10 No network service.

10-11 a.m.
ABC-TV 10-10:30 No network service; 10-20-11 This Morning, part.

11 a.m.- Noon
ABC-TV 11-12 This Morning, cont., part.
CBS-TV 11-12 Andy of Mayberry, part; 11-12 Dick Van Dyke, part.

1 p.m.
ABC-TV 12-12:50 Bestow, part; 12:30-1 Treasure Island, part.

1-2 p.m.
ABC-TV 1-2-3 Dream House, part; 1-3-2 Wedding Party, part.
CBS-TV 1-3-2 Sundays Semester, sust.; 1-3-2 As the World Turns, part.
NBC-TV 1-2-3 No network service; 1-3-2 Let's Make a Deal, part; 1-3-2 Nancy Dickerson with the News, Cialro.

2-3 p.m.
ABC-TV 2-2-3 The Newlywed Game, part; 2-2-3 The Best of the Best, part.
CBS-TV 2-2-3 Love of a Manly Splendor Thing, part; 2-3-3 Art Linkletter's House Party, part.
NBC-TV 2-2-3 Days of Our Lives, part; 2-3-3 The Doctors, part.

3-4 p.m.
ABC-TV 3-3-3 General Hospital, part; 3-3-3 Dark Shadows, part.
CBS-TV 3-3-3 To Tell the Truth, part; 3-3-3 CBS Afternoon News, part; 3-3-4 The Edge of Night, part.
NBC-TV 3-3-3 Another World, part; 3-3-4 You Don't Miss, part.

4-5 p.m.
ABC-TV 4-4-4 The Dating Game, part.
CBS-TV 4-4-4 The Secret Storm, part.
NBC-TV 4-4-4 The Young Natural Game, part; 4-4:30-4.7:30-3 Floyd Keeler with the News, part.

5-7:30 p.m.
ABC-TV 5-6 No network service; 6-6-7 ABC Sunday Movies with Bob Young, part;
6-6-7 News (2ed feed); 7-7:30 News (3ed feed).
CBS-TV 5-6-7 No network service; 6-7-7 CBS Evening News, Walter Cronkite, part; 7-7:30 News, part (3ed feed).
NBC-TV 5-6-7 No network service; 6-7-7 Huntley-Brinkley Report, part; 7-7:30 Huntley-Brinkley, (3ed feed).

11 p.m.-1 a.m.
ABC-TV 11-11:30 No network service; 11-30-1 The Joey Bishop Show, part.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11-30-1 The Joey Bishop Show, part.

Specials remaining in the second quarter

ABC-TV
April 4: 9:10 p.m. The California Girl
April 5: 8-9 p.m. The Confrontation
April 14: 9:30-10 p.m. One More Time—With Wayne Newton
April 9: 8:30-10 p.m. The Greatmatting Game
April 8: 9-10 p.m. conclusion
The Academy Awards
April 9: 10-11 p.m.
The Comedy of Ernie Koscis
April 13: 9:30-10:30 Miss Teen International Beauty Pageant
April 14: 4-5 p.m.
The Legend of Mark Twain
April 14: 8-9:30 p.m.
The Wonders of Jacques-Yves Cousteau
April 17: 7:30-8:30 p.m.
The Desperate Hours
April 18: 7:30-8:30 p.m.
Romm
April 21: 9-10 p.m. Pella-Quarry Heavyweight Champion
May 1: 8:30-9:30 p.m.
Halley's Comet
May 15: 7:30-8:30 p.m.
The Wonders of Jacques-Yves Cousteau

CBS-TV
April 6: 8-8:30 p.m. Charlie Brown's All Stars
April 7: 8-9 p.m. Dick Van Dyke Special
April 12: 5-6 p.m. Masters Golf Tournament
April 14: 4-5:30 p.m. Masters Golf Tournament
April 16: 7-8-30 p.m. National Geographic Special
MONDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 Cowboy in Africa, part.; 8:30-9:30 Bat Patrol, part.
CBS-TV 7:30-8:30 Cimarron Strip, part.; 8:30-9:30 The Lucy Show, part.
NBC-TV 7:30-8:30 The Monkees, Yardley, Kellogg; 8-9 Rowan and Martin Laugh-In, part.
9-10 p.m.
ABC-TV 8-9 30 The Felony Squad, part.; 9-10:30 Peyton Place I, part.
CBS-TV 8-9 30 Andy Griffith Show, General Foods, part.; 9-10 A Family Affair, part.
NBC-TV 9-10 Danny Thomas Hour, Burlington Mills, H. J. Reynolds.
10-11 p.m.
ABC-TV 10-11 The Big Valley, part.
CBS-TV 10-11 Carol Burnett Show, part.
NBC-TV 1 I Spy, part.

TUESDAY EVENING
7:30-9 p.m.
ABC-TV 7-9 30 Garrison's Gorillas, part.; 8:30-9:30 It Takes a Thief, part.
CBS-TV 7-9 30 Dalston, part.; 8:30-9:30 Red Skelton, American Home Products, Philip Morris, Reynolds Metals, Bristol-Mayer's; 8:30-9:30 Showtime, June 11.
NBC-TV 7:30-8:30 I Dream of Jeannie, part.; 8-9 Jerry Lewis, part.
9-10 p.m.
ABC-TV 8-9 30 Thief, cont.; 9:30-10 N.Y.P.D., part.
CBS-TV 8-9 30 Skelton, cont.; 9-10 Good Morning, World, P&G.
NBC-TV 9-11 Tuesday Night at the Movies, part.
10-11 p.m.
ABC-TV The Invaders, part.
CBS-TV 10-11 CBS News Hour, part.
NBC-TV 10-11 Movies, cont.

WEDNESDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 The Avengers, part.; 8:30-9

THURSDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 The Second Hundred Years, part.; 8:30-30 The Flying Nun, Rochester, Quaker Oats, Colgate Palmolive; 8:30-9 Re- switched, Quaker Oats, Chevrolet.
CBS-TV 7:30-9 Clennon Strip, R. J. Reynolds, American Tobacco and part.
NBC-TV 7:30-8:30 Daniel Boone, part.; 8:30-9:30 Ironside, part.
9-10 p.m.
ABC-TV 9-9:30 That Girl, part.; 9:30-10 Peyton Place II, part.
10-11 p.m.
NBC-TV 10-11 No network service.
CBS-TV 10-11 Movies, cont.
NBC-TV 10-11 Dean Martin Show, part.

FRIDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 Off to See the Wizard, part.; 8:30-9:30 Operation: Entertainment, part.; 8:30-9:30 Man in a Suitcase, part. (eff. May 21).
NBC-TV 7:30-9:30 Tarzan, part.; 8:30-9:30 Star Trek, part.
9-10 p.m.
ABC-TV 9-10 30 The Andy Griffith Show, part.
CBS-TV 9-10 30 Serenity, part.
NBC-TV 9-10 30 Lost in Space, part.; 9:30-10 Beverly Hills, 90210, part.

SATURDAY
8-10 a.m.
ABC-TV 8-9 No network service; 8:30-9:30 Copier Cartoons, part.; 9:30-10 Fantastical Four, part.
NBC-TV 8-9 No network service; 9-9:30 Super 6, part.; 9:30-10 Super President, part.
10-11 a.m.
ABC-TV 10-11 30 Spidermen, part.; 10:30-11 Journey to the Center of the Earth, part.
CBS-TV 10-11 30 Shazazz, part.; 10:30-11 Super Host, part.
NBC-TV 10-11 30 The Flintstones, part.; 10:30-11 Sonnen & Gobath, part.
11 a.m.-Noon
ABC-TV 11-11 30 King Kong, part.; 11:30-12 George of the Jungle, part.
CBS-TV 11-11 30 Moby Dick and Mighty Moby, part.; 11:30-12:30 Superman-Aquaman Hour of Adventure, part.

1 p.m.
ABC-TV 1-1:30 American Bandstand, part.; 1:30-2 No network service.
CBS-TV 1-1:30 The Lone Ranger, part.; 1:30-2 Road Runner, part.
2-5 p.m.
ABC-TV 2-3 No network service.
CBS-TV 2-3 No network service; 2-5 NFLX Soccer, part.; 2-4 CBS CCA Classics, part. (through April 30).

BROADCASTING, April 1, 1968

April 22: 9-10 a.m.
Herb Alpert and the Tijuana Brass
May 4: 4-6 p.m.
Kentucky Derby
May 18: 6-8:30 p.m.
Young People's Concert
May 22: 1-3 p.m.
CBS Program "Wizards of 'Secrets"
May 26: 10:30-11:30 p.m.
Panasonic Prekwness
May 18: 10-11:30 p.m.
Miss USA
June 1: 5-6:45 p.m.
Belmont Stakes
June 6: 8:30-9 p.m.
You're in Love, Charlie Brown
June 22: 4-6 p.m.
Canada Open
June 22: 4-6 p.m.

Cityc

NBC-TV

April 2: 8-9 p.m.
Petula Clark Special
April 5: 10-11 p.m.
American Profile "Home Country"
April 7: 7-6 p.m.
Grand Prix of Skating
April 11: 6:30-9:30 p.m.
Comedy is King
April 15: 10-11 p.m.
American Alcohol Poof
April 15: 6-7 p.m.
Movin' with Nancy
April 17: 9-10 p.m.
Julie Andrews Special
April 19: 7-9 p.m.
The Enormous Egg
April 20: 10-11 p.m.
Tomorrow's World "Inner Space"
April 22: 12-2 p.m.
Where the Cork Are
April 23: 8-9 p.m.
Antoniette Perry Awards
April 24: 12-1 p.m.
Hallmark Hall of Fame "The Admirable Crichton"
May 1: 9-10 p.m.
Best on Record
May 4: 10-11 p.m.
American Profile "Somehow It Works"
May 14: 8-9 p.m.
Big Cat, cont.
May 18: 9 p.m.
Men, Beast and the Land
May 18: 11-12 p.m.
Discover America
May 19: 10-11:30 p.m.
Emmy Awards
May 22: 10-11 p.m.
"Tomorrow's World "Medicine"
May 24: 10 p.m.
"Big Little World of Roman Vishniac"
June 6:
June 14: 10-11 p.m.
The Catholic Church in America
June 17: 9-10 p.m.
1968 National College Queen Contest

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Beckwith's first sold to L&M for network TV

The first TV special to be produced by Beckwith Productions, New York, is *Things Are Changing*, a half-hour program that has been sold to Liggett & Myers for network showing next fall, it was announced last week by Aaron Beckwith, president. The network time will be revealed at a later date. The special, according to Mr. Beckwith, is "a humorous whirlwind tour of the revolutionary changes taking place in the American way of life."

Buyer's plea turned down

A U.S. district court judge in Los Angeles last week denied a motion by a would-be private purchaser to intervene in the sale of Gulf & Western Industries Inc.'s Desilu Culver studios. Saul Pick, a real-estate developer, reportedly bid $3,375,000 for the studio property in Culver City, Calif. Gulf & Western, which acquired the studio lot as part of its $17-million acquisition of Desilu Productions Inc. last year, claimed the property is worth $4,750,000. Mr. Pick asked the federal court to fix terms for the sale (Broadcasting, March 25). Under a previous consent decree from the U.S. Department of Justice, G&W was ordered to sell the Desilu Culver property.

Review conflict between prime time and Olympics

ABC-TV officials are grappling with plans for summer Olympic coverage in hopes of minimizing disruption of its fall season programing. Olympic events will be held Oct. 12-28 in Mexico City, and ABC has already disclosed it'll open its 1968-69 schedule no earlier than Sept. 29 (Broadcasting, March 11).

The amount of live coverage in prime hours may depend mostly on the interest of events at a given time, but it's possible up to 10 hours (or more) of coverage, live or delayed, will fall in prime time over the period.

In addition to ABC decisions as to how much Olympic fare the network will have to figure on covering live, executives are considering other schedule adjustments in setting plans: bigger audience program blocks may be advanced on schedule (for example, move-up of movie from 9 p.m. to 7:30 p.m.), "flip-flop" of programs may be set for given night, and ways found to limit pre-emptions wherever possible to time periods of established programs.

FANFARE

Radio, TV garner Gabriel awards

The Catholic Broadcasters Association of America presented Gabriel awards for outstanding achievement to radio and television broadcasters last week at the CBA convention at Notre Dame University, South Bend, Ind.

For artistic achievement in a television program reflecting Jewish or Christian principles, winners are: ABC-TV for *Robert Scott and The Race to the South Pole*, WXYZ-TV Cleveland for *Montage*, Religious Television Associates for *The Spectrum Series*, and the Catholic Diocese of Oklahoma City and Tulsa and KCOO-TV Oklahoma City for *Cities and Silly Patty*.

For outstanding achievement in a television program of informational value reflecting religious principles, winners are: Westinghouse Broadcasting Co. for *The Victims*; W3L-TV Baltimore for *Exit to Nowhere*, the Southern Baptist Radio Commission and NBC-TV for *The Vine*, and the Archdiocese of St. Louis and KMOX-TV St. Louis for *The Church is You series. WNBC-TV New York was cited for consistent high-quality programing.

Radio Awards • Radio programs receiving artistic achievement awards were *Elf* by NBC and the Jewish Theological Seminary; *John F. Kennedy — A Tribute to a Man* by WMAQ Chicago; *The Catholic Hour*, by NBC and the National Council of Catholic men, and *Kaleidoscopic Concentrics*, by the Council of Churches of Cleveland and WIX Cleveland.

Cited for outstanding achievement of informational value are: *Religion in the News* by Paulist Productions; *Here in These Fields* by KABC Los Angeles; *American Profile* by Trafaq-The Meth-
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NEW AMPEREX ELECTRO-OPTICAL PLANT, SLATERSVILLE, RHODE ISLAND

The Amperex Plumbicon camera tube is broadcasting's most accepted pickup device for live colorcasts. In fact, by year-end, 80% of all live color broadcasts will originate with Plumbicon-equipped color cameras.

To meet the ever-increasing demand for this device, a new manufacturing facility has been built and is in production in Rhode Island.

This new Amperex facility is more than just the world's most modern electro-optical production plant. Here, some of the world's most advanced research and development is conducted on TV pickup devices, image intensifiers and other light sensitive components. As the Plumbicon camera tube is the measure of our past success, so it is also the direction of our future.

If you would like to know more about our new electro-optical facility or about the products produced here, write to: Product Manager, Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, R.I. 02876.
Writers Guild honors 15 for radio-TV scripts

A total of 15 writers were honored for best-written scripts in television and radio at the 20th annual awards show of the Writers Guild of America on March 23.

In TV anthology, S. Lee Pogostin won for "Crazier than Cotton," a Chrysler Theater production on NBC-TV. The comedy-episodic award went to Marvin Marx, Walter Stone and Gordon Rod Parker for "Movies Are Better than Ever," a Honeymooners segment from CBS-TV's Jackie Gleason Show. Five writers—Mel Brooks, Sam Denoff, Bill Persky, Carl Reiner and Mel Tolkin—were honored in the comedy non-episodic division for their CBS-TV special, The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special.

In dramatic-episodic, "The City on the Edge of Forever," written by Harlan Ellison for NBC-TV's Star Trek was winner. Other winners: Robert Rogers of NBC News documentary, Theodore Strauss and Terry Sanders for David Wolper's The Legend of Marilyn Monroe.

A special award was given to Shimon Winelberg for a program written for KNXT(TV) Los Angeles. A radio award went to Peter Woititz for A Deadly Mistake, a news special written for WCAO New York.

Three little piggies on anti-litter binge

Litter is for pigs, not people. That's what an Advertising Council TV campaign on behalf of Keep America Beautiful Inc., New York, is telling the people.

The one-minute spot portrays pigs in people situations on a littered city street, a highway, a beach and a picnic area. At no time is a human being shown.

The film, created by Lennen & Newell, New York, will be seen on the networks and local TV stations.

Drumbeats...

Burnett booklet = Advertising agencies don't spend all their time putting out promotion for others. Leo Burnett Co., Chicago, is publishing a 32-page booklet showing how its "creative flair" and "business acumen" gives Burnett the balance requisite to serve clients well. The story is told by historical anecdotes about famous figures down through the ages.

Chicago talent = WMAQ-TV Chicago last week launched a major talent hunt to discover outstanding performing arts students in the greater Chicago area. The hunt will culminate this fall in a prime-time hour color musical special featuring the young people. $300 scholarships will go to six chosen for lead roles. Twenty others will win supporting roles.

Sarnoff saluted = Robert W. Sarnoff, president and chief executive officer of RCA, was decorated as Commander in the Order of Merit of the Italian Republic. The decoration, the Italian government's second highest civilian honor, was presented by Vieri Traxler (r), Italy's consul general, in New York. Mr. Traxler said the award reflected the desire of the Italian government to express its appreciation to Mr. Sarnoff for his many contributions to the promotion of closer understanding between Italy and the U.S.

Film pay-off = Four-year-old Donald Hanke of Oak Park, Ill., visited Garfield Goose and program host Frazier Thomas on WGN-TV Chicago last week to thank him for saving his life. Mr. Thomas recently aired a Boy Scout film on rescue breathing and Donald's
mother saw it just before her son fell into a creek and had stopped breathing when rescued. The film had been sponsored as a public service by Prudential Insurance Co. of America.

**Promotion partnership** - Chuck Blore Creative Services and Gene Weed Productions, both Hollywood, have formed The Film Factory, a company that will produce record promotion films for television. The Film Factory expects to produce and distribute promotional films for record companies to some 130 television stations across the country. Chuck Blore Creative Services creates and produces radio commercials. Gene Weed Productions reportedly recently completed filming a television pilot called *Location, USA*.

**Extra mileage** - A color commercial placed by WGN Continental Broadcasting Co. Feb. 18 on NBC-TV to sell the station group on the "I Remember Illinois" special will become a promotion spot starting April 4 and thereafter on WGN-TV Chicago in recognition of the station's 20th anniversary celebration. Produced in color video tape at WGN Continental Productions Inc. by WGN-TV's agency, Foote, Cone & Belding, the spot depicts the history of WGN and the growth of WGN-TV and the other WGN Continental stations, KDAI-AM-TV, Duluth, Minn. and KWGN-TV Denver. The NBC-TV show was re-broadcast in February by WGN-TV and KWGN-TV.

**Meeting servicemen's needs** - WOOD-AM-FM and WLAV-AM-FM, both Grand Rapids, Mich., staged a joint 12-hour marathon on March 23 as part of a highly successful campaign to aid American servicemen in Vietnam. The campaign, "Project Vietnam, Thank You," initiated by Robert Plekker of Hudsonville, Mich., began when servicemen in Vietnam were asked to list their needs in questionnaires supplied by the Christian Reformed Laymen's League. The results indicated the most needed items to be water sweeteners, socks, cleansers, pencils, paper and Bibles. The two-station marathon in Grand Rapids raised over $54,000 in the 12-hour period which was enough to provide more than 100,000 kits containing the items requested by the servicemen.

**Station chooses agency** - WOOD-AM-FM Miami has appointed Kingen Feleppa O'Dell, New York, to handle advertising and promotion. Campbell-Dickey Advertising, Fort Lauderdale, Fla., is the former agency.

**Safety Council deadline** - National Safety Council, Chicago, reported last week it is now accepting broadcast entries for its fourth annual public service awards competition covering safety shows aired in 1967. Entry deadline is

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**Radio Bible Class**

**THREE DECADES OF BROADCASTING**

**This Radio Program**, beginning in 1938, is known around the world as a teaching ministry—and is helping multitudes gain a better understanding of the Bible. Richard DeHaan, teacher of the Class, currently heard on over 1100 stations each week, says: "For 30 years, Radio Bible Class has been committed to 'telling the story of Jesus' by means of radio and literature. I cannot find words to express the deep appreciation in my heart for each one of you, for without the teamwork of radio station personnel—executives, announcers and engineers—we could not have completed this milestone."

The publications form a very important arm of this outreach by furnishing members and listeners with an aid to personal and family worship through the daily devotional guide—"Our Daily Bread"—as well as to bring the deeper Bible doctrines into focus through the Monthly Sermon booklets. Both publications are offered free without obligation.

**New Television Program** to be released by Radio Bible Class on TV stations throughout the United States. This telecast—DAY OF DISCOVERY—will feature Richard DeHaan. The music will consist of an outstanding choral group and orchestra under the direction of Dick Anthony. There will also be nationally known guest artists appearing on each telecast.

This weekly half-hour television series is produced in color and is one of the finest productions of its kind—appealing to all denominations.

**Day of Discovery** originates from the modern, unique Bayfront Center Auditorium in St. Petersburg, Florida and is designed to run as a public service telecast. Tapes or films furnished each week without charge and are available to stations requesting same. For further information and audition tape, write:

**Day of Discovery**

2600 Ninth Street North
St. Petersburg, Florida 33704

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**Radio Bible Class**

Grand Rapids, Michigan

BROADCASTING, April 1, 1968
The Canadian government has appointed 15 members to the Canadian Radio-Television Commission, the new regulatory agency that replaces the Board of Broadcast Governors today (April 1).

One of the 15 nominations had previously been announced—that of Pierre Juneau to head the new commission (Broadcasting, March 23). Five of the appointments are full time and 10 are part time.

The appointments, announced by Secretary of State Judy LaMarsh in Ottawa, are in line with the new Broadcasting Act passed by Parliament. The appointments represent an almost complete change of personnel at Canada's regulatory agency. Mr. Juneau and part-time member Dr. Gordon Thomas are the only holdovers from the BBG.

Appointed vice chairman of the CRTC is Harry J. Boyle, 52, supervisor of radio network features for the Canadian Broadcasting Corp.

In addition to Mr. Juneau and Mr. Boyle, the other three full-time members named are Harold A. (Hal) Dornan, 49, a former public-relations man and press secretary to Prime Minister Lester Pearson; Pat Pearce, radio-TV columnist for the Montreal Star, and Real Therrien, 41, a Quebec City broadcasting consultant.

Real Power  These five full-time members of the CRTC, all appointed for a term of seven years, will do most of the work and exercise most of the power. The five full-time members, which constitute the executive committee of the CRTC, have the power to issue, amend and renew broadcasting licenses. The executive committee must consult part-time members, but the committee is not bound by their views. The function of part-time members generally is to give regional representation on the radio-television commission.

Although salaries for the full-time members were not released immediately, it is understood the vice chairman will receive about $27,000 a year while the other full-time members will get about $24,000.

The 10 part-time members are paid only for the time they are engaged on business of the CRTC.

Part-time members appointed for five years are: Miss Helen James, former supervisor of daytime programming with the CBC, who now works for the

Chairman Juneau

Children's Aid Society in Toronto; Armand Cormier, president of Arcadian Industries Ltd. in Moncton, N. B.; John Shanski, owner of Sprague Distributors Ltd., a Manitoba lumber firm, and former chairman of the Manitoba Industrial Development Board.

Part-time members named for four-year terms are Mrs. Gertrude Laing of Calgary, Alberta, currently a member of the royal commission on bilingualism and biculturalism and former vice president of the Canadian Welfare Council; Dr. Gordon Thomas, a surgeon and supervisor of the International Grenfell Association Mission in St. Anthony, Nfld.; Gilles Marcotte, head of the Canadian literature department at the University of Montreal and former newspaper literary critic, and Dr. Northrop Frye, former principal of Victoria College at the University of Toronto.

The remaining part-time members, named for three-year terms, are Gordon Hughes, Windsor, N. S., president of Ocean Co. Ltd. and Evangeline Savings and Mortgage Co.; Colombe Cliche, vice president of Cliche and Associates Ltd. and a member of the Quebec City chamber of commerce, and George McKeeen of Vancouver, B.C., president of Straits Towing Co.

Continuing Policies  Pierre Juneau, the 48-year-old Montrealer picked to head the new regulatory authority, has said that he feels the rules of the CRTC should not be used to stifle creativity. He said the authority should aim to bring better broadcasting to Canada "by promoting the good things that are already there." He said "rules will not produce quality, will not produce excellence. They will not produce vitality or initiative."

Mr. Juneau said: "We must find positive ways to help and encourage initiative and vitality."

Mr. Juneau gained a familiarity with broadcasting during his nearly 20 years with the National Film Board. He was appointed to the BBG in 1966.

Harry J. Boyle, vice chairman of the new agency, worked for CKNX Wingham, Ont., and the Stratford (Ont.) Beacon-Herald before joining the CBC in 1942 as a farm commentator. He became supervisor of farm broadcasting and program director for the Trans-Canada CBC radio network before becoming supervisor of network features.

Big top treat  WBAL-TV Baltimore let everybody know the circus had come to town. Working with the Baltimore police department and the mayor's office, WBAL-TV made 9,500 tickets to the Ringling Brothers and Barnum & Bailey Circus available to Baltimore children free of charge, according to Vice President and General Manager Brent O. Gunts. The special performance was taped and was carried an NBC-TV network special on March 22.

Pioneer presentation  Dr. Leon Levy will be honored by the Philadelphia chapter of Broadcast Pioneers with its annual award at a testimonial banquet on May 16. Dr. Levy is a former owner of WCAU Philadelphia and one of the founders of CBS.

INTERNATIONAL

Canada names new radio-TV board

JUNEAU, BOYLE PICKED FOR TOP POSTS IN REGULATORY AGENCY

The Canadian government has appointed 15 members to the Canadian Radio-Television Commission, the new regulatory agency that replaces the Board of Broadcast Governors today (April 1).

One of the 15 nominations had previously been announced—that of Pierre Juneau to head the new commission (Broadcasting, March 23). Five of the appointments are full time and 10 are part time.

The appointments, announced by Secretary of State Judy LaMarsh in Ottawa, are in line with the new Broadcasting Act passed by Parliament. The appointments represent an almost complete change of personnel at Canada's regulatory agency. Mr. Juneau and part-time member Dr. Gordon Thomas are the only holdovers from the BBG.

Appointed vice chairman of the CRTC is Harry J. Boyle, 52, supervisor of radio network features for the Canadian Broadcasting Corp.

In addition to Mr. Juneau and Mr. Boyle, the other three full-time members named are Harold A. (Hal) Dornan, 49, a former public-relations man and press secretary to Prime Minister Lester Pearson; Pat Pearce, radio-TV columnist for the Montreal Star, and Real Therrien, 41, a Quebec City broadcasting consultant.

Real Power  These five full-time members of the CRTC, all appointed for a term of seven years, will do most of the work and exercise most of the power. The five full-time members, which constitute the executive committee of the CRTC, have the power to issue, amend and renew broadcasting licenses. The executive committee must consult part-time members, but the committee is not bound by their views. The function of part-time members generally is to give regional representation on the radio-television commission.

Although salaries for the full-time members were not released immediately, it is understood the vice chairman will receive about $27,000 a year while the other full-time members will get about $24,000.

The 10 part-time members are paid only for the time they are engaged on business of the CRTC.

Part-time members appointed for five years are: Miss Helen James, former supervisor of daytime programming with the CBC, who now works for the

Chairman Juneau

Children's Aid Society in Toronto; Armand Cormier, president of Arcadian Industries Ltd. in Moncton, N. B.; John Shanski, owner of Sprague Distributors Ltd., a Manitoba lumber firm, and former chairman of the Manitoba Industrial Development Board.

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Able to reveal the truth without reprisal by a dictatorial government, the men and women of radio and television's news departments, by seeking the facts and broadcasting the facts, have alerted us to the dangers of creeping socialism.

Free from the constant threat of drastic penalties ... or of outright seizure and confiscation ... for criticizing government policy, these newscasters and commentators have continued to speak the truth.

At the same time, through individual initiative and enterprise, they have made American radio and television a living, powerful force — a new dimension in communication seen and heard by millions.

Is it any wonder that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

Freedom of broadcasting, as well as freedom of individual initiative and enterprise, must be maintained to keep America powerful.
Report urges USIA review

Citizens' committee suggest 'new look' at agency's function

A call for a top-to-bottom review of the operations and underlying concepts of the U. S. Information Agency, operator of the Voice of America, has been called for the U. S. Advisory Commission on Information, a citizens' review committee headed by CBS President Frank Stanton.

And in the process, the advisory commission suggested that such a review should also include a re-examination of its own purposes and necessity—a development that could lead to the commission's advising itself out of business. Invoking USIA's 20th anniversary as a proper time for stock-taking, the commission notes that it, too, is 20 years old, and, "as there is need for a new look at USIA, so also is there need for a re-examination of the role—and indeed the existence—of the... commission."

"Our mission... must be responsive to the times, and we invite congressional satisfaction of that question," concludes the commission's 23d Report issued Wednesday (March 27).

U. S. Circulation • Also strongly recommended by the commission is another congressional look at the possibility of domestic availability of USIA's products, designed for overseas consumption, that are not now available for inspection by citizens. Long a commission goal, under Dr. Stanton, domestic availability was the subject of compromise legislation that failed of passage last year.

The Senate Foreign Relations Committee vetoed a commission proposal that would have permitted agency distribution on a request basis, but approved a measure that would have permitted the USIA to establish a central file of agency materials for citizens' inspection, but without distribution (Broadcasting, May 15, 1967). But even that measure made no further legislative progress.

Proposed in the current report is an expansion of the central-file plan, with depositories maintained at selected universities with schools of international relations. The commission also holds by its recommendation that domestic distribution of specific items be made on request, but with no agency promotion of availability. Congress had been traditionally hostile to domestic distribution on grounds that USIA could too easily become a propaganda arm of the government with internal impact on national affairs.

The call for re-examination of USIA, the commission notes, stems from a recommendation, now eight years old, that independent review be undertaken at least every three years. It's recommended that the review be made by a nongovernment organization, under contract, so that Congress could gain suggestions unbiased by either congressional or administrative viewpoints.

New Form • Pointing the way for such a study, the commission urges large-scale restructuring of the agency, with improved liaison between USIA and the State Department (and with more USIA influence on foreign policy). One possibility would be consolidation of all overseas information programs into one agency with cabinet rank. Another would be consolidation of such functions "within a restructured Department of State."

The advisory commission also enters a plea for money to support direct contacts with media overseas: "Increasingly, the message is better delivered by hand than by handout."

The Voice of America, which under-

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**WHY NOT TALK TO AMPEX NOW**

about starting at Ampex soon?

A rapidly expanding Broadcast Video Division is now selling more Ampex equipment to more new Ampex customers. To continue, Ampex needs more new people.

We want to talk now to experienced:

- **BROADCAST VIDEO SALES ENGINEERS**
- **FIELD SERVICE ENGINEERS**

Positions for thoroughly experienced, qualified sales and service engineers exist throughout the United States.

If you'd like to join the first team in broadcast sales, send your resume to Mr. R. B. Rutman, Ampex Personnel Department, 2655 Bay Road, Redwood City, California 94063 or . . .

**WHY NOT TALK TO AMPEX NOW**

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**AMPEX**

An Equal Opportunity Employer
We're not suggesting twin TV towers...

—But if twin TV towers are what you want, we know how to build 'em!

Ask any Stainless' customer. Since 1947 we have supplied guyed and self supporting structures of every imaginable type, size and shape—from AM radiators to the world's tallest and most sophisticated supports for TV, microwave, CATV.

We do suggest you take advantage of this valuable experience, no matter what your tower needs may be. Ask for details.

See Stainless, Inc., North Wales, Pa. 19454
In Canada: Walcan, Limited, Toronto.

Stainless, inc.

Unique exposure during erection of one of Stainless' tall TV towers.
went wholesale revisions in formats a year ago, is advised that change must become a constant in everyday operations. Cited are advances in technology (transistor radios in underdeveloped lands render short-wave less useful, and programs supplied to local outlets more appropriate) and the global revolution in popular tastes.

The commission also sees personnel problems approaching for the agency as a large body of experienced staff members approach retirement, necessitating internal programs for career development.

In addition to Dr. Stanton, the advisory commission consists of Sigurd S. Larmen, former board chairman of Young & Rubicam, New York; M. S. Novik, New York radio-television consultant; Palmer Hoyt, editor and publisher of The Denver Post, and Thomas Vail, editor and publisher of the Cleveland Plain Dealer. Members are appointed by the President and confirmed by the Senate.

Self-policing needed to quell ad attacks

Government interference in the marketing process hasn’t worked outside of the U.S., hence those stateside could learn from these experiences and head off further federal inroads through better self-policing of advertising abuses whenever found.

So John C. Lockwood, president of Lever Bros. Ltd., Canada, cautioned last week in a talk before the Midwest marketing meeting of the National Industrial Conference Board in Chicago. He cited cases in Canada and Britain as illustrations.

The Canadian businessman observed he has spent the best part of a lifetime making and selling goods and is proud of the contributions his firm has made to the economy of that country. Yet in Canada as in the U.S. in recent years, he explained, ill-founded attacks on advertising and marketing have increased considerably.

“At a parliamentary investigation in Canada in the fall of 1966 we, together with many leading industrialists, were called to Ottawa to face accusations of over-pricing and exploitation,” he recalled. “When we explained the integrity of our actions and the modesty of our profits,” he said, “these accusations were quickly withdrawn, but the damage was done.”

Forced Marketing • An even more serious situation arose in the United Kingdom, he related, when Unilever, his parent firm, and Froster & Gambie were forced by government pressure to put out new products at lower prices and with lower advertising support to satisfy the intellectuals and the bureaucrats. What were the results? More products on the shelves and an apathetic response by the public.

Mr. Lockwood observed that “we in Canada did the same thing voluntarily in 1966 at the request of the Consumers Association of Canada. We launched a detergent in western Canada at regular prices but with 20% greater weight and adequate advertising support but no (promotional) deals — the very formula suggested by the government and the consumers association. The result: Women stayed away in droves and after six months we were obliged to pick up the stock at great expense.”

Younger Generation • The Lever Bros. executive admitted there is “a credibility gap of some dimension between what we say as marketing men about our products and the reaction of the younger consumer.” He noted growing criticism of vulgarity and lack of taste in advertising as one example.

Mr. Lockwood pointed out that advertising under the free-enterprise system has produced a breadth of choice in products never before realized. “Breath of choice has been the hallmark of the wealthy down through the ages,” he explained, “and now the mass market in North America enjoys that very privilege.”

Others: “The spoiling of good films by too many commercial breaks, which disrupt the viewer’s interest” and “exaggerated claims for ‘me too’ products.”

Canadian prerelease issue is dropped

The FCC has given up on its effort to protect northern U.S. television stations from CATV systems that carry Canadian broadcasts of U.S. network programs before they are seen in the U.S.

The commission said as much in an
Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In the United States the economic loss is beyond belief. 5,000 radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. 15,400,000 children who have been studying music no longer have any use for pianos or violins or woodwinds. The country’s 1,436 symphony orchestras and 918 opera producing groups have disbanded. Most nightclubs, theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI, together with our thousands of affiliated writers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn’t be hearing about it from us. BMI wouldn’t be in business. Nor, possibly, would you.

All the worlds of music for all of today’s audience.
order issued March 22. The order dropped a requirement that four CATV systems in northern Maine afford WAGM-TV Presque Isle, Me., advance nonduplication protection against nearby Canadian stations.

The order approved a transfer of control of Northern Microwave Service Inc., Caribou, Me., from Sam A. R. Alboir to Communications Capital Corp.

The transfer was conditioned on the company not providing microwave service to CATV systems in WAGM-TV's service area that do not afford same-day protection to WAGM-TV.

The commission, however, said the advance nonduplication protection the station had requested from the imported signals of CHSJ-TV-1 Bon Accord, N. B., would not be effective. The commission noted that the Canadian station puts a signal over Presque Isle at least as strong as WAGM-TV's. Consequently, it said, the systems' subscribers would drop off the cable or buy switches for their sets to permit off-air reception.

No Public Benefit = Thus, the commission said, the requirement would cause inconvenience and expense to the CATV subscribers without substantially benefiting WAGM-TV.

"Resolution of this problem," the commission added, "if possible, therefore lies elsewhere, and we have accordingly decided not to condition the microwave authorization upon advance nonduplication protection."

The action reversed a March 1, 1967, decision when the commission denied the systems' petition for waiver of the nonduplication rule and granted WAGM-TV's request for advance nonduplication protection.

The systems appealed the order, and the U. S. Court of Appeals in Boston vacated it, and remanded the case to the commission. The court said the commission had given insufficient reasons to support the order.

In its latest decision the commission said it had examined the record in light of the court decision, and "concluded that some modification of the provisions of the earlier order would be appropriate and in the public interest."

Abroad in brief...

Move to color = Great Britain's new independent television company, London Weekend, ordered color television cameras from Electric and Musical Industries Ltd. (EMI), which said that it was the largest single order for color cameras placed by an independent company. The purchase is valued at $1.2 million.

State visit = Ray V. Hamilton, chairman-president, Hamilton-Landis and Associates, Washington station brokerage firm, has returned from a two-week inspection tour of United States Information Service activities in Addis Ababa, Ethiopia. Mr. Hamilton was part of State Department-sponsored, three-man team, that evaluated the activities of USIS in Ethiopia. While abroad, Mr. Hamilton, and Mrs. Hamilton privately visited Liberia, Ghana, Nigeria, Congo, Union of South Africa, Uganda, Kenya, Mozambique and Tanzania, as well as Athens and Frankfurt.

Monaco's first = The Principality of Monaco and the Societe des Bains de Mer, holding company operating the Casino, hotels and other tourist places, have appointed PGBS, Rome and Milan, Gardner Advertising's partner in Italy, as its first agency. PGBS will conduct a full tourism campaign and will redesign graphics for the joint clients. Coordination of advertising with the rest of Europe will be handled by Intergard, Gardner's International division headquarters in France, Germany and Belgium.

NCK appointment = Inland Natural Gas Company, British Columbia, has appointed Norman, Craig & Kimmel (Canada) Ltd., Vancouver, B. C., as its new agency. The advertising budget has not been determined. McCann-Erickson, Vancouver, was the former agency.

TV buy = Shareholders of British Columbia Television Broadcasting System Ltd. (CHAN-TV Vancouver and CHEK-TV Victoria) have accepted an offer of purchase from three companies, Selkirk Holdings Ltd., Famous Players Canadian Corp. Ltd. and Saturna Properties Ltd. Total purchase price is $5,039,481 in cash and Selkirk class A shares.

FATES & FORTUNES

BROADCAST ADVERTISING

George A. Kirby, VP with Clinton E. Frank Inc., Chicago, named senior VP—general manager of New York office, succeeding Thomas B. Hubbard, who resigns with no plans announced.

William E. Conner, manager of TV-radio department, North Advertising, Chicago, named senior VP.

John O'Brien, account group head with Campbell-Mithun, Chicago, elected VP.

Alvin Bennett, account executive with Benton & Bowles, New York, joins The Gumbinner-North Co., that city, as VP and account supervisor.

Andrew A. Olson, marketing supervisor with Young & Rubicam, Chicago, joins Geyer-Oswald, that city, as VP.

David Williams, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Steve Blaschke, account supervisor with Doyle Dane Bernbach, New York, elected VP. John A. Gibbs, account executive with DDB, Detroit, named account supervisor on Dodge truck account, succeeding John E. Chapin, who resigns with no plans announced. Other changes on Dodge account: Corbin P. Elliott named account executive, trucks; John Albert Bluth Jr., named account executive, car sales promotion; John D. Capen named field representative, Northern New Jersey Dodge (dealers) Advertising Association, and Bruce H.
Many wonders undersea will be unlocked -- by the energy of progress.

The energy of progress is electricity. It lights and powers man's life in places where he could not live before. In outer space. And in the search to farm the ocean and find living areas beneath the sea.

The people of the investor-owned electric light and power industry are on the job to make your electric service for tomorrow even better than it is today. Research and development, planning and new construction for the future are a way of life with them. All this means electricity that is dependable, plentiful and low in price—ready to move forward with people wherever they go—truly the energy of progress.

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies write to Power Companies, 1271 Avenue of the Americas, N.Y., N.Y., 10020.

Watch TOMORROW'S WORLD: MAN AND THE SEA on NBC-TV, Friday evening, April 19.
Charters named assistant account representative, dealer advertising association group.

William R. Oliver and Philip S. Yedinsky join N. W. Ayer & Son, Philadelphia, as art supervisor and copy supervisor, respectively.

Frederick M. Harris, VP and account supervisor, and Nella C. Manes, VP and media director, both with former Kal, Ehrlich & Merrick Advertising, Washington, join Ehrlich-Linkens & Assoc., that city, new advertising, marketing and PR firm (Broadcasting, March 4), as senior VP and treasurer and senior VP and secretary, respectively.

Allen J. Larson and Bernard H. Miller, media buyers with Leo Burnett Co., Chicago, named media supervisors.

Billy Davis appointed music director of McCann-Erickson, New York. James D. Webster named associate creative director for art in Chicago office of M-E. Robert G. Mondo, with Tatham-Laird & Kudner, Chicago, joins M-E as associate creative director of copy.


Richard A. Poe named general sales manager for WGMS-AM-FM Bethesda, Md.

John Stuart Howard, management representative with Ted Bates & Co., New York, elected senior VP.

Julian Brownstein, account executive with WPRO Hartford, Conn., joins WCBS - AM - FM, that city, as general sales manager.

John Kimball with BBDO, New York, as copywriter, joins Cunningham & Walsh, that city, as copy supervisor. John H. Herbert named merchandising supervisor for C&W. Frank Johnson named field merchandising executive.

Wallace E. Clayton, account supervisor with J. Walter Thompson Co., New York, elected VP.

Arthur L. Grimes, Pacific area supervisor for The Interpublic Group of Companies, Hong Kong, joins Benton & Bowles International, New York, as VP.

Charles F. Theiss joins Blair Television, New York, as account executive.

Herbert A. Ericson, VP with BBDO, New York, joins Monsanto Co. textiles division, that city, as advertising and sales promotion director.

Joseph J. McCluskey, local sales manager and assistant to president for ways Charlotte, N. C., named general sales manager.

Donald V. Johnson, with Chesebrough-Pond's, joins Alberto-Culver Co., Melrose Park, Ill., as market research director.

Frank N. Moore, with Television Advertising Representatives, New York, joins WDTV(TV) Cincinnati as assistant sales manager.

Martin Friedman, executive art director with Gilbert and Felix Inc., New York agency, named creative director.

Phillip G. Jackson, with Ted Bates & Co., New York, joins Hicks & Greist, that city, as account executive.

Robert W. Harkness, account executive with WBBF-TV Binghamton, N. Y., appointed local-regional sales manager, succeeding George S. Rydos, who resigns with no plans announced.

George Riffner, with WPTA(TV) Rausnake, Ind., joins sales staff of H-R Television's Corinthian division, Chicago.

Richard J. Maloney III, salesman with Mort Bassett & Co., New York, joins Storer Television Sales, Detroit, in similar position.

Jeremiah F. O'Sullivan, account executive, Doyle Dane Bernbach, and Richard J. Horowitz, assistant media buyer, Benton & Bowles, both New York, join Ross Roy of New York Inc., as account executive and assistant account executive, respectively.


Peter Petronio, art director, The Center for Advanced Practice, The Interpublic Group of Companies, New York, and James D. Curnutt, account executive, Doyle Dane Bernbach, New York, join Carl Ally Inc., that city, in similar positions.


“WE LOST THE SUIT — AND IT'LL COST US PLENTY!” Any business adversary or crackpot can start suit against you any time, for anything — imaginary or real. Why run the risk of unjustified loss? Instead, decide on a certain amount you agree to cover, in case you lose the action. Let Employers Special Excess Insurance cover the rest. This takes care of the excess — and places a limit on your possible loss. ARE FOR FULL FACTS: No obligation. We provide economical protection against loss due to libel, slander, piracy, plagiarism, invasion of privacy, copyright violation. Rates are surprisingly low, and may save you thousands of dollars. Phone or write: EMPLOYERS REINSURANCE CORP. 21 West 10th, Kansas City, Mo. 64106 New York, Ill. 

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Broadcasting, April 1, 1968
A World of Music

Radio
Night Clubs
Stadia
"Drummers"®

Television
Hotels
Ballrooms

Recordings
Restaurants
Background Music
Special Projects

Through its galaxy of star-spangled American and International publisher affiliates SESAC INC. offers superior musical works to the entertainment industry and its listening audiences. One of the world’s foremost performance rights organizations and a member of the International Confederation of Societies, Authors and Composers, SESAC INC. licenses performance, mechanical and synchronization rights.

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MARCH 31ST THRU APRIL 3, SUITE 900 CONRAD HILTON HOTEL CHICAGO, ILLINOIS
York, joins Carson/Roberts/Inc., Los Angeles, as account executive.

Joy Anderson, assistant sales traffic manager for KNXT(TV) Los Angeles, appointed sales service manager.

Shirley R. McLine, VP and account executive for PAMS Advertising Agency, Dallas, joins Lee-Jeffreys of Dallas Inc.

Paul A. Brissette, general sales manager of WWLP(TV) Springfield, Mass., named also national sales manager of WKEF(TV) Dayton, Ohio. Both are Springfield Television Broadcasting stations.


Everett T. Felder, director of operations for WNJU-TV Linden-Newark, N. J., named manager of Tape House 47, commercial-tape division of station.

Kenneth E. Nay, George A. Peters and Robert W. Host, all with Campbell-Ewald, Detroit, have resigned positions on Chevrolet account to form own advertising and PR firm, Nay, Peters and Host Inc., Cincinnati.

Wall Matthews, with WAVE Baltimore, joins WTW-AM-FM Towson, Md., as sales manager.

Budd Blume joins Reach, McClintock & Co., Chicago, as writer-producer.

MEDIA

Graham Moore, manager of Metro TV Sales, San Francisco, named VP and general manager of Metromedia's KSAN-TV, that city.

Douglas Finley, general sales manager for KTLA(TV) Los Angeles, appointed general manager.

James H. Erwin, local sales manager for XXOK St. Louis, appointed general manager of KOMA Oklahoma City, succeeding Rex Miller, who resigns with no plans announced. Both are Storz Broadcasting stations.

William F. Tucker, station manager of KIRO-AM-FM Seattle, appointed assistant to general manager of KIRO-AM-FM-TV. Wayne Killmer, general sales manager of KIRO-AM-FM, also named station manager.

Leo M. MacCourtney, sales manager with WLYH-TV Lancaster-Lebanon, Pa., named general manager.

Dennis McGuire, general sales manager, WKFM(FM) Chicago, named acting general manager.

PROGRAMING

Peter B. Sterne, program administrator for ABC-TV, Hollywood, named director of program administration, western division. Donald Boyle, director of program development, East Coast, for ABC-TV, New York, named to newly created post of director of current programs, Europe. Joseph Schrier, manager of current programs, East Coast, succeeds him.


Harris Katleman, executive VP for Goodson-Tomlinson Productions in charge of West Coast office, Beverly Hills, Calif., named senior executive VP.

Bert Cohen, account executive with Lin/Medallion Picture Corp., New York, joins ABC Films, that city, as director of film operations.

Stuart P. Erwin Jr., director of advertising and marketing services for grocery products division of Ralston Purina Co., St. Louis, named program executive for Universal Television, North Hollywood, Calif.

Clifford F. Weake, VP with Wilding Inc., Chicago film producers, joins Hanna-Barbera Productions, Los Angeles, as manager, business development.

Stephen Sirkin, assistant casting director for television and feature films with Ashley Famous Agency, New York, joins Elektra Film Productions, that city, as assistant to president and in newly created position of coordinator of special entertainment projects.

James C. Stern, VP and general sales manager for Allied Artists Pictures Corp., New York, joins Kranitz Films Inc., that city, as central division sales manager.

Neil Walden, coordinator, sales development, participating program sales, NBC-TV, New York, appointed manager, sales development and merchandising, participating program sales.

James R. West, VP head of sales for PAMS Productions, Dallas, also named general manager.

Luke Greene, news and community affairs director with WXCT-TV Atlanta, appointed community affairs and public service director.

James E. Thacker named sports director for WBTV(TV) Charlotte, N. C., succeeding Bob Quincy, who has resigned to become feature columnist for Charlotte News.

Robert L. Dellinger, VP with Robert E. Petersen Productions, Los Angeles, named group VP. Ed Pazdur named administrative manager and Gene McCabe named production director.

Bill Garrity, assistant director with Ivan Tors Studios, North Miami, Fla., named production manager.

Jon Stainbrook, with KDCA-TV Pittsburgh, appointed executive producer, succeeding Paul Coss, named program manager for WJZ-TV Baltimore (BROADCASTING, March 25). Both are Westinghouse Broadcasting stations.


Joan Harrison, English producer, signed as executive producer of 20th Century-Fox Television's new Journey to the Unknown series.


Edith Hamlin, production and casting associate, Herbert Brodkin Productions, New York, joins program development division of Wolper Productions, that city.
TO BE SHOWN FOR THE FIRST TIME AT THE NAB SHOW

FILMLINE'S NEWEST COLOR FILM PROCESSOR FOR TV NEWS
MODEL FE-15

* Speeds up to 15 FPM.
* The ideal back-up machine for larger stations
* Less than seven feet long — can be installed anywhere
* Needs only power, water and drain connections for simple installation.

The FE-15 is the first color film processor for TV news to offer an exciting combination of features previously found in only more expensive machines. A smaller version of Filmline's widely used FE-30 and FE-50 color processors, . . . the FE-15 incorporates the basic engineering principles of the larger, more expensive machines including Filmline's unique "Overdrive Film Transport System." Now every TV station no matter how small, can enjoy the benefits of professional caliber equipment without sacrificing quality for price.

Check these features and compare them against larger, more expensive processors. You'll find you'll get more for your money, from Filmline.

* "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"
Completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

ADDITIONAL FEATURES INCLUDED IN THE PRICE OF MACHINE: . . . Magazine load, daylight operation, Feed-in time delay elevator (completely accessible), Take-up time delay elevator (completely accessible), Red brass bleach tank, shafts, etc., Pre-hardener solution filter, Air vent on pre-hardener, Bottom drains and valves on all tanks, Temperature is sensed in the recirculation line, All solutions temperature controlled, no chilled water required, Built-in air compressor, Captive bottom assemblies assure you constant footage in each solution.

See Us At Booth 124 NAB Show


All prices F.O.B. MILFORD, CONN.

Send for Literature. Time & Lease Plans Available

"When you buy quality Filmline Costs Less"

BA 68
Whitcombe joins BPI; Cosgrove opens consultancy

David N. Whitcombe becomes circulation director of Broadcasting Publications Inc. today (April 1) succeeding John P. Cosgrove who has resigned to open a consultancy in Washington.

BPI publishes Broadcasting, Television Magazine and the Broadcasting Yearbook.

Mr. Whitcombe has been a circulation manager for magazines published by Reinhold Publishing Corp., New York, since 1960. He has been business manager of Reinhold’s Progressive Architecture since October 1966. He was president of the National Circulation Roundtable of the American Business Press in 1963-64.

A graduate of Hamilton College, Clinton, N.Y., Mr. Whitcombe took his master’s degree at Duke University in Durham, N. C. Before joining Reinhold he held various positions in sales, advertising and circulation with Prentice-Hall Inc., book publisher, and F. W. Dodge Corp., publisher of business periodicals.

Mr. Cosgrove has been in charge of circulation at BPI since 1948. He was president of the National Press Club in 1961. He is now a trustee of the National Press Building Corp. Since April 1967 he has been chairman of the finance committee of the National Postal Forum.

On April 15 Mr. Cosgrove will become a general consultant on Washington affairs with offices in the National Press Building, Washington.

Humberto Delgado, manager of operations, WNEW-TV New York, joins WNJU-TV, Linden-Newark, N. J., as director of operations.

Rod McKean, announcer with KRKD Los Angeles, named production director.

Fred Lark, with KMMJ Grand Island, Neb., joins KFab Omaha as director of agricultural services.

NEWS


William E. Leeds, news director for WCAF-TV Kansas City, Mo., joins WWNY-TV Cleveland in similar position.


Bill Conover, newsmen with WOAI-TV Atlanta, appointed news director. Bill Buckner named assignment editor.

Ted Work joins WSLR Akron, Ohio, as news director.

Clay Johnson, newsmen with KGDN Edmonds, Wash., named news director.

Ben Chandler, newsmen with KFWB Los Angeles, joins KVMN(FM) Pueblo, Colo., as news director.

Malcolm Street, manager of WNMA Anniston, Ala., elected president of Alabama AP Broadcasters Association.

John Stromberg, newsmen with WTVO(TV) Rockford, III., joins WSNV-TV Milwaukee as general assignment reporter.

Craig Edwards, news director for WXXY Cleveland, named head of news department of WHOL Toledo, Ohio. Irwin Young named community relations director; Steve Lewis named newsmen.

Randy Wood, from Burlington County (N. J.) Times and WRPO Atlantic City, N. J., joins WCAU Philadelphia as newsmen.

Ken Jewett, head of own Los Angeles research writing firm, named editorial director for KFWB Los Angeles.

EQUIPMENT & ENGINEERING

Dr. Leo Jedynak, on sabbatical as associate professor of electrical engineering at University of Wisconsin, joins Oak Electro/Netco Corp., Madison, Wis., as director, corporate research.

Richard O’Brien, VP and account supervisor with Wyatt & Williams, Dallas division of Lennen & Newell, joins Ling-Temco-Vought, Dallas, as director of public relations and advertising.

Robert H. Jones, director of engineering for Bluegrass Broadcasting Group, joins WAKG-TV Lexington, Ky., as chief engineer.

Gerald R. Baruch, advertising production manager for Jewish Federation Council of Greater Los Angeles, joins Berkey-Colortron, Burbank, Calif., as advertising and sales promotion manager.

FANFARE

Mark Stroock, VP with Young & Rubicam, New York, named director of corporate relations.

Bob King, unit publicist for Walt Disney Productions, Burbank, Calif., named director of promotion and exploitation.

Edgar A. Falk, with N. W. Ayer & Son, New York, appointed supervisor in PR department.

Raymond Schultz, assistant manager of broadcast operations for WCBS-TV.

134 (FATES & FORTUNES)
FROM "TOOT~TOOT~TOOTSIE" IN 1922 TO "LOVE IS BLUE" IN 1968.

During the 46 years of NAB, America has been hearing from ASCAP. Congratulations to NAB at its Convention.

ASCAP American Society of Composers, Authors and Publishers
575 Madison Avenue, New York, N.Y. 10022.
New York, appointed supervisor of broadcast promotion.

Bill McGuire, senior press representative for CBS-owned TV stations division, New York, joins general PR staff of Madison Square Garden Center as director of information services.

John H. Lantry, director of sales promotion and merchandising for KNTV-TV Tacoma-Seattle, named to newly created post of promotion director for KREM-AM-FM-TV Spokane, Wash.

Melvin W. LaForce with Hutchins Advertising, Rochester, N. Y., named promotion director of WNYT-TV Milwauk ee.

Dave (Checkers) Donnelly, production director with KMBB-AM-FM and air personality with KMBS-TV Honolulu, named promotion and merchandising director of stations.

John S. Rost, group supervisor in public relations with J. Walter Thompson Co., New York, elected VP.

Deanna Pfefer appointed public affairs director of WIP and WMMR(FM) Philadelphia.

Montez Tjaden, promotion director for KWTY Oklahoma City, joins Advertising Inc., Tulsa, Okla., agency, as PR director.

John Murray, director of community relations, for WCBN New York, appointed VP in charge of information for New York Urban Coalition.

Connie Ryan Meehan, manager of TV publicity and promotion for Lennen & Newell, New York, joins The Softness Group, that city, as account executive.

Allied Fields

Edward A. Schillmeister, special projects coordinator for media research division of A. C. Nielsen Co., Chicago, named director of statistical research.

William E. Stell, associate research director, named director of statistical research/administration.

William Harvey, manager of planning and coordination with American Research Bureau, New York, joins C. E. Hooper Inc., that city, as VP.

International

Major Gerald H. Buchanan, executive officer of American Forces Network, Europe, named in charge of AFN, Europe, Frankfurt, Germany, succeeding Lieutenant Colonel Henry L. Cody, named executive officer with Seventh Army Communications Command. First Lieutenant Philip G. Be noit, with AFN, Stuttgart, Germany, appointed network's executive officer.

Paul F. Kuyper, program director for AFN, named director of program services AFN, Europe.

George W. Harper, VP and general manager for NBC in Canada, appointed by Paramount Television as supervisor of Canadian sales.

Lincoln W. Miller, executive VP with KIRO-TV Seattle, joins NBC International, Riyadh, Saudi Arabia, as manager of international television project.

Arch L. Madsen, president of Bonneville International Corp., Salt Lake City (group owner), and National Association of Broadcasters delegate to 21-nation Inter-American Association of Broadcasters, named member of IAAB's Permanent Committee for Defense of Democracy.

Deaths

Carl Rust, 56, television engineering specialist for NBC International, died March 6 in Stanton, Calif., after two-month illness. For three years, Mr. Rust served as chief engineer setting up TV network in Nigeria for NBC International. Last June he joined similar NBC project in South Vietnam, as director of engineering. Subsequently he worked as consultant with NBC International in planning future overseas programs. Mr. Rust is survived by wife, two sons and two daughters.

Walter O'Meara, 53, NBC News lighting engineer, died March 22. Mr. O'Meara joined NBC in 1933 as page, moved to electrician's helper in 1934, senior sound technician in 1945, maintenance engineer in 1948 and lighting engineer in 1949. He is survived by wife, Mildred, four sons and daughter.

Howard A. Petrie, 61, one-time NBC Radio personality announcer and film and television character actor, died March 24 at Keene (N.H.) hospital after long illness. Mr. Petrie joined NBC Radio in 1930, subsequently announcing Everything Goes, starring Gary Moore, and in 1942 The Jimmy Durante Show. The next year he left senior staff announcer post to take up career in motion pictures, appearing thereafter on numerous TV programs such as Bonanza, Rawhide and Perry Mason. He is survived by wife, Alice, and son.

Ralph L. Sisson, 77, senior account executive with WSPD Toledo, Ohio, died March 19. He is survived by wife, Leah, and seven daughters.
Rank Taylor Hobson
Varotal V lenses
now fit all
major TV cameras

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

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

How did you do it?

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

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

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

Hmmm. Sounds like something I should look in on.

Fine. Why not look in on us at the N A B Show, Booth 251.

* * *

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

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

Rank Taylor Hobson
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 20 through March 27 and based on filings, authorizations and other actions of the FCC.


New TV stations

FINAL ACTIONS

Crest Broadcasting Co.—Houston, FCC gave notice that supplemental initial decision of Jan. 19 became effective March 11 granting applications for 95 kw vis., 580 kw aur., Ant. height above average terrain 776 ft., Ant. height above ground 784 ft., Position: 28° 55', 96° 7' west long., Type trans. RCA TTV-26, B. Type ant. RCA TTV-46C, Legal counsel Hofland and James Houston; consulting engineer Edward F. Lorentz; principals: Larry J. Ghob, president, 19%; Bernard E. Capture and Raymond G. Schindler, each 25%, Mr. Gipper owns KKII Pasadena, Tex. (BROADCASTING, March 20.)

FCC denied petition of Lee and Associated Inc. for reconsideration of Dec. 13, 1967 grant of application of Midcontinent Broadcasting Co. of Wisconsin Inc. for new construction permit for station WLYT-TV at 5530 Wisconsin Ave., Brookfield, Wis. (BROADCASTING, March 20.)

ACTION 1968

Review board in Minneapolis TV broadcast licensing case (Docs. 10645, 10646) granted request for postponement of oral argument for the benefit of Midcontinent Broadcasting Co. of Wisconsin Inc. for new construction permit for station WLYT-TV at 5530 Wisconsin Ave., Brookfield, Wis. (BROADCASTING, March 20.)

Chief Hearing Examiner James D. Cunningham on March 6 in Fort Smith, Ark. (NAB Edmar 1968) granted request for postponement of oral argument for the benefit of Cross-Over Communications Unlimited TV proceeding, designated Hearing Examiner Forest L. McLeay to serve as presiding officer; scheduled pre-hearing conference for April 20 and hearing for May 27 (Docs. 10896-7).

Hearing Examiner David L. Kraushaar on March 19 in Homewood and Birmingham, Ala. (NAB Edmar 1968) granted application of Telecasting Company, Inc. to amend application for construction permit for WLYT-TV, Gracey, Calif., to add auxiliary antenna, Teleregion (Docs. 10694-5).

Hearing Examiner Jay A. Kyle on March 11 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, scheduled further hearing conference for April 22; cancelled March 19 hearing scheduled to be held in Washington and continued without date hearing scheduled for April 19 in Sacramento, Calif. (Docs. 10695-6.)

Office of opinions and review on March 11 in Rochester, N.Y. (Flower City Television Corp.) TV proceeding, dismissed petition filed March 7 by Community Broadcasting, Inc. requesting permission for leave to amend application to reflect resignation of Michael H. Hanna as general manager of WICHU-AM-FM Ithaca, N.Y. Since petition was filed commission has issued decision granting application of Flower City Television Corp. and by further action denied filing of rehearing of reconsideration of decision (Docs. 10698-9 et al.)

Office of opinions and review on March 13 in Rochester, N.Y. (Flower City Television Corp.) TV proceeding, dismissed petition filed March 12 by Federal Broadcasting System of cancellation of leave to amend application to reflect statements that WSYA-AM-FM Dunkirk, N.Y., and WSYC-AM-FM Lockport, N.Y., will be closed within five months after issuance of Federal CP. (Docs. 10698-9.)

Hearing Examiner Charles J. Frederick on March 20 in Cheektowaga, N.Y. (J. T. Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding, reopened record, received in evidence exhibits 2A and 2B through 2 (Docs. 10693-5), and again closed record. Hearing Examiner Chester Naumowitz on March 20 in Madison, Wis. (Midcontinent Broadcasting Co. of Wisconsin Inc.) TV proceeding, designated Hearing Examiner Chester Naumowitz Jr. as presiding officer; served notice of hearing scheduled for June 20 (Docs. 17883-4).

ACTION 1967

Hearing Examiner Jay A. Kyle on March 19 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, dismissed petition by Hercules Broadcasting Co. for leave to amend application to reflect purchase of shares of stock in Grayson Television Co. and resignation of Felix B. Adams as vice president of Grayson Television Co. (Docs. 10696-7).

Hearing Examiner Forest L. McLeay on March 19 in Homewood and Birmingham, Ala. (NAB Edmar 1968) denied petition by Florida Gateway Television Co. for approval of agreement among three applicants for new UHF television, ch. 35 in Yakima, Wash. Agreement would grant CP for ch. 35 to Apple Valley Broadcasting Inc. and Yakima Broadcasting Co. to include principals of the other two applicants, Suncoy Broadcasting Corp. and Northwest Television & Broadcasting Co. in joint ventures. (Docs. 10697-8.)

ACTION 1966

Hearing Examiner James D. Cunningham on March 8 in Jeflardo, P. R. (WMTU-TV Inc., WMTU-TV) TV proceeding on extension of time to construct and modify CP, granted application for extension of time to construct and modify CP, granted application for construction permit for WMTU-TV, Gracey, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, opened record, received in evidence exhibits 2A through 2 (Docs. 10684-7), and again closed record (Docs. 10685-6.)

Hearing Examiner Chester F. Naumowitz Jr. on March 14 in West Palm Beach, Fla. (Lock Island Video Inc. and Graklin Broadcasting Co.) TV proceeding, granted request by applicants and continued prehearing conference from March 12 cancelled, pending further order (Docs. 10686-7)

Hearing Examiner Chester F. Naumowitz Jr. on March 20 in Homewood and Birmingham, Ala. (NAB Edmar 1968) granted application of Telecasting Company, Inc. to amend application for additional supplemental service of Lock Island Video Inc. and Graklin Broadcasting Co. for station WLYT-TV, Gracey, Calif. (Docs. 10688-9.)

ACTION 1965

Commission on March 18 granted request of Suncoy Broadcasting Corp. and Yakima Broadcasting Co. and Northwest Television & Broadcasting Co. to modify CP to include principals of the other two applicants, Suncoy Broadcasting Corp. and Northwest Television & Broadcasting Co. in joint ventures. (Docs. 10689-90.)

RULING ACTION

Commission on March 21 in Homewood and Birmingham, Ala. (NAB Edmar 1968) ordered license covering new station WKTY-TV, Sneedville, Tenn., granted to Suncoy Broadcasting Corp. and Yakima Broadcasting Co. and Northwest Television & Broadcasting Co. to include principals of the other two applicants, Suncoy Broadcasting Corp. and Northwest Television & Broadcasting Co. in joint ventures. (Docs. 10690-9.)

NAB 1968

FOR THE RECORD

Hospitality Suite

PICK-CONGRESS

ED TORNBERG

ED WETTER

DOUG KAHALE

138 (FOR THE RECORD)

BROADCASTING, April 1, 1968
Reach
Chicago's
quality market
best on
WEFM

WEFM FACILITIES include the finest technical equipment. Example: Chicago's first antenna with both horizontal and vertical polarization for best reception in homes and automobiles. WEFM, the oldest FM station in the nation, has been owned and operated by Zenith Radio Corporation since 1940. Virtually all programming is in stereo FM, which was pioneered by Zenith and first air-tested on WEFM.

WEFM ANNouncers are professionals with long network experience. Men like Paul Barnes, Norman Barry, Jack Callaghan, Carlton KaDell, Dick Noble and George Stone. These "pros" have a total of 194 years in radio and TV broadcasting. And no WEFM announcers double as "board" men. They can concentrate on delivering your commercial message in a strong, authoritative way.

WEFM PROGRAMMING consists of a tasteful blend of fine music plus news and special features that attracts an audience of adults well above average in income and education. Trend setters. WEFM's commercial standards are high, too. There's no commercial "clutter." Maximum is five commercial minutes per hour. And no message that would detract from WEFM's dedication to the "sound of quality."

For more information on WEFM, write or phone General Manager Jules Herbuveaux or Sales Manager Ron Etter at (312) 263-0445—120 West Madison Street, Chicago, Illinois 60602.

WEFM / 99.5 FM
Chicago's sound of quality from ZENITH
OF COURSE YOU KNOW
YOU ARE ALWAYS MORE THAN WELCOME TO OUR SUITE!

WE'LL BE AT THE PICK-CONGRESS

Jack L. Stoll
and ASSOCIATES
NATION WIDE SERVICE

SUMMARY OF BROADCASTING
Compiled by BROADCASTING, March 26, 1968

ON AIR NOT
LICENSED CP's TOTAL ON AIR CP's TOTAL

Commerical AM

Commercial FM

Commercial TV-VHF

Commercial TV-UHF

Educational AM

Educational FM

Educational TV-VHF

Educational TV-UHF

Licensed (all on air)

CP's on air (new stations)

Total on air

CP's not on air (new stations)

Total authorized stations

Licenses deleted

CP's deleted

1 Includes two AM's operating with Special Temporary Authorization.

2 Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

INCLUDED BY BIRMINGHAM BROADCASTING CO. TO REQUEST FOR ADMISSIONS OF FACT BY BIRMINGHAM TELEVISION CORP. (DOCS. 1846, 18766-1, 18768).

Hearing Examiner Chester F. Naumowicz Jr. on March 15 in Pajaro, P. R. (WSTE-TV Inc. [WSTE] ch. 13 proceeding, continued prehearing conference from April 29 to April 30 (DOCS. 18048-9).

CALL LETTER APPLICATION

Comet Television Corp., Denver. Requests KTVQ-TV.

CALL LETTER ACTIONS

WAIL-TV, Pacific and Southern Co., Atlanta. Granted WQXI-TV.

Cheesapeake Placement Service, Baltimore. Granted WDPF-TV.

Victor Muscat, Tulsa, Okla. Granted KVMP-TV.

KJJJ-TV, McAlester TV Enterprises, Lubbock, Tex. Granted KSFL-TV.

STATION BOX SCORE

COM'L AM COM'L FM COM'L TV EDUC FM EDUC TV

Licensed (all on air)

4,164 1,764 614 321 120

CP's on air (new stations)

14 40 38 11 29

Total on air

4,180 1,804 652 332 149

CP's not on air (new stations)

87 254 172 86 36

Total authorized stations

4,267 2,058 824 368 185

Licenses deleted

1 1 0 0 0

CP's deleted

0 0 0 0 0

1 Includes two AM's operating with Special Temporary Authorization.

2 Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

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New AM stations

OTHER ACTIONS

Review board in Costa Mesa-Newport Beach, Calif. AM proceeding, Docs. 15766-15758, 15764-15766, dismissed appeal from adverse ruling of hearing examiner filed Feb. 2 by Station Broadcasting Co., Crown City Broadcasting Co. and Western Louisiana Corp. Action March 26.


Review board in Edina, Tex. AM proceeding, Docs. 16072-13, granted request for extension of time filed on March 20 by International Broadcasting Corp. and extended to April 9, time within which to file replies to exceptions to initial decision. Board members not participating.

ACTION ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 26 in Wagoner and Vinita, Okla. (Wagoner Radio Co. and Vinita Broadcasting Co.) AM and FM proceeding, designated Examiner David L. Kruska to serve as presiding officer, scheduled prehearing conference for May 17 in Washington, and hearing for July 2 in Tulsa, Okla. (DOCS. 18067-1).

Hearing Examiner Charles J. Frederick on March 22 in Crowley, La. (Rice Capital Broadcasting Co.) AM proceeding, granted motion for rehearing extended time to file reply to examiner's findings (DOCS. 17968).

Hearing Examiner Chester F. Naumowicz Jr. on March 15 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) AM proceeding, scheduled further prehearing conference for March 21 (DOCS. 17243-7, 17249-50).

Existing AM stations

FINAL ACTIONS

KOFY's San Mateo, Calif.—Broadcast Bureau granted CP to install new-type trans. at main trans. location to be operated daytime as alternate-main trans. Action March 21.

WMEG Eau Gallie, Fla.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WDLP Panama City, Fla.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

KZIA Albuquereque, N. M.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WHOA Evan, Ill.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WMNT Manati, P. R.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

KBBB Sturgis, S. D.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

Broadcast Bureau granted CP's to make changes in int. systems for following stations: WCBS Martinique, Inc. KQHS, New Orleans, La.; KPHN and KHDN Hardin, Mont. Action March 22.

ACTION ON MOTIONS

Hearing Examiner Basilt F. Cooper on March 26 in Nashville, (Second Thursday) Renewal of license granted on May 15 on examiner's own motion, and with agreements made at prehearing conference, continued March 27 evidentiary hearing to date to be fixed at further prehearing conference to be held after commission has acted on petition for reconsideration filed Jan. 24 (DOCS. 16143).

Chief Hearing Examiner James D. Cunningham on March 26 in Corvallis, Central Point, and Gold Beach, all Oregon (Radio Broadcasters Inc., [RBI]; James L. Hutchins [KPTM]) AM and FM proceeding, designated Examiner F. Naumowicz Jr. to serve as presiding officer, scheduled prehearing conference for May 15 in Washington, and hearing for July 8 in Corvallis (DOCS. 18074-5).

Commission on December 31, 1967, granted petition by Dena Pictures Inc., and Alexander Broadcasting Co. Inc., licensed Seattle, Portland and Spokane Radio, Inc. (CXXL, KPTM) for auxiliary purposes to KPTM for certain period of March 21, requesting extension of time to March 31 to file comments on petition for auxiliary purposes to KPTM on "pressurize" operation by Class II stations on U. S. Class I-A channels before 6 a.m. (DOCS. 18056).

Hearing Examiner H. Gifford Irlon on March 18 in Medina, Pa. (Bratte main trans. Line Radio Inc.) renewal of licenses of WXXM-AM-FM, ordered that hearing session scheduled for March 18 in Medina is converted into further hearing conference in Washington. (DOCS. 17143).

Hearing Examiner Chester F. Naumowicz Jr. on March 14 in Canton, N. C. (Western North Carolina Broadcasters Inc. [WWIT]) scheduled conference for March 26 (DOCS. 17600).

Hearing Examiner Elizabeth C. Smith on March 21 in Mobile, Ala. (Azalea Corp., WCOX Inc. [WQOX], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding, scheduled further prehearing conference for March 27 (DOCS. 17560-5).

Office of Opinions and Review on March 15 in Indianapolis (Star Stations of Indiana Inc.) renewal of licenses of WYPX-WYFM-FM granted petition by Broadcast Bureau and extended time to April 2 to file responsive pleadings to Star's expiration of support and to motion to reopen record (DOCS. 16612).

FINES

FCC ordered WOKS Van nuick, Ky.

BROADCASTING, April 1, 1968
find your way to ARB's warm hospitality at the NAB

We'll be on hand during the 46th Annual NAB Convention to meet personally with television and radio station personnel . . . to discuss what's new in audience research and how you can best use our services to map out a profitable selling effort in the months ahead.

Plan to join us for Continental Breakfast or a coffee break. And be sure to pick up your own personalized hospitality mug. It's our way of saying thanks for stopping by.
to pay forfeiture of $500, for failure to comply with March 20.

** FCC notified WEST Van Wert, Ohio of apparent liability for forfeiture of $2,000 for repeated filing of applications, including failure to provide additional information.

** FCC notified KRSB Rapid City, S.D., of apparent liability for forfeiture of $2,000 for repeated filing of applications, including failure to provide additional information.

** FCC notified XLVI Beaumont, Tex., of apparent liability for forfeiture of $5,000 for repeated filing of applications, including failure to provide additional information.

** Broadcast Bureau by letter of March 21, notified owners of several stations of the Bureau's actions to effect a forfeiture of $1,000, and a decision on the matter, including the Bureau's action to order forfeiture.

** Redmond Broadcasting Corp., Red Bay, Ala., Requests WRMG.

** DeSoto Broadcasting Co., DeSoto, Miss., Requests KRAD.

** Newspapers:

- **Waco, Standard-Times, Inc., Waco, Tex., Waco Independent Varsity, Waco Daily Herald,
- **Missouri, Hannibal Post-Dispatch, Hannibal Times,
- **Wisconsin, Green Bay Press-Gazette, Green Bay Press Journals.

** Call Letter Actions:

- **WABC, Standard Broadcasting Inc., Moss Point, Miss., Granted WCDJ.

** New FM Stations:

- **Anchorage—KYK Inc. Seeks 101.3 mc, ch. 267, 45.5 kW. Ant. height above average terrain $10,313 ft. P. O. address: 36th Avenue, Anchorage, Alaska 99501.
- **St. Louis—Seeks 89.7 mc, ch. 233, 1,325 kW. Ant. height above average terrain $10,313 ft. P. O. address: 1110 Maryland Ave., St. Louis, Mo., 63101.
- **Washington—Seeks 92.7 mc, ch. 280, 2,000 kW. Ant. height above average terrain $10,313 ft. P. O. address: 501 E. Washington St., Washington, D.C. 20001.
- **Rochester, N. Y.—Seeks 98.5 mc, ch. 245, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 146 State St., Rochester, N. Y. 20,000 kW.
- **New York—Seeks 95.5 mc, ch. 257, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 100 Broadway, New York, N. Y. 20,000 kW.
- **Washington—Seeks 96.9 mc, ch. 228, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 601 7th St. S.W., Washington, D.C.
- **Boston—Seeks 89.7 mc, ch. 280, 2,000 kW. Ant. height above average terrain 191 ft. P. O. address: 30 Cambridge St., Boston, Mass. 02114.
- **Chicago—Seeks 95.5 mc, ch. 257, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 601 7th St. S.W., Washington, D.C. 20001.
- **San Francisco—Seeks 97.1 mc, ch. 227, 2,000 kW. Ant. height above average terrain 191 ft. P. O. address: 1450 Market St., San Francisco, Calif. 94103.
- **Boston—Seeks 88.1 mc, ch. 227, 2,000 kW. Ant. height above average terrain 191 ft. P. O. address: 1450 Market St., San Francisco, Calif.
- **Washington—Seeks 92.1 mc, ch. 216, 1,325 kW. Ant. height above average terrain 10,313 ft. P. O. address: 501 E. Washington St., Washington, D.C.
- **Fargo—Seeks 89.3 mc, ch. 233, 1,325 kW. Ant. height above average terrain 191 ft. P. O. address: 301 3rd Ave. N., Fargo, N. D.
- **Minneapolis—Seeks 92.5 mc, ch. 216, 1,325 kW. Ant. height above average terrain 10,313 ft. P. O. address: 400 S. W. 3rd St., Minneapolis, Minn. 55401.
- **Minneapolis—Seeks 92.9 mc, ch. 219, 3,000 kW. Ant. height above average terrain 10,313 ft. P. O. address: 301 3rd Ave. N., Minneapolis, Minn.
- **Houston—Seeks 91.3 mc, ch. 217, 1,584 kW. Ant. height above average terrain 191 ft. P. O. address: 610 Main St., Houston, Tex. 77002.
- **Indiana—Seeks 92.9 mc, ch. 219, 1,000 kW. Ant. height above average terrain 10,313 ft. P. O. address: 1450 Market St., Indianapolis, Ind. 46204.
- **St. Louis—Seeks 96.3 mc, ch. 225, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 100 Washington Ave., St. Louis, Mo. 63101.
- **St. Louis—Seeks 96.3 mc, ch. 225, 5,000 kW. Ant. height above average terrain 191 ft. P. O. address: 100 Washington Ave., St. Louis, Mo. 63101.
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<table>
<thead>
<tr>
<th>Name</th>
<th>Company or Service</th>
<th>Address or Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 R St., N.W. Wash., D.C. 20006, Phone: 202-264-6400, Member APOOE</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash., D.C. 20004, Telephone District 7-1205, Member APOOE</td>
</tr>
<tr>
<td>Paul Godfrey Co.</td>
<td>Consulting Engineers</td>
<td>Box 798, Upper Montclair, N.J. 07043, Phone: (201) 746-3000, Member APOOE</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers</td>
<td>527 Messenger Bldg., 731-1113 Washington, D.C. 20004, Member APOOE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers</td>
<td>42 Years' Experience in Radio Engineering 1710 N St., N.W. 298-8500 WASHINGTON, D.C. 20006, Member APOOE</td>
</tr>
<tr>
<td>Guy C. Hutchison</td>
<td>Consulting Engineers</td>
<td>817 Crescent 4-8721 P. O. Box 808, 1106 W. Abram Arlington, Texas 76010, Member APOOE</td>
</tr>
<tr>
<td>Siliman, Moffet &amp; Kowalski</td>
<td>Consulting Engineers</td>
<td>711 14th St., N.W. Republic 7-6646 Washington, D.C. 20005, Member APOOE</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>Consulting Engineers</td>
<td>9208 Wyoming Pl. Hillard 4-7010 Kansas City, Missouri 64114, Member APOOE</td>
</tr>
<tr>
<td>Jules Cohen &amp; Associates</td>
<td>Consulting Engineers</td>
<td>Suite 716, Associations Bldg., 1145 19th St., N.W., 20006-3707 Washington, D.C. 20006, Member APOOE</td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers</td>
<td>8200 Sonorville Rd. Cleveland, Ohio 44141, Phone: 216-236-6486, Member APOOE</td>
</tr>
<tr>
<td>Merl Saxson</td>
<td>Consulting Radio Engineer</td>
<td>622 Hawkins Street, Lufkin, Texas 75501, 634-9558, 632-2821, Member APOOE</td>
</tr>
<tr>
<td>William B. Carr</td>
<td>Consulting Engineers</td>
<td>Welker Bldg., 4828 Dallas Fort Worth, Texas 76134 AT 4-9811, Member APOOE</td>
</tr>
<tr>
<td>Rosner Television Systems</td>
<td>Consulting Engineers</td>
<td>120 E. 56 St., New York N.Y. 10022, CONTRACTORS 29 South Mall Plainview N.Y. 11803</td>
</tr>
<tr>
<td>Frank A. Zoeller</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F, Austin, Texas 78751 (512) 454-7014, Member APOOE</td>
</tr>
<tr>
<td>Paul Dean Ford</td>
<td>Broadcast Engineering Consultant</td>
<td>5 Exchange St., Charleston, S.C. 29401, A/C 809 721-4775, Member APOOE</td>
</tr>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>Precision Frequency Measurements AM-FM-TV</td>
<td>101 E. Market St., Lenoir Memorial, Mo. Phone Kansas City, Leach Ave 4-3777</td>
</tr>
<tr>
<td>Cambridge Crystals Precision Frequency Measuring Service Specialists for AM-FM-TV</td>
<td>445 Concord Ave., Cambridge, Mass. 02138, Phone (617) 876-2810</td>
<td></td>
</tr>
<tr>
<td>Terrell W. Kirkey</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F, Austin, Texas 78751 (512) 454-7014, Member APOOE</td>
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**Service Directory**

**Broadcast Engineering Consultant**

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- **AM-FM-TV**
  - **Measurements**
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- **Specialists for AM-FM-TV**
  - **445 Concord Ave., Cambridge, Mass. 02138**
  - **Phone (617) 876-2810**

**Spot Your Firm's Name Here**

To be seen by 100,000+ Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.

*ARB Continuing Readerhip Study Agreement*
**Help Wanted—Management**

Ohio daytimer needs experienced working manager. If you qualify write Box C-346, BROADCASTING.

Upper midwest small market 5 kw fulltime station needs triple threat combo man for sales manager. Must have first phone. Not imperative that you have engineering experience, but must be able to do some traffic work and programming. Want stable, solid person, no drama queen. Salary plus. Send resume to: Jeff Tewell, Commercial Manager, WAAY, 1669, Greensboro, N.C. 27401.

**WANTED**

Sales manager for small to medium market. Located in the south east. Excellent opportunity. Send resume and picture. Box D-90, BROADCASTING.

Manager, excellent salary. J. Elikin, WELV, Ellenville, N.Y.

**Help Wanted—Sales**

Radio time salesman-announcer. Small market station, big market salary. Send complete info in confidence. No references now. Box C-36, BROADCASTING.

Experienced traffic manager/sales service. Fifteen years in broadcasting, Real pro—TV and radio. Box D-39, BROADCASTING.

Sold salesman-proven track record. Management capability. Multiple group. Good starting salary, plus. Box D-87, BROADCASTING.

Looking for young aggressive small market self motivating salesmen looking for advancement to major market and a future as sales manager with large expanding chain. Western salesperson on one of the fastest growing markets. Top dollars, top list, complete resume, and picture to: Hugh Anderson, President, Anderson Enterprises, 1000 26th Street, Kansas City, Missouri 64108.

WNWC wants an intelligent, aggressive person interested in the fastest growing Chi- cago market. Send complete resume. Apply to: Martin C. Burke, WNWC Radio, 173 West University Drive, Airlington Heights, Illinois 60004. 312-256-1330.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcasting organization. Send complete resume including sales history. Mail to Bill Tibbs, Station Manager, Box 1069, Pensacola, Florida.

Need part time help in the sales or management field. Need not affect your present position. Write Box 813, Denton, Texas 76201.


Broadcast school counselor wanted. We will teach you the business of broadcast. Our present counselor, who earns $765.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco 94118.

**Classified Advertising**

**Deadline:** Monday preceding publication date

**Display ads $25.00 per inch.**—Stations for sale, wanted to buy stations, employment agencies, and business opportunity advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.

**All other classifications $35 per word—$4.00 minimum.**

No charge for blind boxes.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

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**Help Wanted—Announcers**

**MOR morning or afternoon man. Experienced only. National Major university town in Northeast. Box M-179, BROADCASTING.**

News reporter-commercial—copy—writer. Please voice man or woman. Successful small market AM-FM radio stations. Good pay, working condition, Box B-172, BROADCASTING.

**WANTED**

To move up to 2000 market? Clever in the morning? Send tape & resume to Box C-145, BROADCASTING.

First phone announcer, no maintenance, excellent chance at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-238, BROADCASTING.

Tired of the city? Vermont station needs, "awake" morning man who is also good with news. Good salary for right man plus benefits. Send resume to Box C-317, BROADCASTING.

Rock jock—evenings—good $—great opportunity—first ticket—resume, Tape Box C-316, BROADCASTING.

Experienced announcer, Immediate opening. Permanent not sales per week. Box D-11, BROADCASTING.

Immediate opening combination play by play and announcing. Fonk a see television, Middle road, Rocky Mountain area. First phone preferred but not required. Send tape, photo, resume, Box D-27, BROADCASTING.

New Jersey good music station needs experienced man capable of gathering and writing local news. Good salary for the right man. Send resume and salary requirements. Box D-51, BROADCASTING.

Major market contemporary building; needs experienced news—pro—producer. Send resume, tapes, photo and references to Hugh Hope, General Manager, WNLY, Green Bay, Wis. 54301.

**ANNOUNCERS**

Major market (Columbus, Ohio) independent wants experienced, creative personality as an addition to staff. Must be self-starter with bright, personable on-air delivery. Apply only if you possess a good voice, are skilled at ad-libbing and operate a tight board. MOR format. Good pay. Pleasant working conditions. Send resume and tape to WRFD, Worthington, Ohio 43085.

24 hour soulnet station is accepting tapes from qualified R&B—DJ. GTL Indianapolis, Ind.

Wanted announcer for Ohio MOR station. Some experience and 3rd endorsed. Contact Program Director, WTPS, Coshocton, Ohio 43223.

Need experienced first phone announcer—excellent $—good permanent position with opportunity for advancement. $150.00 per week, $3.00 raise every six months, 45 hour week. Box D-23, BROADCASTING.

Immediate opening available. Salary commensurate with talent. Contact S. Lubin, WVOS, Livingston, N.Y.

Midwest station is immediate opening for announcer with 1st class license. Call 817-388-5884, Norm Fike.

**WANTED**

1st phone combo man, salary open. Station WELV, Wilkesbarre, Ohio.

Morning man, mature, married preferred. Immediate opening. WEMD, Easton, Md. 1st phone, good announcing voice. Ideal working conditions, good hours. Call manager collect, 361-332-3301.


Single man seeking job with opportunity to advance with this MOR Allmedia station can start $365 per week. Letters, resumes to: Jack Dixon, Program Director, WIRA, Fort Pierce, Florida.

Southern Ohio station needs mature, commercial MOR middletimer, with good play by play ability. Contact G.M., WIBO, 614-581-8100.

Immediate opening—bright professional announcer for MOR format. Send resume, pho- ne tape to WJIC, Salem, New Jersey. WKWD radio has an opening! You'd better be sharp. You'd better be very, very good. No "Rremoved" need apply. Send non-re- turnable tape, complete resume, and picture to: Jeff Kass, Program Director, WKWB Radio, 1436 Main Street, Buffalo, N. Y. 14209.

Announcer, first phone, no maintenance, excellent climate and salary at 5000 watt AM Gulf Coast. WLQ, Sheraton Battle House Mobile. Send Information and tape today.

Wanted, good voiced announcer with professional sound, tight board, morning show and newscasts. Play-by-play helpful. Send tapes, photo to: Art Morah, WMEC, Chase City, Virginia.


**WANTED**

Major market (Columbus, Ohio) independent wants experienced, creative personality as an addition to staff. Must be self-starter with bright, personable on-air delivery. Apply only if you possess a good voice, are skilled at ad-libbing and operate a tight board. MOR format. Good pay. Pleasant working conditions. Send resume and tape to WRFD, Worthington, Ohio 43085.
Help Wanted

Announcers—(Cont’d)


The McLendon Corporation is seeking career-minded engineer for Schafer radio stations, a group of good music stations throughout the United States. Must have good voice. Send tape and resume to: Office of Manager, McLendon Corporation, 2002 Jackson St., Dallas, Texas.

Technical

Immediate opening in upper east Tennessee area for man who can do light maintenance and some air work. Send resume to Box C-75, BROADCASTING.

Station needs 1st class engineer. Experienced only, salary open. Must know all phases of how to operate a 10 kw transmitter & general. Must be in shape of a well equipped station with a DAA. Box C-340, BROADCASTING.

Chief engineer northeast regional station. No experience necessary. Excellent opportunity with group of TV and radio stations. Top salary. Immediate opening. Excellent opportunity for energetic and capable man. Box C-272, BROADCASTING.

Chief engineer: Morning announce, Pleasant working conditions, good pay, non-directional AM-FM. In Southern Virginia medium market. Send tape and resume to Box C-274, BROADCASTING.

Engineer for directional fulltimer and FM in midwest. Isth phone necessary. Experience helpful but not required. No announcements. Send resume to Box C-300, BROADCASTING.

Chief engineer: AM 2, FM station. Excellent opportunity for energetic and capable man. Box C-251, BROADCASTING.

Radio station in midwest looking for my first move. Recent graduate. Box C-189, BROADCASTING.

Immediate opening for 1st class engineer. Age no barrier. Will train beginner. Station WATF, Atlanta, Ga.

Immediate opening for first class engineer. Send resume to Paul Wright, WKHM, Jackson, Michigan.

Immediate opening in top AM-FM, Atlanta, 1st phone, with maintenance experience. No bozo. Send resume to Technical Director, WXQI, Atlanta, Ga.

Engineer wanted. Daytimer adding FM. Position immediate for all mannevir WEMP, Tiftonville, Florida. Phone 305-837-1121.

Wanted—audio maintenance technician to handle installation, repair, maintenance and some operation of quality audio equipment. Strete maintenance background mandatory. Send resume to James Gundisch, State University College at Geneseo, New York 14568, or call 607-431-3316.

Grew with—engineer—manager—new small size station and ability more important than experience—recreational area near O.C. Carter, Hardinsburg, Kyentucky, 40143.

NEWS

Newscaster for Iowa major market, no staff work, good salary, send tape, resume and salary expected. Box C-449, BROADCASTING.

Kansas City's top news station is expanding its news department and seeking seasoned newsmen with strong delivery and field experience. Must be able to find news while there is none. Top base and fee system. Send tape and resume to Bob Highy, News Director, WWDA, Kansas City, Mo. No phone calls.

NEWSS—(Cont’d)

Newsmen wanted—immediate opening for young, energetic and experienced fulltimer and delivery necessary. Must be able to assist starting salary but excellent chance for advancement. Numerous benefits included. Call or send full particulars with tape to H. M. Thaym, General Manager, WWBI, New York.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced engineer in announcing. Fulltime station, that pulls no punches. Opportunities for advancement. Excellent salary package. Send resume to: Manager, WWTC, 27th Street, Altoona, Pa. 16601.

Unusual morning show format requires seasoned music director, with good music background. Don't apply if you don't have all the right credentials. Also need an authoritative news director to produce the show and other station features. A real challenge for a pair of tops to make our soon-to-be 100,000 watt WTOA Trenton station a top contender. Primary service over Philadelphia in the Tri-state New Jersey. Contact promptly—Herb Mohler, Box 1356, Princeton, N. J. 08543-3660.

Major Washington newspaper has opportunity for newsmen whose writing and delivery are as distinctive as his desire and potential regarding news. Send resume, air-check and writing samples to the news director, WWDC, P.O. Box 4065, Washington, D.C. 20056. An equal opportunity employer (M/F) with equal opportunity for advancement. Salary, 40143.

Production—Programing, Others

Wanted mature professional with proven record in all phases of broadcast production, with a good knowledge of country music. This is one of America's top music stations in large market and is a progressive, promotion minded formatted country music station. Excellent salary with regular increases. Want to work with professionals? Send tape and resume to Box C-189, BROADCASTING.

Major market operation on eastern seaboard has immediate opening for program director. Need take charge man who is able to maintain station and news. Must also have proven track record. 100,000 watt FM station. Competitive with ability. Box D-91, BROADCASTING.

Production director—To supervise, write and produce commercials for MOR station. Creativity and quality voice a must. Opportunity for agency talent in addition to station work. Only experienced production professionals need apply. Contact Operations Manager, KFOR, Lincoln, Nebraska. Salary open.


Situations Wanted—Management

New York or Philadelphia preferred. Management or sales management. Outstanding suburban station opportunity included. In my 20 years as a radio pro. Also consider TV. Seek executive caliber. Ready for big move and have the ammunition for it. Box C-384, BROADCASTING.

Manager, controlled to being first for 20 years, seeks challenge with commensurate rewards. Experienced in all phases of radio—sales, air, news, copy and engineering. Box D-10, BROADCASTING.

Aggressive, experienced management pro. Strong on franchise sales and management. Traveled and operated stations in all coastal states. Send resume to Box 556, BROADCASTING.

Successful, professional manager interested in greater earnings. Best credentials. Statutes now in request. Box D-22, BROADCASTING.

Country Music station general manager, proven track record—top ratings—now em- ployed in the southeast. Fulltime station. Box D-36, BROADCASTING.

Could the right manager wake up your station? Owner’s talk! Box D-47, BROADCASTING.

Experienced, aggressive, promotion-minded. Can do management, news and drive. Seek engineering opportunities as program director. Box D-53, BROADCASTING.

Management—(Cont’d)

Husband-wife team will manage your small market radio and be able to maintain a stable background small market management plan to do everything. Box D-97, BROADCASTING.

Got station problems? Relax! Solve 'em! We manage stations—radio & TV. Your station will never need you to promote stations apart—put 'em together again. Knows radio sales, station management. Will relocate. Send your money in action—not words. Box D-59, BROADCASTING.

Will accept these responsibilities. Station operation within good standards. Strong Regulations. Station personnel. Maintaining a program director. You must be small, medium market, with commensurate rewards. Give me the authority to perform my responsibilities. Compensate at $15,000 plus incentive. Others need apply. Box D-93, BROADCASTING.

To multiple station owner looking for strong station manager, top salesman, excellent all around operator. You offer attractive situation to relocate man of 15 years experience, announce thru station management. Now selling markets sales. Box D-95, BROADCASTING.

Have rate card will fly. Seeking sales manager who can work well with the top contenders. A new line of products will be utilized: broadcast "idea" salesman, creative, sales engineer, computer programmer, degree, radio/TV, developing active advertiser sales, sales manager, advertising and multi-engineering. Resume in Box D-190, BROADCASTING.

Currently employed as sales manager for FM'er in top 5 market. Excellent track record and references. Looking for top 100 market. Prefer east. Enclose resume and new station, new management and opportunity is, Box C-330, BROADCASTING.

Ten years experience. Sales, announcing, engineer, sports. Seeking position in Chicago or Illinois. Married, good credit, draft-free, presently employed. Box D-36, BROADCASTING.

Situations Wanted—Announcers

First phone combo; experienced, college, management potential, like? Box B-138, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial production ability. Experienced. Box C-50, BROADCASTING.

Negro dj and newsmen, 3rd class license, same experience. Needs chance. Box C-188, BROADCASTING.

Sports and/or news. Would consider sales and sports. Radio or TV. Experienced in all walks of radio. Married, military background. Must average near $175 a week. Prefer midwest. Box C-292, BROADCASTING.

You offer attractive situation to relocate man with 22 years experience. Married. Military complete. Two years commercial experience plus top management in major market. Late April. Box 656. Box C-310, BROADCASTING.

Sportscaster, Experience includes professional baseball, college basketball and football. Box C-355, BROADCASTING.

Pro. first, supervisory experience. Some college, ex-military, married. Box D-1, BROADCASTING.

First phone, maintenance, production and good sound announcing. 21 draft exempt, 2 years college in radio. 1 year experience top 40. Send resume and phone to 597-532-4572, Box D-4, BROADCASTING.

DJ, looking for my second grad, all phases, will relocate. 3rd phone. Box D-6, BROADCASTING.

Professional music director—top 400 . . . now! Box D-5, BROADCASTING.

DJ, experienced, 1st phone, prefers 40 or 50. 50 miles or within 250 miles of New York. Available immediately. Box D-14, BROADCASTING.

Disc jockey, newscaster, salesman, experienced 2 yrs. Will relocate, 10 mo. professional training at broad-casting school. Box D-19, BROADCASTING.

Beginner, bright dj, announcer/newscaster seeking my second. Will relocate in coming months. 10 mo. professional training at broad-casting school. Box D-17, BROADCASTING.
Situations Wanted

Announcers—(Cont’d)

Radio/television. Also strong . . . programing, news, promotion. Degree. Box D-59, BROADCASTING.

First phone deejay. Smooth MOR, Authoritative news. Presently PD. Box D-28, BROADCASTING.

Experienced announcer, creative DJ, tight board, good knowledge of MOR and CW. First, perhaps, Prefer Cali. Available immediately. Box D-33, BROADCASTING.

Mature, single, personable. Looking for permanent position only, 2 yrs air exp. Past experience—relocate. Box D-94, BROADCASTING.

Announcer-saler, 3rd enrolled. Limited experience, will relocate. Box D-36, BROADCASTING.

Radio personality, drive time, has reached top in three station market. Eight year background radio/TV/agency sales. Strong on interview, professional wants to work for station with TV or marketing possibilities. Strong on sales. Minimum $7000—northeast. Box D-38, BROADCASTING.

Enthusiastic, young, 3rd enrolled. College degree—previous school, college, traffic and advertising. Must have excellent references. Box D-68, BROADCASTING.

Attentive, college graduate, 22 years old, draft exempt, seeking start. Excellent speech, easy sound DJ, authoritative, very personable, college, traffic and advertising. Box D-15, BROADCASTING.

Second year college graduate—4000 watt station. Requires position with good action station. Box D-77, BROADCASTING.

Professional adult announcer seeks home market job. Good deals, creative experience. Also interested in production. Box D-56, BROADCASTING.

DJ dependable tight board, 3rd enrolled. Top audience builder, community. Box D-77, BROADCASTING.

About two years experience, college, third phone. Box D-87, BROADCASTING.

Announcer—first phone with five years experience seeks contemporary or “young sound” MOR. Offers tight show with bright sound. Excellent production experience. Draft exempt. Married. Minimum salary $160/wk in medium market. Box D-80, BROADCASTING.

First phone, and MA in journalism, and broadcasting but limited experience. Want chance to begin career. Prefer college town. Box D-12, BROADCASTING.

First phone, 40. Six years experience. Medium market. Married, veteran. Box D-90, BROADCASTING.

First phone—experienced, combo, news, MOR, programing background. Married, mature, dependable. Management potential. Box D-100, BROADCASTING.

Highly competent newsmen-writer wants to relocate. Work in large, fast paced 40,000 plus city. Will relocate. Box D-13, BROADCASTING.

Top rated spot sales and play-by-play man. Nation’s fifth market. Radio and TV. Also has experience in play-by-play basketball. Will move anywhere for right job and money. Box D-25, BROADCASTING.

One of the great ones is up for grabs. Ten grand a year gets him. Box D-75, BROADCASTING.

North Carolina—snare an Army information officer fresh off the plane from Vietnam in direct—currently making the rounds on news and sports—prefer central or south Florida. Box C-30, BROADCASTING.

Knowledgeable, well-seasoned pro. Program director—air personality—top 40 MOR. Currently specializing in Wide World of Sports. Seeking assistant, grass-roots background. Over 10 years experience—all phases of personality and program operations. Proven track record. Number one in market. One who is attuned to today’s market. Box C-55, BROADCASTING.

Creative rat for hire—start drawing at 4 dollars a pound. Box C-285, BROADCASTING.

Creative producer, sharp director, self-starter. Experienced, degree. Box D-13, BROADCASTING.

Experienced gal. MS—Communications. Heavy public relations background. Also seeks responsible position. Box D-53, BROADCASTING.

Top forty deejay/program director/music director. Experienced and proven. Currently running power station, wants to go up. Not a drifter, forced to move because of station sale. Ten years experience, five years program director, three, years music director. Third phone, married, draft free. Want to work. Excellent references. Will consider all offers but would like to go west. Dan Box 184, Bunting Dr., North Augusta, S. C. 29841, (803) 562-7703.

If you’re looking for P.D., and you’re located in or about New York state call me, Jerry Wathen, at 518-945-9849.

TELEVISION—Help Wanted—Sales

TV salesman, with opportunity to become sales manager, power station, all UHF stations south. Inquire for advance to right 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 man. Midwest location. Send resume, salary requirements to Box C-191, BROADCASTING.

Group TV station expanding and has challenging opening for sales manager, experience not necessary. Write to Box C-398, BROADCASTING.

National sales manager. Rep or station manager. Ten years experience, good market station. Good money. Box D-2, BROADCASTING.

Salem wanted for west coast major market. Need young (under 35), aggressive sales manager with 2 or more years day to day selling experience and production orientation. Newsmen, good contacts, good market, available for personal interview. Excellent opportunity to move up and make money. Send confidential replies including employment record and photo to Box D-7, BROADCASTING.

If you are professional, experienced local salesman, this could be your opportunity to move up. Top start, top group opportunities. Send detailed resume, salary history and photo to Box D-8, BROADCASTING.

Announcers—(Cont’d)

Experienced announcer 28, third phone, Stable, all around talent. Wants permanent position in small medium market. TV experience which proves he is bright happy sound. Want sincere opportunity. Box D-24, BROADCASTING. Larry Emery, 1015 Northeast St., Neenah, Wisconsin 54952.


Florida attention, first phone, combo experience. Chris de Agostino, 1014 Langdon Avenue, Watertown, Mass., 617—523-0246.

Top dj, good music-MOR-pop—10 successful years in St. Louis. $12,000 minimum. Lee Coate, 314-926-9127.

Announcer with one year’s experience wishes to relocate in east, 3rd enrolled. Dennis Egan, 390 Sutter Street, San Francisco, Calif. 415-775-1552.

D.J., R&B or top 40. Recent broadcast sch. grad. Excellent references, box: Chuck Harris, 67 Patton Ave., East Rutherford, N. J. 07073.

Negro—beginner—3rd enrolled—needs break. (315) 935-1700.

Announcer—Limited experience. Draft exempt. Good worker. Seeking opportunity for growth at station, to have the future. Box D-85, BROADCASTING.


Announcer—third phone, beginner, good voice, alert, ambitious, reliable, draft exempt. Box D-32, Cricket Field, Schenectady, N. Y. 12308.

Recording technician available. Motion picture sound track recording and editing, symphony orchestra and rock, 1/4 inch tape production and editing. Two years experience. Box C-355, BROADCASTING.

Engineer, first phone, desires Florida position about May 1. Experienced AM radio and TV. Communication. Box D-13, BROADCASTING.

First phone deejay. Experienced. Interested in light evening, weekend, short air shift. Will use remaining time putting final touches on breakup. Taped “Special” program for sale to others. 4 free to you! Box D-20, BROADCASTING.

Seeking chief engineer situation in radio and/or television, electrical engineering grad. If class license, family. Box D-35, BROADCASTING.

Radio engineer. Beginner, 1st class license, New York City. Box D-56, BROADCASTING.

Recording studio apprentice, button pusher, stereo assistant, New York City. Box D-51, BROADCASTING.

TV engineer—many years experience, including supervisory. Prefer transmitter. Box D-65, BROADCASTING.

Val University student seeks summer relief work. New England area. First phone, CIE sender, wants to be in announcing all formats. Box D-78, BROADCASTING.

First phone, tech school graduate, desires chief engineer job with announcing. Box D-78, BROADCASTING.

Experienced chief engineer desires a good secure position in South Florida. Administrative, production ability. No announcing. Box D-88, BROADCASTING.

Experienced network radio newman. Can write and air news but prefers street work. Strong on talent. Minimum $2500. Box C-325, BROADCASTING.

NEWS

Experienced network radio newman. Can write and air news but prefers street work. Strong on talent. Minimum $2500. Box C-325, BROADCASTING.

BROADCASTING, April 1, 1968
TELEVISION—Help Wanted

Technical

Expanding station needs experienced technicians. First phone required. Operation of major television station and BROADCASTING, D. C. Box C-351, BROADCASTING.

Southeast first class phone TV maintenance and service position open. Salary open. Considered. Vuj Buskowaki, C.E. P.O. Box 19, WINT-HTV, Huntsville, Alabama.

Opening for 1st class studio engineer, color, engineer, experienced, will fill, good salary. Call or write Arthur Bone, WINT-HTV, Box 12, Flint, Mich., A.C. 81-229-8611.

Dependable staff engineers for all-color TV program construction complete new plant. Salary flexible depending upon degree of experience. Prefer experienced and TVR ability of extra value. Fully qualified man can anticipate appointment as assistant chief. Wonderful area to live and work, liberal company benefits. Contact Bob Keith, Chief Engineer, WVTY-TV, Lexington, KY.—area box 555-57-7771, or at Hilton in Chicago during NAB Convention.

Transmitter engineer for modern, color equipped, two station ET operation. Must be familiar with both operations and maintenance of VHF and UHF equipment. Opportunities for advancement and fringe benefits. Apply Chief Engineer, WTVY-2, 600 North 6th Street, Milwaukee, Wisconsin 53201.

Maintenance technician— to work on VTR's, film and line cameras, installing color equipment as desired. First class license required. Top ET station. Send resume, salary requirements to: Engineer, WTTV Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60649.

PR: TV technician or SR, TV technician. Excellent career opportunities. Operates, maintains and installs all of studio and CCTV systems, including camera trucks, scopes, tape and test generators, campus distribution network, audio control boards, amplifiers, tape record, etc. Operates and maintains equipment to make live TV productions. Performs video technical work, playback and maintenance. Salary $765 to $950. Excellent employee benefits. Send resumes to: Urby, of Calif. A-328 Administration Bldg., 405 Hilgard, Los Angeles, California 90024.

TELEVISION—Help Wanted

NEWS

TV news director for station in major metropolitan market. Must be a topflight newsman with experience in film and television techniques and administrative duties. Complete em- phasis on news and sports. Send resume, salary and photo to Box D-48, BROADCASTING.

Newman: Large midwest radio and TV combo seeks a beat reporter with some on-air experience. Must be familiar with camera, camera, salary open. Box D-41, BROADCASTING.

Midwest group owner expanding staff, needs experienced reporter-newswriter. Will teach techniques to good radio newsmen, pay more for TV experience. Journalism education preferred. Salary open. Send resume, salary and photo to Box C-83, BROADCASTING.

Newman needed immediately in Midwest market. Must be capable of gathering, writing and delivering news on radio and TV. We seek an experienced and versatile newsman. Knowledge of film photography and processing essential. Salary open. Full resume, picture and audio or video tape. Gene Terry, KGTA TV, Quinn, Illinois.

CBS-TV affiliate needs all-round newswoman to fill local news position. Excellent opportunity for mature, creative and hardworking newswoman to develop skill in air. Send resume to: WLYH-TV, Lebanon Pennsylvania.

Production—Programming, Others

TV sports director, for medium market Pennsylvania group station. Must have cast, plus play by play and production of a variety of sports events. Send resume, photo and salary requirements to: C-343, BROADCASTING.

Girl Friday—executive secretary to general manager should be tall, attractive, a planner, typist, shorthand, ability to do many things well concurrently. Intelligent, independent, self-reliant with high energy level. Challenging position. Box C-352, BROADCASTING.

Group owned station in midwest looking for sharp TV director. Experience on small market, not as important as ideas and ability. Send photo, resume and salary requirements to Box D-84, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV station manager, now in top 50 market, seeking change. 25 years experience, TV, film, radio, photography, sales, promotion, community relations. Box C-214, BROADCASTING.

Tough minded, profit oriented administrator experienced all phases TV. Heavy sales, promotion, programming, sales,SM, small market, large markets. Presently employed in a major company. Currently in top 5 market. Over 20 years in radio and TV. Desires different change. Let's talk. Box C-258, BROADCASTING.

Television station manager with exceptional station management, programming and sales experience. Send references. Box D-44, BROADCASTING.

Sales

Successful, professional TV salesman/salesman, interested in greater earnings. Best credentials and statistics upon request. Box C-41, BROADCASTING.

Television sales experience in local, national, and international. Prefer association with Central California TV market. Send resume to Box D-43, BROADCASTING.

Announcers

Young aggressive radio/television announcer with strong background in news, programing, promotion, and community relations. Top references. Box D-18, BROADCASTING.

Quality in-depth weathercaster-announcer. Personable. Flawless background, excellent appearance and voice. 12 years professional, easily $30K. Passed 10 plus years. Box D-38, BROADCASTING.

Northwest Ohio's number one sportscaster will relocate. Seven years experience. All sports. Call Mac McCullough 418-832-8385.

Technical

Director engineering or assistant; EE plus advanced technical training, 15 years experience—construction, trouble shooting, microwave. Northern states only. Box C-263, BROADCASTING.

First phone, desirable transmitter watch, AM/TV experience. Box C-357, BROADCASTING.

Summer replacement—Prefer large market experience, but returning to school. Box X-24, BROADCASTING.

First class ticket, UHF, experience in transmitter and microwave. Box D-58, BROADCASTING.

Engineer, 1st phone, 15 years experience in all phases of radio and television broadcast- ing. Box D-48, BROADCASTING.

Chief engineer experienced all phases TV broadcasting, including engineering position. Box D-98, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programming, Others

TV program manager with major university experience and TV station experience. Ten years experience as program man-ager, assistant program manager, or film buyer position in major network. Resume upon request. Box D-45, BROADCASTING.

Television program manager desires associate position with major station group, VR and film buying program experience. Box D-45, BROADCASTING.

Artist with life experience seeks opportu- nity to gain more experience. Box D-73, BROADCASTING.

Experienced producer-director, top five mar- ket, looking for production job with execu- tive responsibilities. Has produced news, specials, remote. Available immediately. Box D-78, BROADCASTING.

Producer-director, experienced, top ten market, seeks production position. Employer expects active, diligent, responsible man with love of profession. Box D-99, BROADCASTING.


WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters, No Junk. Guaranteed Radio Supply, Box 162, 1814 Hurrica St., Laredo, Texas 78306.

Eastman 2757 projector with incandescent light, General Cinema, 1875A E-1, Jonesboro, AR 72401.

Wanted—Amplas Video head, Mark III, Radio Mitch, or Mark IV, or any Hitachi, Ja- tional, or in good used condition. Contact Sunny Boy Radio Company, 125 Front Street, New York, New York 10006 212-289-0645.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiraline, etc., and fittings. Unused material—large stock—surplus prices. Write for price list. W-E Elect., Box 4668, Oakland, Calif. 94663, phone 415-862-2957.


Two RCA TRTIB's with Ampex Amtec and Colorer, color system installed and two Ampex VX-102's with Amtec, Colorer, solid- state Election A-5-40A's and inserts. Box X-94, BROADCASTING.

Audio consoles complete with recording equalizers, compression inputs in- cluding combing networks. Complete control board for 16-track system. Will recondition other southern audio equipment in all audio con- dition. 212-PL, T-9665, Box C-344, BROADCASTING.

Two Metron turntables, Gates stereo model top level amplifier, iso-coupler for 90.3 kHz, rated at 10 kw, Gates dual polarized FM an- tenna consisting of 3 horizontal elements and 3 vertical, for 90.3 kHz, 270 ft. Andrews HT-50A, 150 dB unatched helix, and 340 ft. Andrews HT-50A, 15 dB unatched helix. All equipment in use about one year and in very good condition. Owner, KALT—WYB, Radio Station WNNM, P.O. Box 707, Neenah, Wisc. 54956, or phone 414-722-5671.

A two year old 4-Bay Outlet Jampro Power Divider, like new, Box 100, Cornelia, Georgia 30531.


RCA BC-3C eight mixer console used less than one year excellent condition free de- liver Ohio. Box D-19, $11,000. Sell other RCA studio equipment required for new station. Box D-39, BROADCASTING.

Spotlight, Skully, Crown, Ampea, Audi- ovox, etc. Send resumes to Old Trade/Finance/Lease, Audiovox, Box 7067-55, Miami, Florida 33126.
FOR SALE—Equipment

Towers, any type, Groundwire, Bill Angle—P. O. Box 56, Greenville, N. C. Telephone, 910-2049.

Increase your power. Westinghouse 10 kw amplifier plus spare tubes and parts. This equipment just removed from service. Best offer.

For sale Collins 21A 5 kw - 1 kw transmitter is tuned and operating on 1310 kc. Make offer—Paul Jean Chattey Engineer, WISE Radio, Asheville, N. C. 28801.

MISCELLANEOUS


Used Mylar Tapes—1900 foot on 7 inch reels—no boxes. 200 tapes—$100.00 for the lot. Send check to TAPES, 6411 Central, Kansas City, Mo. 64111.

Instant gags for Deejays—Thousands of one-line, two line, gag bits, station breaks, etc. Listed in free "Broadcast Comedy-Sketches" catalog. Write: Show Biz Comedy Service—1735 East 28th St. Chicago, Ill. 60616.

"365 Days of Laughs"—daily radio gag service—may be available in your market. Sample: No cost. 360. Box 2730, Merchandise Mart Sta., Chicago 60654.

INSTRUCTIONS

FCC License and Electronics Degree courses. Resident classes in Washington, D. C. Free catalog Dept. 200, North Schools of N. Western, Hollywood, California 90237.

Elkins is the nation's largest and most respected name in First Class FCC Licensing. Complete Course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Job Training Technical Schools. Write: Elkins Institute, 259 S. California Ave., Dallas, Texas 75220.


The Masters, Elkins Radio License School of Chicago offers the highest success rate of all First Class License schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1128 Spring Street, Atlanta, Georgia 30309.

Be one of the First Class FCC License holders in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, news-casting, news-casting, console operation, disk jockeying and all phases of retail and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities. First class commercial broadcast station—KEEL. Fully approved for veterans training by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class license to radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 28. For information, reference and reservations, write: Allan B. Ogden Radio Oper-ational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Consider moving to Sarasota and train for your First Class Radio Telephone License in only (8) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-415 per month. Box 25, Sarasota, Fla. Call 953-3211 or write today—R.H.I., Inc. 1506 Main Street, Sarasota, Florida.

INTRUCTIONS—(Cont'd)

R.R.I. in the center of the U.S. can train you for the First Class Radio Telephone license in only (8) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-415 per month. Box 25, Sarasota, Fla. Call 953-3211 or write today—R.H.I., Inc. 1506 Main Street, Sarasota, Florida.

"Yes it's New" R.R.I. at 800 Caroline Street, Fredericksburg, Virginia. But it's R.R.I.'s famous (3) week course for the First Phone License that makes it dependable. Call 373-1441. Twelve hour schedule is the same for all R.R.I. schools.


Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lenney Ferry, St. Louis 63125. 314-892-1156.

See our display ad under Instructions on page 156. Op, Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO-3-3281.

First phone in six to twelve weeks through tape recorded lessons at home followed by one week personal instruction in Detroit, Boston, Minneapolis, Washington, Atlanta, Denver, Seattle or Los Angeles. Sixteen years professional teaching experience. $95 weekly, Bob Johnson Radio License Institution, 15000 Duncan, Manhattan Beach, Calif. 90266. Phone 278-4461.

Help Wanted

FAST GROWING RADIO GROUP

ADDITIONAL STAFF

IN TOP 20 MARKET

Move into a modern C&W with heavy emphasis on creativity and aggressiveness. Salesmen, Deejays, Newsmen, Copy Writers, join a responsible corporate employer. Rewarding future for Radio professionals. Send resumes-tapes in confidence to

Box C-31I, BROADCASTING.

EXPANDING & STAFFING

Recent Major Market Acquisitions and Future Plans are Opening Up Positions for:

Salesmen, Sales Managers, Station Managers, Newsmen and a Commercial Production Man.

Tall all in First Letter to

Ed Winfield
WOCN RADIO
Miami, Florida 33130

I am especially interested in hearing from Broadcasters that I worked with at KELP—KITE—KLIF and WQMR

RADIO—Help Wanted

SALES

We need men in some areas of the U.S. and Canada for a presentation Promotion. Excellent salary and commission plus top fringe benefits. Extensive travel. Send full information on experience and income at once.

Box D-38, Broadcasting.

Help Wanted

SALARY

Sales—(Cont'd)

MR. RADIO STATION OWNER or MANAGER

We will sell your r.o.s. untold time! Roberts Advertising Inc. has been selling air time for $3 satisfied radio stations over for five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots. Your r.o.s. untold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5035 or write for station references in your area and details.

Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

Help Wanted

ANNOUNCERS

AM DRIVE TIME

Midwest Top 40 Metro needs wake up lock. Not Top 18 market but our salary scale will give you a pleasant surprise. Fringe benefits too.

Box D-31, Broadcasting.

WIP Radio's Sister Station

WMMR Stereo will be adding a bright, articulate personality if you are all of these and you know and like music, I'd like to hear from you. Send tape, resume, and photo to

Allan Michaels, Program Director, WMMR STEREO, 19th & Walnut Sts., Philadelphia, Pa., 19103.

TOP FORTY PERSONALITIES

We're looking for:

BIG VOICES for a BIG STATION paying BIG BUCKS for the right man!

This is a contemporary powerhouse in a major midwest market. Please send tapes and complete resume to

Box D-49, Broadcasting.

BROADCASTING, April 1, 1968
BROADCASTING, April 1, 1968

NEWS

NEWS/TALK MAN
Wanted by CBS owned radio stations. Good salary and benefits. Send tape and resume to:
Dan Griffin, WEIE Radio
4450 Prudential Towers
Boston, Massachusetts 02199

Situations Wanted—Sales

10 TOP SALES PEOPLE
Heavy sales backgrounds. Best references, highly recommended. Cream of graduating
classes from Detroit based Lee Alan School of Broadcasting Arts. They're ready to work,
take direction, start on your terms, mature men now selling.
NO CHARGES TO YOU OR THEM. CALL
LEE ALAN SCHOOL AC 313-535-1000.

Announcers

WANTED
A broadcasting outlet that understands talk, that wants ratings, commercial appeal
plus personality. Nationally recognized talk personality available for conversation and
negotiation. Proven ratings in top markets, excellent talks, contacts, etc. Looking for
metropolitan sock to me type market. Past performance exceeds 5,000 to 10,000
watt. Tapes, credentials available on request.
Write:
Box D-3, Broadcasting.

30 VERSATILE ON AIR PEOPLE
Your choice of these highly trained individuals ready to work, take direction, and start on
your terms. All the top cream of their graduating classes from Detroit based Lee Alan School
of Broadcasting Arts. Resumes, refs. excellent references, sound experience, willing to travel.
Trained for 15 year pro, they know more now than people you're replacing.
NO CHARGES TO YOU OR THEM. CALL
LEE ALAN SCHOOL AC 313-535-9200.

Production—Programming, Others

SPORTS EXCLUSIVE
Top Broadcaster offers exclusive capsule "on the spot" golf reports directly from
Byron Nelson Open—Dallas, April 25-26; Colonial National Invitation, Ft.
Worth, May 16-19, and/or Dallas LPGA
Civitas, May 23-26. Reports available for
single tournament or package of 3.
Only one station each market. Cost
based on local rate card.
Contact: Hal Tuna, Phone (214)
526-8666, Dallas, Texas.

TELEVISION—Help Wanted—Management

GENERAL MANAGER
MAJOR MARKET INDEPENDENT UHF
2ND IN GROUP OPERATION, FULL MGMT. RESPONSIBILITIES, INCLUDIING CONSTRUCTION SUPERVISION, CREATIVE SALES LEADERSHIP. A MUS. POSSIBLE EQUITY PARTICIPATION. IF AVAILABLE AT NAB, CONTACT MR. LONG, 705A CONRAD HILTON, WA 2-4400. IF NOT. REFERENCES AND RESUME TO:
BOX D-82, BROADCASTING.

TELEVISION—Help Wanted—Management

BUSINESS MANAGER
ASSISTANT CONTROLLER
Major broadcast group has opening for
top caliber financial manager in eastern
major market AM-FM-TV.
This position requires high level of
management experience and capability in
return for top salary and excellent benefits.
An Equal Opportunity Employer.
Box C-342, BROADCASTING.

TELEVISION—Help Wanted—Sales

TOP JOB FOR TOP SALESMAN
MAJOR WEST COAST MARKET
UHF Independent in expanding group operation offers growth and manage-
ment potential to experienced right man. This is the chance for
recognition and advancement for a hustler with aggressive, creative,
on-the-street selling ability. If at NAB, contact Mr. Long, 705A Conrad
Hilton Hotel, WA 2-4400. If not, send resume, picture and references to:
Box C-260, Broadcasting.

TELEVISION—Help Wanted—Technical

WE'VE MADE THE OFFER MORE ATTRACTIVE
A couple of issues back we ran an ad to let the rest of the world know that we wanted to
hire engineers. In that ad we said that we wanted men who were now in television; men who
liked broadcasting, had pride in their work and wanted a chance to show how good they were.
This is the kind of man we still want—if it sounds like you, I can offer you a job in one of
the best equipped and fastest growing stations in the country. Here's the offer I can make:
The benefits of a well run union shop with a now top pay of $260 per week.
A chance to do a job—and do it well—with equipment like PC-70, TR-66, and VR-2000.
A chance to work on shows that have meaning and value. Shows that will demand
your best and will demand it constantly.
If you're interested in moving to a large metropolitan VHF where people like to do
television and are proud of what they're doing, then call me or write to me today.

LARRY MESSINGER, Technical Manager WHY-1TV
Philadelphia, Pa. 215-EV 2-9300

ASSISTANT DEVELOPMENT ENGINEER
Will perform specific professional engineer-
ing tasks in the fields of television, sound,
and other communications media.
The field of work encompasses elec-
tronic systems design and writing of
specifications. Should have min. six yrs.
exp., with T.V. distribution systems and
studio type facilities. Send resume to:
University of California
Employment Office
A-318 Administration Bldg.
405 Hilgard Avenue
Los Angeles Calif. 90024

TELEVISION—Help Wanted—Technical

NEWS

NEWS WRITERS—
Concise, clear, deft writers wanted to prepare business news summaries in New
York for Radio-TV broadcasts. Submit resume and salary desired.
Box D-9, Broadcasting.

Production

TV Traffic Manager
WKBC-TV, the Kaiser Broadcasting
outlet in Boston, is interviewing appli-
cants thoroughly experienced in tele-
vision sales & program traffic. Salary
commemurate with experience.
Qualified personnel please send com-
plete resume to Program Manager,
Box 56, Boston, Mass. 02215.

An Equal Opportunity Employer.
TELEVISION—Situations Wanted

WE RECRUIT EXECUTIVES
AND OTHER IMPORTANT TV/RADIO PERSONNEL
Call 312-337-5318
For Search Charges.

NAT'L TV SALES
Currently employed with major TV rep, but am looking for position with challenge and growth opportunities at station level as Nat'l Sales Mgr., medium to large market. 10 yrs. Bsoct Dir. 5 yrs. regr. radio, 7 nat'l rep, prefer NW, Mt or Pacific States, will consider all. S.S., Coll., Fam., Mgr., medium to large Sis; Tech. exp. wanted.
Box G-264, BROADCASTING.

MISCELLANEOUS

STATION IMAGE MUSIC
Flutist Paul Horn has created a new sound in jingles for KMPC, LOS ANGELES. It's modern . . . unique . . . adaptable to your station and inexpensive. Contact:
PUL HORN
RADIO PROGRAMMING SERVICES
14066 Ventura Blvd., Sherman Oaks, Calif. 91403
Phone: (213) 788-0705

Employment Service

527 Madison Ave., New York, N.Y. 10022
BROADCAST PERSONNEL AGENCY
Sharlee Barish, Director

THE AMPS AGENCY
BY BROADCASTERS — FOR BROADCASTERS
Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting we have successfully filled all lab categories of this industry and allied fields, throughout the country — Management, Sales Promotion, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

* THE AMPS AGENCY *
All Media Placement Service
3924 Wilshire Blvd., Los Angeles, Calif. 90005
Telephone 213-388-3116

FOR SALE—Station

FOR SALE
390 FT. self-supporting radio tower
Tower is in place and located at Pittsburgh, Pennsylvania. Can be dismantled for reuse. For additional information please call collect.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS
at the
DON MARTIN SCHOOL
OF RADIO & TV
(America's Foremost School of Broadcasting) est. 1937
- Individualized instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified instructors
- One Low cost monthly tuition
- Inexpensive accommodations nearby
Next Class Scheduled to Start
April 15th
Register Now—Classes Limited
For additional information call or write:
DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES
1653 N. Cherokee
Hollywood, Calif. 90028

FOR SALE—Station

For sale: UHF in Midwest
$100,000
Box D-81, Broadcasting.

WHY BUY AN FM?
Build your own:
1000 open freq. 48 states. Operate for
$1,000 mo, with revenue potential
$4,500 mo. You show FCC $20,000.
We do the work for reasonable fee.
TNF, Suite 202, 1616 Victory Blvd.
Glendale, Calif. 91201
213-246-4874

FOR SALE—Equipment

FOR SALE
Wash. small daytime 75M terms
Ga. small daytime 65M 29% cash
Cato. small daytime 120M cash
Ky. small daytime 100M cash
M.W. medium (80%) UHF 157M terms
Texas metro ViF 1MM nego.
South major daytime 185M 29% cash
S.C. small daytime 65M terms
Minn. small daytime 115M 29% cash
Tenn. small FM 65M cash
N.Y. medium daytime 150M nego.
Fla. coastal daytime 175M terms
S.E. metro daytime 100M 29% nego.
East major profitable 600M 29%

CHAPMAN ASSOCIATES
media brokerage service*

2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, April 1, 1968
for new UHF TV translator station to serve Susaville and vicinity, operating on Ch. 73, by rebroadcasting KTVN-TV Reno. Action March 18.

KOSU Del Norte, Colo.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action March 20.

XZY Television Inc., Montrose, Colo.—Broadcast Bureau granted license covering new VHF TV translator station to serve rural area of Little Cimarron Creek operating on Ch. 70, by rebroadcasting KMEY-TV Ch. 10, Montrose. Action March 15.

University of Hawaii, Honolulu, Hawaii.—Broadcast Bureau granted license covering new VHF TV translator station to serve Hilo, operating on Ch. 5 by rebroadcasting KMEH-TV (TV) Hilo. Action March 20.

FCC opened Orchard Community Television Association of transmitters to serve Ahsahka and Riverside, both Idaho. Commission also granted Riverside’s request for waiver of filing requirement of Sec. 1.43(a) of rules and accepted its opposition to petition of Cascade Broadcasting Co. licensee of KLEW-TV Lewiston, Idaho, for denial of Riverside application. Cascade petition was denied. Action March 20.

FCC granted application of Riverside T.V. Inc., for CP for new VHF TV translator station to serve Ahsahka and Riverside, both Idaho. Commission also granted Riverside’s request for waiver of filing requirement of Sec. 1.43(a) of rules and accepted its opposition to petition of Cascade Broadcasting Co. licensee of KLEW-TV Lewiston, Idaho, for denial of Riverside application. Cascade petition was denied. Action March 20.

FCC granted application of KAKK-TV and Radio Inc., for new 100-w UHF TV translator stations to serve Milwaukee and Junction City, both Kansas.

Park Rapids TV Corp., Park Rapids, Minn.—Broadcast Bureau granted license for new UHF TV translator station to serve Park Rapids, operating on Ch. 5 by rebroadcasting KVLY-TV Valley City, N. D. Action March 19.

KKIH Kings Spring, Galpin, Warm Springs, and Turlock, Calif.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action March 20.

WSBA Palmerton, Slatesdale and Slatington, all Pennsylvania.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action March 13.


Broadcast Bureau granted license covering following VHF TV translator stations: K14F rural vicinity east-southeast, Love Ranch, rural vicinity west, S. Berthon Ranch and rural vicinity south, all Colorado; K11J, KXMO-TV Inc. East Missoula and KXMO Rattlesnake area, Missoula; KHOM Honolulu, Hawaii: KIEO Williams, Oregon; KIEO Williams, Oregon; KIEO, Brighten and Seal Beach Utah and KEG5W Story, Banner, Lower Piney andker, all Wyoming. Action March 20.

Broadcast Bureau granted licenses covering following new VHF TV translator stations: KMSG Dodgeville, Wis. to comply with the non-duplication rules. Action March 20.

FCC confirmed order to Great Lakes Community TV Inc., owner and operator of CATV system at Petoskey, Mich., to provide program exclusivity for signal of WTMU-TV Cheboygan. Great Lakes had petitioned for reconsideration of action denying program exclusivity waiver request.

FCC affirmed order of CATV system at Alpena, Mich., and General Electric Cablevision Corp., present owner of Alpena system, to comply with nonduplication provisions of Sec. 31.712(g) of rules on Alpena system within 30 days. Southern had petitioned for waiver of compliance with the non-duplication rules. Action March 20.

Hearing Examiner Idaero A. Honig on March 18 in Somerset, Pa. (Laurel Cablevision Corp.) CATV proceeding, granted petition by Laurel Cablevision and extended certain procedural dates and continued hearing from April 8 to April 19 (Doc. 17528).

Hearing Examiner Forest L. McClinton on March 19 in Winchester, Ky. (Television Licensing Co.) CATV proceeding, granted motion by Teleco, Inc. to extend time from March 17 until April 1 to file additional evidence (Doc. 17806).

Hearing Examiner Chester F. Naumowicz Jr. on March 14 in Athens, Ala. (SBC of Alabama Inc.) CATV proceeding, granted motion by BC, Inc. to extend time from March 17 until April 1 to file additional evidence (Doc. 17968).

Hearing Examiner Forest L. McClinton on March 19 in CATV proceeding in Lexington, Ky., market (Doc. 19690), granted joint petition by Berea Cablevision Co. and Greg Cablevision Inc. and reopened record, admitted into evidence Gregg Cablevision Inc.-Berea Cablevision Co. exhibit A, and again closed record.

Office of Opinions and Review on March 15 in Lower Belle, Maiden, Dupont City, and Grafton, W. Va., market (Doc. 19698), granted joint petition by Berea Cablevision Co. and Greg Cablevision Inc. and reopened record, admitted into evidence Gregg Cablevision Inc.-Berea Cablevision Co. exhibit A, and again closed record.

Initial Decision on Berea Cablevision Co. Berea, Greg Cablevision Inc. Danville and Lancaster, Penn., market (Doc. 19768), granted joint petition by Berea Cablevision Co. and Greg Cablevision Inc. and reopened record, admitted into evidence Gregg Cablevision Inc.-Berea Cablevision Co. exhibit A, and again closed record.
Jefferson P. Pierce Russell
WKMF Inc.
president
done before,
and
both Dayton, Ohio and WTOP-TV & WFXI(TV), April 26.
Sterling Antennavision
of WKYT-AM
interests
of ARB
92.5,
and two music channels for which installation and
of bank, and
shares
granted assignment
of
S. A. Abell Co. to same in
KOMP(AM) - Salt Lake City.
KTVN(AM) - Portland, Ore.
KTVF(AM) - Fairbanks, Alaska.
WJZ(AM) - Baltimore.
WOR(AM) - Newark, N.J.
WNCB(AM) - Charlotte, N.C.
WMBZ(AM) - Montgomery, Ala.
KBAZ(AM) - Amarillo, Tex.
KBOZ(AM) - Boise, Idaho.
KQAM(AM) - Kansas City, Mo.
KBBK(AM) - McAllen, Tex.
KBKX(AM) - Kauai, Hawaii.
KBRD(AM) - Victoria, Texas.
KBAD(AM) - Austin, Texas.
KBRD(AM) - San Diego.
KBRD(AM) - Brownsville, Texas.
KBPY(AM) - Visalia, Calif.
KSYL(AM) - San Luis Obispo, Calif.
KBYO(AM) - Yakima, Wash.
KBNF(AM) - Klamath Falls, Oreg.
KJBO(AM) - Jonesboro, Ark.
KJEO(AM) - Ocean City, Md.
KJBO(AM) - Chico, Calif.
KJBO(AM) - Fort Smith, Ark.
KJBO(AM) - Huntington, W.Va.
KJBO(AM) - Orlando, Fla.
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Lowell Thomas, who conjures up visions of high adventure and derring-do in such far-away places as Afghanistan, Tibet, the North Pole and Arabia, will be virtually homebound in Chicago today (April 1) for a very special occasion.

Obviously, he won't be tracking down a news story, exploring some remote wilderness or skiing gracefully down a slope. But Mr. Thomas will be in familiar surroundings and performing a familiar role.

He will be in Chicago, where he once studied law and worked as a young reporting, to receive this morning the distinguished service award of the National Association of Broadcasters, the latest in a long string of honors he has earned over the years.

Shortly before he left for Chicago, he chatted at length about his adventures, while seated behind a large desk in the New York headquarters of Capital Cities Broadcasting Co., in which he is a substantial stockholder. Mr. Thomas, who will be 76 this Saturday (April 6), pointed from time to time to a nearby wall on which hung photographic mementoes of people and places that depicted his wide-ranging experiences over more than five decades.

Among the photographs were a panoramic view of Victor, Col., where Mr. Thomas was reared, and those taken with such international personalities as T. E. Lawrence (Lawrence of Arabia); Major (later General) Hap Arnold; Herbert Hoover, and Franklin D. Roosevelt.

Pleased * Mr. Thomas, a trim, alert man of unruffled mien, remarked that he was looking forward to his appointment in Chicago today. With characteristic understatement but with obvious delight, he confided that he was "very pleased, of course, with the honor that is being paid me by my colleagues in broadcasting."

Mr. Thomas, whom one admirer called "the stranger everyone knows," is so indomitable an institution in broadcasting that he is all but taken for granted. He made his radio debut 43 years ago last month when he aired an account of man's first around-the-world flight. He broadcast his first news conference on Sept. 29, 1930, and his news program, now on CBS Radio, has been on the air since that date at the same hour, making it the longest run in network history.

Renowned as a world traveler, Mr. Thomas manages to relay news reports to CBS Radio from all parts of the world for inclusion in his commentary program. An avid skier, Mr. Thomas combined business with pleasure recently by covering the Winter Olympics at Grenoble, France, and testing some of the slopes in the French Alps.

"I must say," he remarked, grinning sheepishly, "the ski slopes turned out much better than the news."

Mr. Thomas insists there "is no pattern to my everyday life these days," and says he has "three or four projects on hand all the time, such as writing a book, lecturing, doing my broadcasts."

He credits his father with playing a key role in his success. The elder Mr. Thomas stressed to young Lowell the value of proper speech and persuaded the youngster to read poetry aloud.

"I found out soon that doors became wide open to me because I spoke clearly and distinctly," he stated.

In one form or another, Mr. Thomas has been tied to communications as a newspaper reporter, editor, lecturer, broadcast commentator, motion-picture producer (Cinerama Productions) and narrator. He has written 51 books and often has been asked to write his memoirs.

"I've resisted these offers for many years," Mr. Thomas recounted, "but recently, my son said I should do it—for my grandchildren. This hit me all of a sudden. And I'm going to do it."

Mr. Thomas's life story is a combination of hard work, education, and a search for adventure. He earned baccalaureates from both the University of Northern Indiana and the University of Denver (where he also earned a master's degree) and studied law at both the Kent College of Law and Princeton University, where he specialized in constitutional law.

Mr. Thomas worked as a newspaper reporter in Chicago while studying at Kent and taught English at Princeton while I was studying there," he remarked. "It seems I'm always doing two or three things at one time. People ask me how I do it. It think it's all a matter of concentration."

Mr. Thomas paused for a moment and with the slightest twinge of a sigh said: "But I certainly don't recommend this type of schedule for everybody. It seems as if you never have any time for yourself. You never feel quite free. But I must say that my participation in sports—in golf and skiing—provides a needed change of pace."

Film Shows * Mr. Thomas catapulted into the international limelight after World War I when he returned to the U. S. with films on the war, including stories of American soldiers, the German social upheaval, the Egyptian campaign and the Arabian defeat of the Turks. He decided to present "shows" in theaters and concentrated on two: the Arabian defeat of the Turks, led by Sir Allenby, and the flight of the Arabs to gain their national identity, led by Lawrence of Arabia.

Mr. Thomas's "shows" were worldwide box-office attractions. After six years, he settled down in Dutchess county, N. Y., and wrote books.

In 1930, he received a call from William Paley, then president of CBS, who mentioned that he had heard Mr. Thomas speak in London, and without disclosing his identity, pleaded: "Please meet me in New York. You're the only man in the world who can save my job for me."

His curiosity piqued, he hurried to CBS's headquarters where Mr. Paley asked him to audition as a newscaster. He spoke for 15 minutes about his world travels and then read from a newspaper, ending simply with "so long until tomorrow . . . " and tomorrow has come for more than 37 years.
Task force for broadcasting

For some inexplicable reason a new crisis seems to erupt as if timed for the annual convention of the National Association of Broadcasters.

The fact is that issues that lead to crises (there are several) have smoldered for months and simply explode because there is an NAB convention along with the satellite meetings that bring broadcasters, networks and suppliers together. These meetings usually ponder, discuss, hear speeches and shop and play. The climate isn’t suited for getting things done.

The crisis that broke on the eve of the NAB Chicago convention is the FCC’s radical multiple-ownership rule-making that would prohibit acquisition of any class of broadcast station by an existing licensee in the same market—an anti-duopoly rule that would freeze new ownerships to one-station-per-category-per-market (Broadcasting, March 25; also see story this issue). Although existing multiple owners would get grandfather protection, this obviously couldn’t last. Sure to follow would be a phasing out, allowing multiple AM, FM or TV licensees to trade or sell—perhaps over a three-to-five-year period. Newspapers inevitably would be drawn in too—an approach already evident in the Justice Department’s attack on dual ownerships in several markets, as well as at Senate hearings last week.

But long before the new problem developed broadcasters were under pressure all over Washington. For example the spectrum grab to strip down television allocations; the House Commerce Committee snooping on station transfers; the Justice Department’s use of the FCC as its cat’s paw; a possible move to create a new Department of Communications (or lump the FCC function in with the new Department of Transportation which apparently doesn’t have enough to do). There are power plays all over town to grab the brass ring that is broadcasting.

At the top is the President’s task force which has been operating at low visibility, but which will have a report in President Johnson’s hands by next August.

These colossal troubles are more than one man or one entity should be asked to handle. Vincent Wasilewski, NAB’s young and energetic president, needs help beyond that which his staff or his board can supply.

What’s needed is an instant highest-level task force—an Emergency Council to defend and preserve free competitive broadcasting now in imminent danger. The whispered complaint of key members of the President’s task force is that broadcasters have not come up with a viable, unified plan on allocations, projecting broadcasting into the 21st century.

The council, headed by Mr. Wasilewski, should have no second-stringers. Members should include network heads, the elected heads of broadcast associations concerned with allocations; the heads of the federal communications bar and of the consulting engineers, and probably the leaders in noncommercial broadcasting and heads of the basic unions.

The council’s immediate task would be to counter with demonstrable fact the science-fiction illusions of eager men and professional politicians who would undermine the system that has served the public so well that everybody wants in.

The people who can motivate and activate the Emergency Council are in Chicago this week. If they do not get moving they likely will see free-enterprise broadcasting lose out to a socialistic philosophy, and that would mean eventual government ownership.

No game for amateurs

The conversion of KFWB Los Angeles from a top-40 format to all news may very well mark the beginning of a significant trend in radio. If the KFWB adventure works, all-news formats are certain to be introduced in many major markets.

The format has already proved itself in New York where Westinghouse’s WINS is now solidly in the black and strong in the ratings after a long shakedown period. It is showing hopeful progress at Westinghouse’s KYW Philadelphia which is said to have recently begun making a profit after an equally long trial. These experiences induced Westinghouse to make the same effort in Los Angeles after its purchase of KFWB was approved.

Adding interest to the journalistic developments in New York and Los Angeles is the conversion of the CBS-owned WCBS and KNX to almost all news, though both of those stations continue to take their network’s Arthur Godfrey program in the daytime and to play the American Airlines Music Till Dawn late at night.

Within recent weeks two other all-news services that had been operating for some time were abandoned. These are WGN Chicago, owned by Gordon McLendon, and XTRA Tijuana, Mexico, which throws a signal into Southern California and which the same McLendon interests are sales agents. Both stations have been changed to the automated-music format that has worked well for McLendon’s KABL Oakland, Calif.

The lessons in these disparate developments seem obvious: High-quality news operations in major markets can command marketable audiences. Also high-quality news costs money.

The Westinghouse and CBS enterprises are all heavily staffed with news professionals and equipped with mobile hardware to cover local news at its source. The McLendon stations operated on a carefully circumscribed policy; their news programs were made up principally from the conventional wires.

The emergence of quality news as the winning format must be taken as a healthy sign for radio and the listening public. Broadcasters who may decide in the future to introduce the news format on their stations must take as their guides the Westinghouse and CBS standards. The trend, if it develops, must accentuate professionalism in radio news.
we've lit the last 20 candles on Illinois' birthday cake

Illinois was a youngster of 130 when we went on the air in 1948. Most of us hadn't had time to outgrow our World War II uniforms yet. The "New Look" had women's hemlines at ankle length... and men grumbling. We covered the scene. And brought it to you, in living black and white, on your eleven-inch set.

Today, there's a whole new generation of Americans in uniform. The mini-skirt is delighting girl watchers. And we're still covering the scene... in color for the last eleven years. On sets that are darned near life-size.

We're looking forward to Illinois' next 150 years. We plan to be part of them. An ever-bigger, ever better—and more colorful—part.

So, happy birthday to Illinois. And happy birthday to us, too.

WMAQ-TV · CHICAGO 5
And suddenly... all other radio networks are obsolete.