House probers told WBBM-TV didn't rig news show. p31
Cox-Lee affiliation proposals under heavy attack. p44
Justice Department moves to block media mergers. p46
Hill study urges drastic revamping of radio-TV. p58
If this man could show you how to make your advertising 10 or 20 or 30 percent more effective, wouldn't that be worth an hour of your time?

Of course it would. What he can show you are Blair's new ideas on the uses of media. Not 1966 or 1967 ideas, but 1968 ideas. Some of them radical departures, some of them concepts that are light-years ahead of any of the dry and dusty research findings you've seen in the past. The result could be to add much greater impact to your advertising budget—without adding dollars. Who is he? His name is Mel Goldberg, and his job is to tell you how all of Blair Television's considerable research and marketing facilities bear on the evaluation (and development) of new communications methods. What he can tell you may upset a lot of old ideas, and replace them with exciting new ones. Which is why an hour with Mel could be one of the most rewarding you ever spent. So when he calls on you, give him the time. It won't cost you a cent, but it could save you a bundle.
Both have helped make Pennsylvania famous

Near Lancaster, at Cornwall, Pa., site of the greatest open-pit mines east of Lake Superior, stands one of America's earliest furnaces which produced iron for cannon and shot from 1742 to 1883. During the Revolutionary War, Hessian prisoners were used as laborers. In 1932, it was acquired by the Pennsylvania Historical Commission.

Just as this sturdy, old iron furnace brought historical fame to the Commonwealth of Pennsylvania, so pioneering WGAL-TV has also earned it wide recognition. WGAL-TV was the first television station to be founded in its great multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 36% color penetration*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

*Based on Feb.-March 1968 Nielsen estimates for both metro areas and A.D.S. subject to certain limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

BROADCASTING, May 13, 1968
His kind of guy?

Who would head FCC if Bobby Kennedy happened to win Presidency? There's speculation in Washington that Nicholas Johnson, now junior commissioner, might be found to be in philosophical tune with RFK. Incidentally, sources close to incumbent administration now admit Nick Johnson's appointment was big mistake and would relish some way of "promoting" him out of FCC or dumping him. But in election year that isn't as easy as it was when he was "promoted" out of maritime administrator's job to FCC nearly two years ago. His FCC term has five years to go.

Hang-Up

Who will be Lee Loevinger's successor on FCC now that he definitely will leave when his term expires June 30? Merit promotion of top lawyer in federal establishment (not FCC) thoroughly familiar with communications had been all set, and still could be, but White House is moving slowly. President Johnson usually keeps his own counsel on appointments. From inside FCC most ardent candidates are Henry Geller, general counsel, and Robert Cahill, executive assistant to Chairman Rosel H. Hyde.

Not quite yet

Though CBS-TV has braced idea that 30-second commercial will some day replace 60 as television's basic sales unit, it apparently isn't ready to rush pelmell toward that day. Thus far it's been edging toward it, first letting certain advertisers split their own minutes into 30's (as all networks do), more recently accepting orders allowing different advertisers to share minutes 30-30. Then, two weeks ago, President Thomas H. Dawson predicted—and said he would welcome—eventual emergence of 30 as standard (BROADCASTING, May 6). Did that mean, officials were asked last week, that CBS-TV would now accept order for single or "loose" 30's? Their reply: "No."

Prepared to prod

FCC is cranking up for another round (its third) of shaking loose, or activating, dormant UHF construction permits. Eight permittees who have held grants year or more but have yet to make first move toward construc-

struction will soon he notified that commission is considering denying petitions for extension of time to construct. They will be told they may have oral argument if they want it. Those who want full-fledged evidentiary hearing will have to provide facts warranting one. Some permittees presumably will simply turn in authorizations.

On the scene

National Association of Broadcasters is playing active role in programming inquiry being conducted by Spindletop Research Inc., one of eight research firms under contract to President's Task Force on Telecommunications (BROADCASTING, April 22). NAB currently has six men in field surveying Spindletop-provided sample of about 50 TV stations.

Questions being asked include types of programming originated by stations (news, public affairs, etc.), how often they're aired and how much audience they get. Whatever profile emerges from survey, anonymity of stations will be protected (they'll be identified as to type of service and whether they're network affiliated) because ordinarily-confidential financial information is also being solicited. NAB will tabulate responses and provide Spindletop with summation of them by June.

Proof wanted

Proposed transfer of KOAA-AM-FM-TV Denver to General Electric Broadcasting Co. is encountering some rough weather at FCC. But indications last week were that $13-million deal is moving toward approval. Commission instructed staff to draft letter requesting GE to provide information backing up contention that sale will result in improvement in programming. Inference, according to some sources, is that persuasive response will clear way for approval.

Wrapping it up

FCC Chairman Rosel H. Hyde is in Mexico on official two-day conference on Mexican-American standard broadcast-band allocations at invitation of Mexican government. Meeting apparently constitutes final phase of long-time negotiations looking toward renewal of agreement dealing with coordination of use of clear channels, higher powers and other broadcast-band changes in keeping with advancement of art.

Accompanied by Wallace E. Johnson, assistant chief of Broadcast Bureau, Mr. Hyde is meeting with Mexican communications ministry. He previously had negotiated extension of North American Regional Broadcasting Agreement and Mexican and Canadian agreements with these ministries. He's expected to return to FCC at mid-week.

Traveler

Tom McManus, who resigned last year as vice president for foreign sales at ABC Films to form his own consultancy, is set to return to international program-sales field in top capacity. Report is he will become president of NBC International Ltd. as part of realignment recently that advanced Gerald Adler to presidency of NBC Enterprises when George A. Graham Jr. resigned that post to become associated with Gilbert Atkins. Los Angeles advertising agency (BROADCASTING, April 29).

Who's in charge?

Senator Eugene McCarthy's campaign for Democratic presidential nomination is reportedly suffering factionalism and inefficiency from use of volunteer advertising experts from different agencies. In Indiana primary, campaign ads were placed in TV, radio and newspapers by different agencies. Diffused responsibility for campaign is fine for participatory democracy, but it plays havoc with effective advertising, say several McCarthy workers. What's needed, they believe, is not only faulty ad effort, but more professional approach to campaigning on TV.

Tape training

Major seminar on TV tape production is being organized by Reeves Sound Studios with backing already committed by number of leading manufacturers. It's expected to run two days and nights, cram-course style, led by experts and attended by agency and other production people at no charge. It's to be held this fall in New York.

Postmaster: Send Form 357 to BROADCASTING, Washington, D.C. 20036.
Doubleday & Company, the book publishers announces 3 radio stations on their best seller list.

KITE, San Antonio
KROD, El Paso
KRNO, San Bernardino

Edward Petry & Company is proud to announce we're now the place where you can purchase them.
WEEK IN BRIEF

House Investigations Subcommittee plays cat and mouse with CBS over WBBM-TV Chicago pot party filming, won't reveal secret testimony against station. Chairman Staggers hints real target of probe is FCC. See . . .

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Storer Broadcasting and NBC Television Affiliates oppose rulemaking for strengthening ABC-TV's competitive position; say proposal would weaken affiliates in dealing with networks, raises constitutional questions. See . . .

COX-LEE UNDER ATTACK . . . 44

Controversy surrounding Cox-Johnson letters to Oklahoma broadcasters may have subsided, but it appears to have launched movement to curtail agency members from such future independent projects. See . . .

FALLOUT FROM OKLAHOMA . . . 45

Justice Department memo to FCC has familiar ring to it, same arguments used to oppose ABC-ITT merger are made against transfer of KFDM-TV Beaumont, Tex., to newspaper publisher because of antitrust implications. See . . .

JUSTICE TO BLOCK MERGERS . . . 46

Annual convention of American Women in Radio & Television hears Bonneville International's Arch Madsen stress importance of communicating ideas as most crucial communications challenge ever. See . . .

NOT BY BREAD ALONE . . . 52

Given today's climate who can tell what might come of Robert Lowe's virtuoso study on the Fairness Doctrine. Mammoth, two-year project spawns wide-ranging ideas on all facets of broadcasting. See . . .

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FCC initiates inquiry to make additional syndicated and feature-film programming available to small-market TV stations, proposes rule comparable to one governing exclusivity arrangements for network programming. See . . .

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Senator Robert Kennedy says campaign expenditures could be cut 80% if TV were to make time available to candidates as public service, wonders how much money networks have taken in during Indiana campaign. See . . .

KENNEDY'S FREE TV TIME . . . 70

Study for Office of Civil Defense offers system that could warn public who have low-frequency receivers capable of receiving special tone signals; system seen as possible rival to Emergency Broadcasting Service. See . . .

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RCA stockholders hear Robert Sarnoff predict first-quarter earnings should lead to record first half, and "an eighth consecutive year of record volume and profits"; RCA plans to acquire Tropical Radio Telegraph Co. See . . .

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Annual convention of American Women in Radio & Television hears Bonneville International's Arch Madsen stress importance of communicating ideas as most crucial communications challenge ever. See . . .

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*CP **Effective June 1, 1968


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Mystery witness called from audience

WBBM-TV NEWSMAN REBUTTED AT HOUSE HEARING

House Investigations Subcommittee's Friday (May 10) session of probe into "staging" charges in WBBM-TV Chicago pot-party program featured (1) mystery witness. (2) demand that FCC rule on station's right to violate law in quest for news, and (3) ended with CBS counsel gaveled down in attempt to make final statement.

Congressman Paul Rogers (D-Fla.) hore down hard on law-violation question saying he wanted "FCC to find out if license for a TV broadcaster gives broadcaster right to go in and witness crime or commit crime under the guise of gathering the news for the public without telling the police?"

He added that Congress never intended such freedom for broadcasters. "We do not want stations breaking the law, nor should licenses be renewed if such activity takes place."

WBBM-TV's license renewal has been withheld by commission pending outcome of pot-party investigations.

As Friday session ended, former FCC chairman Newton Minow, counsel. Following session opened with CBS management given opportunity. denied them Thursday, to rebut subcommittee staff testimony concerning availability of edited-pot-party footage. CBS denied collection of discussion on matter: staff testimony was that CBS gave assurances that outtakes were available though they already had been destroyed.

Afternoon session fetured members of Mr. Missett's film crew who backed his testimony that none of party participants had been briefed in advance of filming.

Golden West to Blair TV

Golden West Broadcasting-owned KTLA (TV) Los Angeles, in shakeup of its sales force, has signed Blair Television as national representative. effective immediately. Station also is naming San Francisco office manager of former rep. Peters Stillinger, Woodward Inc., as new general sales manager. He's Jim Sterl,

ABC Radio signed

Summer campaign is being launched by Guardian Maintenance division of General Motors Corp., Detroit, on three radio networks of ABC starting week of June 10, it was announced Friday (May 10).

Through D. P. Brother & Co., Detroit, company will carry messages on newscasts. American Contemporary, Information and Entertainment radio networks and on Howard Cosell's Speaking of Sports program on American Contemporary Network.

Zimmerman succeeds Turner at Justice

Edwin H. Zimmerman, 44-year-old First Assistant in antitrust division of Department of Justice—who knows something about CATV and copyright issue—will be new chief of antitrust division, succeeding Donald F. Turner who is resigning as of June 1 to return to Harvard Law School faculty.

President Johnson said Friday (May 10) he will nominate Mr. Zimmerman to be Assistant Attorney General in charge of antitrust division.

On leave from Stanford University Law School, where he taught antitrust and securities regulations courses. Mr. Zimmerman joined Department of Justice in mid-1965 as director of policy planning for antitrust division. He was named first assistant to Mr. Turner in December of same year.

He is native of New York. attended Columbia College and Columbia Law School, being graduated in 1949. For next two years he was law clerk to New York federal district Judge Simon Rifkind and to former U. S. Supreme Court Associate Justice Stanley F. Reed. From 1951 to 1959 he was with New York law firm of Sullivan and Cromwell, leaving when he was appointed to Stanford Law School faculty.

Two years ago, speaking for Department of Justice. Mr. Zimmerman told Senate committee that CATV operators should not be held liable for copyright infringement, stressing potential for monopoly position in CATV field on part of networks, telephone companies and copyright holders.

IN shifts to O&M

Ogilvy & Mather has acquired International Nickel Co. account worth more than $2 million, agency spokes-

more AT DEADLINE page 10
Edmund C. Bunker, senior VP for The Interpublic Group of Companies, New York since March 1966, named executive VP for KFI Los Angeles, effective June 10. Mr. Bunker, after 12 years with CBS, served as president of Radio Advertising Bureau from 1962 to 1965. He joined Foote, Cone & Belding as VP and national director of broadcasting in June 1965, resigning to go to Interpublic the following March. Mr. Bunker succeeds Charles E. Hamilton, VP and station manager for KFI for 25 years, who retires July 1 but will continue with station as consultant.

Bob Trachinger, ABC-TV director of program development, sports division, Hollywood, and executive producer, KABC-TV Los Angeles, appointed acting director of TV operations, ABC-TV, western division. Mr. Trachinger, with network for 18 years, will be responsible for all TV engineering operations in Hollywood.

Arthur A. Porter, senior VP and media director, Campbell-Ewald Co., Detroit, resigns effective end of year to head Capital Enterprises Inc., outdoor advertising firm in Harrisburg, Pa., in which he holds controlling interest.

G. Richard Shafto, president of Cosmos Broadcasting Corp., group owner, will become chairman of executive committee and chief executive officer on Nov. 1. Charles A. Batson, general manager of WTVL-TV Toledo, Ohio, will assume office of president and chief operating officer. Carter Hardwick, general manager of WIS-TV Columbia, S.C., transfers to WTVL-TV to succeed Mr. Batson on Sept. 1. J. Law Epps, general sales manager of WIS-TV since 1954, elected corporate VP-television sales effective June 1. Mr. Shafto joined WIS as general manager in 1932, subsequently serving in many capacities, including executive VP, before being named president in 1964. Mr. Batson, who was named National Association of Broadcasters director of television in 1949, managed WIS-TV for 13 years, transferred to WTVL-TV in 1966 and was elected corporate senior VP in 1965. Mr. Hardwick, manager of WSFA-TV Montgomery, Ala., when station was bought by Cosmos in 1959, transferred to WIS-TV in 1966, was elected to board of directors in 1961 and named senior VP in 1965. In addition to above station interests Cosmos owns Cosmos Cablevision.

For other personnel changes of the week see FATES & FORTUNES

WEEK'S HEADLINERS

WGAA sale approved

FCC approved sale of WGAA Cedar- town, Ga., from J. Franklin Proctor to James H. Faulkner and associates for $200,000, it was announced Friday (May 10). Mr. Faulkner owns WBAA and WSSM(FM) both Bay Minette, Ala.; WLB, and WATR-FM, both Carrollton, Ga., and WGAA Opelika and WPFI-FM Auburn, both Alabama. He is also owner of weekly Baldwin Times, Bay Minette, Ala.

Reopening denied

FCC Review Board Friday (May 10) refused to reopen KJH-TV Los Angeles hearing record to receive evidence accrued during current civil suit against General Tire & Rubber Co. KHJ-TV licensee, RKO General Inc., is General Tire subsidiary. Admission of evidence had been sought by Fidelity Television Inc., competing applicant for channel 9 facility (BROADCASTING, March 4, Feb. 19).

Capital Cities-Fairchild merger assent is given

Stockholders of Capital Cities Broadcasting Corp., group station owner, approved merger with Fairchild Publications (BROADCASTING, Jan. 15) Friday (May 10) at annual meeting in Albany, N. Y. Fairchild stockholders voted for merger last Thursday (May 9), to be effective Wednesday (May 15).

Capital cities will acquire Fairchild for $10.5 million cash and 600,000 shares of new issue of convertible preferred stock (see page 82), approved at Friday's meeting.

In other business, number of authorized shares of common stock was increased from 5 million to 5.6 million. Stock option plan was approved, and directors chosen.
WHAT'S WARNER BROS.-SEVEN ARTS DOING NOW ABOUT NETWORK TELEVISION?

3 WEEKLY NETWORK SERIES NOW ON-THE-AIR:

THE FBI
(ABC-TV, SUNDAYS, 8-9:00 P.M. E.T.)
Filmed in association with QM Productions.

THE BUGS BUNNY SHOW
(ABC-TV, SUNDAYS, 10:30-11:00 A.M. E.T.)

THE ROAD RUNNER SHOW
(CBS-TV, SATURDAYS, 1:30-2:00 P.M. E.T.)

AND,

Our Network Programming Department is currently developing properties for the 1969-70 network season...

...and beyond.

WARNER BROS.-SEVEN ARTS
TELEVISION DIVISION
200 PARK AVENUE • NEW YORK, N.Y. 10017
The Embassy of Bolivia

A calendar of important meetings and events in the field of communications. Indicates first or revised listing.

MAY

May 14—National Association of Educational Broadcasters Educational Television Stations Division and National Educational Television Division board meetings. Kenwood country club, Bethesda, Md.

May 15—National Association of Educational Broadcasters Educational Television Stations Division and National Educational Television Division board meetings. Kenwood country club, Bethesda, Md.

May 15—Meeting, Committee for All-Channel Television Development, consisting of representatives of Electronic Industries Association's Consumer Products Division and All-Channel Television Society (ACTS). EIA headquarters, Washington.

May 16—Annual meeting of affiliates of CBN-TV. Speakers: Frank Stanton, CBS president; John A. Schneider, president, CBS Broadcast Group. Los Angeles.

May 16—Annual convention, Armed Forces Communications and Electronics Association. Principal speakers will be Admiral Thomas H. Moorer, chief of Naval Operations, USN; Lawrence A. Hyland, vice president and general manager, Hughes Aircraft Co. Sheraton Park hotel, Washington.

May 16-18—International Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.


May 17—Annual stockholders meeting, Outlet Co., to elect directors, to authorize 1 million shares of preferred stock, and to transact other business. Providence.

May 17—Special stockholders meeting, Chris-Craft Industries Inc., to vote on merger with Baldwin-Montrose Chemical Co., to elect directors, and to transact other business. Sheraton hotel, Fort Lauderdale, Fla.

May 18—Radio Briefing, workshop for advertisers and agencies, sponsored by Radio Advertising Bureau and Associates of National Advertisers, evaluating medium regarding strength, research findings, sales successes and creative ideas. Speakers include: Gail Smith, director of advertising, Shell Oil Co.; Robert D. Eggers, assistant administrator for policy at National
Aeronautics and Space Administration. Sheraton Motor Inn, Portland, Ore.


May 21—Annual stockholders meeting, 20th Century Fox Film Corp., to elect directors, and to transact other business. 20th Century-Fox Studio, Los Angeles.

May 21-23—Annual meeting of Illinois Broadcasters Association. Speakers include Vincent Walsiewski, National Association of Broadcasters president. Holiday Inn, Quincy.


May 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.


May 23-25—Meeting of the Iowa Broadcasters Association. Speakers include Harold Niven, vice president, planning and development, NAB. Whitney hotel, Atlantic City.

May 25—Southwest regional conference of the Radio-Television News Directors Association. Included will be sessions on libel, free press and fair trial, FCC, broadcast news and other areas of current interest. WBAP-TV Fort Worth.


May 26-27—Meeting of Ohio CATV Association. Airport Holiday Inn, Columbus, Ohio.


May 26-28—Annual spring meeting of the Pennsylvania Association of Broadcasters. Speakers include Governor Raymond Shafer and William Carlisle, NAB vice president for television. Host Farm motel, Lancaster.


May 27—Plenary session, Administrative Committee. Indicates first or revised listing.

TVB REGIONAL SALES CLINICS
May 1—Ohio City, Downtown Holiday Inn.
May 5—New Orleans, Sheraton Charles.
May 7—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 19—Portland, Ore., Sheraton Motor Inn.
June 20—Denver, Sheraton Malibu.

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

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

Write for catalogs on Model MTV-30 (illus.), Model MTV-50 (up to 50 fps), and Model MT-20 (up to 70 fps)

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Another Reason We Can Hardly Wait For Next Season

"ADAM-12"

Any new police series lucky enough to have Jack Webb as its executive producer is ahead of the game right there.

"Adam-12" is ahead of the game right there.

With Webb and producer Bob Cinader at the production helm, the Saturday night half-hour action program shapes up as one of NBC's most interesting entries this fall.

Like the perennially popular "Dragnet" — which continues on NBC Thursday nights — the stories in Universal's "Adam-12" are based on the files of the Los Angeles Police Department.

But this time the leading characters are a couple of police-car patrolmen — played by Martin Milner and Kent McCord.

Milner's the veteran and McCord the rookie. They differ in age and in temperament.

Yet when the radio dispatcher calls "Adam-12" (their car's official designation), the two respond as one man.

Audiences will respond to "Adam-12" just as eagerly. It's that kind of series.

NBC TELEVISION NETWORK
Smooth as silk with a GATES turntable

May 27—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

JUNE
June 2—Commencement at Syracuse University. Speaker will be Walter Cronkite, managing editor of the CBS Evening News. Syracuse University, Syracuse, N. Y.
June 3-5—11th international conference of Sales Promotion Executives Association, Speakers include John Phillips, president, R. J. Reynolds Co., and Robert G. Reed III, vice president and general manager, Cities Service Oil Co.
June 4—Annual stockholders meeting, MCA Inc., to elect directors, to approve increase of common shares to 9,500,000, to ratify stock option and stock investment plans, and to transact other business. Sheraton-Blackstone hotel, Chicago.
June 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.
June 7—Meeting of the South Dakota Broadcasters Association. Speakers include Thum R. Winkler, manager of the NAB radio code, and William Walker, NAB's director of broadcast management. Ramada Inn, Sioux Falls.
June 7-8—Spring meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.
June 12-14—Montana Broadcasters Association convention. Speakers include Al King, NAB director of station relations. Glacier Park Lodge, East Glacier Park.
June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, NAB. Conference Center, Williamsburg.
June 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.
June 15-19—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include FCC Chairman Rosel H. Hyde, ABC News president; Representative Williamson Sturkey (D-Gea.) Holiday Inn, Callaway Gardens.
June 16-20—First annual seminar in marketing and advertising strategy sponsored by American Advertising Federation, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanston, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.
June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association, Henlopen hotel, Rehobeth Beach, Del.
June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.
June 29-July 2—17th annual National Cable Television Association convention, Sheraton-Boston hotel, Boston.
Indicates first or revised listing.

OPEN MIKE®

Warm response

EDITOR: I have received many favorable comments on my article which appeared in BROADCASTING (Monday Memo, April 22). I look forward to reading your publication . . . -Jeno F. Paulucci, board chairman, Jeno's Inc., Duluth, Minn.

He chose the Irish

EDITOR: I would like to correct a story in your April 29th issue that stated I had been dropped by CBS-TV as one of their announcers on the National Football League telecasts.
I was selected as one of the eight announcers retained to telecast the games this year, but the contract requires that all announcers be on the scene of the games Saturday morning. Since we will be broadcasting the Notre Dame games on the Mutual network this fall, this made it impossible for me to fulfill the CBS contract so I resigned, which is a little different from being dropped.
You might be interested in knowing I will broadcast the Detroit Lions games on radio and do the first five exhibition
You can’t buy the STEVE ALLEN Show

Unless: You’re an ABC Affiliate, or a CBS Affiliate . . . or an NBC Affiliate . . . or an Independent . . .

If you qualify, join this growing list!

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  Boston/T.B.A.
- **WTAE**
  Pittsburgh/T.B.A.
- **WOKR**
  Rochester/T.B.A.
- **KJEO**
  Fresno/T.B.A.
- **WNHC**
  New Haven/T.B.A.

**CBS AFFILIATES**
- **WTVJ**
  Miami/4:30-6:00 PM
- **WFGA**
  Jacksonville/4:30-6:00 PM
- **WTOP**
  Washington/4:00-5:30 PM
- **KRLD**
  Dallas/3:30-5:00 PM
- **WJW**
  Cleveland/3:30-5:00 PM

**NBC AFFILIATES**
- **WWJ**
  Detroit/9:00-10:00 AM
- **KTAR**
  Phoenix/T.B.A.
- **WJAR**
  Providence/9:00-10:30 AM
- **WFBNM**
  Indianapolis/4:30-6:00 PM
- **WBAL**
  Baltimore/9:00-10:30 AM
- **WQH**
  Spokane/T.B.A.
- **WGR**
  Buffalo/T.B.A.

**INDEPENDENTS**
- **WOR**
  New York/6:30-8:00 PM
- **KTLA**
  Los Angeles/6:00-7:30 PM
- **WGN**
  Chicago/3:00-9:00 PM
- **KWBN**
  Denver/T.B.A.
- **KPLR**
  St. Louis/8:30-10:00 PM
- **KBHK**
  San Francisco/8:30-10:00 PM
- **KVYV**
  Houston/8:30-10:00 PM
- **KTNT**
  Seattle/Prime Time

**THE STEVE ALLEN SHOW**
AVAILABLE FOR IMMEDIATE OR FALL START

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A FILMWAYS AND MEADOWLANE ENTERPRISES, INC. PRODUCTION
073UPR
EDITORS:

THERE ARE REPORTS THAT MAJOR FIRES HAVE BROKEN OUT NEAR THE CIRCUS MAXIMUS IN ROME. WE ARE CHECKING.
RR1335

074UPR
MORE ROME WEATHER X X X UNSEASONABLE.
THE JULY WINDS BUFFETING THE CITY TODAY ARE CALLED THE WORST IN RECENT MEMORY. THE IMPERIAL WEATHER HEADQUARTERS REPORTS GUSTS REACHING 45 MILES AN HOUR.
RR1327

075UPR
BULLETIN
(ROME) --- MASSIVE FIRES ARE SPREADING THROUGH AREAS OF THE IMPERIAL CITY.praetorian guard officials say the fires apparentely began in Rome's slum alleys near the century old circus maximus.
MORE RR1329

076UPR
AUDI BULLETIN
MONITOR THE NETWORK. AUDIO IS FEEDING ACTUALITY ROME MOBS.
RR1330

077UPR
MORE FIRE BULLETIN X X X MAXIMUS.
The flames are being whipped by high winds. the fires are being whipped by high winds. the fires are reported roaring through miles of two and three story tenements... and the circus maximus itself.
RR1333

SPLIT CANCELLED

078UPR
BULLETIN
(ROME) --- refugee mobs have swarmed into the ROME FORUM... Screaming that the divine emperor NERO set the fires setting major areas of the imperial city. the mobs are yelling that Nero strummed his lyre as the city burned.
MORE RR1336

079UPR
URGENT AUDIO ADVISORY
FOLLOWING BULLETIN CUTS WILL BE REPEATED AT 1345 PLUS ADDITIONAL MATERIAL.
67: :93 A-ROME (RAW SOUND. MOB NOISE & SCREAMS) SOUNDS OF MOBS RACING THROUGH CITY (X X X CHANT OF DEATH TO NERO FADED)
68: :25 A-ROME (MOB VOICES) MOB CLAIBS NERO SET FIRES (X X X WHILE ROMES BURNS)
69: :46 V/A-ROME (DAVE DUGAS W/MOB) FIRE SWEPS ROME.
MOBS BLAME NERO
70: :80 A-ROME (EMPEROR NERO) DENIES SETTING FIRES (X X X THOUSAND SEIERTICES)
RR1339

080UPR
BULLETIN
(SUB FIRES)
(ROME) --- FIRE HAS SWEPT THROUGH TWO THIRDS OF ROME. HUNDREDS OF CITIZENS AND THOUSANDS OF SLAVES ARE DEAD... AND THE CIRCUS MAXIMUS AND THE PALATINE PALACES ARE DESTROYED.
MORE RR1342

081UPR
MORE SUB FIRES X X X DESTROYED.
REFUGEE MOBS RAM THROUGH THE STREETS... SCREAMING THAT THE EMPEROR NERO SET THE FIRST FIRE... AND PLAYED HIS LYRE AS THE CITY BURNED. NERO DENIED THE CHARGE. THE EMPEROR RACED INTO THE CITY FROM ANTIUM BY CHARIOT AND IMMEDIATELY ORDERED THE IMPERIAL TREASURY TO DISTRIBUTE 400-THOUSAND SESTERCES TO THE THOUSANDS OF HOMELESS.
RR1344

082UPR
BULLETIN
(ROME) --- THE 150-THOUSAND SEAT CIRCUS MAXIMUS THAT CAESAR BUILT HAS COLLAPSED. THE WOODEN SUPPORTS BURNED AWAY AS GUSTY WINDS BLEW FLAMES THROUGH MOST OF THE CITY.
RR1346

083UPR
URGENT
(ROME) --- EMPEROR NERO WAS AT THE PRAETORIAN GUARDS PALATINE HEADQUARTERS WHEN IT EXPLODED IN FLAMES. NERO ALSO INSPECTED THE CHARRED RUINS OF HIS MACEDNANAS GARDENS. NEWSMEN SAID HE WAS SOBBING.
RR1348

084UPR
URGENT AUDIO ADVISORY
ADDITIONAL CUTS
71: :38 V/A-ROME (RAY MOSELEY W/NERO) NERO DENIES CHARGES. SOBBING AS VIEWS WRECKAGE.
73: :38 V/A-ROME (RAY MOSELEY W/SOUNDS OF FLAMES) CIRCUS DESTROYED.
RR1351

085UPR
(SUB FIRES)
(ROME) --- HUGE FIRES HAVE SWEPT MAJOR AREAS OF THE IMPERIAL CAPITAL. HUNDREDS OF CITIZENS AND THOUSANDS OF SLAVES ARE DEAD. THE CIRCUS MAXIMUS --- BUILT BY JULIUS CAESAR --- AND THE PALATINE PALACES HAVE BEEN DESTROYED.
MOBS OF REFUGEES SWARMED INTO THE FORUM AS FLAMES LICKED AT THE SKY AND DENSE SMOKE BLANKETED THE CITY. SOME REFUGEES SCREAMED THAT EMPEROR NERO SET THE FIRST BLAZE AND STRUMMED HIS LYRE WHILE THE CITY BURNED.
NERO QUICKLY DENIED THE CHARGES... AND ORDERED THE IMPERIAL TREASURY TO DISTRIBUTE 400-THOUSAND SESTERCES TO THE THOUSANDS OF HOMELESS.
THE EMPEROR RACED INTO THE CITY FROM ANTIUM BY CHARIOT... ACCOMPANIED BY HIS FORMER SLAVE GIRL CLAUDIA ACTE.
PRAETORIAN GUARD OFFICIALS SAY THE BLAZE APPARENTLY STARTED IN THE SLUM ALLEYS NEAR THE CIRCUS MAXIMUS. THE FIRES WERE WHIPPED BY UNSEASONABLE GUSTY WINDS WHICH HAVE BEEN BLOWING THROUGH THE CITY SINCE THIS MORNING. THE FIRES SWEPT THROUGH MILES OF TWO AND THREE STORY TENEMENTS... AND THE HUGE 150-THOUSAND SEAT CIRCUS. IT COLLAPSED WHEN ITS WOODEN SUPPORTS BURNED AWAY.
BURRUS --- THE PRAETORIAN DUCE --- SAID HE DOUBTED THE CIRCUS WOULD BE REBUILT. HE TOLD NEWSMEN... AND WE QUOTE... "THE ARMENIAN CRISIS WITH PARTHIA AND THE REVOLT IN JUDEA AS WELL AS GOVERNMENT WASTE IN HIGH PLACES HAVE ALL BUT EMPTIED THE TREASURY."
HOWEVER --- EMPEROR NERO SAID HE WOULD CREATE A NEW IMPERIAL CITY BEARING HIS NAME. SAID THE EMPEROR... AND AGAIN WE QUOTE... "THERE WILL BE BROAD BOULEVARDS. BATHS FOR THE POOR. AND I WILL CHANNEL THE UNDERGROUND SPRINGS TO FORM A RESERVE WATER SUPPLY TO FIGHT ANY FUTURE FIRES." NERO ADDED... "THIS ETERNAL CITY SHALL BE KNOWN AS HEROPOLIS."
THE EMPEROR WEPT WHEN HE SAW THE GUARD'S PALATINE HEADQUARTERS EXPLODE IN FLAMES. A FRIEND --- THE WEALTHY ROMAN PLAYBOY CAIUS PETRONIUS --- SAID THE EMPEROR TOLD HIM THE CHRISTIANI STARTED THE FIRES. THE CHRISTIANI ARE FOLLOWERS OF A MAN PUT TO DEATH BY PONTIUS PILATE OF JUDEA.
RR1358
Clear cut reporting and writing a burning issue for you?

Join the 6,500 subscribers around the world who regularly count on UPI for stories like this on history in the making now.

If you're not one of those 6,500 subscribers already, maybe you should be.

To find out—at your desk and at your convenience—simply call or write Wayne Sargent, Vice President for Sales.

UPI is at the scene

United Press International
220 East 42nd Street, New York, N.Y. 10017
212-MU 2-0400.
Facts in focus... the NSI BLUE CHIP SUMMARY

Finger-tip information issued 6 times a year:

- maps of NSI (and/or Metro) areas
- roster of reportable TV stations
- Day part average audience estimates (¼ hr. & cumes)
- and more

all in one handy volume

For complete details call, wire or write

Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK (10019)
1290 Avenue of the Americas - 956-2500

NSI SALES/SERVICE OFFICES
CHICAGO (60601)
350 N. Michigan Ave. - 312-3810

HOLLYWOOD (90028)
1680 N. Vine St. - Hollywood 6-4311

SAN FRANCISCO (94104)
58 Post St. - YUKON 6-6437

a service of

A.C. Nielsen Company
CHICAGO (60645)
2101 Howard Street - 465-4400

 games on television as well. This marks my 19th year of broadcasting games in the National Football League.—Van Patrick, director of sports, Mutual Broadcasting System, New York.

Unmentioned

EDITOR: I was amused . . . to read "Radio-TV for Schweppe" in April 22 BROADCASTING] inasmuch as wckt(tv) [Miami] was not mentioned. The Schweppe's campaign started last January consisting of 1/3's. The 30 seconds mentioned in the [article] started March 11 and expired last Saturday [April 20].

The bulk of the Florida budget and schedule was placed on wckt.—Charles H. Philips, vice president-sales, wckt (tv) Miami.

(The story on Schweppe (U.S.A.) Ltd., 1968 advertising budget, covered with the stations mentioned, was given to Broadcast-ing by the Schweppe agency in New York. They did not mention the spots on wckt.)

BOOK NOTE


Senator Magnuson, as chairman of the powerful Senate Commerce Committee, has staked out large parts of the current crusade for consumer protection as his very own. With the aid of Miss Carper, formerly editor of the National Safety Council's magazine, Family Safety, and now a free-lancer, Senator Magnuson has provided a guidebook for other consumer crusaders and a useful glimpse into the thinking of the man who holds perhaps more legislative authority on consumer matters than any other senator or representative on Capitol Hill.

The book is divided into two parts: protection of the consumer's economic welfare and protection of the consumer's health and safety. Both areas concern all who earn their livelihood in the American marketplace and both areas are the focus of battles of particular importance to broadcasters that are now being fought on specific issues.

Senator Magnuson has been credited with shaping cigarette-packaging legislation now on the books and in a position to approve or veto moves to extend the law to broadcast advertising. Cigarettes are the subject of the book's final chapter. He also details the movement of his committee from traditional areas into wider consumer-economics concerns.

Part of the battle has been won, he observes: "it is no longer a question of whether the consumer will be protected, but rather a question of how."
Are you trying to record this year's sound with yesteryear's EQUIPMENT?

PRESERVE THE CLARITY, BRILLIANCE AND SEPARATION OF TODAY'S ELECTRONIC ARTISTRY WITH SOLID STATE TAPE RECORDER/REPRODUCERS FROM SCULLY.

You've heard them — those beautifully mixed, over-dubbed tracks that have plunked audio engineers squarely into the creative team. Your audience has heard them too — and they want them to sound right on your station. Transferring such records to tape for broadcast without losing any of their presence, impact, transparency and bite is a tall order — which the Scully 280 recorder/reproducer is beautifully engineered to fill — along with workhorse jobs like putting down news programs and taking stuff off the line for delayed transmission. Its companion piece, the 270 repro, can play back anything the 280 records — faithfully. Already in use in more than 450 U.S. radio stations as the basic heavy-duty recorder/reproducer, the Scully 280 has proved its reliability and dependability to the hard-nosed guys whose job it is to keep radio stations running right — as has the 270. For more information, contact your nearest Scully distributor or send to the address below for the specs, 1968 edition.

Scully
Recording Instruments Company
A Division of DICTAPHONE CORPORATION
480 Bunnell Street Bridgeport, Conn. 06607
(203) 335-5146
Makers of the renowned Scully lathe, since 1919
Symbol of Precision in the Recording Industry
If these three grab you in a
They’re cops.

The City, right now.

The police don’t understand the now generation—and the now generation doesn’t dig the fuzz.

The solution—find some swinging young people who live the beat scene, get them to work for the cops.

They’re called the Mod Squad and you’ll find them on ABC Television this fall. And if you think the idea sounds like a swipe from today’s newspaper, you’re right. That’s one way ABC outpulls every other network among people who think your...
dark alley, don't fight.

With right-now shows that move with the times. So young-thinking Americans don't just sit and watch programs like Mod Squad—they live with them.

Today in television, the name of the game is think young. And with a whole new breed of young adult viewers, ABC wins hands down. Because we're not afraid to change, to be a little different, to be unconventional.

ABC Television Network
When a funny commercial is good, it’s great!

The recent International Broadcasting Awards presented at a dinner at the Century Plaza hotel in Los Angeles drew attention to the new trend in commercials. "Funny" is in.

In the 21 categories set up for awards, commercials with an approach designed to amuse as well as sell captured 14 first prizes. Of the remaining seven awards, three went to musical jingle commercials. The only nonhumorous nonjingle commercials selected were a travel series (two awards), an automobile commercial in the "foreign" category and a public service "health" announcement.

Perhaps the proportion of "entertainment" commercials on TV and radio is not quite as high as that implied by the selections of the IBA awards committee. But it is certainly higher than ever before. This has happened despite the knowledge that a "funny" commercial that doesn't come off can be a disaster.

Payoff • Why have agencies and advertisers turned away from safe "hard sell" to the gamble of humorous commercials? That's not too hard to answer. When "funny" pays off, it pays off big. "Funny" commercials have led to the promised land of great sales increases for advertisers, increased dividends for stockholders and zooming billing for agencies.

Look at the record: Spectacular sales gains in recent months have been effected by humorous commercials for a cigarette, a headache remedy, and a stomach remedy. So effective have certain off-beat commercials been in moving merchandise that even the most conservative advertising and agency people have been having second thoughts about the situation. What keeps them awake nights is the horrible possibility that if they don't go the far-out route, their competition may do so and capture their customers.

This preponderance of humor in broadcast has not been reflected in the advertising appearing in newspapers and magazines. The reason, basically, is that the kind of humor that appeals to a broad audience with a varied cultural background is much more difficult to achieve in print than in broadcast. It depends largely on visual and verbal characterization. A raised eyebrow can bring a chuckle. A finger poking into a fat stomach can result in a laugh. A cultivated English accent emanating from a bar-room bun can break people up. The situation produces the amusement, and it is difficult to set up a situation as quickly in print.

The largest arguments over the use of humor in commercials revolve around its effectiveness in selling. This humor "nonsense" doesn't appeal to hard-headed businessmen with logical minds who feel that if the advantages of their products are stated clearly to the consumer, the consumer, logically, will buy them. The "funny" proponents combat this with the hardly debatable thesis that you can't reason with people who aren't paying attention. They assert that the problem is to get people to listen to you at all. Consumers are being bombarded by so many demands on their attention that they aren't going to hear your message unless you candy-coat it with some reward for listening.

Sneaky Humor • The humor backers go further. They state that customers are more inclined to buy from people they like than from impersonal people. Humor, they say, sneaks around sales resistance. You can get both strong attention and friendly rapport with a humorous approach, so why play it straight?

The "funny" people seem to be on top right now. But the pitfalls are many. For one thing, nothing makes a poorer impression than the commercial that tries to be funny and just isn't. So many of these go on the air that one wonders who exercised the judgment on script approval that allowed them to escape from the wastepaper basket. They are generally done on a shoestring budget by untalented people and disappear quickly in an embarrassed silence while their perpetrators aver they should have stayed with tried and true "hard sell" in the first place. Advertisers who want to go down the "funny" route with any success have to be willing to pay the price. And the hard fact is, "funny" costs money.

Essentials • "Funny" commercials have to be written by professionals—and that means people with some show business as well as advertising background.

They have to be produced and directed by people with a knowledge of pace, good taste and a real understanding of humor, supervised by people with good advertising sense. They must be performed by actors and actresses who understand humor. They are expensive every step of the way... even when the production is simple. The advertiser who wants something "like" what he's seen or heard which he knows has been very successful, must be willing to pay for it.

The foregoing may sound discouraging to the small-budget advertiser. True, "funny" costs money, and he would be well advised to stay away from "entertainment" commercials unless he's willing to spend the money they cost. To repeat, making poor "funny" commercials is just pouring money down the drain.

But good ones can pay dividends far over and above what one would normally expect from a given sum of money spent on an advertising program. Small advertisers have ridden to sales glory by spending a little less on their time buys and a little more on what they say to or show potential customers during those quick 10-, 20-, 30- and 60-second periods.

In the IBA competition, only three categories were set aside for humorous commercials. The fact that this kind of commercial won in so many other categories, too, reflected how both advertisers and agencies seem to feel today about "funny" commercials... when they're good. They're great.

Kalman Phillips, broadcast director of MacManus, John & Adams Inc., Beverly Hills, Calif., has been in the creative end of the advertising agency business since 1952. A graduate of Columbia University in New York, he worked for 14 years with J. Walter Thompson Co., as TV director in San Francisco and copy chief in Los Angeles. He formerly was creative director of Atherton-Privett Inc., Beverly Hills, now heads MJ&A's West Coast broadcast activities.
At last... an unselfish test plan:

You don't have to buy us exclusively in the market. You don't have to make the biggest buy on the station. Our Radio Test Plan will research "before" and "after" product awareness at no cost to you, when you buy a reasonable schedule. It's our way of proving that Washington's only 50,000 watt news, information and sports station turns on people, turns on sales. Call collect: (code 202) 244-5678... let our Mr. Dobra turn you on.

A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C. / Represented by CBS Spot Sales
John romances the ratings

When John Gary croons, ratings zoom!

See what happened to KTLA, Los Angeles; WGN-TV, Chicago and WCKT, Miami. They loved him. Even with stiff network competition and top movies. He beat The Tonight Show in Chicago as well as Lucy in Los Angeles.

Because he's already sold, hearts will soon be beating faster in Albany, Boston, Cincinnati, Cleveland, Denver, Detroit, Duluth, Grand Rapids, Houston, Indianapolis, Jacksonville, Lafayette, Memphis, Palm Beach, Philadelphia, Phoenix, San Diego, San Francisco, Scranton, Seattle, Springfield, Ill., Topeka, Washington, D.C., and Wichita.

It's a love of a series. Twenty-six 90-minute color tape shows. With guest performers including Tony Martin, Edie Adams, Carol Burnett, Billy Daniels, Lionel Hampton, Johnny Mathis, Jimmie Rodgers, Kay Starr, Sheila MacRae, The Lemon Pipers, Jackie Mason, Eddy Arnold, The Buckinghams, Joey Bishop, Della Reese, Totie Fields, Erroll Garner and many, many others.

No wonder THE JOHN GARY SHOW got such love letters from the March 13th issue of Variety. "The show...appears to be hitsville. It is brisk, bright, and sophisticated, and Gary's hostmanship is smooth as silk."

Sign on John. He'll cozy up to your audiences and boost your ratings. Call 20th Century-Fox TV and ask for THE JOHN GARY SHOW. 

Scripps-Howard/WGN Continental Productions.

*Before John Data—ARB Feb.–Mar. '68
After John Data—ARB Coincidentals
Chicago 3/2/68
Miami 4/4/68
Los Angeles 4/7/68

This data is presented subject to the limitations as listed in the reports used.
Nielsen shows us nearing 40% color!*

Is it any wonder that Blair's lines are buzzing? Better call 'em today.

*Nielsen Color TV Ownership Estimates, Feb.—Mar., 1968
A hunt for news-show rigging

With secret testimony unrevealed, House probers get denials down the line that WBBM-TV staged pot party; Staggers says real target is FCC

The House Investigations Subcommittee's probe into charges that CBS-owned WBBM-TV Chicago staged or otherwise misrepresented a filmed marijuana party it aired last fall emerged last week from the realm of secret sessions and behind-the-scenes staff investigations into a full-fledged open hearing. By the close of the first day's sworn testimony, key details still refused to fall into place, as the subcommittee played cat and mouse with top CBS executives, but the outlines of a grand design seemed to be emerging.

The witness list for the Thursday and Friday hearing (May 9, 10) was a surgically neat section of the particular CBS chain of command that bore direct or delegated responsibility for programming aired Nov. 1, 2 and 3, 1967, during WBBM-TV news programs. The line of descent ran all the way from CBS Inc. President Frank Stanton to Louis Glickman, electrician on the camera crew that filmed the pot party.

The total roster of CBS personnel slated for testimony either on Thursday or Friday totaled 15. An unplanned witness—WBBM-TV legal counsel Newton Minow—was ordered sworn in (a development he regarded with surprise but acquiescence) early Thursday, raising the count to 16.

Pattern Drawn — The shape of the session was set in opening remarks delivered by Subcommittee Chairman Harley O. Staggers (D-W.Va.), and the panel's strategy was best illuminated by an argument between subcommittee officials and the CBS management. The dispute flared after the chairman read a list of charges against the station and CBS reiterated demands that it be made privy to whatever information the subcommittee had so that testimony could be responsive to the charges.

The first CBS requests, made by Dr. Stanton and restated in Mr. Minow's statement, were first turned aside by Chairman Staggers on grounds that no one on the subcommittee was accusing CBS or the station of anything—the purpose of the quest given only as the gathering of information. But later in the day Congressman John E. Moss (D-Calif.) (who, with Representative John D. Dingell [D-Mich.], took sworn secret testimony from students or former students at Northwestern University that were said to have been involved in the filming [BROADCASTING, April 22]) replied to a further entreaty for information from Mr. Minow with the admonition: "Have patience, my friends."

Reasons — In his opening statement Chairman Staggers said the hearing had "four principal purposes." First was to ascertain whether the station had violated the Communications Act, second, whether the station had violated the Federal Trade Commission Act. Third,
A HUNT FOR NEWS-SHOW RIGGING continued

the subcommittee was looking toward the competence of the FCC in the light of “the facts and circumstances involved in the proceedings before us” (and the chairman referred again later to the FCC as a primary target when he explained that the subcommittee had no specific charges against the station). Fourth, he said, the subcommittee was probing the need for any legislative remedies that the matter may show to be warranted.

Throughout the first day’s testimony, problems of semantics plagued witnesses and their interrogators. Confusion over terms and definitions was widespread and perhaps the most puzzling to CBS was the subcommittee’s pro-

gressed from the American Research Bureau Inc. a special survey to measure the audience viewing the program in question,” Mr. Staggers said. Violations of both the Communications Act and FTC rules may be involved, he added. “We have the responsibility of ascertaining whether a false and deceptive broad-

cast was telecast over a channel li-

censed to serve the public interest, and whether a rigged event was deceptively held out to the viewing public as a bona fide news special.”

No Trial • Later. Chairman Staggers responded to Mr. Minow’s request for “specific complaints and charges,” replying: “It’s not our case. We are not a court of justice . . . we are here to investigate.”

At the start of the hearing, Chairman Staggers made it plain that the identity and testimony of the Chicago witnesses, the subjects of the filming, would be kept confidential in accordance with promises made to them in April. Nevertheless, Dr. Stanton, in his opening remarks, asked again (he had written the subcommittee with the same request on April 30) for the panel to “publicly hear—and carefully scrutinize—the charges against the station which until now have been heard in executive session closed to the pub-

clic.” He added to his prepared re-

marks another concern stressed in his April 30 letter: Restating his conviction of confidence in WBBM-TV station management, and observing that “no information has come to our attention that this confidence is misplaced.” He noted that even if his confidence was misplaced he would still warn the sub-

committee that the investigation was in danger of becoming “an unusual and unprecedented intrusion into First Amendment areas.” Even the FCC had been reluctant to pursue matters con-

cerning the discharge of news functions by licensees, he noted.

All of the CBS witnesses heard Thurs-

day categorically denied, within the framework of the direct or indirect connection with the filming, that the program was staged.

Appearing with Dr. Stanton as lead-

off witness were John A. Schneider, president, CBS/Broadcast Group, and Robert D. Wood, president, CBS Tele-


testation that charges were not being levied. Chairman Staggers’s opening statement summarized (without giving particulars) the “evidence already received by the subcommittee.” After reciting facts about the program on which both sides were in agreement (dates and times of airing, the fact that the film for the sequence labeled what was being shown as an authentic mari-

juana party on the campus of North-

western University), the Staggers state-

ment continued:

“According to evidence already re-

ceived by the subcommittee, the pot party was staged by the station. There is evidence that the party was filmed by the station in a privately owned resi-

dence and not university-controlled housing.”

The statement went on to imply that perhaps ratings considerations were a factor in the film’s presentation: “We have evidence that station WBBM-TV

investigate.”

Representative Dingell

Representatives Moss (l) and Staggers

WBBM-TV, Robert Ferrante, WBBM-TV

news director, John V. Missett, writer-

reporter who arranged and led the film-

ning of the pot party, and Mr. Minow.

Lawrence Morrone, executive pro-

ducer for news, WBBM-TV, and Morton A. Edelstein, the station’s city editor, were also listed for appearance Thurs-

day, but a lagging schedule forced a postponement of their testimony until Friday (see page 9). Also set for Fri-

day was a formal session of questions and answers directed at Mr. Missett and the three members of Mr. Missett’s film crew; Robert Harris, a news writer who edited the material that was broadcast; Gerald Ashe, who was, at the time, the assignment editor who dispatched the crew with Mr. Missett, and two news producers. Donald Ramsel and Phil O’Connor, on whose programs the pot-party sequences were aired.

Areas of Interest • Methodical ques-

tioning by Robert Lishman, subcommit-

32 (PR STORY)
Legally wrong

tee counsel, of witnesses who had oper-

ational responsibilities for decisions on

the marijuana-investigation project gave
hints at the areas where the subcommit-
tee might hold trump cards.

On some questions, the questioning
revealed previous testimony—most of
which came from reports the FCC had
gathered as part of its investigation into
the staging charges—conflicting with
that being given by the CBS witnesses.

But these were generally on questions
details in support of but only relating
to the larger questions raised at the
hearing. For instance, in fact, the party
was encouraged by station personnel,
or whether the station was morally or
legally wrong in being present during
commission of an illegal act without
notifying authorities (an issue raised
by Representative J. J. Pickle [D-Tex.]).

Function of Journalism - On Mr.

Pickle's point. Dr. Stanton was adaman-

that "This is the nature of investigative
reporting." he said. "It is the function
of journalism in a free society." Later,
it was observed that if the station had
been obliged to call in police, there
wouldn't have been any filming. A sub-
committee member countered that if
there hadn't been any filming, there
wouldn't necessarily have been any pot
party. The hypothesis was disputed by
Mr. Missett, who testified that he had
been assured by the participants of the
marijuana session that their pot-sharing
gatherings were a regular affair.

Questions of fact that revealed vari-
dances in testimony or suggested future
revelations by the subcommittee in-
volved the location of the party, who
initiated it. what happened to the film
left on the cutting room floor, was the
sequence scripted (a major source of
semantic difficulty), whether the partici-
pants were compensated or accommo-
dated in any way by the station, and
whether Mr. Missett obtained some
marijuana of his own from the party-
goers. Answers in all cases were not
immediately forthcoming as counsel
posed questions in some cases to those
who did not have first-hand informa-
tion ("Did Mr. X at any time inform
you . . .").

Hypoing Question - The charge that
implies hypoed ratings was answered
by station manager Kenefick. He said
a telephone-coincidental survey was or-
dered before the second day's showing
of the first pot-party sequence to satisfy
curiosity expressed by the sales man-
ger on what the results might be of
all the publicity the first one engendered.
(If the first showing Northwestern University fired off a news
release charging that the party was not
filmed on the university campus and
that it was staged.)

Where? - The whereabouts of the
party was the target of much ques-
tioning. The station rested its defense
for stating that the party was an on-
campus affair on a Northwestern map
that, it was said, included the location
within a shaded area that was termed
the Northwestern campus. Other ques-
tions hinted that the subcommittee had
evidence that the scene for the party
was technically in a nonuniversity
structure, although perhaps surrounded
by or adjacent to university property.
(The map was not present, although
Congressmen Moss and Dingell said it
was supposed to have been. It was
promised for Friday delivery.)

"Outages." or "outtakes," also were
the subject of much questioning. Here
some testimony varied. Station person-

nel said the film not used in the actual
airing was destroyed, approximately
(but by coincidence) on the same day
as the program was broadcast.

Mr. Missett did, however, have a
chance to respond to ad hoc questions
from the subcommittee members on
several of the points. He denied any
role in the party except as an observer,
said it was the participants' idea to
hold the affair and allow it to be
filmed, and that no consideration was
granted (except, as Representative Clar-
ence J. [Bud] Brown Jr. [R-Ohio] point-
ed out, for the consideration that their
identities would be protected).

The Meaning of Script - Problems
about the existence of a script, it turned
out, revolved around various meanings
of the term: some thought of it in
terms of a shooting script, others as
lead-in or transitional material to go
with footage already in the can, and
still others as a shortened version of
"transcript." Testimony was that no
Subcommittee investigators testified
that destroying such footage was at vari-
ance with industry practice (at least so
soon after filming) and that in a con-
versation held with station management
several weeks later (after the film had
been destroyed, according to last week's
testimony) they had been assured that
the outtakes were still available.

At the close of the Thursday hearing,
Mr. Missett had not been called for
formal questioning by Mr. Lishman, but
the shape of his interrogation to come
was suggested by questions to other
witnesses. These probed the nature of
the verifications on the fact of the
party—its location, the genuineness of
the marijuana, the possibility that the
participants were paid or reimbursed
for their activities, and the possibility
that Mr. Missett obtained pot from
the group—but in most cases these ques-
tions were only indirectly answered.

Counsel Robert Lishman

shooting script, drafted in advance of
the party filming, was involved.

Except for scheduling the Friday
session, the subcommittee did not an-
ounce further plans in the matter.

Further Inquiry - It was hinted that
CBS executives might be asked to re-
appear at a later date. The subcommit-
tee now has testimony from the par-
ticipants in the pot party and CBS
principals. It also has the FCC files on
the matter.

Except for review or reappearance
of witnesses already heard, options be-
fore the subcommittee will hinge gen-
ernally on use of the information al-
ready gathered. Timing of release of
testimony that contravenes that given
by CBS will be a major consideration.
Options here range from a prompt of-
fering of the material for comment and
rebuttal by CBS or to delay until after
the FCC's investigation, now set for
hearing June 25.
Seattle’s King Screen eyes national scene

King Screen Productions, Seattle, a division of King Broadcasting, is setting its sights on national TV commercial production business after 18 months of filming spots almost exclusively for regional and local advertisers.

Roger Hagan, general manager of King Screen, held a screening of a short reel of award-winning commercials produced by the company in New York May 1-3 to acquaint agency executives there with the caliber of its work. In addition, King Screen has appointed Don Hughes of Plans Board Inc. as New York sales representative and Diane Michaelis as Washington sales representative, and is stepping up its calls on agencies in San Francisco, Los Angeles and Minneapolis through its home-based sales personnel.

King Screen has produced almost 100 commercials since its formation, according to Mr. Hagan, and some have been for national clients of McCann-Erickson and Kenyon & Eckhardt. He said encouragement from agencies representing national clients prompted the company’s decision to expand operations out of the local-regional mold.

King Screen also has produced educational and industrial films, and special-interest TV programs for its parent company. A short documentary produced for the Sierra Club of California, “The Redwoods,” won a 1968 Oscar award, for King Screen.

The company has several programming projects in preparation, Mr. Hagan said. One is a series of six one-hour TV specials titled The American Wilderness and the other is a 90-minute program examining life in Cuba in the 10th year of the revolution. He said King Screen, after waiting eight months, has received permission to go to Cuba and plans to start production in June. He said several large station groups are interested in cofinancing this presentation.

Petty to rep group in suburban New York

In what’s regarded as an unusual if not radical—departure for a major station representation firm, the Edward Petty Co. is now repping a newly formed suburban radio station group called Greater New York Radio.

Made up of four radio outlets, all located in heavily populated suburban areas of New York City. GNYR is being sold to national and regional advertisers as a single radio entity on the basis of an open rate of $99 for a one-minute commercial.

The stations and their counties are: WCTC-AM-FM New Brunswick, N. J. (Middlesex), WGBB Freeport, N. Y. (Nassau), WGSM-AM-FM Huntington, N. Y. (Suffolk) and WPS-AM-FM White Plains, N. Y. (Westchester). While some sales have already been made on behalf of the group, they do not include WPAS in commitments until May 20 when that station officially joins the other three in GNYR.

Petty credited the creation of Greater New York Radio to Michael Nichter, the latter’s national sales manager, who is a former sales manager of WNYN-AM-FM Newark, N. J., and who had formed Michael Nichter Associates, New York, initially to rep the four stations independently.

According to Mr. Nichter, basic schedules have already been placed on Greater New York Radio by major advertisers such as R. J. Reynolds Tobacco; Bristol-Myers (Excedrin); American Oil; Shell; General Motors Colgate-Palmolive, and General Baking (Bond bread).

Bassett lines up new suburban group

Formation of a five-radio-station Philadelphia Suburban Group was announced last week by Mort Bassett & Co., station-representation firm which will handle national sales for the new group.

The Bassett company also represents the New York City Suburban Group of six stations and said the two groups would be offered jointly as well as separately to advertisers.

In the new Philadelphia Suburban Group are WMID Atlantic City, WDDN Camden and WAAT Trenton, all New Jersey, and WEEZ Chester and WNAK Norristown, both Pennsylvania.

Suburban audiences rely heavily on the locally oriented programming of suburban stations, which “fill the ‘coverage gap’ left by” central-city stations. Mort Bassett, president of the Bassett firm, asserted. Officials also cited figures to show that in many ways—population, high-income families, etc.—Philadelphia’s suburban is bigger than Philadelphia is, and that the Philadelphia Suburban Group can be bought “as a single unit at only a part of the cost of your better Philadelphia stations.”

A the 12-time rate, a minute on the group is priced at $50 in drive time (6-9 a.m., 3-7 p.m., Monday through Saturday) and $42 in all other periods. The comparable rate for a minute on both the New York City and Philadelphia Suburban Groups would be $104 in drive time, $87 in other times, Mr. Bassett reported. The New York City Suburban Group consists of WAOQ Patchogue, WRIV Riverhead, WTHE Mineola, WLNA Peekskill and WRRK New York, and WGGX Greenwich, Conn.
Man's best friend's best friend's friend.

WSB.

Thursday afternoon. The Atlanta Humane Society. An overflow number of temporary residents. Over 200 dogs. Unless Atlantans adopt them, the dogs will have to be destroyed.

Friday morning. WSB Radio appeals to the public. Save the dogs!

Monday morning. 210 happy dogs have new homes. And the Society has hundreds of dollars in contributions. Three listeners send checks for $100 a piece. Another example of WSB speaking, and Atlantans responding. They do this not only by buying homeless dogs but also by purchasing millions of dollars worth of WSB-Advertised products and services.

Would it be punishing a pun too much if we said, WSB is a "doggone" great radio station?

WSB RADIO
am 750/fm stereo 98.5 ATLANTA
HBC affiliate. Represented by Edward Perry & Co., Inc.
Appellants argue FCC lacks fairness power

The FCC has usurped Congress's role in the cigarette-smoking health controversy, and its cigarette-fairness-policy ruling last year should be overturned, broadcasters and the Tobacco Institute said last week. The policy requires time to be made available to answer tobacco advertising.

In reply filings in the U. S. Court of Appeals for the District of Columbia, the last documentation before argument, the National Association of Broadcasters, WTRF-TV Wheeling, W. Va., CBS and NBC charged the FCC with assuming jurisdiction in a field that Congress had told federal agencies to stay out of.

NAB and WTRF-TV also noted that only last month the U. S. Supreme Court had struck down a Dallas licensing plan for motion pictures as vague; the FCC's fairness doctrine also falls into that category, the two petitioners maintained, permitting "erratic" administration.

David cites radio's value to utilities

Radio's growth in 1968 will set all-time records, Miles David, president of the Radio Advertising Bureau, predicted last week.

In a speech prepared for delivery Friday (May 10) in New York at the annual convention of the Public Utilities Advertising Association, he also hailed radio as "the newest advertising medium, in terms of rapid growth, creative enthusiasm and consumer interest."

Mr. David cited "dramatic" increases in radio spending by major advertisers in 1967 (BROADCASTING, May 6), growing "excitement" over radio among agency creative people and public enthusiasm reflected in mounting set sales as evidence that radio is being treated as a "new" medium.

He said it also has a problem in "some ad executives" who grew up in television and either can't or won't reassess their attitudes toward radio, and he urged the utility executives to keep pressure on their agencies "so they will stay up to date on the incredibly rapid progress of radio."

Mr. David also noted that women frequently listen to radio while using old appliances or sweltering in homes that aren't air-conditioned and pointed out that these are situations in which point-of-use radio messages can be most effective.

Tinker sets up team to handle Rocky's race

Jack Tinker and Partners, New York, has been named advertising agency for Governor Nelson Rockefeller's campaign for Republican nomination for the Presidency.

Tinker, one of the Interpublic Group of Companies, handled Mr. Rockefeller's bid for the New York governorship in 1966. The agency also handled the advertising for the successful campaign for New York's $2.5-billion transportation bond issue in the fall of 1967.

Thomas Losee, an executive vice president of McCann-Erickson, also an Interpublic agency, has been appointed advertising director for the Rockefeller campaign. He has worked with the candidate since 1958 when Mr. Rockefeller first sought the New York governorship.

The agency management group for the campaign will include Dr. Herta Herzog for research, Eugene Case and Robert Wilwers for creative; Myron McDonald for planning; and Clifford Botway for media. All are "partners" at Jack Tinker, and all, with the exception of Mr. Botway, worked on the 1966 Rockefeller campaign.

Campbell-Ewald realigns its New York operations

The New York branch of Campbell-Ewald is the agency's latest office to undergo reorganization.

James W. B. Marshutz, vice president and director of TV-radio, has been appointed manager of the New York division. He succeeds C. Stanton Hedrick, one of four executives said to have been "let go" by the agency. The others are Steven Herz, vice president and creative director; Malcolm B. Ochs, vice president and director of media research; and Bob Bodenstein, executive art director.

Cornelius Quinn, broadcast creative director, takes over Mr. Herz's duties as creative director. The other positions have not been assigned, an agency spokesman said.

With the loss of the $4 million Boeing account last year, the New York office billings dropped to about $6 million. The branch now handles six accounts plus area Chevrolet operations.

Campbell-Ewald sold its western division Jan. 1 (BROADCASTING, Feb. 26) and reorganized its corporate structure in Detroit last year (BROADCASTING, Dec. 18, 1967). Total agency billing for 1967 was estimated at $125 million, with radio-TV billings at $41.7 million.

Agency appointments . . .

- Botsford, Constantine & McCarty, Los Angeles, and Lee & Associates, public relations company, appointed by California Table Grape Commission to handle a national advertising and promotion effort for California table grapes. First-year budget has been set at $300,000, with future allocations to be in excess of $1 million. Campaign is planned for all media.

- Lewis & Gilman Inc., Philadelphia advertising and public relations firm, has been appointed to provide financial and corporate public relations for the S. E. Massengill Co., Bristol, Tenn., manufacturer and marketer of pharmaceutical products.
Listen to this! 
WOC, Davenport has appointed Blair Radio.

WOC was one of the original stations licensed by the F.C.C. to go on the air west of the Mississippi. Today, this pioneer station in the west has appointed the number one broadcast representatives, John Blair & Company, to represent it nationally. Serving the Iowa-Illinois Quad-Cities market, WOC blankets this two-state, ten-city area of 350,000 people. WOC also provides additional coverage in eight outlying counties. John Blair & Company is anticipating a great upswing for WOC in the following months. WOC. The station you'll really be hearing from.
BAR network TV-billing report for week ended April 28

Broadcast Advertisers Reports' network-TV revenue estimate—week ended April 28, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended April 28</th>
<th>ABC Cume Jan. 1 - April 28</th>
<th>CBS Week ended April 28</th>
<th>CBS Cume Jan. 1 - April 28</th>
<th>NBC Week ended April 28</th>
<th>NBC Cume Jan. 1 - April 28</th>
<th>Total minutes week ended April 28</th>
<th>Total dollars week ended April 28</th>
<th>1968 total minutes</th>
<th>1968 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
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<td>Sign-on-10 a.m.</td>
<td>$......</td>
<td>$145.8</td>
<td>$57.3</td>
<td>$1,374.9</td>
<td>$336.0</td>
<td>$5,757.1</td>
<td>67</td>
<td>$393.3</td>
<td>1,205</td>
<td>$7,317.8</td>
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<td>Monday-Friday</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,287.9</td>
<td>20,779.5</td>
<td>2,669.9</td>
<td>52,969.2</td>
<td>2,176.9</td>
<td>39,211.5</td>
<td>978</td>
<td>1,996.1</td>
<td>4,172</td>
<td>46,189</td>
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<td>Saturday-Sunday</td>
<td>816.6</td>
<td>20,227.0</td>
<td>665.2</td>
<td>17,991.6</td>
<td>514.3</td>
<td>7,971.1</td>
<td>247</td>
<td>1,673.0</td>
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<td>Sign-on-6 p.m.</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>298.2</td>
<td>5,574.0</td>
<td>10,527.9</td>
<td>466.8</td>
<td>11,545.0</td>
<td>93</td>
<td>1,278.1</td>
<td>1,457</td>
<td>27,646.9</td>
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<td>Sunday</td>
<td></td>
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<td>6 p.m.-7:30 p.m.</td>
<td>69.0</td>
<td>2,308.4</td>
<td>150.0</td>
<td>4,101.1</td>
<td>192.6</td>
<td>3,630.4</td>
<td>20</td>
<td>411.6</td>
<td>358</td>
<td>10,099</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>4,958.4</td>
<td>91,024.2</td>
<td>5,670.3</td>
<td>113,007.6</td>
<td>6,224.3</td>
<td>110,219.2</td>
<td>444</td>
<td>16,873.0</td>
<td>7,285</td>
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<td>Monday-Sunday</td>
<td>11 p.m. Sign-off</td>
<td>298.7</td>
<td>6,129.1</td>
<td>29.0</td>
<td>636.3</td>
<td>417.9</td>
<td>7,362.1</td>
<td>75</td>
<td>745.6</td>
<td>1,222</td>
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<tr>
<td>Total</td>
<td>$7,728.8</td>
<td>$146,188.0</td>
<td>$9,754.8</td>
<td>$200,635.9</td>
<td>$10,348.8</td>
<td>$185,736.4</td>
<td>1,924</td>
<td>$27,832.4</td>
<td>31,025</td>
<td>$532,560.3</td>
</tr>
</tbody>
</table>

Business briefly

General Telephone & Electronics Corp., New York, will sponsor one-hour color special Vladimir Horowitz at Carnegie Hall, on CBS-TV Sept. 22 (9-10 p.m.) at an estimated cost of $450,000. GT&E, through Doyle Dane Bernbach, also sponsors network's CBS Playhouse of original dramas. The Horowitz program is a one-hour tape of the concert the pianist gave at Carnegie Hall last February and marks Mr. Horowitz's first recital on television.


Whitehall Laboratories, Division of American Home Products Corp., through William Esty Co., both New York, has added a 24-week schedule for its BiSoDol antacid alkalizer to its current advertising lineup on CBS Radio's Arthur Godfrey Time, making it the largest single advertiser in terms of dollar volume and number of products advertised on the program. Other products advertised and their agencies are Anacin (John F. Murray, New York), Dristan (William Esty Co., New York), Sleep-Eze (Carl Ally, New York), and InfraRub (Cunningham & Walsh, New York).

Bonanza Air Lines, 1,000 Angeles, through MacManus, John & Adams, Beverly Hills, this month has started to promote its new Mexican service to La Paz, Mazatlan and Puerto Vallarta with a $100,000 advertising campaign. The promotion, which will run until June 9, includes radio spot announcements on 27 stations in Arizona, Nevada, Utah and California.

The Gillette Safety Razor Co., Boston, through Doyle Dane Bernbach, New York, will introduce its new "knack" razor with a summer promotion aimed at the young market. Commercials will be shown on ABC-TV's movies and American Bandstand; NBC-TV's movies, The Dean Martin Show and Run for Your Life as well as sports events. Spot radio is also planned.


Arlington Hat Co., New York, manufacturer of novelty and western hats, is expanding a television schedule for its Spinner Topp beanie to include children's programs in New York, Boston, Los Angeles, Philadelphia and Pittsburgh, with additional cities to be added soon. Helitzer Advertising, New York, is Arlington's agency.

Deluge brings Zsa Zsa

A "deluge of requests" has brought Zsa Zsa Gabor back to AAMCO Transmissions television commercials.

Miss Gabor, star of the 1967 campaign, has signed a 52-week contract with the Bell Agency, house agency for AAMCO. Initial plans call for two 60-second and two 30-second "Zsa Zsa" commercials to be integrated into the February-launched "slice of life" campaign. The spots will be placed locally through dealers at a ratio of one "Gabor" to four "slice of life."

AAMCO Transmissions Inc., King of Prussia, Pa., reports its advertising budget for 1968 totals $10 million.
Who has appointed Blair Radio?
WHO, Des Moines
...that's who!

Iowa’s number one radio station has appointed the number one broadcast representatives, John Blair & Company, to represent the station nationally. According to “Circulation Pulse, 1968,” WHO’s daytime “Prime Market Area” includes 79 Iowa counties. Whether it’s food, drug or gasoline sales, WHO covers Metro Des Moines and the vast Iowa Market. WHO, Des Moines—the Voice of the Midwest—heard in more homes and automobiles than any other Iowa station.
CARD PARTY

Is a new first-run game show available for fall.
But, CARD PARTY is not available in:

1. NEW YORK
2. LOS ANGELES
3. PHILADELPHIA
4. BOSTON
5. DETROIT
6. SAN FRANCISCO
7. CLEVELAND
8. WASHINGTON
9. CINCINNATI
10. BUFFALO
11. COLUMBUS
12. KANSAS CITY
13. SCRANTON
14. BIRMINGHAM
Abundance is creating a buyers' market

The new American task is learning how to manage today's abundant society. McCann-Erickson's Paul Foley told a luncheon meeting of the Advertising Club of Los Angeles last week. Despite poverty pockets that shouldn't exist, American society grows more bountiful every year. By the 1980's, M - E's chairman of the board, president and chief executive officer predicted, the average American will be enjoying a fifth freedom—the freedom to live the good life.

Production will then be the servant of the consumer, Mr. Foley said, and advertisers will be fighting for a share of mind. Enormous marketing dividends will accrue, he feels, to those marketers who truly believe that advertising can persuade people into action.

Mr. Foley defended persuasion as a constructive alternative to coercion. "Persuasion as a social force is just beginning," he pointed out, "and we are its professionals."

McCann's top man urged the more than 100 advertiser, agency and sales representatives gathered at the Sheraton West hotel to be true believers in persuasion. "There's a great day coming for all of us if we do," he indicated.

Also in advertising . . .

Lower budgets • Travel Research International Inc. reported last week that resort and tourist advertising expenditures in the measured media by the 50 U. S. states dipped in 1967 to $7,148,000 from $7,165,000 in 1966. Television accounted for 4% of the 1967 expenditures, compared with 6% in 1966, while radio spending jumped to 2% from 1% in 1966.

Agency name change • Gross, Cappel, Pera & Rockey, San Francisco advertising and public relations agency, will change June 1 to Gross, Pera & Rockey. The new title includes the names of the three principals currently active in the agency—Board Chairman Len Gross, President Warren K. Pera and Executive Vice President and creative director Martin Rockey. Earl Cappel, whose name is dropped with the change, died six years ago.

Acerbic spokesman • Joe Pyne, who has made his living talking tough on radio and television, reportedly is hiring out as a commercial spokesman. According to an announcement by Bill Bailey Communications, Los Angeles-based packager of commercials for local markets, Mr. Pyne has agreed to film spots for local retail advertisers on a market-by-market basis. Bailey Communications will provide a package that will include film production and talent—namely Mr. Pyne. The TV-radio talk personality's services, which it's said will emphasize the personal approach, is being offered on a first refusal basis to current advertisers of his syndicated television program now in 85 markets.

Basketball-football renewal • Four advertisers have agreed to sponsor play-by-play football and basketball broadcasts over KVI Seattle. It marks the third consecutive year that the broadcast sponsorship of the University of Washington sports contests have been sold out as early as spring. Sponsors for the play-by-play coverage are Humble Oil (McCann-Erickson), Northwest Ford Dealers (J. Walter Thompson), Western Airliners (BBDO) and Household Finance Corp. (Needham, Harper & Steers). Pre-and post-game shows will be sponsored by Dag's Drive-In Restaurant (David Stern Advertising) and Glaser Beverages/Seven-Up (Kraft, Smith & Lowe).

Rep. appointments . . .

• KTLA(TV) Los Angeles: Blair Televisio, New York.
• WKLK Toledo and WNO Niles, both Ohio: Greener, Hiken Sears, New York.
• KKHV Honolulu: John C. Butler Co., New York.

American Tobacco for fee

The fee system for compensating advertising agencies, as contrasted with the traditional media commission system, received a pat on the back last week from the American Tobacco Co., New York. In the company's annual report to stockholders, president and chairman Robert B. Walker observed: "The company's fee system for compensating its advertising agencies, which dates back to January 1965, becomes more efficient each year and since its inauguration has resulted in a savings of $5,653,000." Agencies operating under the fee system are BBDO, N. W. Ayer, Sullivan, Stauffer, Colwell & Basyle and Norman. Craig & Kummel.

Burger King goes national with BBDO

The Burger King Corp., Miami, a wholly owned subsidiary of the Pillsbury Co., last week appointed BBDO, New York to handle its national advertising for its chain of 390 roadside restaurants. The budget is approximately $4 million, of which about $2.6 million is in broadcast.

BBDO is the first national agency for Burger King. Herebefore, Hune-Smith-Mickleberry, Miami, had handled placement of advertising for Burger King, and it will continue for the chain's individual licensees for local advertising.

Howard Walker, vice president, marketing, Burger King, said the rapid growth in the number of restaurants (85% are franchised), the desire and need to use network television and a projected expansion in the advertising budget to more than $14 million in less than five years indicated the use of the facilities of a major national agency.

Petry compiles primer on rep activities

Edward Petry & Co. has prepared a 42-page booklet, The Role of The Representative, intended primarily to explain the functions of a national sales representative to journalism students specializing in the broadcast field.

The booklet, prepared by Robert L. Hutton Jr., vice president, television promotion of Petry, focuses on television station representation and covers in some detail the activities of these organizations. With particular emphasis on the services Petry offers its station clients, the volume covers the range of employment opportunities and describes the functions of a representative.

Petry plans to send copies to deans and chairmen of the schools and departments of journalism in universities throughout the country and make them available to interested students. Petry also believes the booklet will prove valuable to its client TV stations in the indoctrination of new personnel.

Gert Bunchez opens rep firm

Gert Bunchez has resigned as sales manager for KNOX-FM St. Louis to open her own national and regional rep office at 7730 Carondelet Ave., that city. Operating as Gert Bunchez and Associates, the firm will function as station representative and broadcast consultant to radio stations for sales, promotion and programming. Stations nationally represented by the company include WIFI-FM St. Louis, KFMX-FM San Diego and KFMI Tulsa, Okla.
We produce and broadcast more kid shows than any other TV station around. And we do it well. For instance, our Bozo Show has 3 clowns, a ringmaster, a 13-piece band and a live studio audience of 200 hollering kids.

There's no TV station like our TV station.
Cox-Lee proposals come under attack

Storer, NBC stations say proposals, if adopted, would weaken stations in dealing with networks

Storer Broadcasting Co. and the NBC Television Affiliates have told the FCC that the proposals of two commissioners for strengthening the competitive position of ABC Television run counter to law and policy and should not be adopted. The petitioners also urged the commission to reject a proposed freeze on changes in affiliations and network-program clearances pending a decision on the proposed rule changes.

Storer and the affiliates group's letter followed publication of reports that Commissioners Kenneth A. Cox and Robert E. Lee had offered three alternative proposals for equalizing competition among the networks in major two-VHF markets, as well as for strengthening UHF television (Broadcasting, May 6). Each of the alternatives would impose restrictions on the freedom of stations and networks to negotiate affiliation and program-clearance agreements. The commissioners also proposed a moratorium to prevent further "deterioration" of ABC's position while the proposals were under study.

The proposals, in the form of a notice of inquiry and proposed rulemaking, were discussed at the commission meeting last week, for the second week in a row. But no action was taken. The item was put over for four weeks, presumably because the commission will not have a full complement of members present for a meeting until June 5.

Commissioners Cox and Lee drafted their notice after receiving a plea for help from Leonard Goldenson, president of ABC, who expressed concern about losing VHF affiliates in major two-VHF markets (Broadcasting, April 22). ABC already trails CBS and NBC in the number of VHF affiliates it has in those markets. Mr. Goldenson noted that ABC had lost to NBC one station that once cleared a substantial amount of prime time for it. WsPD-TV Charlotte, N.C., and was in the process of losing two primary affiliates to the same network, wspd-TV Toledo (a Storer station) and wLWD(TV) Dayton (owned by Avco), both Ohio.

Proposals Would Reverse Policy

Both Storer and the NBC affiliates said the Cox-Lee proposals would reverse long-standing commission policy aimed at strengthening the affiliate in its dealings with a network.

"While declaring freedom of program choice to be a nondelegable licensee responsibility with respect to all programming generally," wrote Warren C. Zwicky, vice president and Washington counsel for Storer, "the commission has given it special emphasis in the area of station-network relations.

"Thus, the 1941 chain regulations were adopted expressly to free licensees from affiliation terms which restricted their freedom of action in serving the public interest."

But the Cox-Lee proposal, Mr. Zwicky said, would insulate ABC from competition and deny to wspd-TV and other similarly situated stations the freedom to exercise their best judgment in making programing decisions.

"Ironically," he added, "it would force ABC affiliates to violate a rule that was adopted to protect licensees--the rule limiting network affiliation terms to two years."

Both Mr. Zwicky and Bernard Koteen, counsel for the NBC Television Affiliates, said any rule attempting to compel stations to carry ABC programs rather than those they prefer from another network at least raises the question of censorship, which is expressly barred by the Constitution and the Communications Act. Mr. Zwicky was categorical on the point--the proposal "poses a clear-cut example of censorship," he said.

Possible Court Case

The Storer counsel, whose letter appeared to lay the groundwork for a speedy court appeal in the event the commission follows the Cox-Lee recommendations, also saw the proposed rules as violating other constitutional provisions--among them, the right of due process, by requiring some stations to devote their property--against their will--to the benefit of a third party (ABC).

Both attorneys also said that a freeze on affiliation switches or in network program clearances would be a violation of the Administrative Procedure Act, prohibiting adoption of substantive rules without prior notice or comment.

Mr. Koteen raised the question as to whether the reported proposals are needed to help ABC. He noted that Mr. Goldenson, in a quarterly report to shareholders dated April 26, reported "an upward trend," with prime-time availabilities on the television networks for the second quarter "virtually sold out" and with second-quarter sales for the owned and operated television stations "substantially ahead of last year's level at this time."

ABC's Finances

Mr. Koteen also noted published reports indicating that

Breakdown of networks' P&L figures for '67

ABC's five owned-and-operated television stations provided the income to enable ABC to show an $11.2 million profit for television operations last year, despite a loss in network operations. CBS and NBC, in the black in both categories, reported total profits, respectively, of $77.2 million and $71.8 million.

The figures are contained in the memorandum Commissioners Kenneth A. Cox and Robert E. Lee submitted to their colleagues along with their proposals for strengthening ABC's competitive television position with respect to CBS and NBC (Broadcasting, May 6).

The ABC network produced revenues of $263.9 million, but showed expenses of $281.1 million, for a loss of $17.2 million. ABC's owned stations, however, had a profit of $28.4 million, on revenues of $72.9 million and expenses of $44.5 million.

CBS reported network profits of $41.8 million, on revenues of $361.8 million and expenses of $320 million. CBS-owned stations showed a profit of $35.4 million, with revenues of $95.7 million and expenses of $60.3 million.

The NBC network had revenues of $327.7 million and expenses of $296.4 million, for a profit of $31.3 million. NBC's owned stations reported a profit of $40.5 million, on revenues of $94.7 million and expenses of $54.2 million.
ABC last year realized an operating profit of some $12 million from its television network and five owned television stations combined (the network lost $17.2 million while the owned stations earned $28.4 million in profit) (see page 48). CBS and NBC, however, reported profits in both categories. CBS profit from the TV network was $41.8 million; from the five owned stations, $35.4 million. NBC's profit figures were, respectively, $31.3 million and $40.5 million.

Even if ABC is "suffering from some deep-seated malady," Mr. Koteen said, the cure is not to be found in the prevention of a handful of affiliation switches. "As we understand it, none of the proposed changes in affiliation away from ABC is the consequence of any network compensation greater than the stations are now receiving from ABC," he said. "Rather they flow from individual station judgments as to the competitive programming in question.

"This is a problem only ABC, not the commission, can solve," he said. Worried About Licenses • Messrs. Zwicky and Koteen expressed concern over Mr. Goldenson's request that the commission warn ABC affiliates in the major two-VHF markets that they face license-renewal hearings if they switch to NBC or CBS. He specifically asked that the license-renewal applications of wspd-tv and w1wd be called up immediately for hearings.

Mr. Zwicky said wspd-tv's affiliation with NBC, which is to take effect on June 15, 1969, is consistent with existing rules and violates no policy. "Any commission action which affects the wspd-tv license, where no rule or policy has been violated, would be unlawful, arbitrary and discriminatory," he added.

FCC takes second look at Areawide transfer

FCC has applied the brakes to its unprecedented action approving transfer of control of four commonly owned AM and FM stations on the condition that the new owner sell them within six months (BROADCASTING, April I).

The case involves transfer of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is the licensee of ksri-am-fm St. Louis Park and wbec Duluth, both Minnesota, and wnav Yankton, S.D.

The commission said that in approving the transfer it relied on the applicant's representation it was not aware that purchase of Red Owl stock by Gamble-Skogmo required prior commission approval.

Fallout from Oklahoma query

### Budget Bureau asked if new law is needed to stop independent questionnaires

The controversy surrounding the survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson may be dying down. But it appears to have launched a movement aimed at circumscribing the freedom of members of any government agency to undertake such independent projects in the future.

Senator A. S. Mike Monroney (D-Okla.) wrote Budget Director Charles J. Zwicky last week asking whether present law adequately covers situations in which "individual agency members, acting on their own without agency sanction, seek to collect information from a substantial number of members of the public, or whether further legislation might be required."

He referred to the Federal Reports Act, which requires that agency requests for information from the public he submitted to the Budget Bureau for clearance. FCC Chairman Rosel H. Hyde—and the two commissioners—have stated that the survey is not an agency matter. And legislation may be necessary, for the bureau says that the law does not apply, since the survey was not an agency action.

The commissioners have said that the survey is designed to help them develop a picture of the broadcast service in Oklahoma. They will use the results in an effort to persuade the commission to strengthen its license-renewal process (BROADCASTING, April 15).

Pure Motives • Senator Monroney said he was certain that Commissioners Cox and Johnson acted with the "highest motives and objectives." But he added, "I am at the same time most apprehensive about the possible danger and unnecessary burden on the public that could result if this procedure should become widespread throughout the government."

"I believe that Congress had this danger and burden in mind when it enacted the Federal Reports Act."

Word that the law does not apply to the survey was contained in a letter to Chairman Hyde from Dr. Raymond T. Bowman, assistant director of statistical standards in the Budget Bureau. He wrote the chairman following the bureau's inquiry into whether the commissioners' survey violated the act.

But he also advised the FCC to adopt procedures that will provide the information its members need without causing the kind of "misunderstanding" that followed the Cox-Johnson survey.

The question is a delicate and difficult one for the bureau. Dr. Bowman's letter has not been made public, but it's understood it expresses concern over the misunderstanding that the survey has created among Oklahoma broadcasters. Bureau officials are known to feel that, regardless of the intent on the part of the two commissioners, the broadcasters would feel compelled to reply to letters written on commission stationery and bearing the signatures of two commissioners.

Another bureau official, Edward T. Crowder, assistant director for clearance operations in Dr. Bowman's office, has spoken of the "misunderstanding to which [the survey] has given rise and the danger inherent in any general acceptance of the principle of unofficial data collection by agency officials." He made the statement in a letter notifying the Advisory Council on Federal Reports of the bureau's letter to Chairman Hyde. The council, which is the business community's liaison with Budget, had complained about the survey.

But balanced against these feelings, reportedly, is the reluctance on the part of bureau officials to "censor" letters of agency members seeking information they say they need to do their jobs.

Problem Avoidance • Thus, short of an amendment of the Federal Reports Act as Senator Monroney has suggested, the bureau's position was to urge the commission to take steps to develop procedures that will avoid such problems in the future. Dr. Bowman offered to discuss the matter with Chairman Hyde.

Senator Monroney entered the dispute after the broadcasters in his state expressed concern about the questionnaires they received from the commissioners. Their concern was heightened by the fact that their license-renewal applications were pending.

After two meetings with the senator, the commissioners wrote clarifying letters to the broadcasters, advising them that they were under no legal obligation to respond to the survey questions, and assuring them that any information they provide would not be used in reviewing their license-renewal applications or be placed in commission files (BROADCASTING, May 6).

Senator Monroney last week indicated that he was satisfied that the Oklahoma part of the controversy is closed, but declined to comment on the Cox-Johnson clarifying letters.
Owners of powerful newspapers and television stations that seek to merge in the same market may expect trouble from the Department of Justice, though not necessarily in court on antitrust grounds. The department will try to head off such acquisitions in hearings before the FCC on the ground that the public interest would not be served.

The department indicated as much last week in the memorandum it filed in opposition to the proposed transfer of Beaumont Broadcasting Corp.'s KFDM-TV Beaumont, Tex., one of three television stations in the metropolitan area, to the Enterprise Co., publisher of the only two daily newspapers in that city.

Antitrust chief Donald F. Turner, in a letter to FCC Chairman Rosel H. Hyde on March 8, had urged the commission not to pass on the transfer application without a hearing. He said a department investigation had revealed "serious" antitrust questions, and added that the department would participate in a hearing if one were held (BROADCASTING, March 11).

The memorandum contains the arguments backing up the contention in Mr. Turner's letter. It also asks that the requested hearing be held on two principal questions—whether the proposed transfer would be inconsistent with the standard of public interest, convenience and necessity, in that it would:

- Result in an undue elimination of competition and increase in concentration of ownership in mass communications media in the Beaumont area;
- Unnecessarily eliminate an independent editorial voice in the area, in violation of the commission policy of favoring a diversification of ownership of mass media.

First Since ABC-ITT • The case is the first one involving broadcasting interests in which the department has become publicly involved since its opposition to the proposed ABC-International Telephone & Telegraph Corp. merger. That sale, although approved by the commission, fell apart after Justice asked court review of the decision and ITT exercised its option to cancel the agreement (BROADCASTING, Jan. 8).

However, the department is known to be checking into other proposed broadcast-station sales to newspaper-connected interests. (The sale of WMFT-FM Chicago to WGN Continental Broadcasting Co., which is under common ownership with the Chicago Tribune and the Chicago American, was one. The department, however, eventually decided against trying to block it.) Accordingly, the department's memorandum is likely to be read with interest by communications lawyers not directly involved in the Beaumont case.

The department, in anticipation of an argument likely to be made against its intervention, acknowledges that the proposed sale would not be immune from antitrust prosecution. But, it added, "We are presenting our views to the commission at this time . . . in the belief that appropriate consideration of these [antitrust] points by the regulatory agency may negate any future necessity of an antitrust action."

It argues that its analysis leads to the conclusion that the proposed sale would violate Section 7 of the Clayton Act, which prohibits acquisitions which may tend to lessen competition or create a monopoly.

Commission Has Other Grounds • But it adds that it is "neither appropriate nor necessary that the commission make a determination of an antitrust violation." Rather, it says, the commission can and, we submit should," rely on the antitrust analysis as a basis for concluding that "the proposed license transfer does not qualify under the commission's public interest standard."

Indeed, at one point the department asserts that the "broad public interest standard applied by the commission may well prohibit combinations of control on the basis of probable competitive effects not amounting to a violation of the antitrust laws." The department made the same argument in opposing the ABC-ITT merger.

In the Beaumont case, the department says, the proposed transferee, the Enterprise Co., "has by far the dominant share of newspaper circulation and advertising revenues," while KFDM-TV has "the highest advertising revenues of the three television stations," in what the department considers the pertinent market. This is the Standard Metropolitan Statistical Area, which encompasses Jefferson and Orange counties and which is within the grade-A contours of the three Beaumont television stations.

The department said the SMSA, with a population of 306,000, accounts for "the majority" of the newspapers' readers and the stations' audience.

Shares of Revenues • The memorandum notes that Enterprise Co.'s daily and Sunday Enterprise in 1966 reported $3 million in advertising revenues or 31% of the $9,800,000 in such revenues earned in the SMSA. KFDM-TV had advertising revenues of $1,200,000 (with profits of over $400,000), or 12% of the total. The station accounted for 43% of all TV advertising in the two-county area. In terms of local advertising revenue only ($7 million), the shares of the Enterprise Co. and KFDM-TV are respectively, 37% ($2,600,000) and 5% ($367,772).

The memorandum notes that in one case the Supreme Court has held that a merger combining 30% of the market in one firm is presumptively unlawful, and that in another the "undue percentage" was lowered to 20-25%. "In other concentrated markets the acquisition by a leading company of a smaller company which increases the larger company's market share only slightly will be enough to have substantial anticompetitive effects," the memorandum adds.

Other media in the SMSA include KBTM-TV Beaumont and KJAC-TV Port Arthur and 14 AM and FM stations.

The only other newspaper service is

WGN takes control

WGN Continental FM Co., a subsidiary of group owner WGN Continental Broadcasting Co., assumed control of WMFT-FM Chicago effective April 29, it was announced by Ward L. Quaal, president of the parent firm. WGN Continental purchased the FM outlet for about $1 million from Bernard Jacobs who will continue to serve under a lifetime consulting agreement. The sale had been approved by the FCC last March. Mr. Quaal said present WMFT program and commercial policies will be retained.

Late last month, a group of Chicago listeners filed an appeal against the FCC's approval of the transfer, charging that the acquisition adds to the domination by the Chicago Tribune of the media of communications in the city (BROADCASTING, April 29). Mrs. Burton Joseph, wife of a Chicago attorney, acknowledged that she and other devout listeners to the good music station had initiated the protest and were underwriting the appeal.
Any kid who owns a Tom Mix ring today, is pushing forty.

Warren Bahr remembers those good old radio days. Yet he'd rather buy time on radio's new programs. He knows that 180,000,000 listeners are spending billions of dollars on products which commercials sell on modern day radio. So to any smart advertiser pushing forty, Tom Mix is just a good memory.

Edward Petry & Co.
ABC gains full radio allotment

FCC approves purchase of KXYZ-AM-FM Houston despite proposed rule

ABC has acquired its full quota of 14 radio stations. The FCC last week approved the sale of KXYZ-AM-FM Houston by Lester Kamin and associates to ABC at a time when it's searching for a way to strengthen the competitive position of ABC-TV (see page 44).

The transfer application was filed two months before the commission proposed a rulemaking that would limit station acquisitions to one of a kind per market, and established an interim policy freezing such transfers (BROADCASTING, April 1). But Commissioner Nicholas Johnson said he would condition the sale on compliance with the proposed rule.

KXYZ-AM-FM is licensed to KXYZ Inc., owned by Public Radio Corp. Public Radio is owned by Mr. Kamin (55%), Max Kamin (30%) and Billy Goldberg (15%). Consideration is 20,000 shares of ABC stock, which closed last Thursday at 59 1/4, making it a $1,185,000 deal at present prices. The sale also provides that ABC will assume obligations not to exceed $1.5 million.

KXYZ is full time on 1320 kc with 5 kw; KXYZ-FM is on 96.5 mc with 100 kw. ABC now owns AM-FM-TV's in New York, Los Angeles, Chicago, Detroit and San Francisco and AM-FM's in Pittsburgh and Houston.

The commission vote was split, Chairman Roy H. Inge, Commissioners Robert E. Lee and James J. Wadsworth voting for it; Commissioner Robert T. Bartley dissented: Commissioner Kenneth A. Cox abstained: and Commissioner Nicholas Johnson concurred and dissented in part. Commissioner Lee Loewinger was absent.

In a statement Commissioner Johnson noted that no local or regional concentration of control over mass media was involved in the sale, nor would ABC's "national power," he said, be "significantly affected" by the acquisition. (The commission must be "on guard," he warned, against concentration of control and the "national power of major-market group owners."

As a network, "ABC's principal political power," and its control over opinion and information, he said, is that of national program supplier not major market station owner "in powerful states." Acquiring these facilities won't have the impact on "ABC's position in the marketplace of ideas," he claimed, that a comparable acquisition would have on the position of a major-market multiple owner "not in the networking business."

The commissioner further noted that the commission must be "mindful" of ABC's competitive position with CBS and NBC. Stations are a "significant source of additional network income, even if they are not a significant source of additional political power," he said. "I believe there are numerous means long available to ABC, and the commission to meaningfully and appropriately improve ABC's position."

(The commissioner was one of three who dissented to the ill-fated ABC-ITT merger. In December 1966 he questioned ABC's need for ITT financial assistance, noting that with ABC on a par with the other networks, "what little price competition" that presently exists among the networks would disappear (BROADCASTING, Dec. 26, 1966 et seq.).

But Commissioner Johnson said he would condition the sale so that ABC should select whichever of the two stations it wanted, since it is "neither necessary nor desirable . . . to further exacerbate the pattern of single owner control in major markets. . . . Certainly a network, with its full complement of stations," he said, "is in the best possible position to comply" with the commission's proposed "one-to-a-customer" rule.

Mercury, Evans drop sale of UHF CP's

The new climate at the FCC on the sale of television construction permits, and its concomitant threat of hearings, has claimed its first victim. Last week, petitions were filed with the FCC asking for the dismissal of applications asking approvals for the transfer of ownership of three Mercury-group UHF permits to Evans Broadcasting Corp. (BROADCASTING, May 6, 1967).

The notification to the FCC said that the contract between the present permittee holders, Albert G. Hartigan and others, and the proposed buyer, Thomas M. Evans, New York financier and industrialist, had expired as of April 30, and that Mr. Evans had declined to exercise his right to extend it.

In involved in the proposed transfers were WUHF-TV (ch. 61) Hartford, Conn.: WBAU-TV (ch. 49) Buffalo, N.Y., and WNTU-TV (ch. 33) Norfolk, Va.

Evans Broadcasting Corp. was to be owned jointly by 17 companies and the present owners, with Mr. Evans paying $150,000 for his 50%. He also held an
BMI'S NARAS AWARD WINNERS
are growing so fast we've just planted another acorn!

BROADCASTING, May 13, 1968
option to acquire another 30% interest for $360,000, but this was not to be exercised for three-and-a-half years after the first station started program tests. He also agreed to finance equipment purchases of up to $900,000 for the Buffalo station and up to $800,000 each for the other two stations. He also agreed to underwrite initial losses of up to $600,000 for each city. Mr. Evans is personally buying KNDL-TV (ch. 30) St. Louis (also a CP) for $34,500 plus assumption of liabilities.

Hearing Called • Last month, the commission informed Mr. Hartigan that it could not grant the transfers without a hearing (CLOSED CIRCUIT, April 29). Although the commission gave no reason for this action, it has become more sensitive to the sale of construction permits since the House Commerce Committee raised a fuss about the sale of five Overmyer UHF permits to AVC Corp.'s U. S. Communications Corp. AVC paid $1 million for 80% interest in each permittee, and holds an option to acquire the remaining 20% interests for an estimated $3 million. Also AVC advanced $1.5 million to D. H. Overmyer for his warehousing operations and had promised to lend him the same amount if needed. The transaction, approved by the FCC on a 4-to-3 vote, aroused the attention of the House Commerce Committee and resulted in one-day session with the FCC justifying the grant and committee members, including Chairman Harley O. Staggers (D-W. Va.), criticizing the action (BROADCASTING, Dec. 18, 1967). Since then, a House Investigations Subcommittee investigator, Arnold Smith, has been studying pending FCC cases involving the sale of construction permits (CLOSED CIRCUIT, April 29).

Jerrod buys CATVs in Texas, New York

Jerrod Electronics Corp., Philadelphia, a major manufacturer of CATV equipment and a multiple CATV owner, has bought two CATV complexes, one in Texas and one in New York—breaking the drought in major CATV sales that has existed for the last six months. Acquired has been Southwest CATV Inc., owner of CATV systems in Texas' Rio Grande Valley, with a potential of 65,000 customers, and Telihoras Corp., operating cable firms in Cortland and Wellsville, N. Y., with a franchise for Penn Yan, also New York. The New York systems have a potential of 14,000 subscribers. Also acquired is a micro-wave system, carrying TV signals from San Antonio to the Rio Grande Valley cable systems.

The Texas group was bought from Lester Kamin and associates. Mr. Kamin and his group have just sold KXYZ-AM-FM Houston to ABC (see page 48). Holding warrants for stock in the Texas systems was International Telephone and Telegraph Corp. The New York systems were acquired from William B. Harrison and associates. No price was disclosed for either deal. Jerrod, now owned by General Instrument Corp., Newark, N. J., also announced the commencement of construction of its CATV systems in Petersburgh, Va., and in Middlesboro, Ky.

The acquisitions bring to 25 the number of operating and franchised CATV systems now owned by Jerrod.

Changing hands . . .

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

• WDNS-FM Camden, N. J.; sold by William R. Compton and associates to Family Stations Inc., headed by Harold Camping, Scott L. Smith and associates for $500,000. Buyer is licensee of KEAR-FM San Francisco, KEBR-FM Sacramento, and KEBR-FM El Cajon, all California. CMW-AM-FM Newark, N. J. Mr. Smith and wife are 33.3% owners of KQWD-Paradise and KEOR Chico, both California. WDNS-FM is on 106.9 mc with 18 kw. The sale of WDNS Camden to Tommy Roberts, a sportscaster, last February for $775,000 is still pending FCC approval (BROADCASTING, Feb. 19).

• WPRA Mayaguez, P. R.; sold by Andres Camara and associates to Richard J. and Samuel Friedman and associates for $340,000. Messrs. Friedman have interests in WMD-AM-FM Fajardo, P. R. Samuel Friedman is an attorney. Founded in 1937, WPRA is a full-timer operating on 990 kc with 1 kw.

• KKAM Pueblo, Colo.; sold by Willard W. Garvey to William H. Moore III and James Gordon Douglas III and others for $240,000. Mr. Garvey is owner of KVTW-TV and KKFM(FM), both Colorado Springs. KKAM, established in 1928, is on 1350 kc with 5 kw days and 1 kw nights. Broker: Hamilton-Landis and Associates.

• KEED Eugene, Ore.; sold by Glen M. and Helen N. Stadler to John W. Mowbray, Charles J. Wedes and James H. O'Neil for $201,000. Mr. Mowbray has CP for AM in Burier. Wash. He is employed by KIRO-TV Seattle. Mr. Wedes is performer and Mr. O'Neil is program director on KIRO-TV.
KEED is full-time operating on 1450 kc with 1 kw.

* KXRG-FM Sacramento, Calif.: Sold by Dale W. Flewellong to Lawrence Ghagan for $63,150. Mr. Ghagan is president and 27.7% owner of KPGM (FM) Los Altos, Calif. KXRG-FM began in 1959 and operates on 98.5 mc with 3.5 kw. Broker: Hamilton-Landis and Associates.

APPROVED: The following transfer of station interest was approved by the FCC last week (For other FCC activities see For The Record, page 85).

* KXYZ-AM FM Houston: Sold by Lester Kamin and others to ABC Inc. in exchange for 20,000 shares of ABC stock, valued at approximately $1 million plus assumption of obligations not to exceed $1.5 million (see page 48).

FCC’s Johnson lauds Chairman Hyde

FCC Commissioner Nicholas Johnson, who has frequently been a sharp critic of the commission, appeared last week as an admirer of its strengths. And Chairman Rosel H. Hyde who, along with other commissioners, has been scorched by some of Commissioner Johnson’s blistering dissent, found himself not only defended but rhapsodized as an “ideal man” for his job.

But Commissioner Johnson, in remarks prepared for delivery Friday (May 10) at a luncheon meeting of the Federal Communications Bar Association, didn’t overlook matters that have long troubled him at the commission. He referred to them, collectively, as “the scandal of the forgotten public interest.”

His defense of the commission and of Chairman Hyde was in response to an article in Broadcasting which, he said, constituted “a personal attack” on the chairman, “charging him with a lack of leadership . . . and with a failure to control ‘mutiny’ among his commissioners.” The article dealt with the present crop of troubles besetting the commission, and referred to the independent programming survey of Oklahoma broadcasters by Commissioners Johnson and Kenneth A. Cox.

Lack of Understanding: Commissioner Johnson said the article demonstrated a lack of knowledge of how a multi-member agency works and “a rather shocking lack of good taste and respect for one of this government’s long-term public servants.” (This came as a mild surprise to some readers of his advance text who recalled the commissioner’s dissent in the commission’s initial 4-to-3 decision to approve the ABC-International Telephone & Telegraph Corp. merger. Commissioner Johnson said then that the majority’s approval, in which the chairman participated, “makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes.”)

He said “the great strength” of the commission is that each member has a vote which he must exercise independently. “The system not only contemplates, but depends upon, his independence—so that the commission will have its own system of checks and review built into it.”

“No man,” said Commissioner Johnson, “has been more understanding of the need to hold to personal positions of conscience than Chairman Hyde himself—and in cases where my ‘going along’ would have eased his life considerably.”

Ideal Man: Commissioner Johnson said that the FCC chairman carries a heavy load of sometimes conflicting and difficult responsibilities, and that the present chairman “is, in many ways, an ideal man for the job.”

Then he launched into his tribute to the 68-year-old chairman who has been in communications regulation for 40 years: “He has personally participated in as much of the history of communications as any living man . . . He is kind, tolerant and patient. He has a capacity for hard work. He can listen . . . He can play upon the other six of us like a symphony orchestra, working to produce as much harmony as possible . . . Underlying all he does is a reservoir of good cheer and humor . . .”

But it is not well at the commission. He referred to such matters as:

* “The award or renewal of valuable public rights to the only applicant—without adequate investigation.”

* “The resolution of vital issues based on nothing more than the arguments of the contending monopolistic economic interests.”

* “The discussion of those issues in cryptic, conclusory language, or, even worse, in prolix boilerplate that is even more successful in keeping the public’s business from public view.”

For the commissioner these add up to “the scandal of the forgotten public interest.” And he called on communications attorneys to help remedy the situation.

He said they should take on the responsibility of volunteering to “represent the public interest before regulatory agencies in the same way that you represent indigents’ interests before the courts.”

INTRODUCING

C. L. Lud Richards, as an associate, headquartering in our Washington, D.C. office, Lud’s 15 years of broadcast experience in high level management positions qualifies him as an effective media broker. His knowledge of broadcast operations will inspire confidence when you talk with him. Buyers and sellers on the East Coast will benefit from making his acquaintance. Write or call Lud at your first opportunity. Another reason why it pays to try Hamilton-Landis & Associates, Inc. First.
Broadcasting does not live by bread alone

Madsen cites challenges at AWRT convention;
NAM's Parker: radio-TV already looks past sales charts

Radio and television broadcasters must operate by communicating more than entertainment alone. They must transmit important ideas and significant information to help people survive in today's troubled and complex times and to motivate them to intelligent action. This was the message that Arch L. Madsen, president of Bonneville International Corp., brought to the 17th annual convention of the American Women in Radio & Television.

Speaking to some 600 delegates at the annual meeting (May 1-5), held in Los Angeles, Mr. Madsen pointed out that with commercial broadcasters facing the most crucial communications challenge ever, the entertainment part of radio and TV must be secondary. Instead he emphasized the importance of communicating ideas. “We live in a millennium of communications technology—but our successful application of this technology in the communications of mankind's primary values and principles, borders the dark ages,” Mr. Madsen, a broadcaster for more than 30 years, said. He claimed that despite a $20-billion investment in communications tools, broadcasters still “live on islands of ignorance surrounded by seas of prejudice.”

The American Concept • Mr. Madsen stressed several times that the primary work of broadcasting in this country is to move merchandising. But, he said, in other parts of the world broadcasting's principal role is to sell ideological concepts.

“The American business society,” he said, “has a responsibility to see that American economic principles are known throughout the world.” Yet Mr. Madsen does think that present day radio and TV programming and audiences are reflecting a new social responsibility. “I believe there is a marked tilt in radio and TV programming toward the greater use of broadcast communications for informational, significant discussion programs,” he said.

During the course of his talk, Mr. Madsen, whose Salt Lake City-based Bonneville International Corp. controls five international short-wave facilities as well as having interests in or owning 14 AM-FM-TV outlets across the country, invited the AWRT to extend its membership throughout the Western Hemisphere and to affiliate with the Inter-American Association of Broadcasters. Mr. Madsen's remarks were made during a panel discussion on “New Dimensions in Programming,” in which all participants emphasized the urgency of broadcasting's need to provide more serious communications.

Describing efforts to achieve an adequately funded public television system in the U. S., Dr. Lee DuBridge, president, California Institute of Technology and former member of the Carnegie Commission on Educational Television, said that programs dealing with the important issues of the day are the big challenge for the future. He called for “in-depth presentations and discussions which can contribute enormously to a more widespread understanding by the citizens of this country of the issues which concern them and with which they must deal.”

Young Leadership • Norman Felton, president of Arena Productions, Hollywood-based company responsible for The Man From U.N.C.L.E., among other programs, declared himself optimistic about the future because “there is something in the air in regards to young people.” He predicted that when young leadership takes its place in the medium, television will be changed into a “truly unique” communications form “from the reporting of news to the presentation of drama.”

Marion Corwell, was not so sanguine in his evaluation of critics of television who charge the medium has spurred racial revolution by showing have-not things they can’t buy. “May I ask if these critics would keep the ability of the nation to produce consumer goods a secret from minority groups or those in reduced economic plight?” Mr. Felton asked. “Is it all right to let them know we have bread and Coca-Cola but not cake and Chryslers?”

Daniel Parker, chairman of the board of Parker Pen Co, and also chairman of the National Association of Manufacturers, speaking as “an individual businessman observing your industry from the sidelines,” said that an increasing number of broadcast advertisers are recognizing the broader responsibility of looking beyond the sales charts. “A part of this responsibility,” he said, “is to support the people who are striving to get shows of value on the air.”

William Dozier, president of Greenway Productions, co-producer of Batman, was moderator of the programing panel.

Strides in Technology • An earlier panel was on technological advances in communications and was moderated by John Paul Goodwin, chairman of the board of Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston. In his brief opening remarks, Mr. Goodwin gave some indications of the social
revolution wrought by radio broadcasting.

Thomas W. Sarnoff, staff executive vice president, NBC West Coast, one of the three panelists speaking under the title of “The Sky's the Limit,” pointed out that the development of communications will go beyond the sky and into the universe. He predicted that “before the end of the next decade manned satellites, hovering over fixed points on earth, will serve as spatial switchboards to route telephone, radio and television and other information from country to country, continent to continent, and from earth to space vehicles and to the planets beyond.” He also suggested that the combination of satellites and electronic computers will change the primitive communications center that the home is today into “a highly sophisticated electronic information center.”

Eventually, he believes the new communications technology will make possible the distribution of programs by satellites first to stations, then to unattended transmitters and finally, in some instances, directly to the home.

The use made of the new technology will be the key to the future. Mr. Sarnoff concluded.

No Limits • Charles E. McKittrick Jr., vice president and western regional manager of IBM’s data processing division, Los Angeles, said that the combination of computers and communications will provide the greatest single technological advancement in history. The limit in the future, he explained, “is purely our own imagination.”

Dr. Fred Adler, vice president of the Aerospace group of Hughes Aircraft, Culver City, Calif., offered a glimpse of the opportunities of new communications technologies. He said the opportunities are “vast and exciting,” with the Syncom satellite concept providing “the greatest potential.” Through the use of slides, Dr. Adler showed the various ways advancing satellite technology can enrich the future of the world. One of the things he claimed the future would bring is a “network of education” through the use of satellite communications.

In one of the principal non-panel addresses of the convention, author Irving Stone gave an unequivocal endorsement to words and writers as the saviors of the future. “In the beginning there was the word,” he said, “and in the end there will be the word. What happens to the world in-between will depend on the word.”

He called writers the “last hope” for civilization because a writer doesn’t belong to any group and is almost a “dispossessed person.” For these reasons of objectivity, the writer “has the best chance to get at solutions,” he contended.

During the convention, Leonard H. Marks, director of the U.S. Information Agency, Washington, spoke on the challenge of communicating with other world members. He issued a dramatic invitation to Communist China to send news media to this country to cover the current political campaigns (Broadcasting, May 6).

Other Activity • Miss Supinda Charkrabhand of Bangkok, Thailand, and Mrs. Nguyen Thi Thai of Saigon, South Vietnam, were guests of honor at an AWRT luncheon. The women are broadcasters in their countries and, as guests of AWRT’s Educational Foundation, are making a two-month tour of the U.S. Art Linkletter was master of ceremonies of the luncheon. Mr. Linkletter’s business partner, producer John Guedel, was the keynote speaker for the convention, speaking on the theme of “Century of Communications.” California’s Governor Ronald Reagan also spoke to the delegates.

At the concluding session of the convention, Mary Dorr, free-lance broadcaster of Santa Monica, Calif., was installed as new president of the AWRT. Mrs. Dorr succeeds Drin Crawford Holzhauser of Goodwin, Dannenbaum, Littman and Wingfield, as president (for next year’s officers, see page 52).

Study backs Pueblo CATV

Counters arguments on importation made by two Colorado TV’s

Studies performed by independent research firms for opposing parties locked in an FCC hearing often assume an air of objectivity—although, in reality, the studies rarely (if ever) disprove the contentions of the firms which commission them.

Such a professed study is one commissioned by Pueblo TV Power Inc., which proposes to import Denver signals into Pueblo, Colo. The CATV proposal has been opposed by KREO-TV Colorado Springs, and KOAA-TV Pueblo, which want the commission to hold a hearing on the requests.

The Pueblo TV study was prepared principally to refute a voluminous one commissioned by the stations and compiled by Robert L. Coe and James G. Saunders of Ohio University’s Center for Research on Broadcast Management and Economics. Mr. Coe is a former vice president of ABC (Broadcasting, March 18).

The Coe-Saunders study purported to show that the commission’s assumption in requiring evidentiary hearings for CATV’s proposing to import distant signals into the top-100-TV markets, and not the smaller ones, is a false one, at least as it applies to the Colorado Springs-Pueblo market, ranked 138th.

The study was originally designed to bolster the stations’ opposition to distant signal requests made by Vumore Video Corp. for its Colorado Springs operation. But it is also being used to
oppose Pueblo TV's carriage proposals.

Foster Study • Now Pueblo TV has commissioned one of its own, the so-called Foster study, prepared by Foster Associates Inc., a Washington based independent economic research and consulting firm.

Pueblo TV claims that while its study makes no attempt to match the Coe-Saunders study , it constitutes an Augustan contribution to the arts of polemics and dialectics: it substitutes brevity for prolixity, objectivity for subjectivity ... and truth for myth.

Foster was brief, about 28 pages. But it was also prepared by or under the direction of Edward Shafer, a vice president of the research firm. He is also an executive vice president of Pueblo TV. "In this capacity," the study notes, "he has been instrumental in the planning and the organization of [Pueblo TV's] CATV effort. Mr. Shafer has made a number of visits to Pueblo and Colorado Springs and has completed detailed market studies relating to CATV penetration in both communities."

Alleged Deficiencies • Not surprisingly, the Foster study finds the Coe-Saunders study "replete with alleged errors."

One of them allegedly is the result of a specialty commissioned American Research Bureau survey in Bakersfield, Calif.—a below-top-100 market served by three stations and CATV. That survey was cited by Coe-Saunders to "prove conclusively" that CATV was "instrumental" in causing a loss of TV audience to the stations in the Bakersfield market.

Foster says the use of that data to forecast events in Colorado Springs-Pueblo is "completely without foundation" because ARB qualified the data as "below ARB minimum standards" and noted it was to be used "as indicative only." Foster further claims that there are numerous examples of "oversight, carelessness and improper statistics" used in the study as well as conclusions, based on unsupported assumptions, about potential television audience losses and the viability of independent UHF faced with CATV competition.

The Foster study may well have been an academic exercise, however. Last month the commission rejected the Coe-Saunders study and permitted the Vumore operations. The commission said the study didn't supply "adequate support" for those allegations made by KOAA-TV and KRDO-TV. The import of the commission's decision was that it expects a more persuasive showing from small-market TV's before it will designate below-top-100 market CATV proposals for hearing (Broadcasting, April 15).

CBS-TV affiliates meet in LA this week
FLEXIBLE SCHEDULE ARRANGED TO PROMOTE 'DIALOGUE'

The outlook for television—from its economics to its role in a political year—will dominate this week's CBS-TV Affiliates Association meeting in Los Angeles.

Also commanding substantial attention will be programming, which occupies most of the first day of the May 14-15 annual meeting. Michael Dann, senior vice president, programs, will preside over the programming presentation, which includes the screenings of Blondie, Lancer, The Good Guys and Hawaiian Five-O, all four among new series next fall for which films have been made.

In addition, the network's sports program lineup will be detailed by William C. MacPhail, vice president, sports.

In a departure from recent years, most sessions will attempt to infuse what network spokesmen last week termed a running "dialogue" between network officials and station executives. In place of firm scheduling, a "flexible" program has been arranged to permit as much time as possible for panels, discussions and question-and-answer periods. All of the sessions will be closed.

Among the more formal events are the luncheon speeches. Dr. Frank Stanton, president of CBS Inc., is expected Tuesday (May 14) to present an optimistic report on TV's economic outlook and to renew his appeal for a suspension of equal-time requirements for presidential and vice presidential candidates from the primaries to election day (CLOSED CIRCUIT, May 6): on Wednesday, John A. Schneider, president of CBS-Broadcast Group, is slated to deliver the luncheon address.

Campaign coverage • In addition to the expected reference by Dr. Stanton to the political year, there are to be discussions of CBS's election-convention coverage. Though attention on this will give affiliates ample opportunity to air grievances, it's doubted that the compensation factor in convention-election coverage will give rise to serious dispute in view of CBS's substantial modification of its original plans to waive compensation (CLOSED CIRCUIT, April 29; Broadcasting, May 6).

Among the network's key departmental executives who will be on tap during the discussion periods are Thomas H. Dawson, the TV network's president; Richard S. Salani, CBS News president: Mr. MacPhail; John P. Cowden, vice president, information services; Frank M. Smith, vice president, sales; Richard Jeneks, CBS Inc. vice president, network counsel; William B. Lodge, vice president, affiliate relations and networking; William H. Tankersley, vice president, program practices, and Carl S. Ward, vice president, affiliate relations.

A portion of the Wednesday afternoon session has been set aside for Mr. Salani's introduction of CBS News personalities to the affiliates. A banquet that night will feature entertainment and appearances of CBS's roster of stars, including among others. Jonathan Winters, Tommy Smothers, Pat Paulsen, Bobbie Gentry, Andy Griffith, Ken Berry and Jim Backus.

FCC reaffirms its UHF policy

The FCC went out of its way last week to emphasize its determination to aid UHF television. In an order affirming a review board decision, the commission said that its policy of fostering development of UHF counts for more than the policy permitting VHFs stations to provide the best possible service to the largest number of persons.

The decision, on a 4-to-2 vote, affirmed the review board's denial of a petition by WSFA-TV (ch. 12) Montgomery, Ala., for a rehearing of a proceeding that culminated in an award of a construction permit for channel 38, Columbus, Ga., to Gala Broadcasting Co.

The board had turned WSFA-TV down on the ground that it was not a party to the proceeding, that its petition was dilatory and that no reason had been given as to why it could not have participated earlier.

WSFA-TV, in its petition, had argued that its application for modification of facilities was mutually exclusive with the Gala application. The VHFs station's application had been separately set for hearing on the question of impact on present or proposed UHF stations.

The commission, in ruling on the appeal, agreed with the board's disposition of the case. But then it modified the order to point up its feelings about UHF:

"Even if the applications were mutually exclusive [and it said WSFA-TV had not alleged facts establishing that they were]," the commission contended. WSFA-TV "would not be entitled to request a rehearing.

"The commission has a long-established public policy of encouraging the growth and development of UHF television stations," the commission added, noting that the policy was a basis for
BESIDES PRESTIGE, WHAT DID FULL-COLOR NEWS GIVE WFBM-INDIANAPOLIS?

A SPONSOR WAITING LIST.

In April 1967, WFBM-TV in Indianapolis changed to full color for all local news.

Station Manager Don Menke says, "We are in a favorable sponsor position." News Manager Bob Gamble was even more graphic. "Advertiser interest in news is at an all-time high."

Gamble tells why WFBM decided to switch to color in the first place. "We figured we couldn't afford not to go to color. It's an important new dimension in broadcast journalism, and if you're going to do your job right — sooner or later you have to add that dimension."

Gamble knows whereof he speaks about doing a job right. For two years running, WFBM has been chosen The News Film Station of the Year by the highly respected National Press Photographers' Association. Do they shoot color exclusively? "All the footage is in color. We just don't shoot black-and-white anymore."

A Kodak engineer helped WFBM set up for color processing with the Kodak ME-4 chemicals. They are pre-packaged — everything is a snap. Kodak engineers are as near as the phone to answer questions. Sooner or later everyone's local news will be in color. Why don't you make it sooner? Contact Kodak.

EASTMAN KODAK COMPANY

You wince at the wasted staff time when you have to spike a story. The cost of that time must be included in the price of your newspaper or magazine if you are going to stay in business.

You’ve paid for the effort, but you still have to spike some stories because they don’t quite measure up or something better pushes them aside. That’s how you maintain that invisible ingredient called “quality” in your publication.

We produce medical products for doctors to prescribe. We “spike” many, many more prospects in the laboratory than ever get on the pharmacist’s shelf.

Medicines that are to work and cure disease have to fight their way past our “spike.” We have no choice but to reject those that don’t measure up no matter what the research cost. That’s how we maintain that invisible ingredient called “quality” in our products.

LEDERLE LABORATORIES
A Division of American Cyanamid Company, Pearl River, N. Y.
NAB recommends rating cures

Continued concern over alleged inequities by the ratings services in the way they represent below-top-100 markets is leading the National Association of Broadcasters secondary-market television committee to seek specific improvements in the service reports. The committee also seeks to extend certain provisions of the FCC's CATV rules to all TV markets, regardless of size.

The committee also formally opposed the commission's proposed "one-to-a-customer" rule on broadcast ownership (BROADCASTING, March 25).

As expected, the ratings service continues to get committee attention. Last year the committee approved sending letters to all below-top-100 TV stations asking them for information that would help NAB's research department explore ways in which the services could better serve the secondary markets (BROADCASTING, July 17, 1967).

Those answers and a list of specific comments were presented to representatives of A. C. Nielsen Co. and the American Research Bureau. The services reportedly maintained that they can't provide the service at the cost desired by the secondary TV's. Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va., committee chairman, said the committee feels procedures can be improved "substantially" in many secondary markets. And it asked NAB's research department to study those TV responses, "with the goal that specific procedural improve-

ments might be developed and suggested to the services."

The committee also held a luncheon meeting on Tuesday (May 7) with four members of the FCC—Chairman Rosel H. Hyde, and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson.

FCC, Justice, Hill on D.C. meet agenda

Antitrust and monopoly policy in communications industries is the theme of a conference to be held May 28-29 at the Mayflower hotel, Washington.

The meeting is sponsored by the Federal Bar Association and the Bureau of National Affairs Inc.

Among the speakers: Chairman Rosel H. Hyde, and Commissioners Lee Loewinger, Kenneth A. Cox and Nicholas Johnson. And Henry Geller and Bernard Strassburg, general counsel, and chief, common carrier bureau respectively, from the FCC; Donald F. Turner, Robert A. Hammong and Lionel Kestenbaum, from the Department of Justice: Senator Philip A. Hart (D-Mich.) and Representative John D. Dingell (D-Mich.), from Capitol Hill.

No word on WAST(TV)

Officials of Sonderling Broadcasting Corp. said last week they had "no comment" on reports that Sonderling was negotiating for acquisition of WAST(TV) Albany, N.Y., from Glen Alden Corp. for $8 million (CLOSED CIRCUIT, May 6). Sonderling owns WLKY-TV Louisville, Ky. and WOPA-AM-FM Oak Park Ill.; WDIA-AM-FM Memphis; KDOA Oakland and KFOX-AM-FM Long Beach, both California; WURL New York and WOL-AM-FM Washington.

Media reports ...

Impact of stars • TVQ, a subsidiary of Computer Applications Inc., New York, has begun a new annual service to measure audience opinion toward about 275 TV performers. Such studies have been conducted by TVQ on a custom basis since 1957.

Classy study • WMCA New York has published a new study showing the Characteristics of Listenership Among Suburban Shoppers (CLASS), covering consumer behavior and demographics. The study was conducted for WMCA by Marketing, Products and People Inc. at four suburban shopping centers in the metropolitan New York area.

Broadcasters told to seek urban solutions

Broadcasters were challenged to find methods to communicate with uneducated and underprivileged persons living in big-city slums as a means to ease the nation's urban crisis. J. Leonard Reinsch. president. Cox Broadcasting Corp., said last Tuesday (April 7) that "communications technology has the opportunity to perform its greatest service in this area."

In his call for greater local involvement, Mr. Reinsch cited a University of West Virginia study (by graduate student Thomas H. White) that found 100% of the ghetto residents interviewed received news largely from TV. supplemented by radio (20%), but that only 35% gathered news from newspapers (BROADCASTING, Oct. 16, 1967). The top-25 metropolitan areas in which 35% of the population reside are served by 430 radio and 113 TV stations, he said, and produce 65% to 70% of total TV revenues.

In his address before the Frank H. Neely conference on "Impending Technology: Its Challenge to Livable Cities," Mr. Reinsch said the "knowledge explosion" that is widening the breach in our society can be overcome through TV, which "is without equal as a tool of information and education. . . . We do not normally think of commercial television as an educational force because its basic function is to entertain," he said, but it has extended knowledge. ideas and customs into the nation's poverty areas.

Mr. Reinsch said that computer-based instructional systems using TV sets equipped with teleprinters will soon be available to allow students to supplement their education at home. And with the advent of broadband cable, he said, the home information center will become a reality. "The TV set will become more than a passive device: it will serve as a communications terminal capable of sending as well as receiving information," he said.

The conference was held at the Georgia Institute of Technology in Atlanta, the headquarters city of Cox Broadcasting.
One man's ideas on regulation

In extensive study that ranges over all facets of broadcasting, Senate aide proposes diverse changes that could restructure entire industry

A wide-ranging, overflowing melange of suggestions and proposals for the future of broadcasting and program regulation has been released by the Senate Commerce Committee, and broadcasting would never be the same if subjected to the outpouring of ideas, suggestions, recommendations and thoughts—almost psychedelic in their extensive variations.

There seems to be slim chance that any of the proposals ever will be adopted, but in the climate of today, you never can tell.

The report is the 22-month effort of Robert M. Lowe, at the time a special counsel on the staff of the Senate committee. His virtuoso performance is entitled "Fairness Doctrine," but in its far-flung consideration of that subject, Mr. Lowe touches all bases—some old, some new, but all ingenious.

Item: Tax broadcasters on gross revenues to induce public-service programming.

Item: Classify stations by the amount and quality of public-interest broadcasting, with those carrying little or no such programs paying high taxes.

Item: Issue licenses in perpetuity, but have periodic audits, revoking licenses when broadcasters are found not to be living up to their program proposals.

Item: Sell licenses to the highest bidders.

Delayed * The 602-page study with appendices was undertaken in 1965 at the behest of Senator John A. Pastore (D-R.I.), chairman of the committee’s Subcommittee on Communications. It actually was completed on Aug. 30, 1967, but was held until last week because of the need for editorial revision and statistical and computer editing. Also a reason for the delay, it’s said, is that Senator Pastore has been ill since last December and only recently returned to his duties on Capitol Hill.

The report was made public in an April 30 transmittal to FCC Chairman Rosal H. Hyde in which Senator Pastore asked for that agency’s comments and views.

In the report itself, and in Senator Pastore’s letter to Mr. Hyde, it is made clear that the study and the conclusions and recommendations are those of Mr. Lowe himself. In both instances, also, the point is made that the viewpoints are those of Mr. Lowe “and not necessarily those of other staff members or of any member of the committee or the Senate.”

Mr. Lowe, however, gives credit for help to committee staff counsel Nicholas Zapple and Daniel A. O’Neal.

Mr. Lowe says that he attacked the project first by reviewing the law, congressional hearings and reports, the literature on the subject, by personal contacts with the FCC, the broadcast networks, the National Association of Broadcasters and the National Association of Educational Broadcasters, and the views of nonindustry people. All fairness cases at the FCC from Jan. 1, 1965 to June 30, 1966 were reviewed. Two questionnaires were disseminated, one to syndicated program producers and the other to all broadcast licensees (see page 60).

Pay for Use * Mr. Lowe’s premise is simple: The radio spectrum is a natural resource. Broadcasters who are given the right to use the spectrum pay for it by broadcasting in the public interest. The carriage of programs dealing with public issues is part of public interest, and such programs by their nature mean the presentation of both sides of controversial issues. Fairness therefore is built in as part of the price for the use of the spectrum.

Mr. Lowe expresses no high opinion of the FCC. He holds no brief for the commission’s history or its ability to regulate in the fairness field, terming its activities vague, contradictory and complex.

“In any event,” he says, “we have concluded that the FCC, at a comprehensive device for protecting and defending the public interest, has been largely inadequate . . . . It has been a timid legislator and ineffectual policeman [largely due to] the ambiguity of its central responsibilities. The visual field with which the FCC is required to view broadcasting is a dichotomy. One confronted with the responsibility for narrow vision while simultaneously adopting a broader view is likely to end up cockeyed.”

To bolster his low opinion of the FCC, Mr. Lowe quotes from the 1949 Hoover Commission report, from the 1958 Senate Commerce Committee report and from the 1960 Landis report—all notably critical of the FCC.

In advancing his theses, Mr. Lowe follows two paths: On the one hand, he assumes that program content of broadcast stations should be regulated. On the other, he takes the approach that no program regulation should be invoked. In each case he suggests alternative approaches, and in some instances, alternatives within alternatives.

If program standards are desirable, he states, then Congress should enact guidelines. Since the only program standard enunciated by the FCC today,
which follows the action of the pre-FCC Federal Radio Commission (1927-34), is that broadcasters must devote a reasonable amount of time to the discussion of public issues, this should be promulgated by Congress.

As a variation from the present practice of requiring all licenses to program public issues, Mr. Lowe suggests that perhaps some form of station classification may be desirable. This would range, he posits, from stations (1) licensed to broadcast entertainment programs only, (2) licensed to program hard news but prohibited from editorializing or commentary, (3) licensed to broadcast news and public affairs including commentary, but forbidden to editorialize, and (4) licensed to broadcast the full range of news commentary, editorials and public affairs.

If this approach is taken, Mr. Lowe suggests that minimum standards be adopted for staffing and equipment for each class, allowing for variables depending on market size, operating format, competitive factors and gross revenues.

Since the first classification of station would provide no "socially desirable" payment for its occupancy of the spectrum. Mr. Lowe suggests that a "user" fee be apportioned, like a percentage of its gross revenues, with the funds being used to help develop a noncommercial system.

Fairness and Ads * Still discussing program-content regulation Mr. Lowe throws out a gamut of ideas:
* Where commercials do nothing but sell a product, the fairness doctrine should not be invoked. Where they attempt to influence the audience on a public issue, fairness should come into play.
* Arguments for exempting hard news programs from the fairness test are contradictory. If good news reporting is inherently fair, because that is the nature of above-average journalism, then the requirement to be fair is no burden. On the other hand, if broadcasters adopt professional standards for news reporting, there's no need to exempt news reporting from the fairness requirement.
* Commentary, however, is another matter and should come under the fairness umbrella. Perhaps commentary should be required to be separate from news. Or perhaps commentary should be required to be identified as such.
* The Communications Act, perhaps, should be amended to forbid the broadcast of false, misleading or defamatory materials, if done with knowledge or reckless disregard of truth. Perhaps it should be made mandatory for stations to notify and furnish transcripts and offer time for reply on defamation. Perhaps, however, it would be best to leave this problem to private suits in the federal courts; if charges are proved true, then there is no defamation.
* Section 315 of the Communications Act, which now requires that equal time be provided all candidates for a political office where one of them uses a station's facilities, might be revised to require equal time to present all sides of a controversial public issue. And, to take care of a peculiar broadcast problem, perhaps an exemption should be provided for broadcast performers who become candidates so that Section 315 doesn't apply if they appear on the air in their professional broadcast capacity.
* Instead of term licenses, as now, how about unlimited licenses, subject to periodic inspection and with the broadcaster paying a fee based on percentage of gross revenues of the inspection, just as national banks do?
* When a station broadcasts a controversial issue, perhaps it should also be required to broadcast instructions to the public on how to complain, how to secure time to respond to the viewpoint, or register a contrasting opinion.
* On the so-called "open mike" programs, perhaps the time-delay devices used by a majority of stations using this format should be made mandatory.

Sudsisy, Penalty * It if is agreed that

YOU MAY NEVER SEE A ROSE TREE 40" THICK*

BUT... Sales Can Be Rosy in the 39th Market with WKZO-TV

A rose without a thorn—that's the Grand Rapids-Kalamazoo and Greater Western Michigan market served by WKZO-TV.

Already the nation's 39th television market, this area is still growing, still unfolding. In Kalamazoo

wkzo-tv market
coverage area = arb '65

alone, for instance, four new plants have recently created 7,200 new industrial and service jobs. They brought over 18,000 new people to town and added another $25,000,000 to retail sales. That's just Kalamazoo; the same sort of growth is taking place all over the market!

If you like the heady fragrance of climbing sales—now and later on—sow your selling seed via WKZO-TV. Your green-thumbed Avery-Knodel man can give you complete particulars on our rich soil and year-round "growing" season.

And if you want all the rest of upstate Michigan worth having, add WDTV/WWUP-TV, Cadillac-Saults Ste. Marie, to your WKZO-TV schedule.

*There's one at Tombstone, Arizona.
†ARB's 1965 Television Market Analysis.
Central to the data-collection effort that provides the backbone for the Lowe report (see page 58) was an eight-page questionnaire sent to all broadcast licensees.

Collection of the data, and its subsequent analysis, became an intragovernmental affair, with the Census Bureau cooperating in design of the questionnaire, the FCC assisting in the mailing and the Bureau of Standards providing computer services.

In addition to the section questionnaires, the committee staff solicited comments and information from networks, consulted the FCC’s complaints file and surveyed the history of the fairness doctrine and related content-regulation issues as developed in the legislative, judicial and FCC-administration records.

The station questionnaires which were mailed Nov. 1, 1966, solicited comments and attitudes on fairness doctrine and related personal-attack problems in general, and asked for detailed information on areas shown to be the most-frequent causes of difficulty by the examination of the FCC’s complaint records. These were, in order, syndicated program series, open-mike programs, station editorials, and network program series and specials.

Stations were also asked for information on broadcast hours devoted to public-service programming, man hours expended on such programs, extent of efforts to air controversial issues on such programs, notification procedures in personal-attack cases, and data on offers of or requests received and honored for reply time.

Some Favor It • Foremost among the findings from the survey, Mr. Lowe indicates, is that the broadcasting community is far from unanimous in opposition to the fairness doctrine or Section-315 restraints. In all, 5,643 licensees returned questionnaires (of 6,787 sent), and only 20.5% (1,160) said they would like to see the fairness doctrine discarded.

Others, however, said the doctrine needed modification or clarification (1,183). But 2,767 indicated they felt the doctrine was all right as is.

Aggregate responses could obscure differences of opinion between small and large stations on the doctrine, but the questionnaire did not provide a breakdown by size of operation. Types of broadcasters were isolated, and the staff analysis showed 21% of commercial-radio respondents registering disapproval of the doctrine (20% wanted Section 315 repealed). Commercial television respondents registered somewhat more disapproval of the doctrine (25% opposed), with 27% of the telecasters advocating 315’s repeal.

Television network affiliates provided a different picture: those with CBS affiliation were 27% opposed to the doctrine and 40% in favor of Section 315 repeal. For ABC, 19% thought the fairness doctrine should be discarded: 14% wanted Section 315 repealed. NBC: 30% opposed to the doctrine, 31% wanted Section 315 repealed.

Noncommercial educational broadcasters, on the other hand, proved even less disturbed by government incursions into program regulation. Only 5.7% thought the doctrine should be discarded, while 6% favored Section 315 repeal.

Among those broadcasters in general who said the doctrine needed modification (1,183), 599 thought the doctrine “too vague.” Requirements to notify or supply transcriptions to those of opposing views were objected to by 187 respondents. Extending the doctrine to print media was advocated by 22.

The questionnaire asked for specific information on carriage of 53 issue-oriented syndicated program series. Station responses indicated that some widely publicized programs were not carried by as large a number of stations as had generally been reported. Stations were asked if programs were or had been carried, and, if dropped, why.

Management Concern • Some of the syndicated series had been dropped for seasons indicating station management’s concern with the content of the programs, expressed in more specific terms (“not in the public interest,” “one-sided,” “radical”) than simply lack of audience interest.

The top 10, ranked by number of stations reporting carriage at the time of survey:

The Protestant Hour had 144 stations, another 109 had discontinued.

The threat of having his license taken away by another who proposes a better program job “alone will heighten a licensee’s sensitivity to the ‘public interest, convenience and necessity.’” Mr. Lowe says, “while stimulating those on the outside wanting in to apply creative talent to the objective of improved broadcast service for the public generally.”

Finally, Mr. Lowe suggests the market-place approach recommended over the last few years by economists: Transfer the spectrum, or the broadcast portion initially, to the public domain and let licenses be sold to the highest bidder.

Or, as a variation, frequencies could be leased to broadcasters, with payment to the federal government, but with the lessees required to meet certain programming and other standards.

Mr. Lowe concludes his exercise in creative and certainly formidable brain-
Two thought the program "was not in the public interest (too liberal, too conservative, didn't like content, etc.)," the report notes.

American Security Council Washington Report was carried by 358 respondents, been dropped by another 114. Of these, 13 indicated content as a reason for dropping.

Liberty Line, carried by 335, dropped by another 207, 32 on content.

The Joe Pyne Show, carried by 212, dropped by 67, 14 of these on grounds of content.

20th Century Reformation Hour, carried by 183, dropped by another 215, 24 on content grounds.

Manion Forum, carried by 175 respondents, dropped by another 249, 32 of these on content.

Viewpoint, carried by 167, discontinued by another 68, with seven of these giving content reasons.

Northwestern Reviewing Stand, carried by 145, dropped by 78, by two for content.

Howard Kershner's Commentary, carried by 125, dropped by another 121, 31 giving content reasons.

Another well-publicized syndicated product, The John Birch Society Report, ranked 12th, with carriage by 116 respondents, prior carriage by another 57, with nine of those indicating concern over content as a reason for dropping.

The series with the largest number of discontinuities on grounds of content considerations (65), Citizens Council Forum had, at the time of the survey, 117 outlets (ranking 11th). It had been dropped by 215 others.

Growing Number • The second-most troublesome category in the FCC's complaint records, "open-mike" telephone audience-participation programs, shows, according to the study, steady growth before 1965, with the number of stations instituting such programs beginning to grow dramatically after that year. At the time of the survey, 1,035 stations reported carrying such programs (3,673 did not), while 732 indicated they had discontinued such shows.

The questionnaire asked for means used to control on-air remarks, such as obscenity or personal attacks, on such programs. Most used (by 561 respondents), it was reported, is a tape-delay device. Least used (by 83 respondents) is the procedure of summarizing phoned-in remarks, keeping callers off completely the air.

Less Than Half • Although editorials, the study said, "are far short!" of the syndicated programs and open-mike shows in generating fairness complaints, they do rank third in total number of alleged violations. A total of 2,456 said they editorialized regularly or sporadically while 2,738 never had editorialized and 384 had editorialized, but had given up the practice.

The number who do editorialize was small in the mid 1950's and increased slowly through 1960. Then starting in 1961 their numbers increased yearly. Through 1966 by 171, 305, 241, 282, 261 and 266 respectively. Of the editorializing stations, 275 said they carry editorials three times a day and 81 carry them 10 times daily.

The overwhelming majority of the editorials (69.6%) are devoted to local issues with national issues a distant second (15%).

Unlike newspapers, the study found, broadcasters do not follow a "wide-thread" practice of using canned editorials. Of the respondents who did get editorials from outside sources 82 said they came from a group owner, 52 from a network, 40 from a newspaper, 95 from a nonprofit group, 78 from a syndicated editorial source paid by the station, 27 from a syndicated source and provided free, and five from a syndicated source "which offered compensation to the station."

Of those who had never editorialized, by far the largest number (947) gave a lack of qualified personnel, facilities, time or funds as the reason. The largest number (40) of those who had discontinued editorializing gave a similar response for their decision to cease such activity.

'Surprising' Number • The staff report found that "surprisingly" 570 licensees "devoted no manpower to locally originated news and public affairs and 513 respondents said they carried no news and public-affairs programs. Additionally 1,511 (27%) said they did not broadcast any programs dealing with controversial public issues.

These figures reflect, according to the study, that a "dramatically large number of stations are assuming no responsibility for dealing with important public issues. . . . One can only wonder what the latter group promised to do in their last renewal applications."

Of the 4,576 respondents who do have locally produced news and public-affairs programs, 813 said they devoted 21-40 man-hours per week to such efforts and 74 had more than 800 man-hours per week spent on such programming.

Of those who program local news and public affairs, 779 said they carry between 10.1 and 15 hours a week of such programming.

Counting all news and public affairs programs, regardless of origination, 1,883 respondents programed 10 to 21 hours per week and 872 programed 21 to 31 hours per week. There were 1,338 respondents who said they carried 10 hours or less per week of such programming.

Daniel calls Reardon report ‘misdirected’

The Future of American democracy depends upon continued adherence to the principle "that justice not merely be done, but be seen to be done," the managing editor of the New York Times declared last week.

Clifton Daniel, addressing a seminar on Fair Trial and Free Press sponsored by the American Enterprise Institute in Washington, deplored the threat to that principle posed by the recently approved American Bar Association report on fair trial-free press. Mr. Daniel's remarks followed by one week a speech to that organization by Judge Paul C. Reardon, chairman of the ABA committee (BROADCASTING, May 6).

"In my opinion, Judge Reardon and his colleagues are using a sledge hammer to kill a gnat," Mr. Daniel said. "Their heavy-handedness may wreck the freedom of the press as well: it may shatter the very keystone of our democracy."

Mr. Daniel noted, however, that the Reardon report has not yet been translated into a working reality, and has met with opposition not only from newsmen. but also from many eminent lawyers. He expressed doubt that its restrictions can be enforced "by lawyers against their own kind."

Mr. Daniel also took exception to Judge Reardon's criticisms of American crime reporting, arguing that no one has actually shown that pretrial publicity "actually contaminates juries." Furthermore he added, "word-of-mouth publicity is much more pervasive and virulent, much less accurate and precise than the written word in the hands of trained and responsible journalists."

The Reardon report, he claimed, ignores the Sixth Amendment demand for a "speedy and public trial," and takes no notice of the fact that the current trend is toward less public legal action.

"The more I study the Reardon report, the more I see it as a massive misdirected effort to solve a minor unde-
The name of the game: Make TV the riot scapegoat

Television’s biggest problem in coverage of rioting is not doing that. Rather, its problem is to escape a growing if mistaken belief that the medium is helping cause the rioting by its presence and actions.

This is part of the message given last week in Chicago by William Monroe, director, NBC News. Washington. He took part in a closed academic session at the University of Chicago dealing with the mass media and the urban crisis.

Mr. Monroe noted that the riots appear to be falling into a pattern and the rules for rioting, fighting them and reporting them are all becoming clear to all participating, a sort of gamemanship. The electronic media have learned to cover them with discipline and responsibility, he said, but apparently others don’t agree.

Mr. Monroe recalled a local Washington newspaper story of TV coverage of the April disorders there which subsequently was picked up by others including a national syndicated column and completely distorted beyond the facts. The writers, he said, ended up charging that TV news crews staged the event depicted, a totally false claim.

“Here we have a case of consistent journalistic responsibility turned into an anti-television atrocity story by newspapermen visibly enjoying the seduction of a half truth,” Mr. Monroe said.

“The Kerner commission,” he added, “did its homework and came up with a better critique of the media, though it’s arguable in places. The commission started out thinking the media had been pretty irresponsible. After they looked into it, they changed their minds to a great extent.”

Lawrence Pinkham, Columbia University, told the seminar that means must be found to let the ghetto tell its own story on a proportionate share of existing commercial television facilities, allowing the black man to control entirely what he has to say. Television must move beyond its present “limiting journalistic concepts,” he said, “and devote massive amounts of time to programming of, by and for the black community.”

Effect of Commercials • Mr. Pinkham felt the very influence depicted in white-oriented commercials contributes more to social disruption and racial hatred then to the public good. Public television has plenty of time to help correct the picture, he felt, but unfortunately Congress has not yet provided the money necessary to do this job.

Edwin Diamond, senior editor, Newsweek, also noted feelings among Negro leaders that they should be given a minimum amount of public service time on television. TV, he noted, has become the “community bulletin board.”

Other speakers at the conference, including Edwin O. Guthman, national editor, Los Angeles Times, Martin S. Hayden, editor, Detroit News, and John A. Hamilton, editorial board, New York Times, cited how the white-oriented mass media still have not learned how to “tell it like it is” because of their natural biases and experiences.

Hiring and training more Negro journalists are only a start in the right direction, the participants said.

Radio should supply more political news

Radio broadcasters have been urged by FCC Commissioner Kenneth A. Cox to make increased contributions to coverage of the upcoming political campaigns and elections both in terms of numbers of candidates presented and in volume of issues discussed. He indicated that radio never has had a greater opportunity to significantly contribute to a better society than in covering the current political scene. He reminded radio broadcasters that they can present major candidates in the context of news broadcasts without having to provide equal time to splinter-party candidates.

Speaking at the University of California at Los Angeles on May 3 before the Seventh Seminar on Radio Broadcasting and Community Leadership, sponsored by the Southern California Broadcasters Association, Mr. Cox cautioned telephone-talk radio stations to beware of abuses in handling calls and pointed out to other broadcasters using telephone polls that the results of such surveys are not statistically valid samples and could be misleading to the public. Mr. Cox said that there was evidence of organized groups making a concentrated effort to dominate telephone-talk shows.

The seminar, which consisted of some three hours of discussion in addition to Mr. Cox’s speech, covered radio’s relationship to education, government, human relations, law enforcement and transportation.

‘ABC Evening News’ completely revamped

When the wraps come off the refurbished ABC Evening News Monday, May 27, it may not be recognized as the same show. For a start, it was announced last week that Frank Reynolds, since 1965 ABC News’s White House correspondent, will be going in for Bob Young as anchorman. And the entire format will have been reworked.

There will be three main segments: a lead comprising the top four-to-six spot news stories of the day; a series of three-minute commentaries by several of 15-to-30 experts, including David Schoenbrun, back from Vietnam, and political commentator Bill Lawrence; and several special focus reports on in-
individual subjects (Broadcasting, April 8).

The hope is to attract serious-minded non-news watchers, as well as to snare regular viewers of the CBS and NBC news shows, according to ABC executive producer Sidney Darion.

Memories refreshed on FCC's editorial rules

The FCC is reminding broadcasters in this election year of the rules regarding editorials that endorse or oppose candidates for public office. And the National Cable Television Association has pointed out to its members that the association's code of ethics requires strict adherence to these FCC rules.

"The cablecaster has at his disposal," the code states, "a medium of communications which is capable of making a major contribution toward a better-informed electorate." Those systems having program origination capabilities, the association said, should review both the NCTA code and the FCC's rules.

In a notice sent to broadcasters, the commission noted that although the rules are currently being challenged in the courts, "they are now in effect and should be followed..."

The rules stipulate: "Where a licensee, in an editorial, endorses or opposes a legally qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively the other qualified candidate or candidates for the same office or the candidate opposed in the editorial notification of the date and the time of the editorial: a script or tape of the editorial; and an offer of a reasonable opportunity for a candidate or spokesman of the candidate to respond over the licensee's facilities: Provided, however, that where such editorials are broadcast within 72 hours prior to the day of the election, the licensee shall comply with the provisions of [the rules] sufficiently far in advance of the broadcast to enable the candidate or candidates to have a reasonable opportunity to prepare a response and to present it in a timely fashion."

ASCAP members charge copyright violations

Eight members of the American Society of Composers, Authors and Publishers have filed a copyright-infringement suit against KTVW-TV Tacoma, Seattle and its president, J. Elroy McCaw, charging the station played their songs without authorization, ASCAP reported last week. It said the suit, filed in federal district court in Washingtong state, seeks a restraining order against future performance of the works, damages amounting to not less than $250 for each unauthorized performance and court costs and attorneys' fees.

In addition, 11 ASCAP members have filed suit for copyright infringement against KERN Bakerfield, Calif., alleging that their copyrighted songs were performed by the station without authorization. The suit was filed in the U.S. District Court for the District of Columbia.

A similar suit has been filed by 25 ASCAP members against WWEB Rochester, Minn.

Moss's subcommittee to continue operation

The House Freedom of Information Subcommittee, which had been scheduled to pass from existence on June 1, was resuscitated last week by a voice vote of the House. The subcommittee, headed since its inception in 1955 by Representative John E. Moss (D-Calif.), was primed for extinction after Representative William L. Dawson (D-Ill.), chairman of the parent Government Operations Committee, ordered a $325,000 budget cut (Broadcasting, April 29).

Last week the House approved Putting back $225,000 of that cut, enough to keep the subcommittee alive. The subcommittee has been active in stepping on administration toes in attempts to cut through government red tape and allow newsmen access to public records.

Jughead joins singing group

A television series, which has not yet made its debut, is going to be the inspiration for a rock 'n' roll music group, a la The Monkees. The new group, The Archies, are being created for the Archie animated half-hour television series scheduled to be shown Saturday mornings on CBS-TV, starting in the fall. Don Kirshner, former music supervisor of The Monkees, has been contracted to do a similar job for The Archies. Mr. Kirshner will build a singing group to vocalize over an animated quintet shown in the series, composed of comic book characters Archie, Jughead, Veronica, Betty and Reggie. He also will produce 17 original songs to be performed by the group for the animated series. The project is a three-way joint venture among Filmation Associates, comic book publisher John Goldwater and Mr. Kirshner.

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FCC's new look at program exclusivity

PROBLEM: HOW TO OPEN OVERSHADOWED MARKETS TO SYNDICATORS

The FCC, moving into an area where its knowledge is admittedly skimpy, has opened a proceeding aimed at making additional syndicated and feature-film programming available to small-market television stations.

At issue in the proceeding are the territorial exclusivity agreements contained in contracts between program suppliers and large-market stations that restrict small-market stations' ability to acquire nonnetwork material.

The commission proposed, as a tentative solution, a rule that would parallel one currently governing exclusivity arrangements for network programming—i.e., it would permit only those agreements granting a station exclusive use of programming within the community of its license.

However, the commission noted that, since agreements concerning nonnetwork programs need not be filed with it, there is relatively little information now available on the subject; the only solid information apparently is that there is considerable variation among such agreements, both with respect to different markets and as between stations and programs in the same city.

Alternatives Requested • Accordingly the commission requested comments on alternative proposals. It said that, as additional information is obtained, it may develop that "a somewhat less restrictive rule" may well appear desirable, "at least for certain types of programming."

However, those advocating a less restrictive rule, or none at all, were advised to buttress their suggestions with specific factual data if they expect to have their suggestions considered.

The proposed notice of rulemaking was sparked by a resolution of the government-industry Committee for the Full Development of All Channel Broadcasting, which urged the commission to study the exclusivity practices in the distribution of nonnetwork programs to stations in small markets within the reception range of large-market television outlets.

The commission said it recognizes the "legitimate interest" of a station purchasing a program to a degree of exclusivity in it. It also noted that, without the ability to grant exclusivity contracts, a program supplier "might not be able to command a reasonable price for his product."

Public's Interest • "But, the commission added, "there are very substantial public interests involved, which these considerations should not be permitted to thwart." The commission referred to the interest of the public beyond the reach of the original station in viewing "desirable programming," and of other stations in presenting the material.

In inviting suggestions for a "less restrictive" rule than it has proposed, the commission asked for comments on whether standards should be adopted for limiting exclusivity agreements as to distance or signal contours, or as to stations having a certain amount of signal overlap or additional audience not served by the original station. The commission also asked for comment on what those standards should be.

The commission, noting that the sheer variety of exclusivity agreements presents a problem—small-market stations have trouble even knowing what programs are available to them—also asked for comment on whether a uniform standard should be adopted so that stations would know what is available.

The commission expressed the hope that as many parties as possible—particularly television stations and program suppliers—file comments, and requested information on a number of issues covered in exclusivity agreements. These include types of programs covered, duration of contracts, geographic limits of exclusivity conditions for assignment of programs to other licensees, number of times programs may be presented in the life of a contract and distribution limitations. It also requested statistics on numbers of programs purchased by licensees but not used.

Comments are due by July 8, with reply comments due Aug. 8.

Progress reported in CATV copyright talks

Attempts will be made to set up another meeting of the National Association of Broadcasters-National Cable Television Association committees on CATV copyright before the NAB board meeting June 17-21.

The NAB-NCTA committees met for
What’s so special about this week?

The President has proclaimed it National Transportation Week. It’s a week set aside to remind you to ask yourself where on earth you’d be if it weren’t for all the vehicles that are constantly moving people and goods from one place to another.

And, of these vehicles, trucks account for 3 out of every 4 tons of freight moved. Everything you eat, wear or use, in fact, comes all or part of the way to you by truck.

It’s something to think about.
When the record's being broken,
the tape must not fail.

Some things don't happen twice. And if you don't record it the first time, you don't record it at all.

Take, for example, the Olympic games at Grenoble. When a champion comes charging to the finish, he creates a dazzling moment that can never be recreated.

Except on something like tape. Wouldn't it be a shame to miss it with tape that couldn't handle the video or the sound?

That's why we designed 78V as carefully as we did. It captures once-in-a-lifetime events the second they happen. Faithfully.

And that's why ABC chose 78V to tape the Winter Olympics at Grenoble. 78V, the high-chroma tape for critical applications. The non-fail tape.

(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)
Ladies and gentlemen. I have often spoken... humorously... about my relatives and their inventions. There was this uncle of mine... a great scientist... who invented a "cure"... for which there was no disease.

Unfortunately, in the harsh realities of the world in which we live, there are diseases for which there are no cures. One is multiple sclerosis, the great crippler of young adults.

Can you imagine how dreadful it must be if you can't see... or talk... perhaps even move... bizarre symptoms that come and go.

There is no cure for MS. But there is hope, through research, sponsored by the National Multiple Sclerosis Society.

A dollar... maybe five... or ten... from each of us could help discover that cure. When the MS Volunteer calls on you, I hope you'll remember this. Thank you.

Dear Station Manager:

Special material has been prepared for your public service use during our National MS Hope Chest Campaign. For radio, EDDY ARNOLD, ROSEMARY CLOONEY, JACK JONES and many others have transcribed both programs and spots. For television, DEBRA BARNES, who is MISS AMERICA for 1968, and whose mother suffers from MS, has joined MIA FARROW, BARBRA STREISAND and me in filming color TV appeals in varying lengths. Slides and live copy are also available. May we ask your help?

Sincerely,

Victor Borge
National Campaign Chairman

Network contact:
Philip Bershad, Pub. Rel. Dir.
National Multiple Sclerosis Society,
257 Park Avenue South,
New York, New York 10010 ORegon 4-4100

For local use: Contact your local MS Society Chapter
We are listed in the Advertising Council May-June Radio-TV Bulletin

this ad contributed by the publisher
the second time, in their current series, in Washington last Wednesday (May 8) and participants reported that "progress is being made." However, as in the first meeting (BROADCASTING, March 11), no conclusions were reached.

Those attending last week's session agreed that it was a good working meeting, one which explored a number of ideas but that was as far as they would go in spelling out how near the two trade associations are in attempts to reach a detente on the thorny copyright question.

The CATV copyright battle has, in part, been a major obstacle in congressional action on a new copyright bill, and both Congress and the copyright office would like to see the two associations find a mutually acceptable solution.

Paris talks draw network newsmen

Network news teams converged on Paris last week to cover the preliminary negotiations between the U. S. and North Vietnam.

Coverage from Paris began Thursday (May 9) on the eve of talks between the two warring nations. Extensive use of Atlantic communications satellites was planned to bring television reports to the U. S.

ABC had signed with the Communications Satellite Corp. to use a satellite link for 15 minutes a day. CBS News and NBC News each signed on for an hour a day. ABC's trans-Atlantic TV feed begins at 4:45 p.m. EDT; CBS and NBC feeds then alternated in 30-minute, five-minute, and 10-minute segments until they total 60 minutes.

Coverage of the U. S.-North Vietnamese talks will be provided under a pool arrangement in cooperation with O.R.T.F., the French TV network. O.R.T.F. will provide four color cameras and two VTR's. Over-all U. S. responsibility for the pool is NBC's (BROADCASTING, May 6).

ABC-TV and ABC Radio will provide daily coverage of the Paris talks during regular news shows. TV reports received via satellite will be presented during ABC-TV's regularly scheduled evening news program. ABC spokesmen say the network will be prepared to present news specials whenever news developments warrant.

Springtime in Paris • CBS-TV's half-hour evening news program anchored by Walter Cronkite began originating from Paris on Thursday and will continue to originate there until at least May 17. Thursday's initial satellite transmission reportedly was marred by loss of audio. Introductory copy for news segments from elsewhere in the world is wired to CBS in Paris and the visual segments themselves are inserted in the Cronkite show in New York. A half-hour special anchored in New York was presented May 10 at 11 p.m. EDT.

CBS Radio is providing news coverage directly from Paris, and network spokesmen say its World News show will originate from Paris as long as events warrant. It is the first time that World News has originated outside of the U. S. in its 30-year history.

NBC-TV, as reported earlier (BROADCASTING, May 6), will present nightly coverage of the Paris talks on its regular news shows and during a 30-minute news special scheduled for 11:30 p.m. EDT each night as long as news warrants. NBC Radio is also providing coverage from Paris, and on Friday (May 10) presented a 25-minute radio special at 8:05 p.m. EDT.

Mutual Broadcasting has beefed up its Paris operation to cover the talks. Reports from the city will be included in regularly scheduled newscasts and news specials will be presented as developments justify.

NBC-TV signs Flip Wilson

The signing of comedian Flip Wilson to a long-term exclusive development contract with NBC-TV was announced last week by Mort Werner, vice president in charge of programs and talent for the network. Mr. Werner said that NBC-TV plans to develop a special starring Mr. Wilson that will serve as the pilot for a projected series. The comedian has made appearances on the NBC-TV Tonight series, Rowan and Martin's Laugh-In and the Dean Martin Show.
Bobby Kennedy bids for free TV time
PRESIDENTIAL ASPIRANT SAYS CAMPAIGN COSTS WOULD BE CUT 80%

A suggestion that politicians be given free television time as a public service was advanced last week by one office seeker who reportedly has few money problems.

Senator Robert F. Kennedy (D-N.Y.), a candidate for the Democratic presidential nomination, said last Tuesday (May 7) that politicians could “cut down 80% of our [campaign] expenditures if television wasn’t so expensive. If television made all of this time available to all of us as a public service then there wouldn’t be any great expense in a political campaign. And, at least make it available at cost would seem to be a major step by the television networks and the television stations, instead of in a political campaign to have the idea of making a profit . . .

“I think that they should make the time available for free, but if they’re not willing to do that at least to make it available for cost, because it would be tremendously helpful . . . It would be interesting, for instance, how much the networks have made from this political campaign . . . how much money they’ve taken in on it,” he added.

Senator Kennedy's remarks were made in response to a question posed during a CBS News special following the Indiana presidential primary. Mr. Kennedy was asked if charges that the senator had “bought” the Indiana primary had any effect on the election.

Heavy Investment • Mr. Kennedy answered “no” to the question. He said that his expenditures were not out of line and that they ranged between $550,000 and $600,000. It was then that he raised the issue of TV’s time charges. Some observers said later that the senator’s comment on TV time costs served as an effective riposte to the correspondent’s question.

Whatever was behind Mr. Kennedy’s remarks, network officials appeared perplexed by the senator’s comments.

For one thing, the networks themselves carried no political messages into Indiana, several top executives said; campaigning during the primary was strictly a local affair, bought and sold locally. Networks do not set local prices or practices, they said.

For another, network news chiefs have long urged the Congress to suspend the FCC’s equal-time provisions during presidential election years. “We offered free time to major candidates in 1960 and we’re prepared to do it again —as a public service,” said one network executive.

It was also pointed out that TV news coverage of presidential election years has never been profitable. “I don’t know of any network making money by covering the primaries, the conventions, or the elections,” said one executive.

Exposure Bonus • TV newsmen also said that in the normal course of reporting events, TV provides major candidates with more free public exposure than the campaigner could ever buy.

Moreover, it was pointed out that TV’s cost as a campaign tool was proportional to its effectiveness. Said one executive: “The old-fashioned whistle stop may have been cheaper but TV’s cost per thousand is much better.”

The effectiveness of the senator’s C-P-M apparently left little to be desired, reports has not been set.

Fast Trigger • CBS-TV was the first network to call the Indiana winner: Walter Cronkite broke into Dakari at 8:26 p.m. EDT and announced that the network’s computer estimated Sen- ator Kennedy to be the victor with 44% of the vote. The Indiana polls closed at 8 p.m. EDT.

CBS’s estimate was further refined during a special bulletin at 9:40 p.m. Then, a half-hour color special was presented at 10 p.m., during which Senator Kennedy made his remarks about the high cost of TV time. Mr. Cronkite anchored the half-hour special from New York.

CBS-TV tomorrow night (May 14) will present a half-hour special (two feeds, one at 10 p.m. EDT, another at 10:30) on the Nebraska primary. The network also will pre-empt regular programming as events during the evening warrant.

During the evening of the Indiana primary, CBS Radio presented a half-hour special at 10:30 p.m. EDT. To- morrow night CBS will present a quarter-hour special radio program on the Nebraska primary at 10:45 p.m.

While CBS claimed credit for being the first news organization to project a winner in Indiana, NBC News said that at 8:25 p.m. EDT David Brinkley reported that Senator Kennedy had a substantial lead and if it was maintained, he would win the Democratic primary.

NBC's first projection that he would indeed win the election came at 8:35 p.m. An NBC-TV hour special beginning at 8 p.m. and pre-empting the Jerry Lewis Show was broadcast from Indianapolis, as was last Tuesday evening’s regularly scheduled Huntley-Brinkley show. Two short analyses of the election were presented and a 12-minute special report was then presented at 10:48. Throughout the evening NBC News presented crawl bulletins, as did the other two network news organizations.

NBC Radio's News of the World originated from Indianapolis last Tuesday with five-minute summaries of the Election broadcast every half-hour starting at 8:15 p.m. and continuing to 11:45 p.m.

Movie Spots • Tomorrow's Nebraska primary will see NBC-TV present a half-hour special at 11:30 p.m. EDT, and three earlier five-minute reports during the course of NBC's Tuesday Night at the Movies.

NBC Radio's coverage will consist of eight special five-minute reports
scheduled every half-hour starting at 9:15 p.m. and continuing to 12:45 a.m. EDT. Election coverage for both NBC-TV and NBC Radio will originate from Omaha.

Mutual presented eight five-minute reports and three half-hour specials during Indiana primary day. MBS will carry the same programing load tomorrow on the Nebraska election. Projecting tomorrow's Nebraska primary winners will take a little longer than last week's Indiana election. In Nebraska the polls close either at 9 p.m. or 10 p.m. EDT. The vote is almost all on paper ballot; the few voting machines in the state close at 10 p.m. EDT.

**Senate eyes 315 suspension**

After Indiana, interest increases in getting rid of equal-time section

In the wake of last week's Indiana primary a hard-nosed drive appeared to have gotten underway on Capitol Hill to push for suspension during the presidential election of Section 315 of the Communications Act. The subject seems likely to come up when the Senate Commerce Committee meets in executive session Thursday (May 16).

Only three weeks after opting for a repeal of the equal-time section, Senator Vance Hartke (D-Ind.) last week offered a bill that would suspend that "one minor section" of the Communications Act to allow a 1968 version of the Kennedy-Nixon debates of 1960. The senator, a member of the Communications Subcommittee, charged Congress would be acting "in the best interests of the public" by suspending the section.

On the other side of the Senate chamber, Hugh Scott (R-Pa.), ranking GOP member of the subcommittee, pushed for support of his bill calling for 315's suspension so the nation can take advantage of "this unique potential for broadcast opportunities."

Senator Hartke's repeal bill (S. 2128) and Senator Scott's suspension bill (S. 3382) were offered late in April (Broadcasting, April 29).

While the two legislators were urging their colleagues to open the airwaves to the major presidential candidates without fear on the stations' and networks' part of a score of equal-time claims, the subcommittee chairman, Senator John O. Pastore (D-R.I.), was doing his own spade work on the problem.

Senator Pastore has written all the potential presidential candidates asking their views on a suspension of Section 315. As of last Thursday (May 9), he had received only one reply, Vice President Hubert H. Humphrey, who would like to be the Democratic standard bearer, said he is in favor of the suspension.

Senator Hartke, an annual proponent of crossing the equal-time section off the books, noted last week that because of Section 315 the nation may be "denied the opportunity" to view the major presidential candidates through television.

**Public Responsibility** The Indianian said that to provide a chance for a forum such as the 1960 debates again this year "is a public responsibility which the Congress should assume" by passing the suspension bill.

Without that 1960 suspension, he said, "networks and stations would not have given freely of their precious time for the great Kennedy-Nixon debates. Without this suspension, the same privilege would have to be given to an assortment of minor candidates whose position does not warrant such expensive attention."

In urging immediate Senate action on suspension, Senator Scott had similar comments. He noted that without passage of such a bill and with possibly "10 or more minor political parties" in the field, "I do not feel that we can expect broadcasters to grant the fullest possible coverage to the Republican and Democratic nominees when to do so will be to expose television and radio licensees to costly minor-party claims for equal time." The claims of those candidates, he added, can "best be handled under the fairness doctrine. . . ."

The full Commerce Committee held hearings on political broadcasting last year, but to date has not acted on any proposals.

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**News contracts no hot issue**

**Only one broadcaster fights AP, UPI five-year contracts at FCC oral argument**

The FCC's three-and-a-half-year-old inquiry into whether the commission should impose a limit on the length of contracts broadcasters sign with AP and UPI was brought out of limbo for a one-hour oral argument before the commission last week. But in the time that has elapsed since the proceeding was initiated, little apparently has happened to stimulate interest in, let alone enthusiasm for, the proposal.

Only one broadcaster participated in the argument—South Jersey Broadcasting Co., licensee of WKDN-AM-FM Camden, N.J., whose owner, 90-year-old Ranulf Compton, has long opposed the five-year newswire contract most broadcasters sign. (Mr. Compton is selling both stations. See page 50.)

Counsel for AP and UPI restated opposition to commission regulation of the broadcast-news service relationship. They said that longer-term contracts are required to afford economical and efficient services.

The oral argument was held to give the parties an opportunity to supplement their original comments and to bring the commission up to date on developments since those comments were filed three years ago.

**Complaints Received** The commission issued its notice of inquiry and proposed rulemaking on Dec. 3, 1964, after receiving a number of complaints from broadcasters concerning the news-service contracts that run two years longer than their broadcast licenses.

The commission's main concern, as expressed in the notice, is the impact of the long-term contract "on the broadcast licensee's freedom of action in news programming." The commission asked for comments on a proposal to limit the length of news-service contracts to two or three years.

The commission also sought comments on the provision in newswire contracts requiring the owner of a station, in the event he sells, to require the buyer to pick up the remainder of the contract. The commission suggested such a provision may limit a licensee's ability to exercise his programing responsibilities.

AP and UPI offer two- and three-year contracts, but at higher prices than those at which the five-year agree-

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**Shades of Buffalo Bob**

Producer Barry Lawrence, once with United Artists Television, has formed Howdoo Productions in association with Richard Rosenberg and Bernard Cowan of Toronto. The new company will produce an animated TV series based upon Howdy Doody, the successful NBC-TV puppet series for children in the early 1950's. First project will be a half-hour animated color series of Howdy Doody, aimed at the 1969-70 network season.

**BROADCASTING, May 13, 1968**
Cleveland gets air aid

Mayor Carl B. Stokes got the cooperation last week of every radio and television station in the city for his "Cleveland: Now" campaign "to stop the cause of riots"—a half-hour free air time for a special report to the people, and free 60-second spots urging passage of two proposals in a municipal election last Tuesday (May 8). The proposals, to establish a new port authority and city health and welfare centers, were both passed. Local businessmen have pledged $11 million "seed money" for the effort to improve ghetto conditions. The advertising support is being continued for city council approval of an increase in the local income tax. Volunteer agency for the mayor's drive is Wise Advertising.

Both companies will consolidate portions of their film and video-tape production departments. It was explained, even though the Jam Handy organization will continue as an individual entity in the consulting field. There will be an interlocking of directors as well as facilities. W. J. Marshall Jr. continues as chairman and chief executive officer of Tele-Tape while Jamison Handy continues as president of Jam Handy.

High-school group protests pro games

The National Federation of State High School Athletic Associations, Chicago, has announced it is preparing an appeal to the Senate Judiciary Subcommittee on Antitrust Monopoly seeking relief from Friday night professional football telecasts. The school group charges the pro games ruin attendance at the high-school events.

The federation disclosed its intentions following the release of the American Football League's 1968 schedule showing the opening game Sept. 6 between Kansas City and Houston will be one of two Friday night TV events. The other will be the Oct. 11 contest of Buffalo, N.Y. at Miami.

The high school federation's Cliff Fagan reported a survey showing that whenever a pro game is televised on Friday night the attendance at local high school games declines by as much as 40%. He said as many as 400 local high-school games could be hurt by the Sept. 6 AFL event alone.

The school group records show almost 54,000 prep football games are played each year. Gate receipts help overcome mounting athletic costs.

"If each school lost only $300 because of television's influence," Mr. Fagan said, "we'd have a total drop of around $16 million."

CBS-TV waits for forked-tongue charge

Legal hostilities had not as yet broken out last week between the owner of an Indian-reservation trading post and CBS-TV in connection with implications of price-gouging allegedly contained in a CBS News documentary.

Cartons of cigarettes at $5 each, pounds of coffee at $2 and $1.30 for a dozen eggs are among the prices CBS quoted for merchandise sold at the trading post in Shiprock, N.M., that Clifton McGee, the manager, said are "just plain wrong."

Mr. McGee reportedly threatened suit unless he got a public apology from CBS. But last week a corporate spokesman said the company had received neither notification of any suit nor a request for an apology.

Columbia U. series on WCBS-TV and 80 others

An educational series of 108 half-hour programs prepared by Columbia University, for which CBS-TV is paying production costs, will be shown on the network Mondays through Saturdays from May 20 to Sept. 21.


Winston L. Kirby and Lois Raeder Elias, director and assistant director of Columbia's Office of Radio and Television, are coordinators of the project.

The programs will be seen at 6:30 a.m. on WCBS-TV New York and at the same time or later on 80 stations throughout the country.

Three newsmen hit in Vietnam

Three broadcast newsmen for U.S. organizations were wounded last week while covering combat action in South Vietnam. They represented Westinghouse Broadcasting Co. and ABC, WBC correspondent Ronald E. Milligan was...
Students to see ETV project on racial ills

The Ford Foundation has granted between $200,000 and $300,000 to the Education Development Center Inc., Cambridge-Newton, Mass., for its television course for junior and senior high school students on racial conflict in America. *One Nation, Indivisible*. The series, announced at the National Educational Television affiliates meeting April 21-23 (Broadcasting, April 29), will be on local educational stations May 23-29.

Also lending assistance will be NET, which will distribute the series; *Newsweek* magazine, which will provide printing and distributing facilities for accompanying printed materials; and ABC-TV, CBS-TV and NBC-TV—the commercial networks supplying documentary sequences for the programs.

Three orientation programs for teachers May 20-22 will be followed by five 25- to 35-minute programs, to be shown at times determined by the stations. Similar projects in the future are possible.

Program notes...

Development projects • Kayro Productions and Universal Television, which in recent seasons have coproduced *The Munsters* and *Pistols 'n Petticoats*, have teamed up again to develop three half-hour series for CBS-TV. The three projects, as yet untitled, are being prepared for the 1969-70 season. For the upcoming season, Kayro is producing the new *Blonde* series with King Features.

Four Star holidays • Four Star International, North Hollywood, Calif., has signed Burl Ives to be the leading performer in the company's first of a projected series of television specials based on holidays. The first show, *Thanksgiving*, also will feature musician Lionel Hampton and will be written and directed by Barry Shear. It's scheduled to be taped this month on multiple locations in Southern California.

Mel Baily duo • Mel Baily Productions is producing two one-hour specials starring "Murray the K" Kaufman to be distributed by Trans-Lux Television. *The Zodiac: A Guide to Love and...* relating love and marriage to astrology, is the first of three proposed specials dealing with astrology. *The International Rock 'n Roll Test* will present a history of rock and roll using the categories of performers, songs, dances, fashions and composers, sound and lyrics.

Dramatic developments • S. Mark Smith has been named story executive of Prudential's *On Stage*, a series of five 90-minute contemporary original dramas which will premiere on NBC-TV this fall. The Prudential Insurance Company of America, Newark, N. J., through Reach, McClintock & Co., New York, is the advertiser.

Merger and expansion • Qualis Productions, Hollywood, producer of *The Monroes* series for 20th Century-Fox Television and ABC-TV, announced a merger agreement with Interlude Films. Hollywood, producer of commercials, shorts, documentaries, public service and educational films. Qualis also announced plans for expanded production: two television series, a television special and two motion pictures.

Flying machines • The Tactical Air Command's third record album in its spot radio series on aviation history is now available. *Almanac* includes 13 60-second and eight 30-second spots plus six promos with music covering the era between two world wars when men dared new heights in fragile flying machines. Two more volumes spanning the jet and space age will follow. Inquiries should be addressed to TAC (OIP-A), Radio/TV Section, Langley Air Force Base, Va. 23365.

RPI series • *Voices of RPI*, a series of radio programs depicting the human side of a technological university has been produced by Rensselaer Polytechnic Institute. The series is composed of five-minute interviews with Rensselaer students, faculty and administrators. These interviews reflect the wide range of interest and activities in schools such as Rensselaer which are often falsely thought of as strictly technical schools.

*Ho is here* • Singer Presents *Hawaii-Ho*, a color special starring noted Hawaiian performer Don Ho, will be shown on NBC-TV Monday, May 27, 9-10 p.m. in New York City. This is the fourth in a series of special programs developed and produced by the Singer Company, J. Walter Thompson Co., New York, is the agency.

Sports package • *In what amounts to possibly the longest association between a university and a radio station on the Pacific Coast, KCNS San Francisco has signed to carry Stanford University football and basketball games for the 13th consecutive year. The CBS-owned radio station will broadcast the entire 1968-69 season of...*
10 football and 23 basketball games. Humble Oil & Refining Co. will sponsor half of all play-by-play. Pepsi-Cola Bottling Co. and Hyatt House Corp. share sponsorship of the remaining half of every Stanford University sports broadcast.

Medical film available • "A Changing View of the Change of Life," a film on medical discoveries about menopause, is available on a free-loan basis to commercial and educational TV stations. The 28-minute color film was produced by Wilson Research Foundation through Association Telefilms, New York.

Americana • Alan Sands Productions, New York, has acquired distribution rights to Perspective America, a radio series of 130 five-minute episodes, narrated by Bob Clarke of the King Family show. Each episode highlights a different aspect of America's heritage.

Holiday specials • Producer Bill Collier, in partnership with Fred Weintraub, is planning to turn out a series of holiday television specials starring the Serendipity Singers. The first program, aimed for Christmas presentation, will be taped at the F.A.O. Schwarz toy store in New York. The second program is scheduled as an Easter special, which will be taped at Palisades Amusement Park in New Jersey. The third program will be a Halloween special.

Four Star futures • Four Star International has made an exclusive agreement with John Newland's Palomino Productions to develop feature film and TV shows. Mr. Newland has immediate plans for a new one-hour or two half-hour weekly "period spook story," Gothic Place.

Audie Murphy on radio • Woroner Productions, Miami, has signed Audie Murphy, World War II hero, to serve as host of 260, four and one-half minute radio shows, Beyond the Call. Each segment will be devoted to a Congressional Medal of Honor winner.

Teen-Age Fair plans • Teen-Age Fair Inc., Hollywood-based subsidiary of Filmways Inc., is preparing four TV specials and a half-hour youth oriented series. The projected series, The Happiness Machine, is based on an electronic entertainment computer being devised by producer Al Burton and artist Tom Sewell. A pilot for the project is expected to be filmed this month. The four specials, two half-hours and two one-hours, are in various stages of development. One 30-minute program, Harpers Bizarre—on Location, is committed to Bristol-Myers and will be filmed in late August around Vancouver, B. C.
Is EBS on the way out?

Study for Office of Civil Defense offers system that could warn public through low-frequency receivers

A research firm under contract to the Office of Civilian Defense has recommended a possible rival to the broadcast industry's Emergency Broadcasting Service. It would be a government-owned, public radio warning network, operated by OCD.

OCD officials last week said they weren't buying it, not yet anyway.

The $350,000 report, consisting of a nine-volume documentation of a three-year investigation, is by Systems Development Corp., Santa Monica, Calif. The basic study recommends the establishment of a low-frequency, voice- and-teletype OCD network for war-emergency communications between OCD and federal, state, county and local government officials. The proposed system, called Decision Information Distribution System (DIDS), would also be used to activate civil-defense sirens.

SDC also points out that the DIDS network could be used for alerting the public, provided the public would have low-frequency receivers that can be activated by a special tone signal from DIDS transmitters.

The SDC report, after noting that such a warning system would reach 92% of the population, suggests that the coverage could reach 99.4% of the population by "acquiring" automatically 44 selected AM radio stations. This is what brought consternation to broadcasters and FCC officials.

The implication that OCD was considering the establishment of a competing national public-warning system was downgraded, however, by OCD officials. Hubert A. Schon, deputy director of civil defense, which is part of the Department of the Army, said flatly that the SDC report is only a study and cannot be considered official OCD policy because no such policy has been decided.

No Plan Now - Ren F. Read, assistant OCD director in charge of technical services, was even more explicit: "OCD does not at the present time have any plan to establish a public warning system." The present EBS system, he added, is operating and is capable of ably performing its function of getting information to the public. OCD, he said, is only interested in getting a DIDS network into operation.

Both Mr. Schon and Mr. Read acknowledged, however, that their office is studying new methods of reaching the public, in the case of a war emergency, in the shortest possible time. They implied they would be remiss in their duties if they did not investigate all such ideas.

OCD has purchased 1,000 low-frequency receivers and 1,000 standard AM receivers, as well as 100 siren activators in a $295,000 contract with Westinghouse Electric Corp. and Bendix Corp. OCD plans to use the low-frequency receivers in conjunction with a year-long pilot test of the DIDS system with a transmitter to be established in the vicinity of Winchester, Va., about 90 miles west of Washington.

AM Sets - There is no plan to use the AM receivers at the present time, OCD officials say.

The DIDS program, which has been under study since 1964, would establish a nationwide radio communication network serving OCD and its field offices and other officials adding up to about 5,900 locations. The cost of this program has been estimated at almost $40 million.

Activation of the DIDS network would be accomplished in 30 seconds, according to the SDC study, based on an alerting signal from the National Warning Center at Fort Collins, Colo. The DIDS network would operate on four 9-kc channels between 60 kc and 200 kc.

Suspicions of broadcasters and FCC officials to the goal of OCD was heightened not only because of the purchase of the AM receivers, but because the SDC report bluntly suggests that the DIDS system be enlarged to become part of a national Radio Warning System.

The present EBS system, established in 1963 after the demise of Conelrad, now numbers 2,760 standard radio stations capable of reaching virtually all radio listeners on a 5-minute timetable. As part of a program for instituting a system of automatic alerting of the

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BROADCASTING, May 13, 1968
public, the FCC's office of Emergency Communications has been engaged in a test of specially designed circuits in standard AM receivers that could be activated on tone signals from regular broadcast stations. During a test earlier this year, some receivers failed to respond properly to the activating signal (Broadcasting, Feb. 5). This problem is still being studied.

SMPTE meet draws 2,000

Members hear Gregory Peck testify young people dig film 'like nothing else'

Technical advances in television—especially in the portability of equipment—were among the highlights at last week's 103rd conference and exhibit by the Society of Motion Picture and Television Engineers. The nonprofit organization of engineers, scientists, technicians and executives in television, motion pictures, instrumentation and high-speed photography held six days of meetings at the Century Plaza hotel in Los Angeles (May 5-10).

The semi-annual convention was attended by some 2,000 SMPTE members from three continents who inspected 85 exhibit booths featuring new products of 54 leading manufacturers and suppliers of professional television and motion picture equipment. A total of 113 technical papers were presented, with 38 papers—more than were devoted to any other field—dealing with television developments. The television papers covered such subjects as simplified color cameras, high-resolution fluorescent TV screens, the design and use of a color slow-motion video recorder, and a device that gives the semblance of color on a black and white TV set.

The convention opened with the informed word from actor Gregory Peck, the keynote speaker, that movie and television film "turns young people on like nothing else." Film, whether on TV or the theaters. Mr. Peck said, is to the youth of today more meaningful than all the arts of the past combined. "The average high-school graduate has seen 500 feature motion pictures, 15,000 hours of TV, but has spent only 11,000 hours in the classroom," he estimated. "The experience of being alive, communicated by means of the moving image and sound, is his bag."

In his report to the convention, SMPTE President G. Carleton Hunt, who also is president of Deluxe Laboratories, announced that the organization's membership has climbed close to 7,000. He made special note of the "tremendous increase" in the number of papers in the field of television.

Exhibit Selection • Exhibits at the convention ranged from 16 mm sound cameras to color TV cameras, from camera blimps to home video-tape recorders. International Video Corp., Mountain View, Calif., which won the award for the best display at the equipment exhibit, showed a broadcast version of its three-vicon color camera. The exhibit of Berkley-Color-Tran Inc., Burbank, Calif., featured a newly designed portable focusing fixture using a double-ended tungsten-halogen quartz lamp for application in movie or TV studios or for field locations. Gordon Enterprises, North Hollywood, Calif., demonstrated an "instant dailies" system that combines film and video tape to reduce the number of camera takes. Tungsten-halogen lamps for TV film lighting were on display at the booth of Sylvania Electric Products Inc. of Danvers, Mass. General Electric Co., Nela Park, Cleveland, also exhibited lamps for TV and movie studio applications, while Radio Corp. of America, Burbank, showed a three-track magnetic recorder-reproducer and four-position production mixer.

Eastman Kodak Co., Rochester, N. Y., introduced three new types of motion picture films. The Eastman new color negative intermediate film, for in-lab use, is designed to produce sharper, finer-grain 35 mm and 16 mm motion picture prints with improved color reproduction. Its principal initial application will be for domestic TV syndicators and theatrical and TV film-makers involved in foreign markets.

Eastman's new color high-speed 33 mm negative film is for the benefit of cinematographers. Reportedly, it will provide them with greater flexibility in low-light situations. Eastman's new color inter-negative film, also for in-lab use, allows for continuous processing with color print film without changing development time.

News film • Five sessions on television were held during the week. During one, Sheldon Nemeyer, manager, equipment, laboratory and sound services, NBC newsfilm, presented a paper entitled "The detection and elimination of processing induced noise on magnetic-striped film." In his presentation, Mr. Nemeyer described how it's now possible to detect and eliminate clicks and rumble on news film as well as on all magnetic sound film used in television.

Edward C. Hippe, equipment planning engineer for ABC, described the development of what he claimed was the first practical hand-held camera. He explained how the camera expands and extends TV coverage of sports events and political conventions.

Mr. Hippe's cohort, Max Berry, equipment planning manager of ABC, described color slow-motion equipment developed by Ampex Corp. under ABC's sponsorship. He called the equipment a major step forward in the broadcasting of sports events.

A new electronic process that produces color pictures on a black and white receiver was detailed by James F. Butterfield, inventor of the system, and president of Color-Tel Corp., Los Angeles. The effect, he pointed out, is created by recording a series of white impulses on the black and white video tape or film. This supposedly causes the eye to react as if it were actually seeing color.

A new television slide film projector whose 120-slide capacity is said to triple that of most existing equipment for TV studios was introduced by William F. Fisher, RCA design engineer. The projector is used with a TV film in reproducing color or black and white transparencies in the television system.

In all there was an estimated $2 million worth of newly developed equipment on display at the convention. The equipment exhibit also featured a special historical display of motion picture cameras, projectors and other film equipment dating back to 1900.

Census to measure UHF, battery radios

The 1970 census will include questions on UHF-equipped sets and on battery-operated radios, according to the Census Bureau. Neither question was included in the 1960 census. Reports of the households in the 1970 census will be asked if they own either one or two or more television sets, and if any sets they own are equipped to receive UHF broadcasts.

The same 5% sample will be asked if they have a battery-operated radio, including car radios, transistors and other battery-operated sets. FCC Commissioner Robert E. Lee long ago asked for a census report that would show how people can be reached when the power is off in emergencies (Broadcasting, June 9, 1958).

There are 67 subjects with over 120 questions on the 1970 form. The form is to be pretested May 15 in Dane county (Madison area), Wis. and in the South Carolina counties of Sumter and Chesterfield. A similar form was tested in New Haven, Conn., and north Philadelphia, Pa. last year.

The 1960 census also asked radio-TV
New system puts color in B&W commercials

Color-Tel Corp., Sherman Oaks, Calif., demonstrated its method of producing color on black-and-white television sets, designed for commercial use, in New York last Thursday (May 9).

A series of commercials, transmitted on color and black-and-white sets, showed the uses of Color-Tel in individual segments of the advertisements, such as the product package, or product name, while the rest of the scene remained black and white.

The process involves recording a series of light impulses on tape or film that correspond to "color codes" in the signals sent from the eye to the brain. The effect is a flashing image, with various colors produced by different rates of pulsation.

Each Color-Tel sequence in the commercial is prepared with the art work or photographs mounted on film animation cells. The cells are filmed frame by frame, or, in the case of taping, are recorded with a special electronic editing device. The sequences are then matted into the rest of the commercial photographically or electronically. Production costs are said to be slightly higher than for a color monochrome commercial.

James F. Butterfield, inventor of the process and president of Color-Tel, explained that the colors do not have the saturation or brightness of color television or Technicolor film and that primary colors reproduce best. His development is patented in the U.S. and other countries.

Color-Tel Corp. has appointed Wakeman-Walworth Inc., New York, to handle sales and advertising.

Questions of 5% of the households. These were questioned if they owned one TV set or two or more sets. They were also asked if they had any radios (not including car radios).

No questions on color TV or FM radio are scheduled for the 1970 census, and none were included in the 1960 census.

Program service rates
under review by AT&T

AT&T has established a task force to make extensive marketing and cost analyses in preparation for restructuring of TV-radio program-transmission rates.

AT&T’s Richard B. Nichols, chairman of the task force, discussed plans for his group with broadcast industry representatives at a Washington meeting called by the FCC.

The restructuring project is the result of a commission hearing examiner’s initial decision in the Sports Network Inc. case that present rates discriminate against part-time users of program-transmission service (Broadcasting, Feb. 5).

Mr. Nichols said his task-force members will talk to broadcasters over the next several months, seeking their views. He will meet with a broadcasters’ group again next month, on a date not yet set, to bring representatives up to date.

AT&T plans to file rate revision by February. Exceptions to the initial decision in the SNI case are due by April 1. That is also the date on which proposed rate increases for program transmission announced in January (Broadcasting, Jan. 29) are scheduled to become effective.

In a related development, AT&T was asked to relate the scope of the task-force study to testimony of company witnesses in the commission’s ongoing top-to-bottom inquiry into AT&T rate structure.

Joseph Kittner, representing ABC, CBS and NBC in the proceeding, made the request of Harold Cohen, counsel for AT&T. Mr. Kittner said it would be helpful to know which positions taken by the witnesses on cost and marketing matters will be subject to change and which will remain the position of the company.

He said there would be no point in cross-examining the witnesses on points that may be changed as a result of the task-force study.

Second show for light camera

Norelco’s new six-and-a-half pound color TV camera, unveiled at the National Association of Broadcasters convention last month (Broadcasting, April 8, 15), will be demonstrated “continuously” at the convention of the Armed Forces Communications and Electronic Association in Washington, Tuesday through Thursday (May 14-16), according to officials. The camera, an experimental model, will be demonstrated at the North American Philips Co. exhibit in the Sheraton Park hotel.

In May. The inside story of how networks really sell advertising—and why network buying isn’t as risky as it looks. The big TV agencies: buying up and trading up creative talent to keep from losing business to the hot, small shops. Any way to switch spot buyers from their concentration on big markets? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.
Minicamera runs well in Derby test

CBS WILL USE IT AT POLITICAL CONVENTIONS

CBS-TV tested its new portable, wireless color camera in coverage of the Kentucky Derby on May 4, and officials reported the quality of its pictures, both live and taped, was indistinguishable from that produced by regular cameras.

Edward L. Saxe, the network's vice president in charge of operations and engineering, said that "we inter-cut back and forth between this and regular cameras" and that "professionals" watching the screen couldn't tell the difference.

He also said the new camera was only "one of a series of systems" being developed by CBS to offer the industry "a new plateau of quality and operational flexibility at reduced costs."

The camera, called the CBS Minicam Mark VI, was developed by CBS Laboratories (Broadcasting, April 1, et seq.). It is said to weigh about 51 pounds (camera head is 18 pounds including zoom lens and viewfinder; backpack is 33 pounds including microwave transmitter, power supply, data link and receiver and digital control system). It operates with or without cable (in wired operation, a single quarter-inch cable is used and nine pounds of backpack can be removed).

"This camera," Mr. Saxe said, "represents a major step forward in broadcast technology since, unlike miniature black-and-white and color cameras of the past, it not only provides picture quality fully equal to that of the normal larger studio cameras but also provides television with flexibility heretofore available only with hand-held film cameras."

It is also "believed to be the only truly wireless camera able to work directly with a portable video-tape recorder since it produces a standard National Television Systems Committee color picture," Mr. Saxe asserted. "Other portable cameras require that additional processing be done before the signal can be monitored or broadcast."

The Minicam Mark VI prototype was used in both wireless and cable modes for both live and tape coverage of the Derby.

CBS-TV expects to have five of the cameras in use in coverage of the Democratic and Republican presidential nominating conventions this summer, according to Mr. Saxe.

CBS Labs spokesmen said the camera would be marketed by the labs' professional products department and that marketing plans, now being developed, would be announced in midsummer. They declined to estimate price but said it would be "competitive."

Electronic exports exceeded '67 imports

While the U.S. suffered a balance of payments deficit of $3.6 billion last year, electronics exports exceeded imports by a wide margin, according to the Commerce Department. Exports of electronic products in 1967 were $1.5 billion, compared to imports of $801.3 million.

Electronics exports last year rose 24% from the 1966 level of $1.2 billion. At the same time, the rate of electronics imports declined sharply, from 47% in 1966 to 11% last year. Total imports were $721 million in 1966.

The surplus of electronics exports over imports occurred against a background of a favorable balance of U.S. merchandise trade in 1967. However, the Department of Commerce reported last month that the surplus of merchandise exports over imports disappeared altogether in March.

Shipments of radio and television broadcast transmitters and audio equipment; radio and microwave communications systems and equipment, with parts and accessories; and electronic computers, parts and accessories, accounted for 54% of the total electronics exports. They increased 39%, from $574 million to $799.6 million.

Television receivers and chassis shipments dropped 13% in 1967, from $40 million to $34.8 million, reflecting lower sales to Canada, Mexico and Ireland.

Sales of electron tubes were up 7% last year, from $72.7 million in 1966 to $77.6 million in 1967. Television picture tubes accounted for 25% of total electron tubes and showed a 21% increase, up from $16 million in 1966 to $19.3 million in 1967.

The European Economic Community was the leading market for television picture tubes in 1967, with exports to that area amounting to $7 million. Other principal markets were West Germany, $6.1 million; Canada, $5.8 million; and the United Kingdom, $1.5 million. The principal markets for receiving tubes were Canada, $3.6 million; the European Economic Community, $2.2 million; Mexico, $1.2 million, and Italy, $1 million.

Technical topics...

Camera production • Cohu Electronics Inc., San Diego, has started production of the 3200 series self-contained Plumbicon television camera. The unit is designed for use in remote and studio broadcasting or in closed-circuit television. Cohu's new camera weighs only 32 pounds with viewfinder. Its base price, with viewfinder, but less tube, lens and cable, is $3,375.

Land-mobile support • The telecommunications committee of the National Association of Manufacturers has voted to approve a recommendation of the Land Mobile Communications Council that various services using land-mobile frequencies support the Allocation Research Council, which is studying the feasibility of having the lowest seven UHF television channels reallocated for land-mobile service (Broadcasting, April 1).
Ad Council sets up new primary targets

In past years it’s been a zip code or a Smokey the Bear campaign. But the events of national crisis in recent months pervade the upcoming advertising campaigns to be conducted by the Advertising Council.

They provided a somber note to an otherwise resplendent dinner held as part of the council’s 24th annual Washington conference last week. And they were unexpectedly underscored by the dinner’s keynote speaker, Secretary of the Interior Stewart L. Udall, who pinpointed areas in which the U. S. has failed to progress.

Albert L. Cole, council chairman, announced that the campaigns will focus on problems in the cities, training the hard-core unemployed, and underprivileged teen-agers.

The “Crisis in Our Cities” campaign, handled by Ketchum, MacLeod and Grove, will attempt to provoke “a vivid awareness” of the problems in U. S. cities, and suggest specific actions that would promote a constructive response.

The “JOBS, National Alliance of Businessmen” campaign, handled by Grey Advertising, will attempt to enlist the immediate support of the business community to provide training and employment for the hard-core unemployed.

The “Youth Opportunity” campaign, handled by Marshalk Co., will encourage communities to provide training, cultural activities, education and jobs for underprivileged teenagers.

Drumbeats . . .

Achievement awards • The 18th annual Sidney Hillman Foundation award for outstanding achievement in the field of mass communications was presented May 1 to Jay L. McMullen for his CBS-TV documentary The Tenament. Harold and Lynne Mayer won a special award for their National Educational Television program The Way It Is which originated on WNDT(TV) Newark, N. J.-New York. The Sidney Hillman Foundation was created by the Amalgamated Clothing Workers of America in honor of the union’s first president. Jacob S. Pofsky, current president of the union and the foundation, presented the awards.

Image excellence • Robert W. Sarnoff, president and chief executive officer of RCA, has been presented the 1968 National Design Center Award for “Excellence in Corporate Design.” The award cited Mr. Sarnoff’s “leadership in advancing the art of industrial design in corporate life through the use of modern graphics, interiors, advertising, packaging and all other forms of communications in portraying a favorable impression of industry to its many and varied publics.” Accepting the award, Mr. Sarnoff said the new RCA “image” reflected more closely RCA’s diversified activities (Broadcasting, Jan. 22).

KFOR uses phone system for crime prevention

KFOR Lincoln, Neb., in cooperation with local police, has begun “Operation Crimestop,” in which citizens are urged to call the Crimestop number if they see suspicious persons or incidents in the neighborhoods where they live, work or visit. The caller does not have to identify himself.

KFOR is broadcasting reminders to listeners throughout the day. In addition, the station is distributing thousands of wallet-sized cards with the Crimestop telephone number printed on them.

‘21st Century’ wins Albert Lasker award

An Albert Lasker Medical Journalism Award has been given to CBS News for “Man-Made Man”, a program in The 21st Century series, broadcast March 26, 1967 on CBS-TV and rebroadcast July 16.

The program was written by Fred Warshofsky, science editor of the series, produced by Isaac Kleinerman, directed by Sidney Meyers and reported by Walter Cronkite. Burton Benjamin is executive producer of the series.

The $2,500 prize was to be presented at a luncheon Friday (May 10) at the St. Regis hotel, New York. CBS News announced that it would contribute the award in equal shares to the American Heart Association and the National Kidney Foundation.

The 21st Century series is sponsored by Union Carbide Corp., through Young & Rubicam, both New York.

Winners in the magazine and newspaper categories were Matt Clark of Newsweek magazine and Carl Cobb of the Boston Globe.
Prime Minister Pierre Elliott Trudeau, addressing the 42d annual meeting of the Canadian Association of Broadcasters in Montreal last week, suggested experimental TV programs might be advisable in the committees in the House of Commons while again stressing his reservations about granting TV immediate entry into the House.

Speaking to the convention in his first formal speech since becoming prime minister, Mr. Trudeau said Commons's committees are handling more and more of the workload that used to be carried by the full Commons. He said perhaps television could be tried, starting with committee coverage.

Mr. Trudeau admitted he has some reservations about televising Commons sittings, but said he has no objection in principle to such coverage.

Poor Programming • Much of the business of the Commons is routine and tedious. In his view, Mr. Trudeau said, some good members are not orators, while some popular orators are not very useful members. He expressed the fear that too much TV exposure might "encourage oratory at the expense of constructive discussion or legislation." He said the difficulties of televising the House of Commons might be cleared up through a series of experimental programs.

The prime minister said he approves of the way TV and the press can draw public attention to important issues. But he said it would be "unhealthy to democracy" if they were the only agents outside the government giving criticism and policy advice.

On the other hand, he stressed the need for constant vigilance against the pressure from many members of the public and from certain politicians "for political censorship and direct control of the program content of broadcasting."

Mr. Trudeau warned that although television can be used as "the greatest instrument of public communication ever devised," it can also be used to promote "sensationalism and demagoguery; it can wantonly ridicule our political institutions and debase the traditions and values of our society." On the whole, he said, "I believe that television is improving our politics."

Golden Eggs • Mel Cooper, CKNW New Westminster, B.C., talked about the "golden year for radio" as far as advertising earnings were concerned. He said about 65 of the top-100 national advertisers had boosted their radio advertising budgets in 1967. For instance, Coca Cola increased their radio advertising budget by 39% and General Motors raised theirs by 31%. Both spent over $1.5 million each.

Mr. Cooper said there were almost 17-million radios in Canada, of which 65% are battery operated. He noted Canada has an average 9,000 potential listeners for each radio station based on population ratio, compared with 33,000 listeners for each U.S. station.

Lynn Christian, Dawson Communications of Oklahoma City, stressed the future of stereo in FM radio in Canada. He also talked about the "phenomenal" increase in FM audiences in Canada since 1961. He said: "Ontario now has 40% FM home penetration and Quebec, Manitoba and British Columbia all are well over the 30% saturation point."

A spokesman for the CAB said about 450 members had registered at the convention from private radio and television stations across Canada.

Standard fiscal year fought by Canadians

The Canadian Association of Broadcasters has expressed opposition to a proposed new regulation that would set a standard financial year for all radio and TV stations starting Sept. 1. The new regulation also provides for a standard form for supplying the financial and other information that the Canadian Radio-Television Commission and the Dominion Bureau of Statistics require.

CAB's president, S. Campbell Ritchie, said the association felt the proposal would be another drain on station money, time and energy that could be devoted to providing better programs. Most stations, he said, set their fiscal years according to various commitments they have in their business dealings and would be reluctant to change.

Mr. Ritchie said stations, already burdened with paper work for tax purposes, keeping logs for the CRTC and with records for groups charging them for performing rights, would now be asked for a standard reporting time and a mass of additional statistical information that did not seem essential.

Mel Goldberg, CRTC counsel, charged the financial information now submitted by stations has "overlaps, hangovers and lags" because stations have varying fiscal years. He said it would be helpful to both the industry and the regulatory agency if a meaningful comparison of one station's operations with another could be made.

Armed Forces may be automated network

The Pentagon is studying a plan to automate the Armed Forces Radio Networks. A statement issued last week said that the study will "determine whether such a system would reduce operating costs, improve the quality of broadcasts and simplify training." If the plan is adopted, most programs would emanate from Armed Forces Radio and Television Service in Los Angeles and all news broadcasts from the Armed Forces News Bureau in Arlington, Va.

No decision has been reached, but U. S. military officials in Frankfurt, Germany, reported that senior officers in Europe are fighting the plan because of its "inherent threat of centralized news management and censorship." Automated news, the officers claim, would "interfere with local commanders' control over their troop information policy." According to an AFN source, however, "it appears the Pentagon intends to ram it down our throats regardless of the outcome of the study."

Abroad in brief...

Importing experts • Lord Hill of Lunan, who switched from the Independent Television Authority to become chairman of the BBC last September (Broadcasting, Aug. 7, 1967), is bringing in a team of U. S. efficiency experts to advise him on streamlining the management of the BBC.

NHK budget • On March 30 the National Diet approved the budget of revenues and expenditures and business plans for Nippon Hoso Kvojki (Japan Broadcasting Corp.). Tokyo. Total budgetary appropriations for fiscal 1968 amount to 281,2 million, an increase of nearly 4 million over the preceding year. The increased income from revised subscription fees is only 750,000. Under the revised subscription fee system, the subscription fee for color sets will be $1.30 a month, while the fee for monochrome sets will be 88 cents a month. The fee for radio reception only has been completely abolished.
Rank to sell rental function to Rediffusion

Rank Organization Ltd., London, has announced it has tentatively agreed to sell its television-rental business to Rediffusion Ltd. for about $8.5 million.

Rediffusion, a holding company, has operations in the manufacture and rental of television sets and the transmission of programs. It will receive a total of 62,000 subscribers, 39,000 of which will be "relay" subscribers, who are served as a group in hotels or large apartment houses.

The agreement will complete Rank's program to sell off its rental television business. The company has already sold Granada Group Ltd., a rental-television business consisting of 102 shops and 113,000 individual subscribers, for 59.8 million.

FINANCIAL REPORTS

RCA off to fast start in '68

Sarnoff tells shareholders year should break record; company plans to acquire Tropical Telegraph

RCA's first-quarter earnings augur a record first half, shareholders were told during the company's 49th annual meeting, held last week in Indianapolis.

And as if to assure even larger earnings in the future, RCA later followed its optimistic projections with the announcement that it will acquire the Tropical Radio Telegraph Co. from United Fruit Co.

Robert W. Sarnoff, RCA president and chief executive officer, told the shareholders meeting that the company's profit momentum, building on a record first quarter (BROADCASTING, April 15), would lead to "an eighth consecutive year of record volume and profits."

Big Year for NBC - Also, he reported, 1967 was NBC's most successful year in sales and profits. "The 1965-67 NBC television network-nighttime schedule was recently announced, and sales for the coming season have been running ahead of its competitors," he said.

RCA's annual report for 1967, released earlier this year (BROADCASTING, March 4), did not detail NBC's earnings performance for the year. The network is a wholly owned subsidiary of RCA.

Mr. Sarnoff told shareholders that "color television continues to set the entertainment pace... RCA has been the industry leader in color since we pioneered its introduction. We continue to maintain a wide margin over our major competitors in share of market."

He noted that RCA color sets are built to meet official tests of X-ray levels. Public awareness, he said, of possible radiation has had no discernible effect upon industry sales.

(Admiral Corp. reportedly has experienced a drop in the demand for its color sets. Company officials last week said they did not know the cause of a slight drop in demand late in the first quarter.)

Other Areas - Mr. Sarnoff also expressed optimism in other key areas of RCA's operations. The company expects to ship this year computer equipment with a retail sales value of a quarter-billion dollars. Commenting on RCA's computer and computer-related business, Mr. Sarnoff told shareholders that the company's "entertainment business is likely to be challenged for intra-company supremacy in the years ahead by the products and services of the business we call information systems. This is the part of our activity that basically includes computers, data processing and graphics. In the broadest sense, it also involves education and publishing," he said.

Mr. Sarnoff said the RCA Service Co. had increased its first-quarter sales: that the Hertz Corp. (car rentals) continued to maintain a healthy lead; that government business continues to provide about 18% of the corporation's total volume, and that RCA continues to be a major supplier of circuits and components to the electronics industry. RCA Global Communications, he said, had a strong first quarter and continued to maintain industry leadership despite a two-month strike in 1967.

Later in the week, RCA announced it would acquire the Tropical Radio Telegraph Co., a wholly owned subsidiary of United Fruit Co., subject to approval by the directors of both corporations. Tropical furnishes commercial telegraph and telephone services.
Adam Young employs get a stake via stock

Adam Young (right), president of Adam Young Radio Inc., New York station rep, presents key salesmen with the first shares of company stock being offered under a company incentive plan. Employes are (l. to r.): Stanley I. Feinblatt, Thomas P. Cawley, Vincent T. Fetsch, James P. Smith, vice president and general sales manager for radio, Jerry Lyman, Chicago office of Adam Young, and Bill Wallace, Los Angeles, also received shares.

Employes of both Adam Young Radio and Adam Young-VTM Inc., TV station rep, will be offered stock representing 49% of the total of the company equity.

Citing the high personnel turnover in the rep business, Mr. Young called it an "opportunity for the men to participate in their own achievements. . . . What better incentive can there be than to give people the opportunity to fight for their own business?" he asked.

 principally in Central America and serves as overseas correspondent of RCA Communications in Honduras, Nicaragua and Panama. The transaction will involve the exchange of 150,000 shares of RCA common stock for all Tropical common.

Teleprompters' quarter sets income record

A record first-quarter income was reported last week by Teleprompter Corp., New York based cable-televison, master-antenna and closed-circuit systems operator. Revenues of $2,013,726 and earnings of $232,422, or 23 cents a share, were reported at the annual stockholders meeting in New York Tuesday (May 7), as compared with first-quarter 1967 revenues and earnings of $1,973,289 and $112,562, or 14 cents a share.

Irving B. Kahn, chairman and president of Teleprompter, cited growth in CATV as the prime reason for increased revenues. Teleprompter recently acquired franchises for four systems in Florida and one in Trenton, N.J. Negotiations for two more are in progress, it was disclosed.

Eleven directors were re-elected to the board: Mr. Kahn, John D. Couturie, Paul Garrett, Milton H. Handler, Charles C. Kieffer, Herbert Krasnow, Monte E. Livingston, Kenneth W. Moroney, Walter E. Pudney, H. J. Schlafly and J. D. Wrather Jr.

In other business, stockholders approved an authorization to increase the number of common shares from 1.5 million to 4 million, authorized a new class of 500,000 preferred shares and approved an employee share purchase plan.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1968*</th>
<th>1967**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.90</td>
<td>$.80</td>
</tr>
<tr>
<td>Revenue</td>
<td>2,013,726</td>
<td>1,973,289</td>
</tr>
<tr>
<td>Net earnings</td>
<td>232,422</td>
<td>112,562</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>894,000</td>
<td>825,000</td>
</tr>
</tbody>
</table>

* Unaudited figures ** Restated to conform to 1967 audit results.

Capital Cities plans preferred stock issue

Capital Cities Broadcasting Corp. has filed a statement with the Securities and Exchange Commission seeking registration of 599,947 shares of 50-cent cumulative preferred stock. The group broadcaster has entered into an agreement with Fairchild Publications Inc. calling for the merger of Fairchild into Capital Cities on Wednesday, May 15 (BROADCASTING, April 22).

According to terms of the merger, each share of $1 noncumulative Fairchild preferred stock is to be exchanged for five-twelfths of a share of Capital Cities preferred, and each share of Fairchild common is to be exchanged for 1,118 shares of Capital Cities preferred—for the total of 599,947 shares being registered.

Recipients of the largest blocks of the preferred stock are Edgar W. B. Fairchild with 163,950 shares and Elizabeth F. Martindale with 117,138 shares.

Company reports . . .

Cowles Communications Inc., publisher and group station owner, reported a loss in income in the first quarter of 1968. For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1968*</th>
<th>1967**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income (loss)</td>
<td>$1.16</td>
<td>$(.21)</td>
</tr>
<tr>
<td>Revenues</td>
<td>38,278,000</td>
<td>35,452,000</td>
</tr>
<tr>
<td>Net Income (loss)</td>
<td>966,000</td>
<td>$(719,000)</td>
</tr>
<tr>
<td>Number of shares outstanding</td>
<td>3,593,150</td>
<td>3,406,150</td>
</tr>
</tbody>
</table>

* Restated to include excess of costs and expenses over revenues of "Suffolk Sun" and company's equity in operating results of two foreign publications.

MCA Inc.'s earnings in the first three months of 1968 ended March 31 were the highest in history, it was announced last week by Lew R. Wasserman, president.

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$.48</td>
<td>$.51</td>
</tr>
<tr>
<td>Revenues</td>
<td>7,124,000</td>
<td>6,535,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>213,000</td>
<td>355,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,064,380</td>
<td>1,092,218</td>
</tr>
</tbody>
</table>

Note: All of 1967 figures have been restated to include operations of Alden Press Inc. (acquired Nov. 15, 1967) on a pooling of interests basis. Also figures for both quarters reflect full consolidation of the accounts of American Printers and Lithographers Inc., 51% owned by Blair.

Financial notes . . .

* Ogilvy & Mather International Inc. has declared a quarterly dividend of 12½ cents per share, payable on May 31 to stockholders of record May 10.
* CBS Inc. directors have declared a cash dividend of 35 cents per share on common stock, payable June 7 to stockholders of record May 24. They also declared a cash dividend of 25 cents per share on CBS preferred, payable June 28 to shareholders of record May 24.
* Storer Broadcasting Co. declared a quarterly dividend of 25 cents per share, payable on June 10 to stockholders of record May 24.
BROADCASTING, May 13, 1968

FATES & FORTUNES

BROADCAST ADVERTISING


John H. McGuade, assistant treasurer, and David Sumner, copy supervisor, both with BBDO, New York, named VPs.

Len Sass, sales development representative with NBC-TV, New York, joins Needham, Harper & Steers, that city, as network supervisor in network relations and programing department. Henry F. DeBoest Jr. and Todd W. Kaiser join NH&S, Chicago, as account executives. Mr. DeBoest was advertising and PR director at First National Bank of Chicago. Mr. Kaiser had been with Leo Burnett Co. there.


John J. Del Greco, with Avery-Knodel, New York, named assistant TV sales manager.

Robert W. Walters named associate media director at North Adverting, Chicago.

Louis A. Severine, account executive in national sales office of Westinghouse Broadcasting Co., joins WABC New York as national sales manager.

Garth Jones and Gene Moore, both account supervisors, and Richard Burton, executive art director, all with Cunningham & Walsh, New York, elected VPs.

Robert D. Crothers, VP and account supervisor for Norman, Craig & Kummel, New York, named VP, account management for Olshan, Smith & Gould, that city.

Robert Ceroni, assistant treasurer, J. Walter Thompson Co., New York, appointed business manager, Metro TV Sales, that city.

Richard P. Kale, with The Katz Agency, New York, appointed to newly created position of director of special sales. Frank J. Leope, radio sales manager for Avery-Knodel, New York, joins The Katz Agency’s radio-West sales staff, that city.

John A. MacLeod, account executive, and Ronald A. McLean Jr., account supervisor, both with Young & Rubicam, New York, named VP’s and account supervisors.

Mr. MacLeod
Mr. McLean

John E. Carr Jr., president and general manager, National Gas Co. of Missouri, Sikeston, Mo., and Heeter Gas Corp., Quincey, Ill., named manager of advertising and sales promotion. Union Texas Petroleum Division, Allied Chemical Corp., Houston.

Justine Leonard, from Fromstein Associates Advertising, Milwaukee, named VP in charge of media.

Charles W. Reinhardt, with Chirurg & Cairns, New York, elected VP.

Jim Miller, assistant art director with Kenyon & Eckhardt, New York, appointed art director.

Anthony C. Gill, art director with Vogue magazine, and Allan L. Small, art director, and Melvin M. Stein, copywriter, both with Doyle Dane Bernbach, New York. Join LaRoche, McCaffrey and McCall, that city, in respective similar positions.

Richard E. Yancey joins WJBE Cincinnati as general sales manager.

Glenn W. Maehl, national sales manager for KTUU-TV, Oakland-San Francisco, appointed general sales manager.

Rita Ferrell, media director for McCaw & Bealer, Atlanta, joins Rafshoon

Texas CATV names crew

Texas CATV Association has elected as officers for 1968-1969: Mel Z. Gilbert of Snyder, president; Jay O’Neal of Austin, VP; Johnny Mankin of Tyler, executive secretary; Glenn Scallorn of Del Rio, executive director, and Ed Dart of Dallas, associate director. Elected directors: Ben J. Conroy Jr. of Austin, Bob Eddins of Brownwood, Maurice Nixon of Mineral Wells, Don Patten of Fort Lavaca and Bob Rogers of Tyler.

Advertising, that city, in similar position.

Martha Powers, VP and associate creative director with Norman, Craig & Kummel, New York, joins Reach, McClintoon & Co., that city, as associate copy director. H. William Wiles, marketing manager with Reviion Inc., joins Reach, McClintoon as account supervisor.

Dick Mcrillis, account executive for KTIM-FM San Rafael, Calif., named sales manager for KCBS-FM San Francisco.

Marlin D. Schottman, sales manager, WDOY Minneapolis, appointed manager of sales, WXLY Cleveland.

Ron L. Krueger, assistant director of audience development for television, The Katz Agency, New York, joins Harrington, Righter & Parsons, that city, as director of program services.

Ron Frangipane, composer, arranger and conductor, joins Tinninabulation, New York television commercial-music producer.

Howard Bailey named sales manager of KFBK Sacramento, Calif., succeeding Joe Ramay, named head of sales and programming.


Herbert J. Ackerman, VP and creative supervisor with Grey Advertising, New York, joins Konheim Gould & Ackerman (formerly Konheim/Gould) agency, that city, as partner.

Sanford Roth, VP-creative director, Johnstone Advertising, New York. Joins Ogilvy & Mather, that city, as art group head.
MERRILL C. JOHNSON, VP and general manager of WCI, Fort Wayne, Ind., retires May 31 with no plans announced. LEONARD E. DAVIS, account executive and sports director, succeeds him.

Dr. Kenneth L. Milstead, with Woodward Research Laboratories, Herndon, Va., and retired as assistant to commissioner of Food and Drug Administration, joins National Association of Broadcasters Code Authority as science associate in Washington office. STEPHEN L. BLUESTONE, legal officer for New York State Mental Information Service, New York, joins Code Authority office in that city as assistant editor.

LAWRENCE W. BRUFF has resigned as executive director of International Radio and Television Society, New York. Mr. Bruff and his family will reside in Virginia Beach, Va. He has “no immediate business plans.”

M. WILLIAM ADLER, multiple CATV owner, named executive director, Television Communications Consultants, newly formed division of multiple cable owner, Television Communications Corp., New York.

WILLIAM T. MARTIN, general manager of KSMJ(FM) Lafayette, Ind., joins KLNI-TV, that city, as executive VP and general manager.

F. CHASE TAYLOR JR., program director for WROC-TV Rochester, N. Y., named assistant general manager.

WILLIAM G. HILL JR., program manager of KOCO-TV Oklahoma City, named VP and general manager of KQMT-TV Beaumont, Tex. Both are Liberty Corp. stations.

TED DELA COURT joins WQXT and WWOOS(FM) Palm Beach, Fla., as station manager.

VERNE BROOKS appointed station manager of WXXR Clarksville, Tenn.

CARROLL W. BRADFORD, station manager for WXXR-AM-FM Easton, Pa., resigns with no plans announced.

DANIEL CLAY named director of information systems for Cox Broadcasting Corp., Atlanta group owner. WILLIAM CARROLL DENIO named manager of data processing.

PROGRAMING

DON JOANNES, western division sales manager for Paramount Television Enterprises syndication division, named to head company’s eastern sales division, with responsibility for TV syndicated sales operations in 20-state area.

TONY GRAHAM, program manager of KFWB Los Angeles, named to similar position with WAB Boston, succeeding PAT SHANAHAN, appointed to newly created position of operations manager. Both are Westinghouse Broadcasting stations.

MORT ZIMMERMAN, assistant director of KGO General TV group operations, appointed director of station operations for group’s KHJ-TV Los Angeles.

NICHOLAS G. FRUNZI, operations manager with WDR(FM) Philadelphia, joins WPBS(FM), that city, in newly created position of operations manager.

WILLIAM S. LOTZER, TV director with WCHU-TV Chicago, named supervisor to television directors.

JERRY MOORE, production manager with KHTI-AM-FM-TV Austin, Tex., named director. GARY RICKETS, director with KHTI-FM, named production manager.

PHIL ROGERS, casting director for Screen Gems Inc., Hollywood, appointed casting director for Universal City Studios, North Hollywood, Calif., with responsibilities for TV series and motion picture productions for TV.

WILLIAM W. HILLER, community services director for KING-TV Seattle, joins WAB Boston as public affairs director.

STAN HARRIS, director with CBS-TV New York, joins ABC-TV, that city, as producer-director.

GARY MORRELL, sports caster with KIRO-TV Seattle, named sports director.

BILL WHITE, professional baseball player, joins WFTL-TV Philadelphia, as general sports reporter and sportscaster.

FANFARE

WILLIAM C. ADEN JR., manager of sales promotion for CBS Enterprises, New York, named to newly created position of director, creative services.

NORMAN ROSLIN, advertising manager for WNBC-AM-FM New York, joins WOR-AM-FM, that city, as director of advertising and promotion.

JACK GEILZER, manager of sales services, WGR-AM-FM-TV Buffalo, N. Y., named manager-promotion and sales service.

JOSEPH R. DAWSON named promotion manager of WIS-TV Columbia, S. C.

DEL BENJAMIN, promotion manager for KCAL-TV Sioux City, Iowa, joins WTCP-TV Minneapolis-St. Paul in similar position.

GARLAND B. BASSFORD III, news assistant, Wall Street Journal’s Silver Spring, Md., bureau, joins WBL-TF Baltimore as press relations representative.

ANNE MARIE BORGER, director of press and public relations for Theater of Living Arts, Philadelphia, joins department of public information of noncommercial WHYY-TV Wilmington, Del.

EQUIPMENT & ENGINEERING

ROBERT DRESSLER, director of advanced systems for Raytheon Co., Lexington, Mass., joins Riker Video Industries, New York, as president and chief executive officer, succeeding MARCO ALVES, who resigns with no plans announced.

JOHN W. WENTWORTH, manager, engineering educational programs, RCA product engineering, Camden, N. J., named director, educational systems engineering. DR. JOSEPH M. BIEDENBACH, assistant dean for administration of Indianapolis campus of Purdue University, succeeds him.

JACOB D. GANNETTI, research engineer in special projects laboratory of Syracuse University Research Corp., Syracuse, N.Y., joins Craftsman Electronic Products, Manlius, N.Y., as chief engineer of products development.

ROBERT TRACHINGER, executive producer for KABC-TV Los Angeles, appointed acting director of TV operations. ABC-TV western division.

DON PARKER, chief engineer for WBB Boston, appointed to similar position at KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

SAM PERRY, VP of marketing for Filtertron Co., Flashing, N. Y., manufacturer of radio frequency filters, named executive VP.

MARION M. RIMMER, with Arizona Photo Center, Phoenix, joins Berkeley-
Colorado, Burbank, Calif., as northwestern marketing manager.

Maury Betchen, works manager of Jerrold Electronics Corp.'s Philadelphia plant, named manufacturing manager for Jerrold Corp., that city.

Ray McInturf, with WSPA-TV Spartanburg, S. C., joins engineering staff of non-commercial WTVI(TV) Charlotte, N. C.

NEWS

Edward J. Klym of WJAC Johnstown, Pa., elected president of Pennsylvania AP Broadcasters Association.

Allan Perkinson joins news staff of WIOD Miami.

David Meiere Jr., film editor and writer with WJDX-AM-FM and WLBT (TV) Jackson, Miss., named news director.

John Henry Russell, station manager for KTRG Honolulu, joins KGBM, that city, as news director. Scott Stone, assistant city editor of Honolulu Advertiser, joins KGBM as editorial writer and special correspondent.

Jack Frazier, with KDOR Scottsdale, Ariz., named news director.

Bernard Johns, trainee at WMAL Washington, named reporter-photographer in news department of WMAL-TV.

Michael Stanley, newsmen at WCAU Philadelphia, joins WBBM Chicago. John Hultman, with WJW Detroit; Carole Simpson, with WCFL Chicago, and Burleigh Hines Jr., with Chicago Daily News, also join WBBM. Both WCAU and WBBM are CBS-owned stations.

DEATHS

George Hay, 72, originator of Grand Ole Opry, died May 9 at his Virginia Beach, Va., home. He began in radio as radio editor for Memphis Commercial Appeal, first went on air for that newspaper's WMC in 1923, worked for WLS Chicago, joined WSM Nashville in 1925. In 1927 he coined the name, Grand Ole Opry for program that was extended to national network radio. He retired from WSM and Opry in 1956.

Two daughters survive.

Merle M. McCurry, 56, newly appointed consumer counsel for Department of Justice, died of heart attack May 5 at Cleveland airport. He is survived by his wife, Rosetta.

Edward L. Davis, president, Showcase Productions of Texas, Dallas, musical commercial and promotion producers, killed in plane crash May 3 near Dawson, Tex. Before joining Showcase Production Mr. Davis had worked for Pepper Studios, Memphis; Ziv-United Artists, Atlanta, and World Broadcasting System, Dallas. He is survived by wife, Peggy, and two daughters.

James Marlow, 64, AP reporter and news analyst died of partial blockage of carotid artery May 2 at his desk in Washington bureau. Mr. Marlow joined AP in New Orleans in 1937. He is survived by wife and daughter.

Charles R. Eggleston, 23,UPI photographer, Bruce Pigott, 23, and Ron Laremy, 31, both Reuters news service correspondents, and John Cantwell, 29, Time magazine correspondent, killed by Viet Cong on outskirts of Saigon.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 1 through May 8 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CF—construction permit, D.—day, DA—directional antenna, F.—filtered, rad.—radiated power, kw—kilowatts, LC—local autonomy, mc—megacycles, mod.—modification, N.—night, PAA—presumptive service authority, SCA—subsidary communications authorization, STA—specified hours, SSA—special service authorization, TS—special temporary authority, UHF—ultra high frequency, UH—unlimited hours. VHF—very high frequency, vis.—visual, w—watts, W—MHz.

New TV stations

APPLICATIQNS

Terre Haute, Ind.—Alpha Broadcasting Co. Seeks UHF ch. 66 (782-788 mc): ERP 900 kw vis.; 190 kw aur. Ant. height above average terrain 1,028 ft.; ant. height above ground 1,054 ft. P.O. address: Box 604 Terre Haute 47890. Estimated construction cost $190,630; first-year operating cost $290,340; revenue $360,000. Geographic coordinates 39° 13' 50" north lat.; 87° 25' 46" west long. Type trans.: GE TT-57A. Type ant.: RCA TCU-673. Legal counsel Booth and Lovett; consulting engineer Edward F. Lorentz, Principals: George A. and Martha L. Foulkes (jointly 50.15%) et al. Corporation has in excess of 30 stockholders. Mr. and Mrs. Foulkes jointly own WAAC Terre Haute.


FUTURE ACTION


OTHER ACTIONS

* Review board in San Francisco, TV broadcast proceeding. Docs. 16678-16831, granted motion for extension of time filed on Apr. 30 by Reporter Broadcasting Co., and extended to May 27 within which to file exceptions and briefs in support thereof to initial decision released April 4. Action May 2.

* Hearing board, on May 3 in Moline, III., TV broadcast proceeding. Docs. 17093-17194, denied petition to enlarge issues, filed March 4 by Moline Television Corp.

* Hearing on May 1 in Elmhira, N.Y. (WENY Inc.) TV channel 36 proceeding, ordered restate-ment of hearing date of May 2 (Doc. 17936).

* Hearing Examiner Forest L. McClennan on April 25 in Jacksonville, Fla. (Florida
Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., and WVNY-TV in New York. The FCC has issued a notice of hearing for a change of TV channel 12 proceeding, denied petition for special relief by Florida Gateway requesting to increase daytime power and change of TV channels 17 broadcast seriously affected community. The FCC found that the petitioner has not demonstrated that public interest, convenience, and necessity would be served by the increase of TV channel 12. The petitioner may file a brief in opposition to the hearing notice within 30 days of the date of issue. The hearing will be held on May 12, 1975.

RULEMAKING Petitions


Existing TV stations

FCC Petitions

WCTF-TM Atlanta, Ga.—Broadcast Bureau granted CP to change EPR to 182 kw EIRP, azimuth, and elevation. June 18, 1975.


WURD(TV) Lawrence, Ind.—Broadcast Bureau granted mod. of CP to change ERP to 130 kw EIRP, azimuth, and elevation. Ann. May 25, 1975.


KMMU(TV) Kansas City, Mo.—Commission grants DT license covering change in ownership of CP. Ann. May 6, 1975.


New AM stations

FCC Petitions

WATF Tuscaloosa, Ala.—Broadcast Bureau granted CP to change ERP to 182 kw, SL, and BLC. June 18, 1975.


Bureau granted CP to change from 1080 kc. 500 w. D. to 1080 kc. 1 kw. D. increase ant. height above average terrain 500 ft. May 9.

WHY: Carlisle, Pa.—Broadcast Bureau granted license covering installation of auxiliary transmitter. April 30.

WHE Harrigsburg, Pa.—Broadcast Bureau granted license covering use of former main tower. April 30.

WTIV Titusville, Pa.—Broadcast Bureau granted license covering use of former main transmitter tower. April 30.

WGLN Green Bay-Warrick, Wisc.—Broadcast Bureau granted licenses to sites for auxiliary transmitters. April 27, 28.

WLBC Auburn, Wisc.—Broadcast Bureau granted license covering use of former main tower. April 30.

WLUU Lake Cargo Queen, Wis.—Broadcast Bureau granted license covering installation of auxiliary tower. April 30.

WFSA Fort Myers, Fla.—Broadcast Bureau granted license covering installation of auxiliary building. April 30.

WKBW Buffalo, N. Y.—Broadcast Bureau granted license to move station at Buffalo. April 30.

WGBS Oswego, Ill.—Broadcast Bureau granted license to move station at Oswego. April 30.

WGOY Clinton, Iowa.—Broadcast Bureau granted license covering installation of auxiliary antenna. April 29.

WVDG Galveston, Texas.—Broadcast Bureau granted license covering installation of auxiliary tower. April 27.

WFST, WMNE, WPI and WIGS, all Wisc.—Broadcast Bureau granted license covering installation of auxiliary antennas. April 26.

WITJ Milwaukee.—Broadcast Bureau granted license covering installation of auxiliary tower. April 30.

WISN Milwaukee.—Broadcast Bureau granted license to move station at Milwaukee. April 30.

KMER Kemmerer, Wyo.—Broadcast Bureau granted CP to change from 1050 kc. 1 kw. D. to 550 kc. 5 kw. D. condition. May 3.

OTHER ACTIONS

■ Commission has amended order released April 15 specifying oral argument on re- newal of license for stations in Washington, D.C., and at 10 additional minutes, from each 25 to 30 minutes, to pending argument. Order May 1.

■ Commission has amended order released April 15 specifying oral argument on re- newal of license for stations in Washington, D.C., and at 10 additional minutes, from each 25 to 30 minutes, to pending argument. Order May 1.

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SUMMARY OF BROADCASTING
Compiled by BROADCASTING, April 30, 1958

ON AIR LICENSED TOTAL ON AIR LICENSED TOTAL
COMMERCIAL AM 1,418 10 1,428 91 4,279
COMMERCIAL FM 1,790 37 1,827 427 2,074
COMMERCIAL TV-VHF 496 9 505 29 518
COMMERCIAL TV-UHF 114 10 124 407 530
EDUCATIONAL FM 326 12 338 37 375
EDUCATIONAL TV-VHF 68 6 74 2 76
EDUCATIONAL TV-UHF 55 25 80 30 110

STATION BOXSCORE
Compiled by FCC, April 1, 1958

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>1,417</td>
<td>1,768</td>
<td>614</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>14</td>
<td>45</td>
<td>60</td>
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<td>Total on air</td>
<td>1,431</td>
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<td>Licenses deleted</td>
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<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

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.

FINES
WENC-FM Whiteville, N. C.—Broadcast Bureau by letter to WENC-FM, May 2, alleged that it has incurred apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action May 1.

CALL LETTER APPLICATIONS
KCRA-FM, Kelly Broadcasting Co., Sacramento, Calif., May 1, requests renewal of KSCI(FM) station.

LICENSES
Recent action may be found in parts 1 through 3 of this issue.

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**CLASSIFIED ADVERTISING**

**SALES**

Sales manager for northern Illinois small market station with option to purchase stock. Excellent potential. Box E-45, BROADCASTING.

We operate the only R&B and mass appeal radio station in the metropolitan area of 300,000. With our type of programming we can sell anyone in the community. A salesman can make money. If interested send a complete resume and picture in first letter. Box E-41, BROADCASTING.

Kasota, one-station market. Splendid sales potential. Opportunity to build good earnings. Box E-45, BROADCASTING.

A one-station market for the experienced salesman. Good opportunity for the right man to grow. Box E-71, BROADCASTING.

**ANNOUNCER**

For 5 kw AM and 50 kw FM in south central Illinois. Send resume and photo to Box C-389, BROADCASTING.

FOR WESTERN PENNSYLVANIA STATION. Opportunity for good man. Send resume and photo to Box D-304, BROADCASTING.

**SORRY FOR THE INTRUSION**

... but if you find replies to a BROADCASTING classified cluttered with "sales talk" from competitors, just consider the source. They're using us for the same reason you are ... build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified section is THE marketplace for everybody and everything in broadcasting.

**UNION**

Overworked New Hampshire station manager needs experienced announcer-salesman. Car furnished. Salary negotiable. Send resume, tape, etc. Box D-349, BROADCASTING.

Wanted—hip Negro personality for fulltime contemporary station in south. Must be B&B oriented and able to "talk that talk"—city style. Send wide-open, tape and photo to Box D-356, BROADCASTING.

Maryland independent has immediate opening for experienced announcer. Good salary. Fringe benefits. Forward tape, resume now. Box E-4, BROADCASTING.

If you have the talent ... we have the money. Midwestern chain station looking for bright, happy, alert, MOR morning announcer. Experience needed, plus ability to handle a tight board with a full commercial load six mornings a week. This full-time, network station in a metro area of 150,000 offers all company benefits. Send complete resume and tape to Box E-21, BROADCASTING.

**ANNOUNCER—(Cont'd)**

Major top rated east coast contemporary swinger needs mid-day personality with production talent. Rush tape and resume to Box E-94, BROADCASTING.

Two intelligent, mature personalities needed to bolster rising ratings at Pennsylvania medium market station. Tough competition with rockers demands experience, imagination, and ability. Salary will depend on qualifications. Send resume and photo to Box E-120, BROADCASTING.

**IMMEDIATE OPENING—ANNOUNCER-SALESMAN—BROADCASTING, CAROLINA's number one market. (919) 274-9711. Box E-122, BROADCASTING.**

**PROGRAM DIRECTOR**

Wanted experienced programmer for several years experience. Must assume responsibility for station sound. MOR station with network and adult audience, no rock or country western. Central Minnesota in vacation land. Box E-172, BROADCASTING.

**MAJOR NEW YORK CITY**

Radio operation expanding: looking for announcers with strong MOR music and news experience. Send resume and photo to Box E-184, BROADCASTING.

**MONTANA NETWORK**

We're looking for a top announcer. Excellent opportunity for the right man to progress financially and professionally. For details write KOJH, Havre, Montana. Phone 466-3851.

**CHICAGO**

Former newsman, experienced announcer-salesman necessary. Send resume and photo to Box E-78, BROADCASTING.

**MIDWEST**

Immediate opening for announcer—salesman—BROADCASTING, CAROLINA's number one market. (919) 274-9711. Box E-122, BROADCASTING.

Program director — several years experience. Must assume responsibility for station sound. MOR station with network and adult audience, no rock or country western. Central Minnesota in vacation land. Box E-172, BROADCASTING.

Major New York City radio operation expanding: looking for announcers with strong MOR music and news experience. Send resume and photo to Box E-184, BROADCASTING.

Montana network station needs first phone announcer. Excellent opportunity for the right man to progress financially and professionally. For details write KOJH, Havre, Montana. Phone 466-3851.

**KOSI, Scottsbluff, Nebraska:**

Wanted by KOLK, Scottsbluff, Nebraska. Sportscaster—salesman experience necessary. Apply by mail with picture.

Top rated station has immediate openings for three positions. Announcer, news director, chief engineer. Adult station. Network: Westwood One. Excellent facilities depend on experience and ability. Send tape, photo, resume, to Box E 315, KOJO, Sedalia, Missouri.

First phone up tempo MOR. Good voice, capable of top production. Ideal living conditions. Send resume, conditions, phone number, to WIVQ, Springfield, Ill. Phone 542-5683.

**ANNOUNCER—(Cont'd)**

Top soul station in Houston needs soul jock. Send tapes and resume to Dave Jordan, KYKJ, 612 Preston, Houston, Texas.

First phone, all night jock for top top 40. Tape and resume to Gary Gunter, KYKS, Salt Lake City, Utah.

**ANNOUNCER—(Cont'd)**

Young and lively MOR station seeks man of action! Combination DJ—sales or production. Top pay, first phone even better, but not essential. Send resume and salary to WAQI, AshTabula, Ohio.

**WCHO, Johnstown, Pennsylvania**

Immediate opening for a bright, happy, alert, MOR music personality. Must double on news shifts and production. Also midday or afternoon drive time jock. Contact Program Director.

**MOR**

Announcer with opportunity for advancement—Play-by-play helpful. WCSJ, Morris, Illinois.

**WGBI, Beaufort, South Carolina**

We're looking for a full time writer for our 1,000 watt Full time day time station. 2500.000 market. Our 1600 watt FM station has just been put on the air. We program first, sell afterward... news-talk-music. We're looking for a morning man, a newsmen, an engineer, or combination—minimum 18 months experience. We want hard working people looking for a future and willing to work in their areas. If interested, call collect, Cari Grandge, WERI, 264-6954.
Announcers—(Cont'd)

Hagerstown, Maryland—First phone for ABC middle of the road agressive operation. Call Mr. Smith, Extension 910.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit, WHMI, Howell, Michigan.

We're adding to our staff. Needed an experienced morning announcer for board and production. Tape, resume and salary requirements to G.M., WINA, Charlottesville, Virginia.

We need a good voiced, bright sounding addition for our air staff. Someone probably doing M.O.R. at a very top 40 station who wants to move to a market with a large audience base. Voice, intelligence and willingness to work hard. Beautiful area, excellent living conditions. Send letter and resume to Don Foutz, B, 123 Box 26101, New York, N.Y.

One of nation's top station's with top announcer now has immediate opening for experienced dj. Good pay. Rush tape and resume to WNYR, 931 East Main St., Rochester, N.Y.

We need good afternoon announcer. We are Mutual-MOR. Call 414-622-6247. Manager WMYR.

Top rated station outstanding market acceptance, seeks smooth, creative top 40 announcer. Must have 2-3 years experience, good judgment and willingness to work hard. Beautiful area, excellent living conditions. Send resume and tape with picture to Don Foutz, B, WROV Radio, Rossville, Virginia 26015.

Announcer—salesman. Be our morning man; inherit & expand active, growing account list. Experience, good judgment and willingness to work hard. Send resume and tape to D. Smith, Monday, 600-11, 1953.

MOR boring? Unique Minimax approach offers creative challenge. Mature, enthusiastic MOR man needed now. Good salary, benefits. 5 day week, advancement opportunity. With TV-radio audience. Tape and resume to: WTVI, 1415 W. 69th Street, Kansas City, Missouri 64114.

MOR announcer, opportunity for on camera TV work. TV engineer. Must have first class license required. WTHK, WTAM, 5915 Blackstone, Pittsburgh, Pa., 302-637.


Immediate opening for first phone all night announcer at vintage, central New York, creative, contemporary operation. Send tape and resume to: Bud Quinn, WTIL, Strasburg Broadcasting Group, Utica, New York.

Announcer for low-key, financially stable operation...middle of road music-salary open...send full particulars to Gene Harden, WTHA, Thomson, Georgia.


Experienced announcer for daytime announcer slot on one of midwest's finest stations. Call Manager or Operator. Wayne, 260-922-3001.


"Rock" aircheck recordings...top dj's...major market stations...inexpensive CDs, 60's, 70's. Producer Radio Productions, Dept. B, Box 1591, Portland, Oregon 97207.

Technical—(Cont'd)

Chief Engineer, Medium market AM-FM station. Northeast U.S. No air work. Ideal candidate, $35,000. Good opportunity for growth and advancement. Top pay, excellent benefits. Send full information. Box E-38, BROADCASTING.

Chief Engineer, Medium market AM-FM station. Northeast U.S. No air work. Ideal candidate, $35,000. Good opportunity for growth and advancement. Top pay, excellent benefits. Send full information. Box E-38, BROADCASTING.

News

BROADCAST Journalist...addition to top rated midwest radio news team. Experience in broadcast journalism required. Send resume and aircheck to: NMRC, Box C-38, BROADCASTING.

Sharp radio newsman for midwest TV. Must have experience, desire to learn television. Tape, photo, and resume to Box E-23, BROADCASTING.

Newsmen to gather, write, deliver local news. Will provide some training under experienced supervisor. Good opportunity for growth. Attractive N.E. medium market, CBS affiliate. Box E-87, BROADCASTING.

News—(Cont'd)

Capital city in mid-west needs young, ambitious newswoman to head up small staff. Excellent salary and fringe benefits. Send resume and contact agency. Box E-101, BROADCASTING.

Reporter to air to 5 broadcast journalists who cover a $360,000,000-a-year market. Immediate opening for the right man with college degree in journalism. Good salary and fringe benefits and join top rated ABC affiliate. Call or write Ann. Box E-163, BROADCASTING.

Suburban New York station needs newswoman to round out its energetic news staff. Must be able to gather, write and broadcast news stories on local news. Box 328, Dover, N. J. 07801.

Programing—Production, Others

Instructor: M.S. degree required in radio-Television. Commercial radio and teaching experiences desirable. To teach radio courses and supervise FM student training station; $7200; 9 mos. Salary $6000 benefits. Box E-125, BROADCASTING.

Broadcast engineer/instructor, California Junior College, ideal community. Teach radio telecasting and production. Great FM and radio and television broadcast equipment. One month vacation. Salary to $13,000, or more, depending upon education and experience. Excellent fringe benefits. Box E-95, BROADCASTING.

We are looking for a heavy production man. This job requires more than just spitting music. We have a behind a voice track. You must be a production junkie. Send tape, resume to Gene O'Kelley, KXDB Radio, Box 7-600, St. Paul, Minnesota 55119.

Copywriter—creative, straight and production copy ability desired by top adult station in Chicago. Send resume to Mr. Alter, News Dir. WABC, New York City, 301-739-8016.

Production—Announcer. Creative production ability and good sound air are necessary to fill opening in leading adult station in Miami Florida market. CBS affiliate. Contact or same address. Box E-87, BROADCASTING.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAW, Evanston, Illinois 60202.

Production chief—Writer: Importantly position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy and if possible tape on radio spots you have produced to WFDF, Flint, Michigan.

Situations Wanted—Management

Currently general sales manager, major west coast market. Degree management major in large to medium market. Top man with top record. Box D-357, BROADCASTING.

Station managers—northeast preferred, broad experience sales, programming, promotions, currently VP-general mgr. publishing firm, desires return to broadcasting. Box E-48, BROADCASTING.

Program manager...production, promotion, news, public-service, air personality background. Ready to take charge of medium-sized organization. 12 years experience. Box E-71, BROADCASTING.

Texas or Gulf Coast. Wishes position as manager, FM or AM. Currently employed in management position. Excellent reputation in previous engineering. Would prefer opportunity for ownership. Box E-73, BROADCASTING.
There is a difference! Indeed there is... breadcrumbs the latest downgrading all of the "elegance" and little niceties that go with a "position," let me say that jobs—most of them real "tuffies"—have been my specialty for the past quarter-century. Now, I want another? I'm 45... experience... and reliable... dependable. This claim is adequately documented. I've just sold a 3 kw AM—5th rated in the market. I'm ready for a new bronco to break—but can sit very well while someone one already at the gelding! I know all phases of radio management... I've been my life. Not interested east of Colorado. I like the west... will consider investment, plus $15,000 minimum sales, Box E-156, BROADCASTING.

Highly successful PD and air personality at one of America's largest. Ready for management opportunity. Strong sales and management knowledge. Prefer South, High type young businessman with best references. Box E-156, BROADCASTING.

Strong on local sales, adept with reps. Outstanding 12 year pro available. Best references. Sales manager, sales manager opportunity, radio or TV. Box E-157, BROADCASTING.

Husband and wife team, both pros! We'll manage your station the station in your area with professional know how plus community and sales faces. Prefer small to medium market. Box E-163, BROADCASTING.

Multiple station owner. Running from station to station to station out West—experience, degree, experience—all phases, all levels. Can put together results on probable rather than just possible basis. You enjoy more personal air personalities for resumes write Box E-168, BROADCASTING.

Opportunity to invest and manage in small to medium market. Fifteen years in sales with excellent sales experience. Imaginative, sound, integrity. Sound business practices. Prefer midwest. Box E-171, BROADCASTING.

Gen. mgr.,... excellent on sales, collections, public relations, programming, sports, news and all phases of radio... experienced net, middle road, top forty and talk... first phone... twenty years experience, 17 in management. Age 45, married, available immediately... Box E-178, BROADCASTING.

Employed executive, mid-forties, desires clean slate, increased local, regional, national sales and management. Proven record invites inquiries. Will relocate. Seek permanency with reputable group, station, or allied field. Prefer midwest. Box E-181, BROADCASTING. (Cont'd)

Attention midwest owners or groups: Presently employed, but looking for new challenge. 37 with 18 years experience. 13 as general manager. First phone. Network type voice. Paid four years have increased billing at present station from $160,000 to nearly $300,000. Will consider any offer over $55,000 plus ownership opportunity. Box E-182, BROADCASTING.

Experienced in all phases of inside station operation. Interested in managerial position, likes to be part ownership Dick Teuber, 402-721-3238.

Assistant manager desires manager position in upper midwest. Sales ideas and programing ideas will make you money. Call 717-243-1741, evenings.

Situated Wanted

Sales

Outstanding salesman, late twenties, married, college degree, management potential. Married, 3rd endorser. I'm in central midwest location. Box E-118, BROADCASTING.

Young, anxious to learn salesman wants career with management with cash. Show him how, College trained. Box E-141, BROADCASTING.

Announcers

Announcer/newscaster—currently #1 personality in 500M market. Young, educated talent. 5 years MOR, Springs, Denver. Former, prex, Media grad. Proven audience loyalty. Seek to stay, to stay. Please include job description and salary range with resumes. Box D-409, BROADCASTING.

Currently program director with air shift. Want medium market job. Rock or album. Exceptional in some matters. Want chance to move into management position. Married. Available mid-June. Box E-11, BROADCASTING.

Announcer/dj. Experienced, dependable, aggressive, respected local DJ, light announcing experience, heavy CJR. Board, 22, draft exempt, re-locate. Box E-19, BROADCASTING.

Warm, personable, quality announcer with first phone (no maintenance). Desires position with MOR station. Mature, friendly sound coupled with experience. Solid references, married, draft exempt, will travel delivery. Dependable, cooperative, permanent, reasonable salary. Box E-102, BROADCASTING.

Negro R&B jock, 1st phone, 10 yrs. exp. Available immediately. Production, news, etc. Consider. Box E-20, BROADCASTING.

Award winning college graduate desires summer replacement position as radio-television or film production manager. Box E-42, BROADCASTING.

Some light announcing experience, heavy sales experience, prefer disc jockey work. Experienced DJ in N.J. Conn. N.Y. area preferred. Box E-97, BROADCASTING.

MOR-dj-newscaster-write-gather news-daily homemaker, show with home economist. NBC affiliate. Desire to relocate to Florida. Air check request. Box E-98, BROADCASTING.

Newspaper sports professional wants job in radio. Good salesman, experience in producing or directing. Could do informative talk show. Still owner will consider. You will find me valuable employee. Strong on basketball, play-by-play and can learn others. Box E-66, BROADCASTING.

Morning man: 15 yrs happy, informal ad-lib and MOR music formats. Good news delivery. Dependable, cooperative, permanent, reasonable salary. Box E-102, BROADCASTING.

Sports director, major college and professional position, radio-TV Combo. Box E-103, BROADCASTING.

Announcer-3rd broadcast school. MOR-grad—22. Draft exempt. Work stage or southern New England. Call 914-472-1979, or Box E-104, BROADCASTING.

DJ tight beat, all types commercials. Third phone. Box E-197, BROADCASTING.


Female broadcaster—experienced, tight board, great third phone, single, dependable, responsible. Weeksends New York area. Box E-103, BROADCASTING.

Versatile disc jockey authoritative news-caster. Rock, Gospel, Small or big medium station. One year experience. Box E-113, BROADCASTING.

Top 40 jock, currently working-seeking advancement. Lives in area, live in, drive in, sales, veteran—no screamers. Box E-115, BROADCASTING.

Attention: New FM stations. MOR or country or television, annouced. Single, draft free, east coast 4 yrs FM. 2 yrs selling. Details on resume. Resume Box D-98, BROADCASTING.

All night show? Contemporary?? Love it!! I'll trade you my first ticket, humore, four years college. Box E-124, BROADCASTING.

Hilarious first-phone, four years top forty medium market, college, wife, seeks wake-up show east. Box E-130, BROADCASTING.

Announcers—(Cont'd)

Nine years in radio as pro. dir. and MC’s—wanting to settle in so or central Maine. Formerly of D.C. Army vet. Box E-131, BROADCASTING.

Excedrin headache #1—No. 1 jock (4G eve.) seeking a challenge. 3rd endorser. In 50 area needs the best pain reliever: Top air job station. Only market areas only. Box E-131, BROADCASTING.

Announcer experienced, single, willing to travel. Mature, news-caster authoritative. Box E-132, BROADCASTING.

First phone, no experience, seeks training position. Announcer or technical. Age 37, prefers south, consider all. Box E-142, BROADCASTING.


Program director, top rated east coast rock station. Unhappy and want to relocate. Personnel, good news and production. Sales. Nine years. College, Rock or MOR, consider C&W. Box E-147, 5201 18th Street, S.E., Washington, D.C.

Female announcer AM exp. Strong in reading and writing continuity. College grad. Box E-148, BROADCASTING.

Authoritative newscaster-author with college and experience. Seeks work in New York metropolitan area. Tape available. Box E-151, BROADCASTING.

DJ, authoritative newscasting, mature git. Titillate close handsome, no floater/primas. Wanting sales. Box E-155, BROADCASTING.

Rhythm and blues jock available: 2 yrs experience. Box E-156, BROADCASTING.

Experienced announcer, dj, news, sports play-by-play, sales College graduate. Box E-158, BROADCASTING.

Top program director and dj, interested in new or up coming AM & FM stations, which will program top-40 music. Would like to get into road. Will program your station help build an image. I have the ability if you have good equipment and license. Let's go. Box E-159, BROADCASTING.

About two years experience, some college, third phone. Box E-161, BROADCASTING.

22, single, BA, tapeless. Copy, air mature station. Box E-162, BROADCASTING.

DJ announcer, newscaster, pleasant person, tight beat, broadcast experienced, married. Box E-169, BROADCASTING.

Draft free till November when nineteen. Some college. Announcing experience, 3rd endorser. Box E-172, BROADCASTING.

Beginner—male, 21, married. Graduate of Midwest Broadcasting School and Illinois Wesleyan University 3rd class endorsed. Desire to stay in midwest. Available June 3rd. Box E-185, BROADCASTING.

Country jock, first phone. Available now with experience. Box E-186, BROADCASTING.

Professional, tight, fast, evening rock jock. Tom McMuray, 5201 18th Street, S.E., Phoenix, Arizona. Phone (602) 277-6393.

Talented creative personality seeks major market, MOR or Rock. 313-276-4756.

No one wants me. How about you? It's my first Jersey, 3rd endorser but can pay me. 3rd endorser and "burning desire." Bruce Church, 1401 Federal Pl, Rivendale, N.J. (201-839-1434).

Mature sound personality. My sound is good, it fits your format for experienced tight board. Call now 914-NE-2-1011.

Radio-TV, announcer, limited experience, married, draft exempt, Broad school grad, 3 yrs college. Box E-190, Dependable, hard worker. Paul Siragus, 60 Chatsworth, Ave., Kenmore, N.Y.
Announcers—(Cont'd)

Attention Californians! Native son needs help. Will move tomorrow to fill your announcing, writing needs. Excellent experience. Write immediately to 7716 Amber Way—Stockton, California 95215.


Announcer, 31 yrs. 3rd endowed available mornings: mature voice for sophisticated audiences; experienced: can edit news. Excellent commercial writing. Other managerial skills. NYC area. Call (212) 1111 Plaza 4-9907, 9 to 11 A.M., weekdays.


Man in infirmity. Announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western stations. Excellent, short-time experience degree. broadcast grid currently USAF officer available. Must have strength Capabilities. Send replies, Box 499, Kirftland AFB, N. M. 87117.

R&D technician with several years radio experience desires return to work in radio, combo, construction, maintenance, lively production, news, Box E-18, BROADCASTING.

Chief engineer or assistant, many years experience. Desire position in station with growth potential. Prefer south but go anywhere. Box E-118, BROADCASTING.

Engineer, 1st class position desires to relocate. 50 years experience radio, AM-FM, stereo, SC, PX. Excellent work, Supervisory, maintenance or operator. Best of references. Box E-119, BROADCASTING.

Motivated college graduate, 27, third endowed plus technical background, seeking opportunity with small or medium broadcaster. Box E-113, BROADCASTING.

Northeast: Engineer with six years of maintenance background and 17 years announcing experience seeks position of challenging responsibility. $160 per week, and room. Box E-114, BROADCASTING.


Chief engineer, highly experienced, seeks position in medium station. Box E-118, BROADCASTING.

NEWS

Farm director-news director—or combination. Ten years experience each. Box E-79, BROADCASTING.

Newman—with first class license, seeks position—southern California. Married, age 38, family man, pay-by-play, 3 years experience. Writes, editor, and delivers automation newscasts. Box E-177, BROADCASTING.


BROADCASTING, May 13, 1968


Programing—Production, Others

Young (21), married. American vet, 10 yrs experience. College degree desires position in England. Local sound for hard news, exciting commercials and bright background. Can write. Can produce (have written for a living) newspaper or commercial broadcast production—weak on sports. Available in August. Resume tape and phone can be sent. Write Box E-105, BROADCASTING.

Nebraska, or neighboring area—native desires return. Twelve years radio-television experience with semi-satellite management. First phone, 24, and a man, 4 children. Box E-140, BROADCASTING.

Almundus Storz and McLendon, current PD in major market. Prefer west coast. You want ratings?样式 references. Box E-164, BROADCASTING.

Mature family man. 3rd phone. 10 years successful business career. Now qualified in all phases of College grad., and ready to go to work for you in upper-midwest market. Box E-179, BROADCASTING.

Top dj-major market-three years. Wants PD large or management small market. Fourteen years experience all phases (1st ticket) Send reply, Box 121, Juvenile Way, Cincinnati, Ohio 45238 or call 513-232-9841.

TELEVISION—Help Wanted

Announcers

Like a good job in a city near, good fishing and better weather? Southeastern VHF needs a booth and studio announcer with mature delivery. Immediate opportunity for hard worker. Send audio or video tape and complete resume to Box E-136, BROADCASTING.

Staff announcer for mid-Atlantic VHF experience in doing on camera commercials, news, sportscasts, tips. Excellent—good future. Send full particulars in 1st reply. Immediate audition film. Box E-123, BROADCASTING.

Technical

Immediate opening in the heart of the Big Sky Country, fishing and hunting paradise. Must have experience in studio, video and transmission of Mich-Michigan location. Box E-119, BROADCASTING.

Director of engineering, Working administrator in east. Top responsibility and authority. Good check and income. Box E-149, BROADCASTING.

Florida—beaches, fishing and money for 2 experiencers. On island. Excellent position is permanent, one is vacation relief. Color experience mandatory. Engi, 305-965-5500. Box E-154, BROADCASTING.

First phone engineer for full color Channel 5. NBC affiliate in beautiful Lower Rio Grande Valley of Texas. Contact W. Yordy, CE, KRKV- TV, P.O. Box 626, Wes- laco, Texas, 78596.

Opening for technician with first class license. Call or write H. L. Van Amburg. WGAN-TV, Portland, Maine 04111, phone 772-6889.

Midwest 125 miles north of St. Louis. Opportunity for first-class licensed engineer, NBC, ABC, or ATV affiliation. Contact Jim Martens, Chief Engineer, WGRM Radio & TV, Quincy, Illinois 62301 or phone area code 913-221-6840.

Help Wanted—Technical—(Cont’d)

Opportunity for technicians with first-class licenses at expanding station now all-color and soon to complete new plant. Will consider at any level of experience from beginner to expert. Starting pay on experience. Great benefit, potential advancement in group operations. Contact Mike Martin, Chief Engineer, WKYT-TV, Lexington, Ky. Phone 806-9577.

Progressive UHF CBS affiliate seeks engineers for transmitter watch and equipment maintenance. Experience with Ampex VT helpful. Color film equipment coming soon. Chance for advancement here or outside. Write, University of Texas, Westwood, University. Send resume to Stevan Spehger, Manager-WKUTX-TV, Box 18, Lafayette, Indiana, 47902.

Transmitter engineer for modern, color equipped, two station operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply, Chief Engineer, WNBC-WTEN 101 North 4th Street, Milwaukwe, Wisconsin 53203.

Immediate opening for 3 first class engineers, TC experience desirable but not necessary. Call William E. Thompson, Engineer, WNBE-TV, ABC affiliate, New Brunswick, New Jersey. Phone 917-891-0318.

Openings for TV technicians with 1st phone—southern New England station. Write complete resume to NHIC-AM-FM-TV, New Haven, Conn., 06510.

Maintenance technician—to work on WTV’s, film and live camera. Installing color equipment. Experience required. Check and license required. Top ETV station. Send resume with salary requirements to Box E-149, Chief Engineer, WTTW Channel 11, 5400 North Southport Avenue, Chicago, Illinois 60625.

Staff engineer needed for multi-color studio operations and maintenance. Salary open. Full resume to Roger Hale, Chief Engineer, WTVN Columbus, Ohio.

Television engineer, first phone license with operating experience. Excellent working conditions. Excellent salary. Opportunity for advancement. Box 1, Broadcasting.

Competition in major eastern market for experienced, young man. Group female newscaster with excellent camera presence and fast delivery. Must have studio experience. Job involves daily filming, editing, on-air work. Top salary. Phone, 1st reply. Box E-2, BROADCASTING.

Top-rated television station in Reno, Nevada, needs aggressive young man with prior news experience. Job involves filming, writing, editing, on-air work. Opportunities for growth, and salary open. Contact news director, KCLO-TV, Reno. . . . (702) 786-9800.


Programing—Production, Others

Producer-director—Group owned VHF in northeast. Must have experience in graphic switching. Box E-96, BROADCASTING.

TV—Situation Wanted—Management

“Deep in the heart of,” the southwest, the general manager of a respected television network finds himself in a bit of a bind. But—he doesn’t want to leave this lush background behind—so it will take a lot more than a change to lure him from station management to represent some group of new stars or other allied services dealing with stations or agencies. Family man, widely-known, top references, for resume and/or personal interview, please write, Box E-132, BROADCASTING.
TELEVISION—Situation Wanted
Management—(cont’d)

Attention owners: TV executive in top 10 market seeks general manager position. 17 years experience covers all phases of television. Excellent reputation. Excellent network affiliation. Box E-160, BROADCASTING.

Announcers
Top weatherman with pleasant delivery. Also good color man and booth work. Box E-116, BROADCASTING.

Major market radio-television announcer. Veteran with Masters seeking permanent opportunity. Box E-101, BROADCASTING.

Radio-television weatherman, College, naval training, AMS member, personalable major market. Has own voice. Brings numbers. Box E-128, BROADCASTING.

Radio sportscaster wants start in television plus radio play-by-play. Experienced high school personality. Box E-133, BROADCASTING.

WANTED TO BUY—Equipment
Continued

Will trade equipment for equipment—no cash—need transmitter rights, control system. No junk. Call collect 310-863-0431.

FOR SALE—Equipment
Coaxial-cable—heliac, styroflex, spiralone, etc., and fittings. Unused mast—large stock plus mounts, brackets. Box 170, S.W. Elect. Box 6668, Oakland, Calif. 94623, phone 415-382-3277.

Manufacturer's close out of FM transmitters and amplifiers. All fully guaranteed. All reduced prices. Box D-102, BROADCASTING.

General Electric type TT-35A 12 kw UHF transmitter—excellent condition—available immediately. Box E-299, BROADCASTING.

1 kw UHF television transmitter. Sacrifice. $6,900. Box D-339, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. All in good condition. 919-138-1633, Greenville, N.C.

Add vertical polarization to your present FM antenna. 12 Gate antenna elements, $100.00 each. Box E-22, BROADCASTING.

New Mosley SCG-47 transistor sub-carrier general purpose. $695. Make offer. Box E-16, BROADCASTING.

Gates Model BC-1-E, 1-KW, AM transmitter, F.O.B. Minneapolis. Box E-153, BROADCASTING.

Western Electric 458H available for spare parts. Contact Don Hapner, WHIO, Dayton, Ohio.


Immediately available: Large quantity TK-11, TK-20 and Marconi cameras. RCA TK-9 color pedestal with Houston Fearless heavy duty color cradle head. Less than one year old, $2,850 for each set. Contact: Ed HIES & ASSOCIATES, 3804 Boycott Street, Los Angeles, California 90016 (213) 870-1553.

Mose Gold Crown 3 speed tape recorder. Two accessory transformers included. Excellent condition. Contact Manager, WICR, 4001 Otterbein, Indianapolis, Indiana.

Anmpex 352-2 Stereo playback in excellent condition. $875.00, KGFM, Box 907, Bakersfield, Calif.

RCA limiter, excellent operating order, will sell reasonable. Don Funkhouse-WSIG Mt. Jackson, West Virginia 17517-3124.


MISCELLANEOUS

Deejays! 6000 classified gag lines. $5.00. Comedy License free. Ed Orrin, Boyer Rd., Marietta, Calif 56352.

Mike plates, gag photos, comic cards, signs, auto tags, decals, celluloid buttons, etc. Write: Business Builders, Box 164, Opelika, Alabama 36801.

Original-freshly-written one liners for radio. Sample... Box 31244... Diamond Heights P.O. San Francisco 31.

"34 Days of laughter"—daily radio gag service—may be available in your market. Sample a city, Kits, Merchandise Mart, Chicago, Illinois 60654.

Instant gags for Deejays—`Thousands of one-liners, gags, sound effects, jokes, etc. Inline in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1725 East 26th St., Brooklyn 26, New York 18.

"Rock" aircheck recordings...top dj's, major market "rock" stations inventory. Inexhaustible supply. Command Productions. Dept. D, Box 159, Portland, Oregon.

MISCELLANEOUS—(cont’d)

One liner: Fresh, timely and funny! Supplied weekly, exclusive in your market. Five dollars monthly for 1 box sample sheet. Box E-116, BROADCASTING.

News directors—station manager: If you or your staff have ever fudged a story because you couldn't get past a police or fire line or had trouble getting the press box at a sports event because of "inadequate" press credentials, you need our new ID cards. Radio News sample ID card...$2.50 set. Write for details—Radio Press International, 3723, Tulsa, Oklahoma 74103.

INSTRUCTIONS


Elkins is the nation's largest and most respected name in First Class FCC licensing. Correspondence student classification in Dallas, Texas 75228.

Elkins Supply Corp., Russell, Kansas 67665.

Buy the only known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Contact your School of Chicago, 14 East Jackson Street, Chicago, Illinois 60601.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1138 Spring Street, Atlanta, Georgia 30306.


Guaranteed first phone, 4-6 weeks. Broadcast Engineering, A.M. School, 2805 Inwood Road, Dallas, Texas 75253.


R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blip, you have a class one radio telephone license, a fine and a better job in (5) weeks. Total tuition $350 and free job placement. Cost $135 or less per week. Write: R.E.I. School of Fredericksburg, Virginia.

"Boy, I say Boy, you not listenin'". They go, "R.E.I., Our school is in Virginia. We're R.E.I., American School of Fredericksburg, Virginia. You got to pay your tuition or I'm gonna tell some R.E.I. What we charge is $135 per week. We offer 9 week programs at $988 plus. Call Old Joe at 373-1441. Classes begin Feb. 26, March 24, April 22. Write: R.E.I. School of Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I say. You go? R.E.I., Our school is in Kansas City, Kansas, Missouri and we are gonna get some R.E.I. What we charge is $135 per week. We offer 9 week programs at $988 plus. Call Old Joe at 373-1441. Classes begin Feb. 26, March 24, April 22. Write: R.E.I. School of Fredericksburg, Virginia 22401.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 Turbotte St., Laredo, Texas 78040.

Raytheon RA 5000 modulation transformer in good working condition. Urgently needed. Call or write W.T.T., 141 E. 31st St., P.O. Box 967, East Point, Georgia 30306, 244-2233.

We need good used 1 kw FM transmitter, 1 kw of usable output. Tunable to 100.1 N.C. Box E-98, BROADCASTING.

Used solid state VTR in good operating condition. Prefer CA Burdine VTR-1200A, either monochrome or color. Box E-111, BROADCASTING.

BROADCASTING, May 13, 1966
INSTRUCTIONS

Continued

New York City's 1st phone school for people who can't afford to make mistakes. Proven results: April 68, graduate class passed FCC 1st class exams. 100% passed FCC 1st class exams. New program methods and work with students. Learn job opportunities. Contact 25 W. 43rd St., N.Y.C. Phone 5-5949. Training for Technicians, Combo men, and announcers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television serving the entire broadcasting Industry since 1937. Make your reservations now for our Accelerated Theory class June 17. Most experienced personalized instruction and methods. Lowest cost—finest accommodations available close-by. Call or write: Don Martin School, 1553 N. Cherokee, Hollywood, Calif. (111) HO 2-2621.

RADIO

Help Wanted

Short of time to Recruit People

Our staff of experienced broadcasters can help you. Use the only nationwide TV and radio recruiting firm able to effectively search for broadcast personnel in all job categories.

Call 312-337-5318 For Search Charges.

NATIONWIDE

BROADCAST PERSONNEL CONSULTANTS

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Jobs: jobs, jobs, Weekly we receive calls from the top stations throughout the fifty states. Washington, Cal., Wis., Ohio, Texas, La., Alaska, Fla., Ky., Wn., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the best jobs in the Industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1632 N. Cherokee, Hollywood, Calif. 90028. HO 5-3828. Find out the reasons why our students are in demand!

Help Wanted

Management

D.C.—Md.—Va.

Dynamic firm seeks participating corporate director with fiscal or technical background. Growth potential should net substantial returns and long term capital gain. Principals only. Box E-183, Broadcasting.

Sales

ACCOUNT EXECUTIVE

We have a few choice local sales positions in some of our group owned stations for experienced successful radio or television account executives who are making improved earnings and fringe compensation and opportunity to grow into management level responsibilities. We are an Equal Opportunity Employer. Send a complete confidential resume of your experience and earnings to:

Box E-139, Broadcasting.

Technical

Broadcast Consulting Firm Seeks Experienced Broadcast Engineer or Technician for Position of Junior Engineer

Applicant must possess background of experience and responsibility in all phases of broadcasting and a willingness to travel. Engineering Degree Desirable. Send Resume and References to Jules Cohen & Associates 5165—19th St., N.W. Washington, D. C. 20036

Help Wanted

Technical—(Cont'd)

CUSTOMER SERVICE SPECIALIST

ATC Division/Gates Radio Company has opening for energetic young engineer to fill broadcast responsibilities—including field installation of broadcast automation systems. Experience overall technical background and customer oriented personality required. Salary commensurate with ability and experience. Write or phone Andy Mecott, Manager-Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006. An equal opportunity employer

Programing—Production, Others

Modern Country & Western station top 50 market, mid-west has excellent opportunity for knowledgeable producer on air and production. Good salary, equal to experience and capabilities. Need details, resume and tape. Box E-55, Broadcasting.

Future Program Director

Clear channel station with network affiliation seeks imaginative broadcaster to become next program director.

Looking for creative person with confidence in responsible radio and in step with today, should have contemporary production and promotion know-how, music and news experience, administrative ability. Unique opportunity to establish yourself with a distinguished station, preparing ultimately to succeed present outstanding program director.

Excellent fringe benefits, unexcelled facilities, good market, friendly community. Send resume to Box D-327, Broadcasting.

NEED HELP?

Your ad here . . .

gives you an international audience

For Rates See Page 90.
Radio
Situations Wanted
Announcers

Looking for an Announcer?
Then write Jerry Berman a letter.

Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audion tape of just the one you're looking for. Air mail.

Columbia School of Broadcasting
4444 Geary Boulevard/San Francisco 94116
(Not affiliated with CBS, Inc)

Television—Help Wanted
Technical

Engineers!!
Major market California UHF needs complete engineering staff. All RCA equipped, full color high power.
KTXL-TV, Sacramento-Stockton, California. 201 Ninth St., Sacramento, California 95811. (916) 447-2943.

WANTED . . . .
CHIEF ENGINEER FOR SMALL MARKET TV-AM-FM OPERATION!

Station has CP for 1500 ft. television tower and new AM transmitter site. Greatest hunting, fishing and boating area in the south. Wonderful opportunity for right man. Send resume, photo and approximate income requirements and availability date.

Chesapeake TV and Radio, Inc. P.O. Box 1588, Lake Charles, La.

Program—Production, Others

WANTED
Television Traffic Manager

Experienced, well qualified individual wanted to assume complete control of TV traffic operation for large, major market station in Great Lakes area. Send detailed resume.

Box E-144, Broadcasting.

WANTED
Television Promotions

New independent with fall start needs a thoroughly experienced and imaginative promotions manager to assume full responsibility for all motion advertising and promotions. Chance to become part of a new and growing broadcasting group. Salary open. Send letter and resume to:

Bill Schwartz, Station Manager, WPAB-TV, United Artists Broadcasting, 2103 Payne, Cleveland, Ohio 44111.

An Equal Opportunity Employer.

Television Situations Wanted
Announcers

I AM A QUALIFIED entertaining television MC-HOST, looking for a vehicle. Do you have a show we can talk about? If so please call me in Phila., after 9:30 P.M. at RA 4-0738 or CH 8-1091. I can travel no farther than Guam.

Box E-139, Broadcasting.

Broadcasting, May 13, 1968
WASHINGTON, May 13, 1968

Tired? Want Out?

New company wants to buy fulltime AM, Small or Medium market. West or Midwest. Desired by veteran broadcasters and financially responsible associates. Confidence respected.

Let's talk business!
Box E-166, Broadcasting.

BROADCASTING, May 13, 1968

WANTED TO BUY—Stations

Miss. Glendale, Calif. 91201 213. 246-4874

We do $1,000 mo., $2,000 yr. with AM and/or FM. Respected, financially responsible associates. Confidence respected. Let's talk business! Box E-187, Broadcasting.

GOOD-TIME AM in one of Top Ten markets. Box E-187, Broadcasting.

Confidential Listings

RADIO-TV-CATV

N. E. — S. E. — S. W. — N. W.

G. BENNETT LARSON, INC.

R.C.A. Building, 6363 Sunset Blvd. Suite 701

Hollywood, California 90028 213/649-1171

BROADCASTING, May 13, 1968

WHY BUY AN FM? Be your own owner

1000 open freq. 45 states. Operate for $1,000 mo., with revenue potential $4,500 mo. You show FCC $20,000. We do the work for reasonable fee.

TNI, Suite 202, 1616 Victory Blvd.

Glendale, Calif. 91201 213-246-4874

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N. Y.

212-5490

MISS. small daytime $ 63M SOLD

S. small daytime 125M 25% 29%

L. small daytime 85M 25% 29%

N.E. metro daytime 325M 25% 29%

Wis. small AM&FM 400M SOLD

Wis. small fulltime $210M Cash

S.D. small daytime 90M 29%

Wash. small daytime 75M terms

S.E. metro daytime 100M 29%

S.W. major AM&FM 350M 29%

(Continued from page 88)

ford, operating on ch. 10 by rebroadcasting KMVY-TV, Cal. Omaha and operating on ch. 12, by rebroadcasting WOW-TV, ch. Omaha. Action April 26.

Rosebud TV Club, Rosebud, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Rosebud, operating on ch. 7, by rebroadcasting KOOK-TV, ch. 12, Billings, Mont. Action May 3.

KJDB, Zuni and Ramah, N. M.—Broadcast Bureau granted license covering new UHF TV translator station. Action May 3.


W8BAU, Burnsville, N. C.—Broadcast Bureau granted CP for new VHF TV translator station to serve Burnsville, operating on ch. 10 by rebroadcasting WSPA-TV, ch. 4, Spartanburg, S. C. Action May 1.


K13EF, Huntsville, Morgan, Bountiful and Roy, all UT.—Broadcast Bureau granted full license covering changes in VHF TV Translator Station. Action May 7.

Bisbee Mountain Translator Association, Kettle Falls, Wash.—Broadcast Bureau granted CP for new VHF TV translator station to serve Kettle Falls, operating on ch. 13, by rebroadcasting KQKL-TV, ch. 4, Spokane and operating on ch. 13, by rebroadcasting KOTI-TV, ch. 6, Spokane. Action April 26.


CATV

APPLICATIONS

RMC Cable Inc.—Request distant signals from WNEW-WPIX, WNEW-WPIX, all New York to Seneca Falls Village, Seneca Falls Town park, all New York (Syracuse, N. Y. ARB 34). Application on May 2.

United Transmission Inc.—Requests distant signals from WLTV-WD and WHIO-TV, both Dayton, WOPL-WOFL and WSD-D-TV, both Toledo, Ohio to Van Wert, Ohio (Pt. Wayne, Indiana ARB 88). Application on May 2.


Staie Cable TV, Inc.—Requests distant signals from CFCF-TV, Montreal; CHLT-TV, Sherbrooke, Quebec, WEMT-TV and WLBI-TV, both Bangor, Maine to Augusta, Farmingdale, Gardiner, Hallowell and Randolph, all Maine (Portland Island, Me. ARB 63). Application on May 2.

KlearPix of Kentucky Inc.—Requests distant signals from W235GK, Wilkesboro, N. C. (W235GK, all Columbus, YCPO-TV and WLWT-TV, both Cincinnati, and WRLO-TV, both Portsmouth, Ohio. (Charleston-Huntington, W. Va. ARB 48). Application on May 2.

FINAL ACTIONS

f FCC denied request by Clinton TV Cable Co. for reconsideration of Pet. 14 and GR for denial for petition for waiver of hearing requirements of Sec. 76.107 rules.

f FCC granted petition by WSAS-TV, Huntington, W. Va., for declaratory ruling about distant signals on CATV system in its area service, to extend of saying “that carriage of distant signals by the current CATV Television Co. in Nitro, W. Va., without complying with procedural requirements of Sec. 76.107 and §§76.104 and 76.105 should not be in public interest.” Action May 8.

OTHER ACTIONS

f Review board on May 7 in Lexington, Ky. CATV proceedings. Doc. 18996, granted petition for May 3 by Berea Cablevision Co. and Gregg Cablevision Inc., extended to May 8 time within which to file opposition to exceptions and briefs in support of exceptions filed on April 22.

f Review board in Van Buren, N. Y. CATV proceeding. Docs. 17131-36, 17273-16, granted, motion of time of file on April 30 by New Channels Corp. and General Electric Cablevision Corp., extended to June 18 time within which to file exceptions to final decision released April 17. Action May 2.

ACTIONS ON MOTIONS

f Hearing Examiner Herbert Sharfman on April 26 in Rockford, Ill. (CATV of Rockford Inc. et al.) CATV proceeding, scheduled further hearing concerning on May 1, to discuss request of Forward Television Inc. for WINEKB-AM (Delaware). Application on May 2.

f Hearing Examiner Elizabeth C. Smith on April 26 in Bessemer, Brighton, Brownsville, Jefferson County, Homestead, Homedale, all Alabama (Clear Vision TV Co. of Bessemer, Teleview Cable Alabamas Inc. and Jefferson Cablevision Corp.) CATV proceeding, continued scheduled May 21 hearing to date to be specified at a further prehearing conference to be held May 21 (Docs. 18064-6).

Ownership changes

APPLICATIONS

WLOD Pompano Beach, Fla.—Seeks transfer of control from Helen J. Schmidt to George J. Shupert (20.7% after). Principals: George J. Shupert, president and chairman, 24% (Does. 17046-52). Application on May 2.

WKNJ-TM Chicago, KDAL-AM-DU Luth, Minn., WKNJ-TV Denver, WPIX-FM TV New York and WICC Bridgeport, Conn.—Seek transfer of control from Tribune Co. (Illinois corporation) to Tribune Co. (Delaware corporation). Transfer calls for merger with Tribune Co., an Illinois corporation to Tribune Co. Delaware corporation, with latter to be surviving company. Each issued share of common stock of $100 par value of transferor will be changed into four shares of common without par value of transferee. Number of authorized and issued shares will be increased from 2,000 to 8,000. Application on May 2.

WHHT Leduc, Miss.—Seeks assignment of license from Tri-City Broadcasters Inc. to Allen Broadcast Co. for $40,000. Principals of Tri-County Broadcasters Inc.: Crest Broadcasting Co., Inc. WPFP Pasquaou, Miss. (72.3%), et al. Principals of Allen Broadcasting Co.: Allen H. Embury, president (37.6%), Audrey R. Embury (12.2%), Colonel Thornton C. Peck, secretary (35%) et al. Mrs. Embury is vice president of WGB Port Washington, Wis. and WFSI Valparaiso, Ind. (50% owned) Mrs. Embury is housewife and also also 50% owner of WFSI. Colonel Peckis is Air Force officer and owns 4% of CATV system in Birmingham, Ala. Application on May 3.

WKNJ-FM Camden, N. J.—Seeks assignment of license from South Jersey Broadcast Co. to Family Stations Inc. for $300,000. Principals of South Jersey Broadcast Co. (For the Record) 97
The following are activities in community antenna television reported to Broadcasting through May 31. Reports include applications to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

- Butler, Ala.—Anco TV Cable Co. has been granted a nonexclusive franchise.
- Jasper, Ga.—The Jasper Broadcasting Co. has been granted a franchise which was formerly held by Ultra-View Co. The firm plans an April 9 opening.
- Brighton, Colo.—Mountain States Video Inc., an unincorporated association, has been granted a franchise for an underground system.
- Winter Haven, Fla.—Television Communications Corp. of New York (multiple CATV owner) has purchased Universal Cable Vision Inc. of Winter Haven from Cowles Communications Inc. New York (multiple CATV owner) for an undisclosed amount of stock.
- McHenry, Ill.—Bettterview Co., Dallas and KARD-TV Weihita, Kan., have each applied for a franchise. Bettterview would offer four CATV channels and news channels.
- Northboro, Mass.—Boroughs CATV Co. of Marlboro, Mass., has applied for a franchise.
- Marysville, Mich.—Port Huron TV Cable Co., Port Huron, Mich., has been granted a franchise.
- Clayton, Mo.—Pultter Publishing Co. has been granted an exclusive franchise in St. Louis Cablevision Co. also holds franchise.
- Albuquerque, N. M.—Genco Inc. (multiple CATV owner) of Casper, Wyo., International Telecommunications Co., General Communication Co. and Total Television, both Albuquerque, have each applied for a franchise. Total Television is a joint venture of the KGAS-TV and KQAT-TV, both Albuquerque, and multiple CATV-owner Vumore Co. Genco offers 10% of its stock to new shareholders.
- Salisbury, N. C.—Cablevision of Salisbury Inc., a subsidiary of multiple-CATV-owner Jefferson-Carolina Corp., Greensboro, N. C., has filed an application which would pay $5,000 annual license fee or a percentage of the gross receipts. Monthly installation and monthly fees would be $6 and 1/2% over that sum.
- Springfield, Ill.—S. B. Enterprises has applied for a franchise in the Skyline area of Highland Mills. Installation and monthly fees will be $4.00 and 1/2% over that sum.
- Vinita, Okla.—H & B Enterprises has applied for a franchise in the Tela-Telecable of Bellingham, Wash., Inc. has been granted a franchise.
- Snohomish County, Wash.—Television Systems Inc. (multiple CATV owner), Seattle, has been granted a franchise for the unincorporated areas of the county.

COMMUNITY ANTENNA ACTIVITIES

broadcasting, May 13, 1968

98 (For the Record)
Marketing has proven to be a good choice

A Swift & Co. executive saw the study and recruited him to do longrange planning for their marketing organization. After working for a while in Swift's commercial-research department, the tempo of World War II accelerated and Mr. Tully enlisted.

He was stationed as a personnel specialist at Fort Sheridan in Illinois and was able to finish his master's degree at Northwestern. His thesis was on 'scientific control of the marketing organization.'

He moonlighted his first five years with Foote, Cone & Belding, teaching, sales administration, marketing and research in Northwestern business school's evening division. He had 'reservations' about the advertising business and felt he might 'like to teach for a living.'

It didn't slow his advancement at the agency. A year and a half after he joined the agency, he was named research director, and the year after that a vice president. Three years after he started, he was elected vice president in charge of marketing and research.

His progress was interrupted for a year and a day, during which he served as an information officer in the Korean War. He had joined the reserve after World War II, never dreaming he would be called up again quite that soon.

In 1953, he was appointed account supervisor of General Foods, one of the few FC&B executives to bypass normal channels of account management.

In 1956, he was named general manager of the Chicago office. He consolidated certain media and broadcast functions, established the creative department as an independent entity and further developed the plans board. At various times he has been either a member or chairman of the operations, development, special projects, stock incentive, electronic data processing and employe relations committees.

In 1958, he was elected to the board of directors, and the following year elected to the position of senior vice president in charge of operations.

Extended Stay - He had settled in the East, when a temporary trouble-shooting assignment in the agency's West Coast offices turned into a six-year tour of duty.

In 1960 he was put in charge of Foote, Cone & Belding's three western offices (San Francisco, Los Angeles and Houston). He finally settled with his wife Helen, a former fashion model and dress designer, and his daughter, Carolyn, in Atherton, near San Francisco.

He was elected executive vice president in 1963, and board chairman effective Jan. 1, 1967.

He has resided in each of FC&B's four headquarters cities and continues to travel among them because he feels that 'with decentralized, autonomous operating units you don't know what's going on unless you really go out and see for yourself.'

He says 'you get used to it,' and that it's interesting to "hold multiple viewpoints."

"The Atherton house is probably closest to being our home," he says. He is based in New York now, but is in Europe at the moment.

The boy from Beaver Dam, Wis., is the chairman of a quarter-billiondollar-a-year corporation and is able to speak "on a basis of equality" with the heads of major manufacturing firms. "I probably wouldn't be able to do that if I hadn't chosen marketing," he says.
EDITORIALS

The mini trend

The 30-second commercial now appears to be irreversibly destined to replace the minute as the basic unit of network television advertising, and the date when its destiny was made certain can be marked with some precision. It occurred on the morning of Monday, April 29, when President Thomas H. Dawson of the CBS-TV network, addressing a seminar of leading advertisers, predicted the event and stated he would welcome it (Broadcasting, May 6).

The ultimate emergence of the 30 as the basic unit may have been and probably was inevitable anyway. The trend has been running in that direction for some time, accelerated no small bit by CBS-TV. What Mr. Dawson's statement did was put it on the record that CBS is in the trend to stay. That removes any reasonable doubt about the inevitability of the outcome because it means that—assuming advertiser demand for 30's, which is increasingly evident—the other networks have no choice but to stay with it too. The momentum of competitive pressures is virtually unstoppable as stations learned when they opposed piggybacks, for example, or as the other networks learned when they opposed ABC-TV's move to 42-second station breaks years ago.

Just when the 30 will become standard is less easily predicted. Mr. Dawson thought that "it's down the road a ways—how far, I don't know." What is perfectly clear, however, is that now is not a moment too soon to begin preparing for it, and that means setting rates. Many stations have already done so, of course.

The same Association of National Advertisers seminar that Mr. Dawson addressed also generated some guidelines to pricing. Herbert Zeltner of Needham, Harper & Steers said his talks with broadcasters and others in advertising indicated 30's will come to be priced at two-thirds to three-fourths of the one-minute rate. This, coming from the buying side, seems potent ammunition against those who claim the 30 should be no more than half the cost of a 60.

There is other ammunition in this arsenal: the study last fall for Corinthian Broadcasting, for instance, which found no real difference in the communication values of 60's and 30's (Broadcasting, Oct. 23, 1967). Before that, numerous other studies had found 30's to be from 70-70% to 100%—and in some cases more—as effective as minutes. If the 30's take-over as the basic unit is inevitable, so should be its pricing on the basis of value, not fractions of time.

Poor butterfly

It isn't our desire to indulge in national politics, but events in the presidential campaign need ventilation.

Senator Robert F. Kennedy (D-N.Y.) has never demonstrated any great love or respect for the broadcast media, except as a necessary means to political ends. Last week, following the Indiana primaries, he used a CBS-TV news interview to whack networks and stations for the high cost of time, arguing first that they should make time available "for free," or at least "at cost." And he wondered out loud "how much the networks have made out of this political campaign?" He should know better. Such uninformed and loose talk does not become a presidential candidate.

Neither Walter Cronkite nor his colleagues had the will or the authority to answer the multi-millionaire senator, who denied he had "bought" the Indiana primaries, mentioning about $50,000 in expenses (against a $750,000 estimate for the time alone). There was not one word about the inhibiting effects of Section 315 and its impossible requirements for equal time under equal conditions for all candidates for the same office—crackpots included.

If Senator Kennedy had joined his more seasoned colleague, Senator Vance Hartke (D-Ind.), in Mr. Hartke's continuing effort to repeal Section 315, and thus recognize the broadcast journalist's competence to cover political campaigns on equal footing with the printed media, he might have had a basis for complaint. But so far as we're aware the senator has never shown an interest in remedial legislation or, for that matter, has never had a kind word publicly for either radio or television.

Antique

The 602-page report emanating last week from the staff of the Senate Communications Subcommittee is of doubtful value in the current arguments about the fairness doctrine, which was the subject of the report. For one thing, the documentation on which the report is based is out of date. For another, the recommendations in the report have been clearly labeled as those of one staff member, who has left the subcommittee's employ.

Still there are some findings that may be used against the journalistically minded broadcasters who oppose the fairness doctrine, the equal-time law and other editorial restraints. Those findings ought not to go unchallenged.

The survey conducted by the staff back in 1966 found that more broadcasters had no objection to the fairness doctrine than thought it needed modification or repeal. It found broadcasters about evenly divided on whether Section 315, the equal-time law, ought to be retained or modified or repealed. The percentage of respondents advocating repeal of the fairness doctrine was 20.5%, of those advocating repeal of Section 315, 19.4%.

The staff found it surprising that so small a percentage favored repeal of the two restraints, and so do we. But we have the feeling that a qualitative analysis of the responses, not provided in the report, would show the numerical minorities are composed of stations that aggressively pursue their journalistic mission and are thus of larger influence than those that de-emphasize news and public affairs.

As evidence supporting that supposition, it is necessary only to cite the actions—taken since the survey—of the Radio Television News Directors Association, NBC and CBS in attacking the constitutionality of parts of the fairness doctrine that the FCC has adopted as rules. That so many interests would go to the expense of a constitutional challenge would indicate that significant broadcaster opposition opposes restraints. And indeed a favorable ruling in the courts could render academic just about everything said about the fairness doctrine in the subcommittee's staff report.

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