Radio, TV give Kennedy's death massive coverage. p21
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Equal-time suspension held up in the House. p42
Rules on VHF, UHF translators liberalized. p57

The Land of Milk & Money!

Only research can tell the whole story of the Green Bay Television Market of nearly 400,000 TV Homes in medium size cities and large farms.

Or ask Blair . . . they know the market and how it is most efficiently served by WBAY Green Bay TV2
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AMERICAN SPORTSMAN BRITISH OPEN GOLF TOURNAMENT
CHAMPIONSHIP BOXING COACHES ALL-AMERICAN FOOTBALL CLASSIC COLLEGE ALL-STAR FOOTBALL GAME
DRAG RACING CHAMPIONSHIP EAST WEST SHrine ALL-STAR FOOTBALL GAME
GAT OR BOWL 14 GAMES HOUSTON ASTROS BASEBALL HULA BOWL
LE MAN GRAND PRIx NBA BASKETBALL NCAA BASKETBALL CHAMPIONSHIP PLAY OFFS 18 GAMES NCAA FOOTBALL NCAA INDIVIDUAL TRACK CHAMPIONSHIPS NCAA WRESTLING CHAMPIONSHIP PGA CHAMPIONSHIP PROFESSIONAL BILLIARDS CHAMPIONSHIP SUMMER OLYMPICS U.S. BILLIARDS CHAMPIONSHIP U.S. MEN'S AMATEUR GOLF CHAMPIONSHIP U.S. OPEN GOLF TOURNAMENT U.S. WOMEN'S OPEN GOLF TOURNAMENT OTHER MAJOR GOLF TOURNAMENTS U.S. SWIMMING AND DIVING CHAMPIONSHIPS WINTER OLYMPICS WORLD FIGURE SKATING CHAMPIONSHIP WORLD SURFING CHAMPIONSHIP

KTRK-TV is what's happening!
Near Lancaster, The Cloister, Ephrata, Pa., stands as a monument to strict, moral religious experiment. Conrad Beissel, German Seventh Day Baptist, founded this brotherhood of recluses in 1732. The buildings were severe, with board benches for beds, wooden blocks as pillows. Shown are two of the original 18th century buildings.

Just as this devout sect contributed to the religious heritage of Pennsylvania, pioneering WGAL-TV has also drawn attention to its state. WGAL-TV was the first television station to be founded in a 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 area and ADI; subject to inherent 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 McColough, Pres.
Change in wind

Insiders for months thought they knew who successor to Commissioner Lois Loewinger at FCC would be. (Richard Cushing, of Denver, general counsel of United States Information Agency.) But picture suddenly has changed, with new quest under way for Democrat to be named to seven-year term beginning July 1. Judge Loewinger could sit until his successor is confirmed by Senate, but he won't June 30 at latest.

Honest prospect now is understood to be John Criswell, in mid-30's, treasurer of Democratic National Committee and in charge of upcoming Chicago convention (Broadcasting, June 3). Mr. Criswell, former Texas and Oklahoma newspaperman, was news secretary to James Howard Edmondson, former Oklahoma governor (1958-63) and U.S. senator (1963-64), and reportedly has strong endorsement of Senator A. S. (Mike) Monroney and House Majority Leader Carl Albert, both Oklahoma Democrats. Also there's new speculation there may be not one but two new FCC appointments, other being to replace Republican James Wadsworth, who has been rechecked by FBI, possible ambassadorial assignment.

Concentrated force

Never before in this country have there been more newsmen in one place and within few miles of such big unexpected story when it broke. That's consensus of broadcast officials in Los Angeles reflecting back on coverage of Kennedy shooting. Best unofficial estimates are that there were some 2,000 people directly involved in broadcast coverage of that tragic event in Los Angeles alone. Much of the muscle of nation's news-gathering forces were right on spot when shooting broke out. To them were added such others as publicity men, disk jockeys and pages pressed into service as news reporters and writers for emergency period.

MM expansion

Reports are circulating that group-owner Metromedia is in process of creating major new division, as yet untitled but believed to involve entertainment field, and that there'll be realignment of two of its radio station managerships as result. Word is that Harvey Glasscock, vice president and general manager of WNEW New York, will head new division and will be succeeded by David Croninger, currently vice president and general manager of WIP Philadelphia. WNEW program director Dick Carr, who held similar post at WIP until early this year, reportedly is in line for return to Philadelphia in Mr. Croninger's current role.

Stepping up

Word Friday at NBC was that Reuven Frank is ticketed to become president of NBC News, succeeding William R. McAndrew who died May 30 (Broadcasting, June 3). Mr. Frank, as executive vice president, has been acting head of division since Mr. McAndrew's death.

Locked up

Make-or-break stage of negotiations to settle long-drawn-out suit to determine fair rates for TV stations' use of ASCAP music may be at hand. Key negotiators for American Society of Composers, Authors and Publishers and for All-Industry TV Stations Music License Committee, who have been meeting off and on for several months in New York, moved into privacy of out-of-town retreat late last week for what seemed likely to be two days and nights of virtually uninterrupted sessions. Move, seen as evidence of both sides' determination to find accord if possible, presumably was based on mutual feeling that protracted meeting could either lead to basis for agreement or at least indicate whether further negotiations would be apt to find one.

Not a ripple?

Sources at Voice of America say operation will continue without missing beat in wake of resignation of John Charles Daly as director (see page 54). Richard Cushing, deputy chief, and career United States Information Agency official, takes over as acting director. He's been deputy director since Jan. 11, 1967, and with organization since 1949 in various overseas assignments. Mr. Daly, former What's My Line moderator and newsmen, resigned in huff over what he described as "executive undercutting." USIA Director Leonard Marks had set out to trim fat off entire operation preparatory to returning to private life at end of this administration.

All clear

WLAB (tv) Jackson, Miss., center of long-standing controversy over whether it discriminated against Negroes in its programing, appears headed for full three-year license renewal. Majority of FCC commissioners, following oral argument on case Tuesday (see page 46), reportedly expressed at least tentative support for renewal; instructions for granting order were said to have been given staff. Likely dissenters are Commissioners Kenneth A. Cox and Nicholas Johnson.

Indications for station were favorable also in second case in which oral argument was held Tuesday—that involving examiner's decision that WJAR Newark, N. J., be given one-year license renewal (see page 41). Broadcast Bureau urged outright denial of renewal application, but there is said to be solid support among commissioners for adopting examiner's recommendation.

Bigger game

Anti-cigarette crusader John Banzhaf is expected this week to file complaint with FCC against major New York station he asserts hasn't carried enough anti-smoking messages to comply with FCC's fairness doctrine. And complaint may take form of petition for revocation of station's license. Mr. Banzhaf is young New York attorney whose original petition led to FCC's ruling that fairness doctrine applied to cigarette commercials and that stations broadcasting such advertising must also broadcast campaigns against cigarettes.

Word is that Mr. Banzhaf has decided present political climate favors case of kind he proposes to file. He's now executive director of ASH (Action on Smoking and Health) which has been monitoring broadcasts (Broadcasting, March 4.) Target of his new case isn't known. His original complaint was against WCBS-tv New York.
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to Connecticut's tomorrow

Off to a fast start 20 years ago, we have grown with the changing sky lines of our biggest cities.

Today, WNHC-TV8 is a standout in Connecticut; Reporting lively, you-saw-it-first news
- Programming top-flight entertainment
- Presenting more live-action sports than any other Connecticut station
- Producing provocative editorials and public affairs programs which make it the station committed to Connecticut's tomorrow.
WEEK IN BRIEF

Assassination of Senator Robert Kennedy galvanizes TV-radio into massive, thorough and often hectic journalistic effort that was last made four-and-a-half years ago; 200 hours of coverage from networks. See ...

A GRIM STORY...21

Oklahoma Senators Monroney and Harris draw a bead on Cox-Johnson report, defend performance of their home-state broadcasters, question validity of report, will pursue matter to FCC. See ...

OKLA. SENATORS FLAY...32

By 4-to-0 vote FCC finally approves sale of KOA-AM-FM-TV to General Electric. Cox concurs in decision; Johnson doesn't take part. Approval follows query of GE's programming plans. See ...

SALE APPROVED...33

Pierson develops own plan as alternative to commission's proposed one-to-customer thinking. Attorney suggests allowing licensees in only service to have more than present maximum of seven stations. See ...

ONE-TO-CUSTOMER...34

House Commerce Committee chokes off action on suspension of Section 315 as Staggers doesn't schedule it. Freedom-of-information supporter Moss says he would oppose any suspension. See ...

315 SUSPENSION WITHERS...42

FCC, under mandate of appeals court, takes another look at Jackson, Miss. case that has been hot potato and legal landmark. Issue of whether WLBT(TV) was fair, served Negro local needs argued. See ...

FCC HEARS WLBT(TV)...46

John Daly, Voice of America director for a year, resigns in the face of what he calls "executive undercutting" from U.S. Information Agency boss Leonard H. Marks. See ...

DALY WALKS OUT...54

Near-paralysis grips broadcasting in France as 14,000 go out on strike. Director General DuPont fired for trying to hire outside technicians. Newsmen form unofficial cadre to fight for freedom of reporting. See ...

STRIKE HALTS FRENCH...55

Retiring Electronics Industries Association President Robert Galvin asserts EIA should take reins in coordinating industry and government efforts to develop communications systems. See ...

EIA LEADERSHIP...56

FCC lifts some shackles from translator operations in order to facilitate expansion of off-the-air TV service. VHF power increase in west permitted, UHF's selling of spots is authorized. See ...

TRANSLATOR RULES EASED...57

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You’d really remember the Alamo if KSAT-TV had been televising in 1836.

Edward Petry & Company is proud to announce that they now represent KSAT-TV San Antonio, which has the most comprehensive local news coverage. And they’ve got the ratings to prove it.
FCC gets gift: 26 mc of government spectrum

Twenty-six mc of spectrum space in band adjacent to upper end of UHF television channels has been made available to FCC for reallocation—but no decision has been made on how they will be used.

A question, however, as to whether this additional space will satisfy land-mobile radio users—and thus defacto their efforts to obtain portion of television share of spectrum—is conjectural, at best.

Space is coming from band between 890 mc (where UHF portion of spectrum ends) and 942 mc, which commission turned over to government in 1958 for national defense purposes. It is now used for radar devices.

James D. O’Connell, director of Office of Telecommunications Management, wrote FCC Chairman Rosel H. Hyde that review of government spectrum needs indicates that half of that band can be returned to nongovernment use. Letter was made public Friday (June 7).

Question of which piece, or pieces, of 890-942 mc band will be returned is to be worked out in discussions between Mr. O’Connell’s office and commission.

Commission sources, while delighted with OTM’s unprecedented action, were cautious in their estimates as to how much gift would ease problem of finding space for spectrum-hungry land-mobile radio users.

Land-mobile radio users themselves have spurned suggestions they use portions of upper end of UHF spectrum. They say this would require development of new equipment, at considerable expense. They have eye on lowest UHF channels.

OTM action is likely, however, to trigger commission examination of feasibility of using spectrum above 890 mc for land-mobile radio. Commission staff study on possible use of UHF share of spectrum by land-mobile radio, released two months ago, referred to frequencies between 890 and 960 mc, but said study of whether they would be practicable for use should await results of now-completed government review of its needs (Broadcasting, March 25).

However, there are needs besides those of land-mobile radio to consider. Band being returned prior to 1958 had been used by telephone companies for multichannel point-to-point service on secondary basis to Industrial, Scientific and Medical equipment. (ISM devices are still being used in band.) It could also be used in communications satellite broadcast service.

In preparation is notice of proposed rulemaking growing out of staff study on feasibility of permitting land-mobile radio to use portion of UHF share of spectrum. Commission officials said “there is no indication” as to whether OTM action will affect work on that proposed rulemaking.

Have color, watch more

Households with color sets watch TV average of hour more per day than non-color homes, A. C. Nielsen Co. reported Friday (June 7) from latest TV index findings. Average color set homes watch 6.9 hours per day compared to 5.9 hours in monochrome homes. Nielsen said average program audience for evening shows is 20.3% for color homes versus 17.5% in non-color homes.

Color set ownership continues to be higher in upper socio-economic households, Nielsen reported. Color sets are owned by one of every two homes with income of $10,000-plus. Only one of 10 homes has color set where income is $5,000 or less. In homes where head attended college, ownership of color set is one in three. Where head attended grade school only it is one in seven.

Blanket coverage of rites are continued

NETWORKS SWITCH PROGRAMS FOR RFK SERVICES

Networks maintained flexible and massive coverage of last rites for late Senator Robert F. Kennedy on eve of his interment (see page 21). Latest changes to almost continuous coverage were announced Friday (June 7) and included switch of Friday night episode of ABC-TV’s Guns of Will Sonnett (program involved murder trial) and of Saturday night episode of Dating Game (show featured Jacqueline Kennedy’s ex-cook). It was also announced Friday that Senator Eugene McCarthy postponed his appearance on ABC-TV’s Issues and Answers on Sunday (see page 26). Replacement had not been named.

CBS-TV planned live cut ins of its Friday-night movie for pickups from St. Patrick’s Cathedral, and added half-hour special at 11 p.m. EDT.

NBC-TV’s almost continuous coverage allowed it maximum flexibility. Developments Friday did indicate that Johnny Carson might appear on Tonight show, contrary to earlier reports. NBC, overall supervisor of pool coverage, said late Friday that about 40 color TV cameras and more than 300 newsmen and technicians were being used by three networks to cover funeral and burial ceremonies. Four cameras were used at New York’s La Guardia Airport; 10 at St. Patrick’s; four at Pennsylvania Station; 12 along route from Washington’s Union Station to Arlington National Cemetery; and seven at cemetery.
**WEEK’S HEADLINERS**

Rowe Giesen, director of administration-ABC-TV network programing, western division, appointed to newly created position of director of affiliate and client relations, ABC-TV network, western division. Mr. Giesen will be liaison on West Coast between network and its affiliated stations and between network and its clients. He has been with ABC-TV since 1957, first as TV program coordinator at Walt Disney Productions and then as manager of program department in Hollywood.

Barton Kreuzer, division VP and general manager, Commercial Electronic Systems. RCA’s division that manufactures products that broadcast and other electronics equipment, was one of three RCA executives elected VP’s of corporation June 6 by RCA’s board of directors. Other new corporate officers elected were George A. Fadler, formerly staff VP, materials and facilities, and Irving K. Kessler, division VP of defense electronics products. Mr. Fadler becomes VP, manufacturing services materials, assuming also responsibilities previously held by Arthur L. Malcarney, who served as executive VP in that area until his death (see page 63).

For other personnel changes of the week see FATES & FORTUNES

done,” Mr. Spina said. What concerns him, he said, is that Newark police currently have only one frequency (150 mc) on which to communicate with 380 mobile units.

During Newark’s 1967 riots Mr. Spina said conditions on that crowded channel were “unbelievable,” with result that loss of small businesses and lives “were definitely increased.” Co-channel sharing is no solution, he said, because others using frequency won’t cooperate. Shift to split channels in 450-470 mc band would be prohibitive in cost, he claimed: “We’ve had pleadings in with commission for six years to get extra frequencies.”

Representative Dingell lashed out at what he called “a fine example of inaction by a lackluster agency that is incapable of solving its spectrum problems or is indifferent to them. It is increasingly plain,” he said, that “time is long past to correct [its] shortcomings” by either removing indifferent members of commission or removing those problems it handles.

Commission claimed Friday that it had received no request for additional radio frequencies from Newark police prior to 1967 riots. It said it did grant one emergency frequency after those disturbances and it noted that about 36 additional frequencies are available but have not been sought by Newark police.

Cox-Johnson inquiry is closed matter, NAB told

Budget Bureau has reaffirmed its position that as far as it’s concerned that survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson, and potential problems engendered by action is now closed matter.

That was substance of June 6 letter sent to National Association of Broadcasters President Vincent T. Wasilewski. Mr. Wasilewski had requested that bureau seek “clear resolution” of question whether individual member of federal agency could do what agency itself could not by sending out questionnaires without prior bureau approval (Broadcasting, June 3).

Budget Bureau said it didn’t expect recurrence of this type of situation and had received assurances from Chairman Rosel Hyde that commission would provide for future “informational needs” of its members. Under those circumstances, bureau said, matter is not appropriate for consideration by attorney general, as NAB had requested.

Calls for de-emphasis on violence in TV fare

Third congressman has called for de-emphasis in crime and violence in TV programs in wake of assassination of Senator Robert F. Kennedy. He’s Representative Edwin D. Eshleman (R-Pa.) who announced Friday (June 7) that he had written three TV networks and Mutual Broadcasting System to “jointly consider what you can do to take entertainment emphasis on crime, violence and horror off the television screens in the homes of America.”

“Why can’t more news emphasis be given to responsible actions of our people,” he asked, “with much less stress on the irresponsible?”

He closed by stressing “I am in no way suggesting any government collusion, but I am respectfully voicing the hope that such a voluntary step might be taken on our part.”

Earlier in week, Representative John M. Murphy (D-N. Y.) called on FCC to determine effect of “television violence on viewing audience,” and Senator Thomas J. Dodd (D-Conn.) said there was relationship between violence in U. S. and programs on TV (see page 45).

‘Forum shopping’ is charged to Justice

Enterprise Co., of Beaumont, Tex., has accused Department of Justice of “forum shopping” in petitioning FCC to hold hearing on Enterprise’s proposed acquisition of KFDM-TV Beaumont.

Enterprise, in pleading filed with commission Friday (June 7), said department is seeking to transform commission into kind of economic regulatory agency Supreme Court said it is not.

Justice, in memorandum filed with commission on May 8, said that purchase of dominant television station in Beaumont by Enterprise, publisher of city’s only two newspapers, would violate Section 7 of Clayton Act. Section prohibits acquisitions which may tend to lessen competition or create monopoly (Broadcasting, May 15).

Instead of enforcing what it believes to be antitrust policy in federal court, Justice “has chosen to litigate the antitrust question before the commission on the theory that such activity may negate future necessity of an antitrust action,” Enterprise said.

Enterprise said that commission is barred from constituting itself forum to try antitrust questions or make statutory findings of violation of antitrust laws.

Applicant added that commission’s responsibility is to insure fair and equitable distribution of radio facilities, even though that task usually requires establishment of limited monopoly “in derogation of free and total competition.” Enterprise said that “most cursory examination” of facts indicates that approval of station sale would not result in “undue concentration of control of mass media . . . ,” There are, it said, 14 television stations and 62 AM and FM outlets serving all or part of KFDM-TV’s grade B service area. It also said four newspapers besides its own circulate in Beaumont trading zone.

Lorillard hires Cullers

P. Lorillard Co., New York, announced appointment Friday (June 7) of Vince Cullers Advertising Inc., Chicago, to handle advertising in Negro media for all of its cigarette brands.

Cullers is specialist in Negro advertising and, according to Lorillard, will create advertising and handle its placement in Negro media. No estimate was given on billing involved.

10  

BROADCASTING, June 10, 1968
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A calendar of important meetings and events in the field of communications.

**JUNE**

June 12-14—Montana Broadcasters Association convention. Speakers include Al King, National Association of Broadcasters director of station relations. Glacier Park Lodge, East Glacier Park.

June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis Seavy, assistant to vice president, government affairs, National Association of Broadcasters, FCC Commissioner Lee Schiller, and Representative John U. Marsh (D-VA). 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 compliance with prohibited contours in the standard broadcast service.

June 15-18—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include Elmer Lower, ABC News president; Representative W. S. Stuckey (D-Georgia); George Smith, Chief of the FCC Broadcast Bureau; Carl Sanders, member Corp. for Public Broadcasting board. Holiday Inn, Callaway Gardens.

June 18-20—First annual seminar in marketing and advertising strategy, sponsored by American Advertising Federation, dealing with planning 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. Panelists include George H. Berry, vice president of marketing operations, Anheuser-Busch; Robert J. McBride, director of advertising, United Air Lines; John F. Malone, advertising manager, Pontiac Motor division, General Motors; John T. Johnson, president of John T. Johnson Broadcast Engineering, Hearst Corp.; FCC Commissioner Kenneth Cox; Douglas Anello, general counsel, National Association of Broadcasters, and Howard Roycroft of Hogan & Barton. Henlopen hotel, Rehoboth Beach, Del.

June 21—Annual Stockholders meeting of Lamb Communications Inc. Commodore Ferry Motor Inn, Toledo, Ohio.


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 strict compliance with minimum separation rules.

June 25—Annual meeting of stockholders of Rust Craft Greeting Cards Inc., parent corporation of Rust Craft Broadcasting Corp., to elect directors and act upon amendment to and restatement of certificate of incorporation authorizing a new class of $650,000 shares of preferred stock; issue and authorize common stock from one million to three million shares; and modernizing and simplifying certificate of incorporation. Rust Craft Park, Dedham, Mass.

June 28—Annual stockholders meeting of Standard Radio Ltd., Toronto.

June 27—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 compliance with prohibited contours in the standard broadcast service.


June 28—Annual stockholders meeting, General Electric Company, to elect directors and act upon adoption of executives and employees stock participation plan. Hotel Robert Treat, Newark, N. J.


June 29-July 2—17th annual National Cable Television Association convention. Sherritt-Tobson hotel, Boston.

**JULY**

July 7-11—First national convention of American Advertising Federation. Speakers include: Under Secretary of Commerce Howard J. Schacht; Charles A. Anderson, president Stanford Research Institute; Tom Dillon, president BBDO; A. Carl Ketchum, president Lockheed Aircraft Corp.; Sen. Mark Hatfield (R. Ore.); George Kosmetsky, dean University of Washington school of business administration; Oregon Governor Tom McCall; Walter Straley, vice president, public relations, AT&T. Portland Hilton, Portland, Ore.

July 7-30—Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

July 9—Deadline for 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.

July 9—Annual stockholders meeting, Taft Broadcasting Co., Cincinnati.

July 9—Annual summer convention of Wisconsin Association of Broadcasters, Pioneer Inn, Oshkosh.

July 14-16—Annual summer convention of South Carolina Association of Broadcasters. Ocean Forest hotel, Myrtle Beach.


July 15—Deadline for filing comments on FCC proposed rulemaking to permit

**TVB REGIONAL SALES CLINICS**

June 17—Los Angeles, Sheraton Motor Inn.

June 18—San Francisco, Sheraton Palace.

June 19—Portland, Ore., Sheraton Motor Inn.

June 20—Denver, Sheraton Malibu.

**DATEBOOK**

**JULY**

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July 15—Deadline for filing comments on FCC proposed rulemaking to permit

**TENTATIVE SCHEDULE**

**AUGUST**

Aug. 9-10—Rocky Mountain CATV Association meeting, Teton Village, Jackson Hole, Wyo.


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date

Who will serve?

Editor: After reading the thinking of our "liberal" FCC commissioners, Messrs. Cox and Johnson. I wonder if you would be in a position to ask them who would take care of the needs of the thousands of local small merchants now served by local radio stations. Without the exposure given these merchants they could not compete with big businesses such as Sears, Kresge's, and Woolworth, etc., who can use the more expensive media and national advertising.

The well being of the small merchant, the backbone of American business, should be of concern to real liberal thinkers.—Henry Rau, president, Rau Radio Stations, Washington.

For the asking

Editor: We recently completed a reprogramming project at wcss. We now find ourselves with approximately 10,000 old 78s and 4s, and several hundred LP's to be stored in the attic. I was wondering if any of your readers know of anyone who might be interested in these records. I'm sure there are many collector's items included.

The 78s have been in our files since we signed on the air in 1948.

We've given away many of the records to the local school system for their libraries and we have [given] others to the Institute of Electrical and Electronics Engineers, Dr. Burton I. Edelson, Communications Satellite Corporation, Washington, is technical program chairwoman at Sheraton-Park hotel, Washington.


Sept. 15—17—Meeting of the Nebraska Association of Broadcasters. Cornhusker hotel, Lincoln.


Sept. 18-20—Meeting of the Tennessee Association of Broadcasters, Ramada Inn, Nashville.


Sept. 22-23—Annual fall meeting of New York State Cable Television Association.

Sept. 24—25—"Production '68: A Shelteeseen Workshop in the National Techniques"—a two-day workshop in video-tape production sponsored by a group of industry suppliers, including Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. For more information, write on company letterhead to: Gray Hodges, marketing director, Reeves Sound Studios, 304 East 44th St., New York 10017.

Telephone: (212) 678-3500.


Sept. 29—Oct. 2—Pacific Northwest CATV Association fall meeting, Sheraton-Portland Motor Inn, Portland, Ore.

October


Oct. 22-23—Broadcast executive sales conference sponsored by Tennessee Association of Broadcasters and University of Tennessee School of Journalism, University Center, Knoxville.

November

Nov. 10-13—California CATV Association fall meeting, Del Coronaro hotel, Coronado Island.

Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.


Indicates first or revised listing.

OPEN MIKE®

Who will serve?

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The 78s have been in our files since we signed on the air in 1948.

We've given away many of the records to the local school system for their libraries and we have [given] others to some of the hospitals, but we still have so many on hand.—Philip Spencer, vice president and general manager, wcss Amsterdan, N.Y.

Booth clarifies holdings

Editor: In Broadcasting, May 20, you reported that the FCC had granted Booth American Co.'s application for a new FM station at Saginaw, Mich.

In the lead paragraph you relied on Commissioner Johnson's dissenting opinion and stated that we owned "nine newspapers." You were in error. Booth American Co. owns no newspapers, and my sole individual association with Booth Newspapers Inc. is that I am a member of its board of directors. And I and my family, either directly or indirectly, [have] approximately 8% of its stock.—John L. Booth, president, Booth American Co., Detroit.

AM sold, FM-TV kept

Editor: Our office erroneously reported the sale of KMBY-FM Monterey, Calif. [Broadcasting, May 27]. The release should have reported that sale of KMBY to James L. Saphier, with the notation that Stoddard P. Johnston, seller, is retaining the FM and the CP for the television affiliate. Total consideration for the sale was $385,000.—Joseph M. Sitrack, Blackburn and Co., Washington.
Starring Richard Basehart and David Hedison. Produced by the incomparable Irwin Allen.

110 Hours—(78 in color). Available now after four successful seasons of 30-PLUS % Audience Shares* on ABC-TV.

An outstanding property with ideal all-family appeal. Call 20th Century-Fox TV for the full story!

*MNA Reports.

This data is subject to the qualifications as listed in the reports used.
"Holy guacamole," is more than a
catch phrase in a radio campaign. It
represents our feelings at Calavo about
the recent results of a broadcast cam-
paign introducing frozen guacamole in
11 markets across the country.
In periods of eight to 10 weeks we
gained sufficient distribution and sales
volume to establish the product firmly
in those markets.

It was the most successful short-range
campaign we've ever had. Radio carried
the entire advertising appropriation and
it was strongly supported by in-store
demonstrations. The radio stations
themselves made important contribu-
tions to the merchandising effort by of-
fering much-needed help in direct
mail, trade advertisements, demonstrations,
and in-store displays.

The key to our success, however, was
the amazing response and identification
that Calavo achieved from the radio
spots.

Our advertising agency, Anderson-
McConnell Advertising of Hollywood,
write and produced the spots which
won the International Broadcasting
Award of the Hollywood Radio and
Television Society this year for the most
"humorous commercial."

Party Scene • Our spots were aimed
at the type of person who likes to en-
tertain. Most "dips" are served at parties
for or guests before dinner. We wanted
to reach the hostess with a flair for
new foods. Frozen fresh guacamole is
certainly new. It's a first. Avocados are
still a bit exotic in some areas of the
country and this all seemed to call for
the party mood. The music set the scene
of a cocktail hour and the start-and-
stop arrangement punctuated humorous
bits of conversation among the guests.
The commercial faded out on a dance
set to the rhythm of "Calavo Avocado
Guacamole dip."

Almost overnight we received a lot
of comment. People seemed to pick up
the idea quickly. Calavo Avocado Gua-
camole Dip was repeated easily by the
couples who had never heard of the
product before.

Maybe we won't sell guacamole dip
to everybody, but who knows. Maybe
we'll go down in history for starting
a new dance step . . . Ca . . . tavo avo . . .
cado guacamole . . . dip.

With a sense of humor and a party
scene let's listen to the piece of whimsy
which won the IBA award—and, in-
cidentally—sold avocado dip:

MAN: Sure, is it anything like the tango?
MUSIC STARTS AND STOPS FOR:
MAN: Do you realize that Calavo is the only
one in history to successfully freeze a ready
to serve avocado dip?
MAN: Holy guacamole!
MUSIC STARTS AND STOPS FOR:
WOMAN: Listen—if she's serving this jazzy
avocado dip, it must be easy to serve. Why, it
takes her two hours to make instant coffee.
MUSIC STARTS:
MAN (VOICE OVER MUSIC)
GWA-ka-mole, eh?
WOMAN (DITTO)
WAX-ka-mole, Calavo Avocado Guacamole.
MAN: (IN RHYTHM)
Calavo Avocado Guacamole (BEAT) Dip.
ALL: (DITTO)
Calavo Avocado Guacamole (BEAT) Dip.
VOICE GOING OFF
Calavo Avocado Guacamole (BEAT) Dip.
REPEAT TO FADE VOICES OUT AT .50-SEC.
MUSIC CONTINUE UNDER FOR RETAIL TAG
TILL . . .

This spot accomplishes what we call
backdoor hardsell.

We tried something brand new to
supplement the campaign in every mar-
ket and it worked beautifully—the
world's first dip-in. This was concocted
by Anderson-McConnell senior vice
president Merv Oakner and account
executive Mauri Vaughn.

As far as we know, it was the first
happening of its kind in snack history.
We arranged with Frito-Lay to put a
psychedelic pushcart in several big mar-
keting areas. In Southern California, for
instance, we used the Eastland Shopping
Center in Covina and the Topanga
Plaza Shopping Center in Canoga Park.
We dressed two pretty girls in mini-
skirts and they served Frozen Gua-
camole Dip on Doritos Toasted Tortilla
chips from the pushcarts to all shoppers.
Thirty five hundred guacamole con-
verts, who had already been exposed
to the radio sell, sampled the nibble at
each location and in two days' time
1,000 cans of dip were purchased, not
to mention what the Frito-Lay people
describe conservatively as "a great in-
crease" in the sales of tortilla chips.

The complete list of broadcast mar-
kets included El Paso, Dallas, Houston,
Los Angeles, Lubbock (Tex.), Phoenix,
Portland ( Ore. ), San Antonio (Tex.),
Seattle, San Francisco and Washington.

Scientific Breakthrough • Another
Frozen Guacamole spot went like this:

MUSIC STARTS, PARTY SOUNDS INTERMINGLE
MUSIC STARTS FOR:
MAN: (pompous) It's a scientific breakthrough,
do you hear? Frozen avocado dip, fully
prepared and ready to release its provocative
flavor at the touch of a can opener. What do you
tell that, eh?
WOMAN: What can I say? Holy guacamole!

MUSIC STARTS AND STOPS FOR:
WOMAN: Calavo Avocado Guacamole, Roger?
MAN: You're talking my language, Elaine.
MUSIC STARTS AND STOPS FOR:
WOMAN: Honey, did you know that this
avocado dip is frozen at 300 degrees below
zero? MAN: Speaking of that, dear, did you notice
I'm the only woman at this party without
a miniskirt.

MUSIC STARTS:
MAN (VOICE OVER MUSIC)
GWA-ka-mole, eh?
WOMAN (DITTO)
We-ka-mole, Calavo Avocado Guacamole.
MAN: (IN RHYTHM)
Calavo Avocado Guacamole (BEAT) Dip.
ALL: (DITTO)
Calavo Avocado Guacamole (BEAT) Dip.
REPEAT TO FADE VOICES OUT AT .SEC.

There is no question about it, the
boost given this product by broadcast
has been tremendous. I'm convinced of
two things: 1) We do much better in
radio than in ink; 2) When on the air,
there's nothing like whimsy to sell
Frozen Guacamole.

Our figures, of course, are incom-
plete. We have not done a meticulous
survey. But, experience and a broad in-
spections of the books show us that
sales do approximately four times better
on this product with radio than with
magazines.

Some three years ago, Clinton Rogers or-
ganized the sales structure for the newly
activated processed products division
of Calavo Growers of California, Los
Angeles, and today manages the operation. Mr.
Rogers has been with Calavo for 29 years.
He was formerly general sales manager
and division manager and has served
as district manager. Besides avocados,
Calavo Growers market papayas, mangos,
coconuts, pineapples, limes, dried fruits,
roses, dates and general produce.
The next time you're strolling down Michigan Avenue and a perfect stranger asks you which station dominates Chicago's adult audience, whip out this chart. WMAQ-TV® 5

*Source: Nielsen Station Index, March-April 1968. Total adult viewers per average quarter-hour. Qualifications on reverse.

WMAQ-TV % ADVANTAGE

<table>
<thead>
<tr>
<th>Program</th>
<th>Station X</th>
<th>Station Y</th>
<th>Station Z</th>
</tr>
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<tbody>
<tr>
<td>THE MERV GRIFFIN SHOW</td>
<td>+141%</td>
<td>+345%</td>
<td>+641%</td>
</tr>
<tr>
<td>4-5 PM Mon-Fri</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHICAGO REPORT</td>
<td>+101%</td>
<td>+263%</td>
<td>+479%</td>
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<tr>
<td>5-6 PM Mon-Fri</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE HUNTLEY-BRINKLEY REPORT</td>
<td>+76%</td>
<td>+205%</td>
<td>+148%</td>
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<tr>
<td>6-6:30 PM Mon-Fri</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>+8%</td>
<td>+19%</td>
<td>+224%</td>
</tr>
<tr>
<td>6:30-10 PM Sun-Sat</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC NEWS NIGHT REPORT</td>
<td>+67%</td>
<td>+115%</td>
<td>+229%</td>
</tr>
<tr>
<td>10-10:30 PM Mon-Sun</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE TONIGHT SHOW</td>
<td>+156%</td>
<td>+20%</td>
<td>+195%</td>
</tr>
<tr>
<td>10,30-12 Mid Mon-Fri</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SIGN ON TO SIGN-OFF</td>
<td>+24%</td>
<td>+46%</td>
<td>+156%</td>
</tr>
<tr>
<td>7AM-1AM Sun-Sat</td>
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</tbody>
</table>

BROADCASTING, June 10, 1968
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 grim story told in detail

Heaviest broadcast coverage of any event since his brother's assassination is accorded Senator Kennedy; commercial schedules scrapped

The assassination of Senator Robert F. Kennedy last week galvanized television and radio into a massive, thorough and often hectic journalistic effort that gripped the nation for more than four days.

Broadcast newsman followed the unfolding tragedy from the shot that felled the 42-year-old presidential aspirant in Los Angeles in the early-morning hours of Wednesday (June 5), through his losing fight for life, his death early Thursday, the flight to New York that evening and the public tribute to the slain senator as his body lay in state at Saint Patrick's cathedral on Friday.

Then, without perceptible let-up, they planned to devote most of Saturday to the requiem mass in Saint Patrick's, the train trip to Washington, the funeral cortège through the capital and the burial in Arlington National Cemetery. In addition, special programs were being prepared for presentation on Sunday (June 9), declared a national day of mourning by President Johnson.

It all added up to the most intense radio-TV concentration on a single event since the four days of uninterrupted coverage that followed the assassination of Senator Kennedy's brother, President John F. Kennedy, on Nov. 22, 1963.

Heavy Schedule • The best information available early Friday was that the TV and radio networks alone would have presented 185 to 200 hours of coverage of the Kennedy tragedy between the time the shooting occurred early Wednesday morning and their scheduled return to regular programming Saturday evening.

Estimates were imprecise because arrangements for Saturday and Sunday were still being developed, but a TV-radio network total of 185 to 200 hours would compare with 456 hours during the four days when all regular programming was cancelled after President Kennedy's death.

It would compare with 155 hours of special coverage of the Mideast war last June, and with close to 90 hours in the 10-day period encompassing President Johnson's announcement of his retirement plan, the assassination and funeral of the Rev. Dr. Martin Luther King Jr. and ensuing disorders in scores of cities earlier this year.

Network sources refused to estimate their pre-emption losses or coverage costs, saying it was impossible to reach anything approaching a meaningful figure until after the special coverage had been completed, and that even then it might not be possible for several weeks.

But other sources noted that all of the special coverage had been presented without commercials and estimated unofficially that losses from network radio and TV time pre-emptions alone might range from $3.5 million to more than $4 million.

Individual stations apparently took a substantial loss in spot TV and radio revenues, too. Although no dollar figures were available, a number of station representation firms queried last Thursday said that reports of spot-commercial pre-emptions from their stations had begun to grow. The expectation—and hope—was that many of these losses could be made up through make-goods.

First Word • The far reach of broadcast journalism—and the public's dependence on it—were underscored in a special nationwide telephone survey by Sindlinger & Co., Philadelphia-based research firm, showing that more than three-fourths of the nation's adults first heard of the shooting from radio or
A GRIM STORY TOLD IN DETAIL continued

presumably got the news by radio or TV. Sixty-eight percent said they heard before 9 a.m. and 91.5% heard before noon on Wednesday.

The Audience There were other statistics to show the public's dependence on broadcast journalism. National ratings will not be available for about two weeks, but A. C. Nielsen Co. officials reported that their Instant Audiometer service in New York showed that 15.9% of the TV homes in the area were watching television at 7 a.m. Wednesday morning—as against 1.6% at the same hour on the preceding Wednesday. They said 1.6% could be considered "normal" for that hour on an average weekday.

By 8 a.m. Wednesday the percentage of New York area homes using television had risen to 25.6%—as against 8.2% a week earlier. Tune-in reached its peak for Wednesday morning at 9:15—26% compared with 13.6% the week before.

All three TV networks had left the Kennedy victory celebration in the Ambassador hotel ballroom when the shooting occurred shortly after midnight (PDT) as the senator was leaving after a speech thanking his supporters. NBC-TV was still on the air, feeding a final wrap-up; ABC-TV had completed its primary election coverage and was in the process of going off the air; CBS-TV had signed off at 11:13 PDT after completing its election coverage.

But both network and local newsmen were on the scene and recorded the pandemonium, the crowd that milling around the fallen senator, the bodyguards who captured the alleged assailant and hauled him away. The networks were back in action on the new story promptly and stayed with it through the rest of the night and much of the morning. (For details on coverage of the shooting, see page 23.)

The Pool For the TV coverage of the tribute and funeral in New York and the cortage and burial in Washington and Arlington, NBC authorities said Chet Hagen, NBC News producer, had been designated over-all producer for the network pool.

Bill Jackson headed the ABC-TV

A historic tape of how it happened

Andrew West is the 43-year-old news director for KRKD Los Angeles, affiliate of the Mutual Broadcasting System. Before the first morning hours of June 5 he worked in relative obscurity. Since then his voice has been heard, his reporting featured, on every radio and television network in this country and on stations around the world.

It happened because Mr. West believes that as a newsmen his goal is always to get something exclusive. That's why he sat for more than two hours right at the podium in the Ambassador hotel's Embassy ballroom on the night of the California presidential primary. He knew that's where Senator Kennedy would be making his victory or concession speech. He didn't leave that spot for fear somebody would get it. The purpose of his tenacity was to get to ask one or two personal questions of the senator.

He got one question in. It was about how Mr. Kennedy planned to treat delegates from Vice President Humphrey. It was the last question ever asked Senator Kennedy by a newsmen. Mr. West recorded the senator's answer on the podium. Then Mr. Kennedy left the stage, while newsmen West followed close behind. They went behind the stage down the ballroom's kitchen passage way. Mr. West had his microphone ready in anticipation of asking another question.

Then eight gun shots rang out. Mr. West was three or four feet from the senator when he heard the shots. To him, as to many who were close by, it sounded like balloon bursts. Instinct prompted him to kick his mike on. Then simultaneously it seemed, somebody said, "Kennedy has been shot," a woman screamed, and Mr. West began talking into his mike.

What happened next was bedlam. Mr. West, obviously worried about people being shot, yelled frantically for them to stay away from the gun. "I had a devil of a time controlling my emotions," he explained later. "It was a combination of trying to establish some control in that madhouse of people and still endeavor to fulfill my profession as a reporter."

Afterward it took Mr. West an hour to get away from the hotel. He went directly to KRKD and piped the tape to Mutual news headquarters in New York. Mutual, which has a copyright on the material, handled it from there, feeding it to its own affiliates first and then to hundreds of networks and stations around the world.

The original tape that Mr. West made of the shooting of Senator Kennedy, unedited and including everything that was on it, is now in the hands of the Los Angeles police department. It's being held as evidence if it is needed in a trial.

"I'm astounded by all this, do you understand, astounded," Mr. West told Broadcasting last week.

Following is a partial transcript of the most sensational reporting of last week's tragic events:

"Senator Kennedy has been shot. Senator Kennedy has been shot. Is that possible? Is that possible? He has been shot. My God . . . ."

"Rafael Johnson has the man and his gun is in his hand, and they are pointing it at me. Be careful. Get his gun. Get the gun. Break his thumb if you have to, to get his gun. Look out for the gun. That's it. Rafe, get the gun. Hold onto the guy. They have the gun away from the man; they've got the gun. I can't see the man."

"Senator Kennedy is on the ground; he has been shot. What is this? Wait a minute. Hold him. We don't want another Oswald."

22 (LEAD STORY)
Two broadcast newsmen caught in the fire

Robert F. Kennedy was not the only one shot at the Ambassador hotel in Los Angeles last week. Five other persons were wounded by the same gunman who struck down the New York senator. Two of them are broadcast newsmen.

William Weisel, a 30-year-old bachelor, is an associate director for ABC News in Washington. He had gone to the West Coast to serve as associate director on the special June 1 Issues and Answers telecast on which Senator Kennedy confronted his chief rival in the presidential primaries, Senator Eugene J. McCarthy. He stayed on to help handle ABC-TV’s coverage of the California vote.

Mr. Weisel was several steps behind Senator Kennedy when the shooting began. “At first I thought it was a joke,” he recounted later from a hospital bed. “But I saw one body on the kitchen floor and another one going down and I felt these strange thumpings in my side and I knew it was no joke.”

A bullet entered through his side. At Kaiser hospital in Los Angeles it was removed from his back where it had lodged. As of late last week he was reported in good condition.

Ira Goldstein, 19, a reporter for Continental News Service—which provides news feeds for California radio stations—got in the line of fire because he was hungry. “I just happened to be in the kitchen at the time,” he explains. “I was looking for something to eat. I heard there were some sandwiches out there for the press.”

Mr. Goldstein was coming out of the kitchen to catch the rest of Senator Kennedy’s victory speech. He had no idea that the senator was coming along the kitchen corridor. They were back to back when the shooting began. Ira Goldstein caught one bullet in the left side. Less than 48 hours after he was shot, Mr. Goldstein was released from Encino hospital.

The recording of a tragedy

Evoking somber memories, broadcast news attends another Kennedy’s fate

Only the death of his older brother some four years before exceeded it in dramatic impact and historic content. But this time broadcasting was a closer eyewitness to the death shot itself, more intimately involved. And despite being enveloped by the initial shock wave of chaos that immediately built up broadcast recording to provide a remarkably telling and touching report of the death of a man and a world’s reaction to the bells that tolled for him.

From the time the California polls closed at 8 p.m. PDT on Tuesday, (June 4), until Senator Robert F. Kennedy succumbed to an assassin’s bullet at 1:44 a.m. PDT, Thursday (June 6), broadcasting provided massive coverage of the crescendo of events.

It started routinely with the presidential primary election in California, seemed to build to a high point with Senator Kennedy’s victory speech to campaign workers, burst into mass hysteria with the ringing out of shots just as most broadcasts were drawing to a close, became a frantic hunt for scraps of information and for interviews with eyewitnesses, developed into a puzzling and suspenseful crime detection story with the search for and subsequent piecemeal revelations about the suspect’s identity and, finally, evolved into a painful death watch at the Good Samaritan hospital in downtown Los Angeles, waiting for what the nation sensed was inevitable almost from the start.

Radio and television combined to give viewers and listeners a startling, disturbing sense of participation in a maestro from which it was difficult to tear away. There was the emotion-charged account of the assassination by Mutual Broadcasting reporter Andrew West, trailing directly behind the stricken senator, and shouting into his tape recorder, above the screams of the crowd. Instructions for disarming the suspected assassin (see page 22).

There was ABC newsman William Weisel, associate director on the network’s coverage of the assassinations of both President John F. Kennedy and Dr. Martin Luther King, struck in the
THE RECORDING OF A TRAGEDY continued

back by the fusillade that downed Robert Kennedy, yet still doing a telephone interview later from the hospital (see story, page 23). There were scenes of raw emotion, wide-eyed questions by reporters, quivering answers by witnesses. Seldom it ever has mass shock been so nakedly exposed.

Flexible Sound • At first television, hampered by the bulk of its equipment, limited by the time needed for the processing of film, was somewhat of a bystander asking about but not really knowing what happened. Once again radio proved faster and more flexible. But then, as the long night turned to day, the film that television exposed began to trickle out of the processing labs and, added to the impressive video tapes that had been assembled, provided a dramatic minute-by-minute document of what had taken place.

Many of the tapes, much of the film, were blurred. Almost all takes were unedited. Soundtracks were often an uproar of anguish, panic and vengeance. Some of the shouts were of a profanity never allowed on radio and television before. It was not slick coverage, but it reflected with shattering impact what was happening.

In the early stages, as was inevitable, there were conflicting reports and some bits of outright misinformation. Eyewitnesses, some plainly exhibitionists, were cornered, held on to desperately, and allowed to play their scenes beyond a point when they were meaningful.

The murder weapon was variously described as a derringer, snub-nosed revolver, carbine. The suspected assassin was identified as mulatto, Asian, Filipino. Latin. Witnesses claimed Senator Kennedy was wounded in the right ear, head, hip, abdomen.

Only four hours after he was shot, Senator Kennedy was erroneously reported as dead. All the networks showed people kneeling and praying in the Embassy ballroom of the Ambassador hotel. Stephen Smith, the senator’s brother-in-law, was generally numbered among the wounded by radio and television reporters hours after, despite constant replays of video tapes that showed him asking people to leave the ballroom in the aftermath of the shootings.

Core Questions • Still, in the welter of confusion and contradictory reports, broadcasting did some solid detective work. The doctor who administered first aid on the scene was sought out and interviewed.

"Did you take Senator Kennedy’s pulse?" he was asked. "Yes, I did," he replied. "What was it?" "It was 130."

A Mexican-American girl from Pasadena, Calif., was found who told a lucid but puzzling story of a girl and boy hurrying out of the ballroom and saying, “We’ve killed him.”

And when the world was clutching at straws, frantically trying to find out something about Mr. Kennedy’s post-operative condition, it was radio and television that reported the gloomy prognosis of Dr. Henry Cuneo, one of the attending surgeons.

Another Primary • It all started as a relatively routine event, the last of the presidential primary elections. Since March 12 in New Hampshire the networks had covered similar primaries in Wisconsin, Indiana, Nebraska and Oregon.

When the polls closed in California at 8 p.m., ABC didn’t pre-empt its regular programming on the West Coast. Instead a crawl on the bottom of the screen gave election returns. CBS-TV, too, was not overemphasizing the election. Its broadcast of the primary, anchored in New York, was to begin with live bulletins of early estimates. NBC-TV came on as the polls closed with a half-hour feed to California, Nevada and Arizona only. At 8:30 P.D.T., NBC brought in its full network for what was planned to be an overall two-hour California primary special. At 9:58 p.m., the network was to sign off.

But sprawling Los Angeles county, the biggest population center in the state, had installed a new electronic voting and tabulating system. Somehow, somehow, the system broke down. At 10 a.m. when the networks believed they would have the presidential primary contest wrapped up and ready for pronouncements, computer counting centers were mostly still awaiting punch card forms from precinct polling places.

Finally the networks had enough results to make their projections of winners (there were also senatorial and congressional nominations involved) and the returns that started to pile up showed these estimates to be generally accurate. There was only one surprise winner—State Superintendent of Public Instruction Max Rafferty over incumbent Thomas H. Kuchel for the Republican senatorial nomination. Even this, the only good story of the early evening, was correctly predicted by the network projections.

Dull Stuff • It all seemed so cut and dried. Senator Eugene McCarthy’s sort-of-concession speech was dutifully covered and recorded. There was only one key event left.

A boyish, happy Robert Kennedy strode into the Embassy ballroom of the Ambassador hotel to receive the joyous plaudits of his followers. It was an exultant moment for him. Television cameras, radio microphones and tape recorders were everywhere, covering what was the climatic moment of what already was a long night. “Now it’s on to Chicago,” he concluded his victory speech. “And let’s win there.” he said, thrusting his thumbs up.

He left the podium in a crush of bodies. It seemed the appropriate time for the networks to sum up and cut out. ABC News was completing its television coverage of the primary and was preparing to switch into The Joey

Star athletes play role in suspect’s capture

Two star athletes, who also happen to be budding television performers, played key roles in the capture of Sirhan Bishara Sirhan, the alleged assassin of Senator Robert F. Kennedy last week. Roosevelt Grier, the 300-pound defensive tackle for the Los Angeles Rams football team, reportedly pinned the 24-year-old gunman down, finally sitting on him. Rafer Johnson, who won a gold medal in the Olympic Decathlon in 1960, took his gun away and turned it over to police. Both campaign workers for Mr. Kennedy, were in the entourage accompanying the senator from the hotel ballroom through the kitchen passageway where he was shot.

Mr. Johnson, a television sportscaster since retiring from athletic competition, was suspended by KNBC-TV Los Angeles earlier this year because of his announced intention to campaign for Senator Kennedy. Though subsequently reinstated, he left the station last month to devote his full time to the campaign. Mr. Brown made his debut as a television host some 40 hours before Senator Kennedy was assassinated.

The half-hour, weekly The Rosey Grier Show, a music and talk program (the star plays the guitar, piano and sings), had its premiere on KABC-TV Los Angeles on June 1.

Messrs. Grier and Johnson had also appeared on a Washington telethon in February. The telethon for children’s charities was sponsored by Senator Kennedy’s wife, Ethel.
Bishop Show. It was 12:15 a.m., PDT. The news program's closing theme music was playing and the closing video slide was on the screen when suddenly Paul Altmeier, the network's field producer at the Ambassador hotel, shouted over the telephone to the control room in New York, where the coverage was housed: "There have been shots: there have been shots..."

At 12:17 a.m., two minutes after the first word reached New York, Howard K. Smith, ABC-TV's anchorman for the coverage program, reported the shooting of Senator Kennedy and the wounding of ABC News associate director William Weisel. Some five minutes later, newsman Bob Clark, who was close behind the senator when the shots were fired, described what had happened.

CBS-TV signed off at 11:13 p.m. The network-owned KNXT(TV) Los Angeles, which began election coverage locally at 7:30 p.m. and switched to CBS News from 8:30 to 11 p.m., resumed local coverage at about 12:05 a.m. The station broadcast the victory speech by Senator Kennedy from the ballroom. At the conclusion of the remote broadcast, a switch was made to KNXT's election headquarters and to local anchorman Jerry Dunphy.

Alert Followup • Within seconds KNXT newsman Gordon Hughes telephoned from the Embassy ballroom saying that something had happened. Bedlam had broken loose, there had been a shooting, and the victim was probably Senator Kennedy. Immediately, the station switched back to its remote camera which was trained on the wildly milling crowd while CBS newsman Terry Drinkwater reported on the events that were unfolding. KNXT was among the first stations, if not the first, to have a broadcast report as well as a remote broadcast from the shooting scene.

At 12:38 a.m. CBS News came back on the network with bulletin reports. CBS News correspondent Joseph Bentl, in New York, reported that Senator Kennedy had been shot. KNXT's live report of the scene at the Ambassador, via correspondent Drinkwater, was broadcast live immediately after the shooting. CBS News took over complete coverage from KNXT at 3:30 a.m.

NBC News, which was the only network operation to have its election center in California (NBC studios in Burbank), first reported the shooting of Senator Kennedy at 12:36 a.m. The network had switched away from its remote location in the hotel ballroom and back to anchorman Frank McGee at election central. At 12:17 a.m., about the time the shooting took place, Mr. McGee was projecting that Senator Kennedy would get about 47% of the vote. Five minutes later NBC News was telecasting scenes of the pandemonium that had broken out in the hotel. By 12:39 the network carried a report that the suspected assassin had been caught. Two minutes before a video tape of the man whom witnesses said fired the shots had been shown.

NBC-TV carried continuous coverage of developments until 10:30 a.m., PDT on Wednesday, June 5. Live television coverage by ABC News also continued throughout the night until 8 a.m. CBS News provided continuous coverage until 9 a.m.

Break-down of how network television and radio and some individual stations covered follows: ABC Coverage • "Word of the shooting electrified TV-1, our main studio in New York," ABC News President Elmer Lower told Broadcasting last week. "We all were in the process of throwing away old copy, tidying our desks. When Arnold Snyder, producer of the California remotes from here in New York, heard of the shots over a phone line he was keeping open to Los Angeles. That was about 3:15 (EDT) and we were 15 seconds from going to black. We decided to hold on, and after two minutes, Bob Clark confirmed our fears: Senator Kennedy had been shot."

In effect, ABC didn't shut down that morning. Coverage of the assassination began at 3:17, moments after the Kennedy victory speech, and continued until 11 a.m. that morning. The shots signalled the beginning of a long journalistic vigil that left staffers painfully tired and emotionally hurt. (Mr. Lower himself was awake for 35 hours straight..."

Shown (l to r) are: William Lawrence, ABC; Eugene McCarthy; Frank Reynolds, ABC; Robert F. Kennedy, and Robert Clark, ABC.

Candidates' confrontation prelude to tragedy

Almost forgotten in the tragic aftermath of last week's events was the first on-air confrontation between two national political candidates in 1968. The meeting occurred little more than three days before the assassination of Senator Robert Kennedy.

The late senator and his major rival in the California presidential primary, Senator Eugene McCarthy, appeared on a special one-hour edition of ABC-TV's Issues and Answers broadcast Saturday (June 1) at 9:30 p.m. EDT. Senator Kennedy appeared alone on a regular Issues segment on the following day (June 2). Senator McCarthy appeared on CBS-TV's Face the Nation the same day.

The special Kennedy-McCarthy program originated from ABC-owned KGO-TV San Francisco and was carried live on both the TV and radio networks. The show was moderated by ABC-TV's White House correspondent Frank Reynolds, and candidates were questioned by reporters William Lawrence and Bob Clark (Broadcasting, June 3).

The fact that the discussion between the two candidates was billed as a "special edition" of a regularly scheduled public affairs presentation was intended to exempt the program from the provisions of the FCC's equal-time doctrine, ABC sources said.

According to the network, more than 32 million persons saw or heard the two senators as they appeared together.
THE RECORDING OF A TRAGEDY continued

CBS pre-empts Norelco

The Kennedy assassination interrupted a Videotape Center demonstration of Norelco’s Little Shaver portable color television camera in a roundabout way. The production company had borrowed a viewfinder from an identical camera at CBS for the demonstration to New York advertising executives Thursday (June 6). The network found that it needed the piece of equipment for coverage of events following Senator Kennedy’s death, and reclaimed it before the session was over.

out Thursday, including on-scene coverage of the body’s arrival from Los Angeles. Coverage plans for the rest of the week were still incomplete Thursday night.

ABC Radio News reports were picked up by the armed Forces Network and by stations in Puerto Rico, Virgin Islands and Australia.

In addition to the numerous news specials and program preemptions, ABC-TV made a number of entertainment program changes. Wednesday night’s segment of The Avengers was changed from “You Have Just Been Murdered” to “Dead Man’s Treasure,” a less violent episode. A repeat of “Laura,” starring Princess Lee Radziwill, was cancelled, and ABC ran the film “To Catch a Thief” in its place.

On Thursday night, ABC switched episodes of The Second Hundred Years and The Flying Nun. The originally scheduled Hundred Years show concerned a murder; the original Flying Nun program concerned an assassination.

CBS Coverage • At the moment Senator Kennedy was shot at 2:15 a.m. EDT, CBS-TV affiliated stations were either off the air or scheduling local programs inasmuch as the network had completed its coverage of the California primaries at 2:13 a.m. Wednesday EDT. In New York, WCBS-TV was carrying a 1958 movie, “Never Love A Stranger,” starring John Drew Barrymore and Lita Milan, when CBS news correspondent Joseph Benti broke in with the news.

From that moment on, CBS News began to mobilize its forces and resources in New York, Washington, Los Angeles and other key cities in the U. S. and throughout the world for broadcast of on-the-spot developments, reactions, documentaries and interviews relating to the shooting, the death and the funeral.

By Thursday evening CBS-TV had allotted more than 20 hours to the Kennedy story, encompassing continuous news reports on Wednesday, starting at 3:38 a.m. EDT and going to 12 noon that day; a CBS News special at 2:30 p.m. and another wrap-up at 10:11 p.m. that night. On Thursday the network interrupted regular programming for special news bulletins and inserts, and that evening abandoned its regular prime-time schedule from 7:30 to 11 p.m. to present continuous coverage, including live pickups of the arrival of the coffin in New York and the motorcade to Saint Patrick’s cathedral, in addition to a filmed obituary of Mr. Kennedy and other special material.

On Friday CBS-TV’s coverage was to begin at 7 a.m. and continue to approximately 11 a.m. A recapitulation of the day’s activity was to be presented in a special program telecast at 3:30 p.m. That evening persons who had been close to the slain senator were to gather in an hour program of reminiscences titled Some Friends of Robert F. Kennedy (7:30-8:30 p.m.).

Heavy Schedule • CBS-TV scheduled approximately 11 hours of telecasting on Saturday for the funeral mass in New York, the motorcade through Washington and burial services at Arlington cemetery, starting at 8 a.m. and ending at 7 p.m.

The network planned a musical tribute to Mr. Kennedy yesterday (Sunday) at 10-11:30 a.m., titled Death Be Not Proud. It was an anthology of music and reading and featured Mahalia Jackson, Aline McMahon, Hal Holbrook, Jan Peerce, and Alfredo Antonini and the CBS Orchestra. Vice President Hubert Humphrey, who had been scheduled as the guest on CBS’s
The name of the game...
Charlotte's WSOC-TV

Now, for the past year, which makes it four out of the last five, WSOC-TV Sports Director Bill Currie has been named winner of North Carolina's Sportscaster of the Year Award.

Add to Currie's twice a night telecasts other Channel 9 features like Braves Baseball, Wonderful World of Golf, University of North Carolina Football and Basketball Coaches' Shows, The Outdoorsman, College Basketball, AFL Football and other sports specials.

That's the formula that has made WSOC-TV the sports station of the Carolinas.

Get the extra sales punch that can be yours in the WSOC-TV line-up!

NBC / Represented by H-R
THE RECORDING OF A TRAGEDY continued

Face the Nation on Sunday, cancelled his appearance.

A CBS News spokesman said that at the height of news activity in Los Angeles Wednesday afternoon, there were approximately 200 staffers in that city, including newsmen, engineers and other technicians, production and clerical personnel. He said that more than double that number was involved at one time or another in the extensive coverage of the sequence of events.

CBS Radio took to the air early Wednesday morning for six hours and 53 minutes of continuous coverage until 11:12 a.m. Thereafter the network carried numerous reports, lasting five minutes or more, and several special one-hour broadcasts. The network planned to carry the funeral mass and interment at Arlington in their entirety.

WCBS New York carried two reports, said to be "exclusives," which also were broadcast on CBS Radio. One was an interview with Dr. J. Lawrence Pool, a New York neurosurgeon who had been the teacher of Dr. Henry Cuneo, one of the surgeons who operated on Senator Kennedy. A WCBS newsmen suggested that Dr. Pool call Dr. Cuneo. He did. and shortly thereafter provided a report on Mr. Kennedy's grave condition. The other report obtained by WCBS was an interview with Said Sirhan, who identified himself as the brother of Sirhan Bishar Sirhan, the alleged assassin.

NBC Coverage • "We've been laying down the issues without drawing any conclusions." Reuven Frank, executive vice president of NBC News, said late last week. "Continuous coverage of the terrible event is television's proper function," said Mr. Frank, "but more importantly, our coverage may hopefully help direct the audience's attention to the issues of the day, and greater reflection on our society," he said.

NBC's massive coverage of Senator Kennedy's assassination began a few minutes after the shots were fired early Wednesday morning as NBC was just winding up its presentation of the California primaries. NBC was the last television operation to come on the air with a bulletin about the Kennedy shooting.

Bud Lewis, manager, election analysis, NBC News, said: "Our first thought was: 'Confirm.' We could have panicked the nation at that time. It's very important not to go off half-cocked with an unconfirmed rumor. We held the bulletin until it was confirmed and we knew what we were moving into."

Coverage continued until 1:30 EDT Wednesday afternoon. Special reports were presented at 2 p.m. and 2:50, and during the regularly scheduled 4:25 news show, NBC presented Pope Paul's message to the U.S. via satellite.

Wednesday's Huntley-Brinkley Report was devoted in its entirety to the assassination. NBC-TV then carried a 20-minute special at 7:40; a short medical report at 8:32; and an 18-minute special at 10 p.m. A 90-minute special was presented at 11:30, pre-empting The Tonight Show, and covering all developments up to that time.

Early Start • NBC-TV returned to the air at 5 a.m. on Thursday to bring the news of Senator Kennedy's death. The network's coverage of that day's events continued until 1 o'clock Friday morning, and included an extended version of NBC's Today show (7:40 a.m. to 11:58 a.m.).

Friday's Today show was to begin at 7 a.m. and run to 10, at which time the network was to switch to two hours of coverage from Saint Patrick's cathedral where NBC was responsible for pool coverage. Regularly scheduled programming was to resume from 9:30 a.m. A special was scheduled from 9:30 to 11, and at 11:30 a special Tonight show was planned.

On Saturday NBC was scheduled to provide continuous coverage from 8 a.m. through the burial. Regular programming was to resume at 7:30 p.m. NBC announced it would present a special program on Sunday, but details were not available Thursday. A scheduled interview with New York Governor Nelson Rockefeller on Meet the Press on Sunday was postponed because of Senator Kennedy's death.

NBC Radio News signed off at 3 o'clock EDT Wednesday morning, but returned to the air with continuous coverage starting at 3:45 and ending at 1:30 p.m. On Thursday, the radio network returned to the air at 5 a.m. and continued until 2 a.m. Friday. NBC Radio covered the Kennedy plane's take-off from Los Angeles and its arrival in New York. The network was to carry the mass in Saint Patrick's cathedral and the burial service on Saturday.

A 20-minute film summary of the events surrounding the death of Senator Kennedy was air-expired by NBC International to nations throughout the world. Wednesday night's 90-minute special was sent to Australia and Ireland.

MBS Coverage • Mutual began coverage of the assassination at 4:30 a.m. EDT Wednesday. At 7 a.m. the network presented what has become by now one of the most widely heard features of the week—a tape recorded by newsmen Andrew West at the moment of the shooting (see page 22).

Mutual's coverage on Wednesday continued until 11 a.m. and specials were presented throughout the rest of the day in addition to regular news programming. Mutual carried President Johnson's speech live and presented continuous news bulletins throughout the rest of the evening and into the following morning. Mutual broadcast the news of Senator Kennedy's death at 5 a.m. and remained on the air until 9:30 a.m. Thursday. The network presented live material from Los Angeles International Airport, LAXGuardia Airport, St. Patrick's cathedral, and Arlington cemetery.

UPI Audio • United Press International's audio service broke into a report on Senator Kennedy's victory in the California primary at around 3:15 a.m. EDT Wednesday with an outline of the shooting. The service then provided eyewitness reports and other details at 15 minutes before and after the hour until the first regular news feed at 6:10 a.m.

The Associated Press suspended normal operational routine on its broadcast wire periodically from the time Senator Kennedy was shot until the burial. "Interruptions were kept to a minimum," a spokesman said, "and all commitments were kept." News concerning the assassination was sent in brief reports and in regular-hourly summaries, while regional news was shortened.

NET's Plans • The National Educational Television Network scheduled a memorial program for Senator Kennedy Friday night. The two-hour program...
was to include musical segments from New York's Lincoln Center, Cleveland's Shiloah Baptist church, and the Los Angeles Philharmonic. A eulogy was to be read by Theodore Sorenson, a top Kennedy aide, and a film shown of an interview of Senator Kennedy by James Day of KQED (TV) San Francisco. The special was to be telecast on more than 100 stations, at 7:30 in the East, and optional elsewhere.

A NET program on "This Question of Violence" was rushed to completion for tonight's showing at 9 EDT (June 10). The one-hour program, originally scheduled for next fall, will include segments from a Detroit hospital for violent children and a seminar on violence held in Los Angeles a few days before the assassination.

The Stations **Individual radio and TV stations in Los Angeles moved to swift action. Metromedia's KTTV (TV) Los Angeles became both a domestic network originating station and an international news service for short periods. On Wednesday night (June 5) KTTV fed Metromedia's WTTG (TV) Washington and WNEW-TV New York live. It was the first such live hookup for the Metromedia group. The hour news feed—41 minutes of it from KTTV to the East Coast and several minutes from east to west—included reports from remote units, and film and still photos of the shooting and subsequent events.

KTTV also was the origination point and the facility used for a 10-minute news report on the shooting made by Independent Television News for a top eight-million viewers throughout the United Kingdom. The special report was fed to Britain via space satellite.

Metromedia's radio news service had set up operations at the group's KLAC Los Angeles for coverage of the California primary. Extensive coverage, including two-hour stretches of continuous programming over June 5–6, was supplied to all six Metromedia radio stations around the country.

KTLA (TV) Los Angeles, a Golden West Broadcasters middle-of-the-road music station, was carrying regular programming when the shooting occurred. Newsman Steve Arvin, whose day off it was, was at Kennedy headquarters, in the Ambassador hotel with his wife. Unofficially covering, Mr. Arvin was feeding a tape of Senator Kennedy's victory remarks over the telephone to newsman Bruce Anson at the station. "Wait a minute," Mr. Arvin shouted, "I think Kennedy has been shot." After that it was eight hours before the station got back to music programming.

KMPC immediately started feeding sister stations KSFO San Francisco, KEX Portland, Ore., and KVI Seattle.

**Close primary kept networks on air**

Networks supplied comprehensive television and radio coverage of the California presidential primary last Tuesday (June 4) and extended their planned broadcast pattern into the early hours of Wednesday (June 5) because of the closeness of the voting.

ABC-TV, which had planned a half-hour special, began at 12:30 a.m. EDT and remained with the primary until 3 a.m., a spokesman said. Because of the closeness of the race and slowness of returns, he said, the network decided not to make a projection of the winner. ABC supplied two additional hours of newscasts on all four of its radio network services.

NBC-TV originally had scheduled primary coverage from 11 p.m. to 1 a.m. but remained on the air because of the late-breaking returns. NBC waited until 2:09 a.m. to proclaim Senator Kennedy the winner. ABC Radio remained on the air with coverage of the primaries from 11:15 p.m. to 3 a.m.—and both networks were still on the air when Senator Kennedy was shot (see page 23).

CBS-TV carried a bulletin at 11:02 p.m. Tuesday, in advance of its special primary coverage that began at 11:30 p.m., indicating a Kennedy victory with "almost 50% of the vote." This projection was based on a survey of voters leaving the polling places. CBS-TV provided primary coverage until 2:13 a.m. EDT. On radio, CBS provided primary news from 11:30 p.m. to 12:42 a.m.

Mutual had 11 five-minute specials and two 25-minute news programs on the primary contest.

**Heffner heads campaign study**

Richard D. Heffner, professor of communications and public policy at Rutgers University, New Brunswick, N.J., last week was named to head a study of campaign costs in the electronic era. Mr. Heffner served as general manager and vice president of WOR (TV) Newark, N.J.-New York ETV station from 1961-63, and earlier had served as director of special events for CBS, and as producer-moderator of the NBC-TV series The Open Mind. He will direct a small, New York-based staff working for the Commission on Campaign Costs in the Electronic Era, which is headed by former FCC Chairman Newton Minow and supported by the Twentieth Century Fund (Broadcasting, May 27).
Is America ready for a western that says more than "bang-bang-bang"?
We're talking about “The Outcasts.” A boldly unconventional series for ABC's millions of new-breeding young adults—and young-thinkers of all ages—who've had it with “head 'em off at the pass, boys.”

It's a story drawn from the West of 100 years ago, but the overtones reach clear up to today. Two men come together just after the Civil War. A white man from the slaveholding Virginia aristocracy. And an ex-slave exploring his new freedom. They must ride together to survive—so they must learn to temper their bitterness with understanding.

This is the kind of right-now programming young-thinkers twist their dials for. And this fall, ABC is where they'll find it. Where the outlook is young. Where the attitude is unconventional. Where a cowboy can be a real person, and get away with it.

ABC Television Network
Okla. senators flay Cox-Johnson report

Monroney, Harris defend home-state stations, question report's validity and fairness

The withering attack on local-service broadcasting in Oklahoma that FCC Commissioners Kenneth A. Cox and Nicholas Johnson laid down two weeks ago has drawn counter fire from Oklahoma's two senators.

Senators A. S. (Mike) Monroney (D) and Fred Harris (D), in separate statements last week defended the performance of their home-state broadcasters, questioned the validity of the commissioners' conclusions and indicated they will pursue the matter further in talks with the FCC.

Senator Monroney said that, on the basis of news accounts of the report that he has seen, he feels Commissioners Cox and Johnson "have done a grave injustice to a number of Oklahoma radio and television stations."

Senator Harris said that Oklahoma radio and television stations "have in the main served their communities well." He described Oklahoma station owners as "among the most dedicated men in Oklahoma when it comes to civic responsibilities."

The Cox-Johnson report, the product of a three-month study, concludes that "as far as Oklahoma broadcasting is concerned, the concept of local service is a myth" (Broadcasting, June 3).

Primary Aim - The report was designed primarily to bolster the commissioners' long-standing contention that the commission's license-renewal procedures are inadequate and to persuade their colleagues to introduce new ones that would assure a greater amount of local-service programing.

However, the report apparently had little effect on the other commissioners. They rejected a Cox-Johnson proposal to send letters of inquiry to June 1 renewal applicants proposing less than 5% news, 1% public affairs and 5% in the combined public affairs and "other" (agricultural, religious and instructional) categories. The commission also rejected their proposal to develop procedures for bringing to its attention renewal applicants showing the lowest levels of past and proposed performance in the news, public-affairs and local-live programing in prime time.

The two senators saw their home-state broadcasters as being caught in the middle of a dispute between two factions on the commission. And both expressed the view that Commissioners Cox and Johnson reached their conclusions on the basis of inadequate research.

Poppycock - The commissioners' report has been interpreted as placing "one group of news media in a first-class category with other stations occupying a lesser position," Senator Monroney said. "That is ridiculous on the face of it and the majority of the FCC will not, I am sure, subscribe to such poppycock."

Neither senator indicated he is ready to let the matter drop with a statement. Senator Monroney said he would "dig into this entire matter thoroughly." And Senator Harris said that although he is "confident that a majority on the FCC is aware of the good job being done in Oklahoma," he is concerned about the situation and intends "to confer personally with FCC commissioners, other members of the Oklahoma congressional delegation and Oklahoma broadcasters on this matter."

On Tuesday, an aide to Senator Harris said he and Senator Monroney would discuss the matter preparatory to setting up a meeting with Commissioners Cox and Johnson, and possibly other commissioners. However, those plans were dropped, at least temporarily, as a result of the fatal shooting early Wednesday of Senator Robert F. Kennedy (D-N.Y.).

A collateral aspect of Senator Harris's involvement in the controversy is that the senator was a member of President Johnson's Advisory Commission on Civil Disorders. The commission issued a report which, among other things, criticized all media for failure to report adequately on ghetto problems and to bring more Negroes into journalism.

Minority Question - Commissioners Cox and Johnson cited that passage in letters they had sent to Oklahoma broadcasters in preparation of their report. They asked what programs the broadcasters were carrying, or proposed to carry, on ghetto problems, and how many minority-group representatives they employ (Broadcasting, April 15).

Meanwhile, the two commissioners were following past practice last week in dissenting to staff action routinely granting renewal to a group of stations proposing what they consider inadequate amounts of programing in the three...
categories they always check. All are part of the June 1 renewal group:
- KTET-TV Omaha, Neb., because it proposes less than 5% news.
- KLCI Parsons; KMDO Fort Scott;
- KALN Iola; KKCM Kansas City; KECX Lincoln;
- KEDI Topeka; KLEO and KAKE-TV both Wichita;
- KNEX McPherson, and
- KLOE-TV Goodland, all Kansas;
- KLTR Blackwell, KMAD Madill, KTJS Hobart,
- KWWH Altus, all Oklahoma; and
- KOGA Ogallala, Neb., because they propose less than 5% public affairs.
- KAYS Hays; KKCN Kansas City;
- KEWJ Topeka: KLEO and KAKE-TX both Wichita; all Kansas;
- KFDF Kearney, Neb.;
- KKWU Chickasha and KWSH Wewoka, both Oklahoma, because they propose less than 5% public affairs and "other" programming combined.

Oklahoma Stations: The commissioners, in their Oklahoma report, opposed the renewals of 17 Oklahoma stations on one or more of the three grounds. Those are KWTX-TV, KCCO-TV, KAYE, KTOK, KOTO, and KOX-FM, all Oklahoma City; KTUL-TV, KELI and KACK-FM, all Tulsa; KSOW-TV and

Radio-TV have role in unifying nation

FCC Chairman Rosel H. Hyde has again called on broadcasters to assume part of the responsibility for unifying the nation in a time of racial unrest and to keep the news in continual review of those stations' proposals—"of the sort we have urged our colleagues to have our staff make and report to us"—might turn up explanations "for these minimal possibilities." They noted that their own "most complete consideration" of the Oklahoma applications led them to concur in the renewal of eight applicants in that state, even though they had failed to meet their standards in one or another of the three categories.

KOA-AM-FM-TV sale approved

Cox concurs in decision giving GE new VHF outlet; Johnson doesn't take part

The year-old, multimillion dollar purchase of KOA-AM-FM-TV Denver by General Electric Broadcasting Co. was approved by the FCC last week after more than a month of consideration that saw the buyer queried about its programming plans (CLOSED CIRCUIT, May 13).

Approval came on the affirmative vote of four commissioners, with one of them, Commissioner Kenneth A. Cox, issuing a concurring statement. There were no dissents. Commissioners James Wadsworth and Nicholas Johnson did not participate in the final vote, and Commissioner Robert T. Bartley was absent.

Metropolitan Television Co., which has owned the stations since the early 1950's, is the selling group. It is headed by William Grant who, with associates, assumed full ownership in 1964 by buying out the 52.4% owned by comedian Bob Hope and group for $6.3 million. Metropolitan Television also owns KCSJ Pueblo, Colo., which has been sold to Sangre de Cristo Broadcasting Co. for $1.5 million and which also was approved by the FCC last week.

Sangre de Cristo, licensee of KCSJ Pueblo, is now owned by William M. White Jr. and others. Under the new ownership, KCSJ and KOAA-TV will be owned one third by Mr. Grant. 25.64% each by William White and Mahlon T. White, and others. Mr. Grant is paying $150,000 for his 33⅓% interest, plus a loan of $50,000.

Metropolitan Television bought the

smothered under the mantle of advancing the tastes of the public."

But, he said, the danger of permitting government to interfere in programming is self-evident. "Above all else broadcasting and other forms of mass media must be kept free," he said. "We must beware of standards and policies that sound pleasantly vague and innocuous, but when implemented would give the government power to confine broadcasting in a straight jacket.

"I, too, recognize that program quality and broadcasting performance and response to community issues can be improved, but I do not subscribe to the proposition that the improvement should be directed by the government."

The chairman acknowledged that he was asking broadcasting "deliberately to forfeit a greater income to advance the welfare of the community as a whole," but said that many industries in the nation are accepting the burden of social responsibility at the expense of profit.

He said broadcasting, "literally endowed with the public interest," is particularly equipped to provide the lead in these matters. Then, in an apparent reference to Commissioners Johnson's and Cox's recommendation in their massing study on Oklahoma broadcasting that the commission take steps to require more local programming on the part of broadcasters (BROADCASTING, June 3), he said: "This leadership must come from within the industry and not from government restrictions or mandates or policies."

He said that, "in the present atmosphere some will put forth recommendations and proposals to restrict broadcasting's freedom of action. They will be couched in broad generalities and

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Pueblo stations in 1961 from Bankers Life and Casualty Co. for $1,250,000, but then sold KCSJ to Mr. White and his group for $210,200.

Payment in Stock • GE is paying Mr. Grant and his selling group $11.5 million in stock, with $10 million assigned to the Denver stations, and $1.5 million to the Pueblo station.

GE Broadcasting is a subsidiary of the giant electronic and electric power firm; it owns WGY, WGFM (FM) and WRGB (TV) Schenectady, N.Y., and WSDK-AM-FM-TV Nashville which it bought in 1966 for $9.7 million. At one time GE owned clear channel KAO in Denver, but it was operated under lease by and later sold to NBC. The Grant-Hope group bought the radio stations in 1952 for $2,250,000.

The FCC approval came after the agency determined that the acquisition would meet the standard of its top-50 market policy. This requires that a "compelling public interest showing" be made by those seeking a third VHF in the first 50 markets. Denver is ranked 39th, with Nashville 41st and Albany-Schenectady-Troy 42d.

In approving the sale, the commission found that ownership of the Denver and Pueblo TV stations by different owners eliminates a grade-B overlap situation now existing between the two stations. Such TV overlaps by commonly owned stations were forbidden by the FCC in 1964; Metropolitan, however, acquired the Pueblo station in 1962 and thus was grandfathered. Also, the FCC said, with the two stations under separate ownership "the potential for expanding divergency of viewpoints is increased."

On programming, GE said it would add an hour a week of both educational-instructional TV and of TV news, increase FM hours, separate more than 80% of FM programming from AM, add new public-affairs programming on FM, increase AM operation to 24 hours, strengthen AM agricultural service and commit all three stations to aiding the disadvantaged of the area. And, GE added, it intended to improve equipment, particularly in color TV.

Both grants were conditioned on the commission's right to take "appropriate" action following the outcome of pending antitrust litigation. GE has sued by the Department of Justice for alleged anticompetitive practices in lamp distribution; GE also is the defendant in an antitrust suit filed by Viking Industries Inc. involving manufacture and sale of electric penetration seals.

William T. White is chairman of Colorado Milling and Elevator Co., which plans to merge with Great Western Sugar Co. National Sugar Manufacturing Co. is opposing the merger in an antitrust suit.

KOA, founded in 1924, is a full-time class 1-B station on 850 kc with 50 kw. KOA-FM is seven years old and is on 103.5 mc with 57 kw. KOA-TV began in 1953 and is on channel 4. All are affiliated with NBC. KOAA-TV, also founded in 1953, is on channel 5 and is also affiliated with NBC.

One-to-a-customer alternative
GROUPS COULD OWN MORE STATIONS IF IN SEPARATE MARKETS

If the FCC wants to promote greater diversity of ownership of media in individual markets, it might do better by offering broadcasters a carrot, rather than by threatening them with a stick.

A Washington law firm, representing 13 licensees that own a total of 51 AM, FM and TV stations, offered the commission a thought last week, along with suggested alternatives for implementing it.

A proposed commission rule—which the firm of Pierson, Ball and Dowd likens to a stick—would prohibit the licensee of any station from acquiring another full-time outlet, in any service, in the same community (Broadcasting, April 1). The rule would be applied prospectively and would not require divestiture by present licensees.

The firm suggested that the goal of diversification would be achieved faster and more easily if "a system of rewards in terms of the number of total stations" were offered broadcasters electing to limit their ownership of multiple outlets in each market. The proposal was advanced in a petition for a further notice of proposed rulemaking.

Another Difference • The firm also suggested a departure from the assumption implicit in the proposed rule that, from the standpoint of economic competition and diversity of voices, TV, AM and FM "are absolutely equitable and interchangeable." (The firm said it's doubtful the commission really meant that.) The firm would apply greater weights to the various services—more weight to television than to AM stations and greater weight to AM than to FM stations.

The firm offered two alternatives to the commission's proposal, while stating that there are "almost infinite variations that could be effected."

Under one, a nonnetwork broadcaster owning stations in more than one broadcast service in any market would be limited to ownership of stations in a total of seven markets, regardless of the number of stations in each.

But if that owner elected to limit his ownership to one service in any place, he would be authorized to own more than present limits would permit: In the case of television, he would be allowed a total of 10 stations, no more than seven of them VHF (as against seven stations, no more than five of them VHF, now).

If he chose to limit his ownership to AM stations, he would be allowed up to 15 stations (as against seven now); and, if his choice were FM, 21 stations (as against seven now).

Assumption • The firm said the suggested is based on the assumption that it would be desirable to have a greater degree of both national and local specialization in TV, FM or AM. "By offering an expansion in the permissible number of stations commonly owned as a reward for such specialization, a hospitable environment will have been established for its development," it said.

The second suggested alternative attempts to meet the objection that, since FM stations generally have not reached the degree of economic independence of TV or AM stations, the number of FM outlets would be substantially reduced if they did not have the economic support of a commonly owned AM or TV station in the same market.

A nonnetwork broadcaster owning both AM and TV stations in any market would be limited to a total of seven markets, regardless of the number of broadcast outlets in each.

But if he did not own any TV and AM stations in the same market, he would be permitted to own up to a "weighted total" of 10 stations, with these weights assigned: TV—1. AM—0.669, FM—0.5.

The firm said the formula would offer an inducement to break up AM-TV combinations in local markets in return for FM-TV and or FM-AM combinations in more than seven markets.

The firm proposed limiting the rule changes to nonnetwork owners for three reasons: It would be undesirable, "in view of their current national dominance," to permit networks to expand their ownership interests to additional markets; their expansion into new markets would have "grave consequences" for their current affiliates in those markets; with television and

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radio networks under the same ownership, there is little reason for them to specialize in one medium.

The commission's proposal would permit a broadcaster to own outlets in 21 markets, so long as he owns only one in each. And the firm said that, in view of the great number of stations now operating, a "nonnetwork owner having a broadcast presence in 21 markets raises no serious problems of national concentration." It said the social cost is practically nil, in terms of competition and diversity.

But because of the inducements each of its alternatives offers for moving away from media cross-ownership in individual markets, it said, either would be likely to achieve reductions in such ownership at an earlier date and to a greater degree than the commission's proposed rule.

Slow Moving — The firm noted that the commission's plan applies only to applications and to station sales. And the tenure of ownership, particularly among group owners, is fairly stable, and few new applications are being filed. As compared with the number filed in the past, it said.

The firm conceded the process of restructuring the industry would be speeded up if divestiture were required. But, it said, "we agree with the implicit view of the commission that divestiture, in order to achieve a more rapid restructuring, is neither equitable nor feasible."

In advancing its proposal, the firm noted that as new methods of communicating "pass through youth and adolescence and reach maturity, public policy may dictate modification of the ownership structure—a point which the commission implies we are now approaching with respect to FM and TV."

But the firm stressed the importance of searching for approaches to this problem that do not discourage operators from taking the risks needed to develop new technologies. Broadcasters' entrance into the marketplace with new modes of communication should not be barred by rule, "nor should they be discouraged by precedents which deny them the fruits of their risk-taking," the firm said. Otherwise, it added, "the public will lose not only by the exclusion of such operators from new developments but by the increased resistance of the industry to innovative change."

The firm said the most effective way of achieving restructuring "often takes the form of inducements, which have no significant social cost, to private interests to voluntarily cooperate, rather than the attempted use of harsh rules that bring both industrial and political resistance."

"Manifestly, the congruence of public interest of achieving inducements, which have no significant social cost, to private interests to voluntarily cooperate, rather than the attempted use of harsh rules that bring both industrial and political resistance."

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WXYT Oklahoma City
CKXL Calgary
...and 47 others!

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My Station is________________________

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My Title is___________________________

BROADCASTING, June 10, 1968
and private interests is always a happy
circumstance."

The licensees that were represented
in the petition, and their stations, are
Air Trails Inc. (WCOL-AM-FM), Colum-
bus, Ohio; Bulletin Co. (WPBS(FM)),
Philadelphia; Great Trails Broadcasting
Corp. (WING), Dayton, Ohio; KPAT
Inc. (KPAT-AM-FM), Berkeley, Calif.;
Radio Voice of Springfield, Inc. (WIZE),
Springfield, Ohio; Reams Broadcasting
Corp. (WCWA-AM-FM), Toledo, Ohio;
RKO General Inc. (WOR-AM-FM-TV)
New York; (WBBQ-AM-FM-TV) Mem-
phis; (WKKD-AM-FM, WNNC-TV) Boston;
(KHJ-AM-FM-TV) Los Angeles; (WQMS-
AM-FM) Bethesda, Md.-Washington;
(KFRC-AM-FM) San Francisco.

Royal Street Corp. (WDSU-AM-FM-
TV), New Orleans; Roywood Corp.
(WALA-TV), Mobile, Ala.; Time-Life
Broadcast Inc.: (KZL-AM-FM-TV) Den-
er; (WFBM-AM-FM-TV) Indianapolis;
(WOOD-AM-FM-TV) Grand Rapids, Mich.;
(KGOM-AM-FM-TV) San Diego; (KERO-
TV) Bakersfield, Calif.

WIZE Inc. (WIZE), Boston; WRIT
Inc. (WRIT-AM-FM), Milwaukee; Wky
Television System Inc.: (WKY-AM-TV)
Oklahoma City; (WTVT-TV) Tampa, Fl.;
(KTFTV) Fort Worth-Dallas; (KHFTV)
Houston: (WVTWTV) Mil-
waukee.

FCC defends approval
of WFMT(FM) sale

The group of Chicago citizens who
are attempting to overturn the $810,000
purchase of WFMT(FM) in that city by
the Chicago Tribune's Won Continental
Broadcasting Co. are too late and have
made too little a case, the FCC has told
the U. S. Court of Appeals for the
District of Columbia.

In opposing the motions by Mrs. Bur-
ton Joseph, Robin De Grazia and the
Citizens Committee to Save WFMT-FM
(sic) for a stay and reversion of the
commission's grant last March of the
ownership transfer (Broadcasting, May
1 et seq.), the FCC charged that the
petitions for a hearing were tardily filed
and that the group has little likelihood of
success in its litigation. The commis-
sion also said that the appellants have
failed to show that they would be ir-
reparably harmed unless a stay is grant-
ed.

The fear of the group that WFMT's
good-music program format will be
changed is erroneous, the FCC said. The
buyer has not only promised that the
station's present programing will be
continued but has promised to maintain
the same staff, and has stated that it
plans to expand WFMT's news sources.

The FCC also pointed out that the
application for the assignment of WFMT
was filed Nov. 20, 1967, and that no ob-
jections were submitted to the sale until
March 26, 1968, one day before the
commission granted the application, and
three months after the expiration of the
30-day period within which petitions to
deny might be filed.

The commission asked the court to
deny the request for stay and to either
dismiss the litigation or affirm the FCC's
action.

Changing hands...

ANNOUNCED - The following station
sales were reported last week subject to
FCC approval. (For other FCC activi-
ties see FOR THE RECORD, page 64).

- WHUT Anderson, Ind.: Sold by J.
William O'Connor to Roger A. Neuhoff
for $650,000. Mr. O'Connor has in-
terests in WCUU-TV Chicago and WRC
Racine, Wis. Mr. Neuhoff owns WAP-
AM-FM Hopewell, Va., and WCVS Spring-
field, Ill., and recently sold WCHV and
WCCY-FM Charlottesville, Va. WHUT
is a daytime station on 1 kw with 1470
kc. Broker: Blackburn and Co.

- WBOW-AM-FM Terre Haute, Ind.:
Sold by J. William O'Connor to Roger
A. Neuhoff and associates for $650,000.
(For other broadcast interests of buyers
and sellers see WHT above.) WBOW
is a full-time station with 1 kw days
and 250 watts nights on 1230 kc.
WBOW-FM is on 107.5 mc with 46 kw.
Broker: Blackburn and Co.

- KSBW Salinas, Calif.: Sold by John
C. Cohan and associates to Thomas J.
and Charles Dudley King Jr. for $550,-
000. Sellers will retain KSBW-FM-TV
Salinas: they own KSBY-FM-TV San Luis
Obispo and KNGS Hanford, all Calif-
ifornia. Thomas King is senior vice
president and associate manager of
Detroit office of J. Walter Thompson.
Mr. King Jr. is a musical arranger and
composer. KSBW is a daytime station on 1380
kc with 5 kw.

- KJIN and KCLF-FM, both Houma, La.: 
Sold by Denver T. Brannen and associ-
ates to Jesse B. Chapman and A.
Lamar Simmons for $450,000. Buyers
will license of WLCR Baton Rouge and
WWUM Jackson. Miss. KJIN is a full-
time station on 1490 kc with 1 kw days
and 250 watts nights. KCLF-FM is on
107.1 mc with 3 kw.

- WDLP-AM-FM Panama City, Fl.: 
Sold by Denver T. Brannen and associ-
ates to Miles H. Ferguson, W. C.
Woodall Jr. and associates for $300,000.
Mr. Brannen is principal owner of KJIN
and KCLF-FM, and 26% owner of KHMA
(TV), all Houma, La. (see above) and
WYNR-AM-FM Brunswick, Ga. Mr. Fer-
ergus has interests in WRLD Lannett

---

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You need no qualms about your intention to sell being
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is handled on an individual basis. You are revealed only to serious
financially responsible buyers. And you avoid the risks of selling
without our deep knowledge of markets, values, potentials.

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Harold Walker
MCNY Builders
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BEVERLY HILLS
Colin M. Selph
Bank of America Bldg.
1465 Wilshire Blvd.
274-8151

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and WJNO Opelika, both Alabama. Mr. Woodall has 50% interest in WWDP Dawson and controlling interest in WBBK Blakely, both Georgia. WDLP is on 590 kc with 1 kw. WDLP-FM is on 92.5 mc with 30 kw.


- WSNE Cumming, Ga.: Sold by John T. Pittard to Howard Rowe and associates for $75,000. Mr. Rowe has an interest in Rowe-Peacock and Associates, Atlanta advertising agency. WSNE is a daytimer on 1410 kc with 1 kw. Broker: Chapman Associates.

APPROVED - The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 64).

- KOA-AM-FM-TV Denver: Sold by Metropolitan Television Co. to General Electric Co. for $10 million in GE stock (see page 33).

- KOA Pueblo, Colo.: Sold by Metropolitan Television Co. to Sangre de Cristo Broadcasting Co. for $1.5 million (see page 33).

- WKDN Camden, N. J.-Philadelphia: Sold by Randulf Compton to Tommy Roberts and Jack Price for $775,000. Mr. Roberts is sportscaster. Mr. Price is radio-TV director, Hialeah Racetrack, Fla. WKDN is a daytimer on 880 kc with 5 kw.

- WBLU Salem, Va.: Sold by M. C. Bowers Jr. to Vernon H. Baker and wife for $180,000 and five-year non-competitive agreement. Buyers have a controlling interest in WGGC and WBBZ (FM), both Xenia, Ohio; WESR-AM-FM Tasy, Va., and WJIC Salem, N. J. WBLU is a daytimer on 1480 kc with 5 kw.

- WUNA Aguadilla, P. R.: Sold by William De la Cruz, W. M. Carpenter and associates to Lucas and Ramades Muniz for $172,000. Lucas Muniz owns WLUZ Bayamon and is an applicant for a new AM in Yabucoa, both Puerto Rico. WUNA is a full-time station on 1340 kc with 250 w.

Cable television
- Ellensburg, Wash.: Sold by Mrs. Frank (Scoop) Russell and Joseph Selig, both of Washington, D. C., to King Videocable Inc. for almost $1 million. This brings to six number of CATV systems owned in whole or in part by King; others are in Los Angeles, Seattle, Portland, Ore., Longview-Kelso and Grays Harbor areas in Washington. Including Ellensburg, King Videocable has about 20,000 subscribers, half of them in owned systems. King Videocable plans to spend about $300,000 rebuilding the Ellensburg system, according to Edward Hewson, general manager of CATV's.

FC&B tells why it expanded into CATV

Footes, Cone & Belding's philosophy behind its diversification into cable television was explained last week by Louis E. Scott, director and senior vice president of the advertising agency, at a presentation in New York. Mr. Scott listed six reasons for the expansion: (1) Diversification provides a broader base of earnings; (2) CATV provides a good return on investment; (3) CATV is compatible with the agency business in that there is no conflict of interest with clients; (4) the skills of marketing and broadcasting personnel in the agency are available for the CATV systems; (5) the opportunity to get in on a growing business at the start is enticing, and (6) the agency can afford the relatively small investments.

During the past year, FC&B has acquired majority interest or full ownership of cable systems in Poughkeepsie, N. Y.; Pueblo, Colo., and Newport Beach, Seal Beach. Mission Viejo and Oceanside, all California, serving a total of about 9,000 subscribers. The agency also has franchise applications pending in Denver and Topeka, Kan.

Mr. Scott said plans for using the systems for test-market and copy research were being developed. He said FC&B had no intentions of accepting paid advertising for CATV.

EXCLUSIVES

CALIFORNIA — Fulltime non-directional in single station market. Excellent sales potential, good equipment. Price $115,000—$29 per cent down—balance 10 years at 7 per cent. Sales price less than two times gross billings.

Contact Don C. Reeves in our San Francisco office.

MIDWEST — Daytimer plus FM in single station market in which retail sales are $72 million. Good equipment, good potential and station operating in the black. Strong expense-control management could make operation very profitable. Price: $325,000—$87,500 down—Balance on reasonable terms.

Contact Richard A. Shaheen in our Chicago office.
King Videocable, Roy Morrison, manager of the Ellensburg system, will remain. King Videocable is a subsidiary of King Broadcasting Co., a broadcasting multiple owner.

* New Bethlehem, Pa.: Sold by Harry W. Holland and associates to Mid-Continent Telephone Corp. Elyria, Ohio, independent telephone holding company. Price was not disclosed. The Pennsylvania CATV system has about 500 subscribers. Mid-Continent also reported it is in the process of purchasing the 1,700 subscriber CATV system in Hoopeston, Ill. It already owns the cable system in Kittanning, Pa., which has about 2,000 customers. Mid-Continent owns operating telephone companies in 10 states and after acquisitions are approved by the FCC, the company will serve more than 430,000 telephones in the Midwest and South.

FCC waives fine caused by employees' rebellion

Rebellion of radio-station employees protesting the acquisition of automation equipment has resulted in the FCC canceling a liability for a $1,000 fine. WKFM (FM) Chicago was notified by the commission last July of its apparent liability due to logging violations and operating for extended periods without properly licensed operators. The station answered the commission that the violations were the results of intentional acts by station personnel in response to new automation equipment being acquired by the station. WKFM said that the station's staff "literally rebelled in protest, presumably from an unfounded fear that their jobs would be lost," and therefore the violations "were a product of the deliberate and intentional acts of the station's employees in a malicious effort to abort the normal operations of the station." The reply to the commission said that such acts could not have been anticipated and therefore precautions could not have been taken to prevent them. The FCC will not hold the station liable.

FCC reaffirms grant of Chicago's last UHF

A request by Chicagoland TV Co. for review of a grant of a TV construction permit has been turned down by the FCC.

The review board had granted the CP for Chicago's channel 38 to the Chicago Federation of Labor and Industrial Union Council in January. Chicagoland was a competing applicant for the grant but the review board said it had not made "a reasonably convincing showing" on the availability of a $300,000 bank loan.

The commission found no cause to accept Chicagoland's request for a review and reaffirmed the grant to the labor organization. Channel 38 was the last of Chicago's unassigned channels.

Media reports...

Billing shortcut - Transface Process Co., New York, manufacturer of plastic logs for radio and TV stations, has developed "Plastaluent" billing masters to save time in the invoice process. The forms are preyped, leaving space for the client's name and advertising schedule.

Fairness-doctrine thesis - A history of the fairness doctrine is the theme of a doctoral thesis compiled by Donald P. Mulhall at Michigan State University. The study, entitled "A Legislative, Administrative, and Judicial History of the Fairness Doctrine in Television and Radio Broadcasting," has been accepted for the PhD degree at MSU. Completed under the direction of Dr. Walter B. Emery, former FCC attorney, the paper traces the principle of fairness through specific commission and court decisions to the present.


Four-service networking sees the light

ABC Radio's four affiliates advisory boards left New York happy last week following a two-day meeting with top network brass.

Board members representing the four radio services - American Information (with 292 affiliates), Entertainment (219), FM (152) and Contemporary (166) - told Broadcasting that last week's meeting, the first since their initial meeting during the National Association of Broadcasters convention in March, was held in an atmosphere of "optimism."

"I was skeptical when ABC announced the new services last August," said one board member who has been an ABC Radio affiliate for years. "But it looks like the four-network idea is viable. Despite my apprehensions and some dire predictions, the four-network scheme is working and is taking hold among advertisers."

Last week's meeting was called primarily to deal with organizational and procedural matters. ABC said.

Board members also presented recommendations to the ABC Radio executives, among them a call for more news programs on the FM network, and greater on-air audio distinction between the four services. "Most, if not all the recommendations were nuts-and-bolts matters," one broadcaster later remarked.

"There were no expressions of discontent or worry about the concept's future. We affiliates gave them (the ABC executives) a complete vote of confidence, and not a lot of complaints. We're all basically very satisfied with the service," he said.

Board members' satisfaction with ABC Radio's direction was in no small way buoyed by reports from network executives that sales were up. Board members' optimism was also heightened by a look at ABC Radio News's New York studios opposite Lincoln Center. The 20,000-square feet, $1.5-million news facility went into operation shortly before the board meeting. The new studios are part of a $3-million news department expansion and modernizing program announced by ABC Radio last year (Broadcasting, Sept. 25, 1967).
The Polyglas Tire

Polyglas is a trademark of The Goodyear Tire & Rubber Company, Akron, Ohio.
Hart letter has FCC scurrying

Michigan senator asks why commission's ownership information isn't as complete as SEC’s data

FCC staff members were combing through commission files last week to find out whether they contain as much nonbroadcast ownership information on certain licensees as Senator Philip A. Hart (D-Mich.) has turned up—which, in turn, is as much as FCC Chairman Rosel H. Hyde indicated the commission routinely obtains.

The search was touched off by a letter Senator Hart, chairman of the Senate Antitrust and Monopoly Subcommittee, wrote to Chairman Hyde, citing seven prominent broadcast licensees about which, he said, information presumably required by the commission is lacking.

He referred to Indiana Broadcasting Corp., a subsidiary of Corinthian Broadcasting Corp.; Hearst Corp.; Scripps-Howard Broadcasting Co.; KSL Inc., whose ultimate parent corporation is the Church of Jesus Christ of Latter Day Saints; CBS; the General Tire and Rubber Co., and Westinghouse Broadcasting Co.

Senator Hart noted that Chairman Hyde, while testifying on the proposed Failing Newspaper Act, on March 26, had said that applications for a station license, or license renewal, require a listing of the major (25% or more) business interests of the applicant. The chairman also said such information is considered by the commission.

"Discrepancy" But, the senator said, there is apparently some "discrepancy" among that testimony and information the subcommittee obtained from the Security and Exchange Commission, testimony before the subcommittee and standard reference materials. The subcommittee had requested nonbroadcast information on a number of licensees from the commission on April 2.

"The comparison," with the commission's data, he said, "indicates that the FCC files appear to be glaringly deficient in many cases. Apparently in a number of instances the commission's data-gathering process is somewhat at odds with your testimony." He said that the discrepancy should be cleared up before the hearing record on the Failing Newspaper Act is printed.

Commission officials were not prepared to state last week whether Senator Hart had fingered even a technical failing on the part of some licensees to provide requested information. They are checking out each of the cases cited, reviewing commission files—licensee ownership and prior renewal applications—to find out how much of the data on the mentioned licensees is on hand, in preparation for a response to the senator.

But an explanation for the "discrepancy" in some of the cases apparently stems from a misunderstanding on Senator Hart's part as to what applicants are required to list in their renewal applications.

The question on outside interests applies to holdings of the applicant or any officer, director or principal stockholder. Thus, in cases of intricate-ownership relationships, where a licensee is a subsidiary, the outside interests of the licensee's parent corporation would normally be found by checking back through the records of the parent company. This would explain the senator's failure to find John Hay Whitney, a major stockholder in Corinthian, listed in the renewal application that Indiana Broadcasting filed for WANE-TV Fort Wayne, Ind., on May 3, 1967.

However, the question on outside interests applies to holdings of the applicant or any officer, director or principal stockholder. Mr. Whitney would thus be listed in Corinthian's applications, not Indiana's.

Senator Hart's concern is that the apparent lack of information would make it difficult for the commission to make reasoned judgments in passing on applications for licensees or license renewals. "Many decisions may have been made without full knowledge of their direct effect on conglomerate ownership of communications media, or of the existence of other business ownerships which might raise conflict-of-interest problems," he wrote to Chairman Hyde.

The senator also said that an analysis of the applications sent to the subcommittee indicates "that the reporting to the commission is not uniform; that the commission has no standard by which to judge the completeness of the report and does not question the completeness of the reports filed."

He said the commission apparently does not consider the management of investment capital by corporate licensees, and noted: "Potential injury to competition and news distortion which could result from an effort to enhance the value of those investments, therefore, cannot be considered."

Battle Creek case tossed back to FCC

A federal court has told the FCC that it wasn't specific enough when it denied a request for a hearing in a TV case. The U. S. Court of Appeals for the District of Columbia not only returned the case to the commission for further consideration but hinted strongly that perhaps a hearing should be held.

At issue is last year's grant of channel 41 in Battle Creek, Mich., to BCU-TV Inc., and the FCC's denial of a petition for a hearing submitted by wzzm-TV (ch. 13) Grand Rapids, Mich. Wzzm-TV, among other things, challenged

NCTA sets up pilot education program

The National Cable Television Association, through Pennsylvania State University, is about to go into the teaching business, and its pupils will be the business, management, and technical personnel in the CATV industry.

Plans for the pilot educational program evolved from a two-day session last week of NCTA's board of directors meeting in Chicago. What the board approved was an immediate expenditure of $40,000 for a National Cable TV Center to be set up within the program services of the university's department of continuing education. Next year the expenditure will be increased to $50,000 with an additional $15,000 earmarked for teaching materials.

The program is intended for use by NCTA member companies. It will employ both on-site and correspondence instruction using a variety of teaching techniques including seminars, lectures, and case method. Additionally, it's anticipated that certain packaged programs of filmed or video-taped presentations will be developed for in-company training purposes.

The subject material, as yet unspecified, will include CATV system principles, system design and components maintenance. What's to be taught will be decided by an educational advisory committee made up of 12 university and NCTA staffers.
BCU-TV's financial qualifications and its claim that it might affiliate with ABC. The Grand Rapids station is now affiliated with ABC; it also last year received permission from the commission to establish a UHF translator in Battle Creek to carry its programs there, but this was later rescinded by the commission when BCU-TV Inc. demanded that a hearing be held on that application.

Principal of BCU-TV Inc. are Mary Jane Morris, former secretary of the FCC (1954-1960), and James R. Searer. Miss Morris was a principal in one of the unsuccessful applicants for channel 13 in Grand Rapids five years ago.

Wright's Views * Circuit Judge J. Skelly Wright wrote the court's decision, holding that the commission's memorandum denying WZZM-TV's petition for a hearing "is merely a collection of conclusory comments ... it certainly does not dispose of the issues raised ...." "... in order for a court to exercise in any meaningful way its function of review," Judge Wright said, "it is necessary that the commission state specifically the basis for each of its conclusions."

Judge Wright was joined in the decision by Circuit Judge Spotswood Robinson III and Senior Circuit Judge E. Barrett Prettyman.

The fine line of responsibility

FCC to decide licensee's punishment for employee's misdeeds in WNJR renewal

How and to what degree is a licensee to be punished for the transgressions of an employee? The answer apparently hinges on the efforts the licensee made to prevent such transgressions.

This is what emerged from an oral argument before five FCC commissioners Tuesday on the license-renewal application of a subsidiary of Rollins Inc. for WNJR Newark, N. J. Commissioner Kenneth A. Cox disqualified himself; he was chief of the Broadcast Bureau when a preliminary investigation of WNJR was made in 1962. Commissioner Robert T. Bartley was absent.

Involved in the case are charges of misrepresentation to the commission, submission of "doctored" contracts to the commission staff, failure to file time-brokerage contracts and violations of logging and sponsorship-identification contracts. The case grew out of the 1962 staff investigation of alleged double billing by the station; this led to a $1,000 fine for failure to file time-brokerage contracts with the commission.

Primary Source of Trouble * There was general agreement in the oral argument last week that the most serious troubles stemmed from the actions of the station's general manager, Leonard Mirelson, from 1960 to 1964 in connection with a program called Celebrity Time, in which time was brokered.

Hearing Examiner Isadore A. Honig, in an initial decision in the case last year, recommended a one-year license renewal. He said the principals of the licensee were innocent of involvement in any wrong doing, but that, because of the actions of the general manager, it would not be proper to permit WNJR to go "scot-free" (BROADCASTING, June 26, 1967).

However, Joseph Stürner, representing the commission's Broadcast Bureau in the oral argument, said that recommended punishment is inadequate. The license-renewal application for the station should be denied, he said.

He said the principals had failed to
exercise adequate supervision over the operation of the station. He said that even though the principals were given a report by a subordinate indicating trouble at the station, they did nothing about it.

He bore down particularly on the matter of 139 spurious advertising contracts dealing with Celebrity Time. They had been prepared at Mr. Mirelson's direction to back up assertions in the station's opposition to the $1,000 forfeiture that the commission proposed imposing for failing to file time-broker contracts. Many of the documents they replaced contained the names of freelance disk jockeys who were obtaining their own sponsors.

Examiner Honig had concluded that the manager's "primary motive was to forestall censure and perhaps even his discharge by the Rollins home office if they were to learn the truth about the deception he had perpetrated on it with respect to Celebrity Time."

Mr. Staggers, however, said it was "unbelievable" that Rollins officials who examined the documents were not aware that they were false. He said they were uniformly clean, written in the same hand and, in some cases, dated incorrectly.

Followed Blindly = Paul Dobin, counsel for the station, who had examined the documents with the licensee officials, conceded they may have been "naive" in accepting them as authentic, but stressed that they had no reason for suspecting any wrongdoing. And that was a major element in his argument for commission endorsement of the examiner's decision.

He acknowledged that the controls the licensee had imposed on the station's operation had not been adequate. But, he stressed that the examiner "found that we tried to exercise controls" and that the manager had misled Rollins officials "in a whole series of misrepresentations."

He said that all the events involved in the case occurred in 1962-63 and that all problems were cleared up by 1964. He noted that in September 1962 the licensee officials discovered that the logs were not being kept properly and corrected that situation.

Indeed, he said that in showing the control procedures to the commission staff, "we had to tell you the logs had not been properly kept. . . . We gave you the evidence, and then you put it in a hearing order." Under those circumstances, he asked, "How can the Broadcast Bureau say we were indifferent?"

Hard line = He said it would be "harsh" if the commission held a license to "absolute liability" for everything done by station employees—"and you've never done it."

The commission would be justified in denying a license renewal only if it found that the licensee was "indifferent." But, he said, "the examiner said, and we say, we tried. We were fooled; we deserve a one-year license renewal."

Mr. Staggers indicated he would have been more impressed by Mr. Dobin's argument if Mr. Mirelson had been removed as general manager as soon as his activities came to light. However, he was kept on for a time, and has been retained by Rollins in another job.

Mr. Staggers also noted that Mr. Mirelson holds Rollins stock worth "one third of a million dollars." He suggested this qualifies Mr. Mirelson as a principal. Mr. Dobin, however, said Mr. Mirelson's holdings account for less than 0.2% of Rollins stock outstanding.

Besides WNJR, Rollins operates directly or through subsidiaries: WAMS Wilmington, Del.; WBBE Harvey, Ill.; WCHS-AM-TV Charleston, W. Va.; WGEA-AM-FM Indianapolis; WRAP Norfolk, Va.; KDAY Santa Monica, Calif.; WEAR-TV Pensacola, Fla., and WPTZ (TV) North Pole-Plattsburgh, N. Y. Rollins also has a construction permit for WCHS-FM Charleston.

### PROGRAMING

315 suspension withers in the House

**STAGGERS FAILS TO SCHEDULE BILL; MOSS MOUNTS ATTACK**

The march through Congress of legislation suspending the equal-time provisions of Section 315 of the Communications Act for the 1968 campaign has slowed almost to a halt, following the swift passage two weeks ago of a suspension resolution by the Senate (Broadcasting, June 3).

The roadblock is the House Commerce Committee, whose chairman, Representative Harley O. Staggers (D-W. Va.), has made no commitment on when his committee might take up the issue and who is known to feel that at the moment his committee is laden with high-priority legislation.

Mr. Staggers has not mentioned the subject to any of his colleagues on the committee, even those who have an interest in it, pro or con.

Last week, however, two members of the House committee took public positions on the Section 315 suspension drive—one favorable, one unfavorable.

Representative Richard L. Ottinger (D-N.Y.), introduced H. R. Res. 1290 which would suspend Section 315 for the presidential and vice-presidential candidates for the duration of the 1968 election year. The bill, the third such introduced so far in the House, was referred to the House Commerce Committee. Earlier, similar bills (H.J. Res. 1024 and H.R. 17406) had been introduced by Representatives James T. Broyhill (R-N.C.) and Lionel Van Deerlin (D-Calif.) respectively. All three are members of the House Commerce Committee.

But, Representative John E. Moss (D-Calif.) announced that he would oppose suspension until broadcasters show by their actions that they seriously want to help improve the "dialogue" between candidates.

"I intend to oppose the measure," the fifth-ranking Democratic member of the House committee said, "and I will utilize every parliamentary device to discourage the holding of hearings or enactment of suspension."

Cut Prices = If broadcasters really want to help candidates, Mr. Moss said, they could reduce their rates. "As it is," he commented, "they all charge their highest national rate."

Mr. Moss supported suspension in the 1960 campaign, but noted that he had expressed "serious doubts" at the time.

Representative John D. Dingell (D-Mich.), also a member of the House committee, said he had mixed feelings about suspending the equal-time section. He wants assurances, he said, from broadcasters that suspension will not be a precedent. If no assurances are given, he said, he will "violently" oppose it.

Mr. Dingell entered one condition to his support if he gains the assurances he is calling for; he feels, he said, that an incumbent President running for re-election should not be forced into a face-to-face confrontation with a challenger because a President might, through a slip or in the heat of a debate, endanger national security.

The senior Republican member of the House committee, Representative William L. Springer (R-III.), said he is reserving opinion until a hearing is held and evidence is adduced on "exactly what the networks have in mind." Mr. Springer feels that no real hearing was held by the Senate committee.

No Urgency = Both congressmen and staff members of the House committee...
FOR WCAU-TV NEWS, BLACK-AND-WHITE WASN'T ENOUGH.

NOW THEY "SHOW IT LIKE IT IS" IN FULL COLOR.

"Color film has given our news coverage a sense of immediacy and added a vibrant new dimension to our day-to-day reporting of local events," says Philadelphia's WCAU-TV. "Now we can shoot art exhibits, fashion and flower shows, and other community activities which lose much of their meaning in black-and-white.

"Our documentaries and special reports depend on color film," the station continues.

"When we filmed the elevation of an Archbishop to Cardinal, color brought into focus the symbolism of the placing of the red hat on his head. And with our study of the art of a noted Pennsylvania artist, use of color was a necessity. Color film brought to life slum housing conditions in Philadelphia of which most Philadelphians were oblivious. It gives us the impact we need."

Use of the Kodak ME-4 process, Kodak prepackaged chemistry, and Kodak color film provides "flexibility and necessary immediacy." It enables WCAU-TV to get documentaries, news stories, and late-breaking film stories on the air in color. Kodak gave WCAU the help they needed to switch to color film and processing. Additional technical help is always available. Sooner or later all television news will be in color. Don't be later, call Kodak now.

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The Broadcasting Yearbook is available from Broadcasting Sales, Inc., 1735 DeSales St., N.W., Washington, D.C. 20036.
Equal-time, Texas style

A man of God will follow each of atheist Madelyn Murray O’Hair’s appearances on KTBV Austin, Tex., it became known last week. Mrs. O’Hair has bought a 52-week schedule, sponsored by her Society of Separationists, over the Austin radio station (BROADCASTING, June 3), owned by the family of President Johnson but which is run by trustees while the President is in office.

Mrs. O’Hair was followed, after her first lecture on June 3, by the Rev. John Barclay of the Central Christian Church, Austin. Mr. Barclay was sponsored by an Austin furniture dealer and former city councilman, Louis Shanks, who has said he will sponsor remarks by other Austin clergymen after each of Mrs. O’Hair’s programs.

Farber to syndicate

after-midnight show

Syndicated Features Inc., New York, plans to offer to radio stations a weekend, five-hour talk program, The Barry Farber Show, intended primarily for broadcast in the hours after midnight. Mr. Farber, who is host on several talk programs on WOR New York, formed Syndicated Features four years ago. He said last week that 18 stations have signed for weekday 25-, 30-, 45- and 55-minute versions. He plans to step up the sales and promotional activities of Syndicated Features Inc.

Ever heard of “Sitting Ducks Anonymous?”

If you’re part of the communications industry, you’re considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there’s someone to turn to: Your Employers Special Excess Insurance Policy. (It’s kind of a “Sitting Ducks Anonymous Club” for those who’d much prefer to be sitting pretty.)

To join? Simply decide on the amount you could afford in case of a judgment against you...we’ll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John: San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.
FCC revisits WLBT(TV) renewal case

AT ISSUE: WHETHER STATION WAS FAIR, SERVED NEGRO LOCAL NEEDS

The WLBT(TV) Jackson, Miss., case, which has been a hot potato as well as a legal landmark, is back in the hands of the FCC commissioners, just three years after the commission thought it had gotten rid of it by giving the station a one-year license renewal.

At issue is the question of whether WLBT afforded the large Negro population of Jackson—about half the 860,000 population in the station's service area—reasonable access to its facilities and treated controversial issues, particularly those relating to racial matters, in accordance with the fairness doctrine.

The commission on Tuesday morning heard oral argument in the case—in which Lamar Life Insurance Co.'s license for the station is at stake—at the commission offices in Washington, almost within shouting distance of Resurrection City, where several thousand Negro Poor Peoples campaigns are encamped.

The United Church of Christ and several co-complainants have fought since 1964 against renewal of the station's license. And their counsel last week, Earle K. Moore and Ann Aldrich, argued again that the station during its 1961-64 license period had ignored Negro needs in its programing, had promoted segregation and had failed to abide by the fairness doctrine, and had made misrepresentations to the commission with respect to its programing.

Examiner Supports Station. However, a hearing examiner, Jay A. Kyle, in an initial decision issued in the case last October, said the complaints had failed "woefully" to prove their case. He resolved all issues in favor of the station, and granted it a three-year license renewal, subject to appeal. The commission's Broadcast Bureau supported that conclusion (Broadcasting, Oct. 23, 1967).

And counsel for the station, Paul Porter, a former FCC chairman (1944-46), said last week the commission should not only adopt the examiner's conclusions but take the opportunity to notify other citizens groups interested in pressing complaints against stations, to do so "responsibly."

Mr. Porter accused the church and its co-complainants—the United Church of Christ of Tougaloo, Miss., the Rev. L. T. Smith, a Jackson businessman and clergyman, and Aaron E. Henry, of Clarksdale, Miss., the Freedom Democratic Party's candidate for governor of Mississippi in 1963—of having abused the commission's processes and of having committed a "fraud" on the commission and the U. S. Court of Appeals.

The court, in a landmark case in March 1966, not only remanded the case to the commission for a full evidentiary hearing but ruled that "responsible" members of the public should be permitted to participate in license-renewal proceedings. Until then, the commission had accorded standing only to persons who claimed that they would suffer economic injury or that their stations would receive electrical interference as the result of a requested license grant.

Appealed Commission Order. The complainants had sought court review after the commission in May 1965, without a hearing, granted the station a one-year license renewal.

The commission considered the complainants' charges, as well as the results of a staff investigation of Mississippi stations following the riots at the University of Mississippi's Oxford campus, when James Meredith desegregated the university. But it refused to grant the complainants standing. One reason the commission did not order a hearing then was the concern that such a proceeding in Jackson might lead to disturbances and make progress in civil rights more difficult (Broadcasting, May 24, 1965). The actual hearings in Jackson caused no unrest.

A final decision in the case is expected soon. Commissioner Lee Loevinger, who is due to leave the commission at the end of his term June 30 and who has said he would not participate in matters not likely to be decided before then, heard the argument, along with his six colleagues. He also participated in a second oral argument Tuesday, involving the license-renewal application for WNJR Newark, N. J.

In urging the commission to strip WLBT of its license, Mr. Moore accused the station of making a deliberate effort to "promote discrimination and racial hostility." He said what he described as the discrimination against Negroes in public-service announcements and news and other programing was not merely the result of ineptness or carelessness.

No 'Crusader'. Mr. Porter, however, said the complainants apparently wanted the station to be a "crusader for social change." He acknowledged it had not been that, but said its record in the 1961-64 period had been "acceptable." He said the record indicates that a large number of Negroes had been given access to the station's facilities.

And, in attempting to excise what he said was the core of the complaint against the station—that it was unfair to Negroes in its news programs—he cited Examiner Kyle's laudatory comments concerning Richard Sanders, news director of the station from 1955 to 1965, which were based on testimony of witnesses at the hearing. Mr. Sanders is now assignment editor for ABC in Washington.

Mr. Porter also said the station, since getting a one-year license renewal, had adopted a "new policy that reflects a type of operation that certain commissioners are beginning to emphasize." He cited an apprentice program in which Negro college graduates are hired to learn the station's operations. The apprentices either go to work for

Music to read TV stock-ticker news by

The FCC has waived its rules to permit two TV stations to provide aural transmission of background music accompanying visual transmission of teletype news.

KPAZ-TV Phoenix and KUTV(TV) Salt Lake City received permission for the operations for a limited time and on condition that they report viewer reaction to the service.

The rule waived in the case of both stations states that the aural and visual transmitters of a television station must not be operated separately. Both stations had asked for permission for separate operation of their transmitters in providing music with teletype news.

KPAZ-TV had been broadcasting background music with its teletype news but the commission took no action against the station except to limit its trial period to one year. KUTV, which has been accompanying its teletype news with the sound of a teletypewriter, was given permission to use music until October when the license is up for renewal.
the station or work elsewhere is found for them, he said.

Commissioners Kenneth A. Cox and Nicholas Johnson, in their letters to Oklahoma broadcasters in connection with their study of broadcast service in that state, asked how many minority-group members they employ, and in what positions (Broadcasting, April 15, et seq.).

Cox-Johnson Questions - Virtually all of the questioning from the bench came from those two commissioners, and they directed most of it at Mr. Porter and William A. Kehoe Jr., counsel for the commission's Broadcast Bureau.

Mr. Kehoe, who said the record indicates that the station carried a full budget of civil-rights news, through both local and network coverage in the 1961-64 period, also said that the charges against it should be judged in light both of events in Jackson and of commission decisions in that period.

This led Commissioner Johnson to ask Mr. Kehoe for his "personal" view as to whether a station should reflect the "mores" of its community, no matter what they are. Should a station, for instance, bar Jews from its facilities if there is Anti-Semitism in the community, he asked.

Mr. Kehoe, who had worked for the Justice Department in civil-rights matters in Mississippi in 1960, said he would "dodge the question." He said he could not answer for his conscience, and since he had not discussed the matter with his superiors in the bureau, he could not give the bureau's position.

Left hanging at the close of the argument was the status of nine letters—correspondence between WJEF and the commission—involving complaints against the station. They had been discussed during the hearing, but there was a question as to whether they had been formally accepted into the record.

Commissioner Johnson asked Mr. Porter to stipulate that the letters had passed between the station and the commission. Mr. Porter, however, declined, stating, "we can’t cross-examine" the letters now.

Chairman Rosel H. Hyde requested counsel for both parties to submit their views on the status of the letters in a week's time. The commission would decide what should be done about them then, he said.

Joey Bishop to lead off new ABC-TV specials

ABC-TV is planning a new series of specials that will be musical-comedy revues. Ilson/Chambers Productions, which put The Smothers Brothers Show on CBS-TV, has been signed to package the specials. The first revue, to be taped later this month for presentation the latter part of the year, will star ABC-TV's late night host, Joey Bishop.

A Guide To The Swinging Bachelor, as the projected special is to be titled, also will feature other still-to-be-determined performers. It will mark Mr. Bishop's first project for ABC-TV since starting his 90-minute nightly show more than a year ago.

Ilson/Chambers Productions' principals, Saul Ilson and Ernest Chambers, were signed to produce two specials for ABC-TV following their departure from Smothers Brothers series. The contract also calls for creation of a new series for the 1969-70 season. In addition, the production team is preparing a Frank Sinatra special for Budweiser beer, which will be produced in August.

Barron goes independent

Arthur Barron, former CBS News documentary producer, has opened Verite Productions, New York, to film documentaries focusing on "individuals rather than issues."

National Educational Television's Public Broadcast Laboratory has signed for the first program, also to be released

The WJEF Countrypolitan

His job's in town,
but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We've had to come up with a new name for him: Countrypolitan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Newscast sign-off in Los Angeles is a sometime thing

Does a local television station protect the lead when it's getting the major share of audience in the late-night news period? Does it avoid tampering with a winning formula?

Not CBS-owned KNXT(TV) Los Angeles, which is breaking the rules of safe broadcasting by trying out an open-end policy on its consistently high-rated Monday-through-Friday Eleven O'Clock Report.

The news program used to run for a half-hour. Now it goes from 36 to 45 minutes most nights and it can run for an hour or longer if the day's news events warrant such coverage. The general rule is that individual news broadcasts now end whenever the program producer is satisfied that the significant news events of the day have been covered. KNXT is the only Los Angeles television station—and one of the few in the country—to have a late-evening news broadcast longer than the traditional 30 minutes.

The open-end format was sort of sneak-previewed for six weeks starting in February. No mention was made of the change and viewer reaction was gauged to see if a difference had been noticed and appreciated. Apparently the reaction was favorable because the station is now firmly committed to the more flexible format and is promoting it. KNXT's sales department also is selling the extended period of news coverage.

May Need More People • Grant Holcomb, news director, explains that the half-hour news formula (which had KNXT far-and-away the leading audience attraction during the time period) was revised to serve increased interest in late-evening news and to allow for greater in-depth coverage of events. Despite already having a staff of some 100 people in the news department (a total that includes clerical help), Mr. Holcomb feels that a wide open-end format, that would see the program extending to midnight or longer, requires still added personnel.

Yet, the key that permitted KNXT to make the move to a longer-form newscast was not people but equipment. The station recently installed a compact color-film processor directly under its newsroom. Previously late film was sent out to a commercial processing lab and sometimes would not be available in time for the 11 p.m. program. Now the station can cover late-breaking events and still process film by air time.

Indications are that the other CBS-owned television stations are keeping tabs on KNXT's open-end format with an eye toward trying a similar approach in their own markets.

KNXT's late news is followed by The Late Show, which has not been pulling high ratings. The station feels that it really can't do too much harm to the feature-film program by delaying and making uncertain its nightly start but it may be keeping viewers away from the scheduled 11:30 p.m. openings of the Tonight Show on KNBC(TV) and the Joey Bishop Show on KABC-TV.

'threaten.' Mr. Barron is president of the new company and his wife, Evelyn Barron, a former researcher and associate producer at ABC News, is vice president.

'Vendetta' charge made in Atlanta format tiff

Strauss Broadcasting Co. of Atlanta, would-be purchaser of WOBA-AM-FM Atlanta, is standing firm in its decision to transform the stations' format from classical to middle-of-the-road music. Furthermore, the company suggests that there may be a hidden motive on the part of the local newspapers it says are whipping up grass-roots opposition to the format change. The papers have a corporate relationship to Cox Broadcasting Co., licensee of WSBA-AM-FM-TV Atlanta.

Strauss expressed itself on the questions in an amendment to the application it filed with Glenkaren Associates Inc., present owner, for the stations' transfer, after the commission received some 150 letters from Atlantans protesting the proposed format changes (Broadcasting, May 20).

However, in referring to that figure of 150 in its amendment—and citing it as proof that opposition to the proposed change is not overwhelming—Strauss was outstripped by events. Commission officials now count some 650 letters, including some informal petitions, complaining about the format change.

Study in Other Cities • Strauss, two-thirds owned by Strauss Broadcasting Co., which owns KXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., says it developed its proposed format for the Atlanta stations on the basis of its experience in Dallas and Tucson, and after a survey of Atlanta civic leaders. The format calls for a mixture of popular standards, Broadway hits and moderate light classics.

Strauss denies that it will program rock 'n roll or, on the other hand, provide a background service (it will be "foreground" music). Both formats are employed by Atlanta stations. Strauss adds that the classical-music format it wants to drop has not won general acceptance.

"We have determined that our proposed programing will serve the public interest, convenience and necessity in a manner that will sustain the stations so that the service can continue," Strauss says.

The company credits the Atlanta newspapers—the Journal and Constitution—with starting and keeping alive the campaign against the format change. It claims the papers are carrying on a "vendetta" and reports its understanding that not a single letter preceded the editorials and columns urging Atlantans unhappy about the proposed change to contact the commission. (The commission has also received some mail from the Georgia congressional delegation requesting information on the case.)

Counter-Suggestion • Strauss, noting the newspapers' relationship to WOBA-AM-FM-TV—James M. Cox Jr., and his family, who own the newspapers, hold more than a third-interest in Cox Broadcasting—says that if there is such "an overwhelming need for a classical music service in Atlanta" why don't the Cox stations fulfill that need?

Concludes Strauss: "The extensive communications combine [Cox] is not concerned about competition from a classical music station but is concerned about competition from our proposed provision of high-quality programing for the general adult audience."

NBC News protests

Columbia U. ban

Columbia University's restrictions on still-camera radio and television coverage of graduation ceremonies June 4 in New York brought a protest from Richard Graf, acting news director of WNBC-TV New York, on behalf of NBC News.

Mr. Graf sent a telegram to Dr. Grayson Kirk, president of Columbia, saying "such action discriminates against broadcast newsmen and can
only result in incomplete coverage of an important news event." The ban was announced in a memorandum dated May 31 limiting coverage to the "writing press."

A few still cameramen circumvented security guards, however, and photographed the walkout of about 300 graduating students in a protest against the school's administration. The Columbia campus has been the scene of student demonstrations for the past month.

New NFL Films series gets New York showing

National Football League Films Inc. previewed a new syndicated series in New York last Tuesday (June 4) featuring a thematic approach to weekly professional football games.

The "Week in the NFL," a 14-week, half-hour series on 16-mm film, has already been sold in about 40 major markets, according to sales manager Inez Aimee.

The films, available on consecutive Wednesdays starting Sept. 15, will highlight one or two key factors running through all of the week's games. Pat Summerall, CBS sportscaster will host the programs.

The new series supersedes last season's NFL East and NFL West. Other series produced by NFL Films are "Game of the Week," carried in 48 markets last year, and NFL Action, a spring series sponsored by American Express in that company's first television program sponsorship.

Pay-TV objections rebutted by RKO General

RKO General Phonovision has replied to opposition filed at the FCC in connection with RKO's experimental pay-TV operations in Hartford, Conn. The opposition is from The Connecticut Committee Against Pay-TV, which represents a number of theater owners in the Hartford area and which objects to RKO's request for a three-year extension of operations (Broadcasting, May 27).

RKO, which has been conducting the pay-TV tests since 1962 on WHCT(TV) there, received a three-year extension from the FCC in 1965. That extension was also opposed by the Hartford theater group but the commission rejected the objections.

Responding to the current opposition, RKO said: "Nothing has occurred in the intervening years which gives the theaters' repetitive contentions any more merit than when they were previously rejected as being without merit in 1965."

The theater group had maintained that RKO was not supplying the FCC with data from the tests and that Hartford viewers were being deprived of "access to free television" due to the experimental operations.

Don Reid diversifies entertainment plans

Don Reid Productions, New York, which has specialized to date in TV game programing, is expanding into other phases of entertainment, embracing TV series and documentaries, motion pictures, legitimate theater and records.

Don Reid, president, reported in an interview in New York last week that in planning for this broadened activity, he has enlarged his staff, appointing Eugene Pleshette, a former vice president at ABC, as executive vice president for motion pictures; Arthur Altman, composer and musician, vice president for musical properties; Ron Greenberg, vice president in charge of TV production, and Allen Reid vice president in charge of development and general counsel.

Mr. Reid, who formed his company 18 months ago, noted that in recent months his staff has grown to about 50. His first network TV series is "Dream House," which began this spring on ABC-TV (Wednesday 8:30-9 p.m.) and as a daytime strip (1-1:30 p.m.). It is a game show in which the top prize is a house and its furnishings.

"We hope to become active in all facets of entertainment and that's the reason we hired Mr. Pleshette, who has had a long background in the motion-picture field before he turned to TV, and Mr. Altman, who has been a composer and musical adapter for all media," he explained.

"In television, we are co-producing with Granada Television of Britain a new half-hour game series, "Bon Voyage," which will offer contestants trips to various parts of the world. Granada will begin carrying it soon in England, and we are in the process of selling it here. In addition, we are working with Granada on a one-hour action-comedy-adventure series, "The Inspectors," and hope this will lead to a continuous relationship" with that company.

Mr. Reid was at one time active as a TV-documentary producer and said he has several properties in this area that he intends to develop. In addition to the company bearing his name, Mr. Reid said, he is a partner in the College Quiz Bowl Co., which is responsible for the GE College Bowl, Alumni Fun, University Challenge and High Q series.

Program notes . . .

New sound stages . . . SKS Productions Inc. is developing modern sound stage facilities in Santa Fe, N. M., its home base. The project, planned for the last 16 months, is aimed at attracting Hollywood theatrical and TV film-makers. Partners in SKS Productions are Jack Schaefer, author of "Shane"; Gordon Knox, former president of Chet Huntley Enterprises Inc.; and George T. Shupert, once president of ABC Films. Mr. Shupert, now owner and president of WLOO Pompano Beach, Fla., is chairman of SKS Productions. Mr. Knox is president and Mr. Schaefer is executive vice president in charge of all story material. The firm's first project is an hour color TV film about New Mexico, to be narrated by Chet Huntley.

Kukla, Ollie on block . . . A package of 195 five-minute monochrome programs featuring Burr Tillstrom and puppets Kukla and Ollie is to go on sale in Chicago June 21 to the highest bidder.
ABC set to scrambe for convention news

ABC will use new wireless microphone equipment as well as a handheld wireless color-TV camera in covering this summer's political conventions.

Julius Barnathan, ABC vice president in charge of broadcast operations and engineering, said last week the high-frequency microphone would be operated in tandem with the wireless camera at the conventions.

The color camera (Ampex's "Scrambler") was first used last winter in football coverage and during the Olympics in Grenoble, France. It weighs 50 pounds and is part of a system conceived and designed by ABC. Ampex developed the camera and Microwave Associates implemented the microwave link to facilitate transmission of color information and remote control of the camera's operation.

The microphone, developed by Airborne Instruments Laboratories, has portable transmission and reception systems permitting simultaneous two-way operation. The size of the transmitter and of the receiver is described as being smaller than a half-carton of cigarettes. The transmitter weighs one-and-a-half pounds, the receiver a quarter of a pound.

Bill Lawrence (I), ABC News's political editor, looks into the eye of Ampex's "Scrambler" camera

that the network will use covering this summer's political conventions.
more. Both are carried on a belt, feed into a single antenna carried on the set and operate on a 950 mhz frequency. It is designed to afford virtually interference-free pickups in crowded conditions.

Mr. Barnathan said the camera and microphone would give added mobility to its reportage, and in the case of the camera, telecasting in "places where it is inconvenient or impossible for conventional color cameras to operate."

He said ABC saw possible uses of the new microphone in its sports coverage.

All three TV networks plan to have portable, wireless color cameras in use at the conventions. CBS expects to use a camera developed by CBS Laboratories, and NBC will have at least four of RCA's new Man-Pack color cameras (Broadcasting, April 1, et seq.).

to satisfy a note held by the LaSalle National Bank there. Originally produced by Taynod Productions Inc. on video tape at Tele-Tape Productions, New York, for exposure on NBC-TV in 1961-62 and later offered in syndication by CBS Films, the programs comprise collateral put up by Taynod for a loan after the NBC-TV run, according to the bank. Taynod no longer is in business, the bank said. Sale is being handled by the Chicago law firm of Zenoff, Westler, Jones & Kamm, 110 South Dearborn.

One more for 'Young Sound' = WNCJ-FM Columbus, Ohio, began broadcasting CBS/FM's music service, The Young Sound, on June 1. WNCJ is owned by Nationwide Communications Inc. Phil Sheridan is general manager.

Flower power = Radio & TV Roundup Productions is offering without charge two new series of 20 three-and-a-half minute interview programs. The Subject is Flowers will feature such people as Senator Everett Dirksen (R-Ill.), who has campaigned to make the marigold the national flower, telling how flowers relate to life, peace and happiness. Medicine '68 will feature doctors discussing latest developments in influenza, allergies, juvenile arthritis and skin care. The programs will be available in stereo and monaural. The address is 111 Maplewood Avenue, Maplewood, N. J. 07040.

New music service = "The Music Director," a weekly playlist for middle-of-the-road music stations, is now available by subscription. The new service lists 100 current MOR single records and "the best playable" cuts from five albums each week, along with label and record numbers. It is designed as both a guide to programing and a reference for station personnel. Address is Box 177, Chestnut Hill, Mass. 02167.

Oscar winner on TV = King Screen Productions's Academy Award-winning documentary, The Redwoods, received its premiere television showing June 2 on KING-TV Seattle. The color film was awarded an Oscar as the year's "Best Short Documentary" by the Academy of Motion Picture Arts and Sciences in May. King Screen Productions and KING-TV are both operations of King Broadcasting.

Specials in distribution = Association Films Inc., New York, is offering three television specials on a free-loan basis to educational groups and community organizations. The specials are: The National Gallery of Art, an NBC News presentation; The Strange Case of the English Language, a CBS News special on the ways English is used, misused and abused; and Salt to Glory, a re-enactment of the 1851 triumph of the yacht America over 14 British contenders. Sponsor is the F & M Shaefer Brewing Co., Brooklyn, N.Y., in various cities on the Atlantic seaboard.

'Seven Seas' specials = Seven one-hour television specials, titled The Seven Seas, will be produced by Four Star International in association with Italian oceanographer and film producer Bruno Vailati, it has been reported. Production will begin shortly on the project, which will include segments on the Pacific, Atlantic and Indian oceans, the Caribbean, Mediterranean and Red seas, and a combined hour on the polar seas.

Nine to go = The third in a series of 12 one-hour specials produced under the auspices of eight broadcast station groups will feature Buddy Greco, Susan Barrett and The Family Album. Billed as the "Broadcasters Specials," each segment in the series is titled A Very Special Occasion.
Mathes says client wants to play cupid

In an unusual development last week, J. M. Mathes, New York, which bills about $12 million a year, asserted that it had been asked by a client to merge with a larger agency in order to retain a liquor account.

The account in question is Somerset Importers Ltd. (Johnnie Walker Red Label Scotch, Crawford’s Scotch and Canada Dry bourbon, gin and vodka). It bills about $5 million a year. Somerset is a division of Canada Dry whose soft drink advertising—unlike hard liquor—is a broadcast user (more than $5 million a year in spot radio and TV).

Mathes officials did not identify the larger agency with which it supposedly was asked to merge. Somerset last week moved the liquor accounts to Needham, Harper & Steers, which bills approximately $92 million a year. Canada Dry moved its ginger ale and mixer account out of Mathes to Benton & Bowles more than a year ago, and subsequently from B&B to Grey Advertising. The advertiser’s Wink soft drink account was transferred from Mathes to Ted Bates & Co. last July.

Officials at Somerset declined comment on the Mathes statement.

Burlington buys two ‘NBC Experiments’

Burlington Industries Inc., New York, will sponsor two programs of the NBC Experiment in Television series next season.

This marks the first time that any of the shows in the series—conceived by Julian Goodman, NBC president, and spelled out in an address he made at Western Kentucky University in August 1966—has been sponsored and the first time any of the programs will run in prime time. Both of the Burlington-sponsored shows will be scheduled for presentation in evening hours.

Another eight shows in the series will be shown on Sunday afternoons on NBC-TV. The series has been on the air the past two seasons covering a wide range of programming ideas, including two dramatic efforts from the Watts Writers Workshop at Los Angeles; a study of pioneering work underway for deaf actors (and shown primarily for deaf audiences); a bi-lingual romance story filmed in Prague; a personal view of Africa as seen through the eyes of an artist and photographer. In November 1967, Experiment presented an epi-
BAR network TV-billing report for week ended May 26

Broadcast Advertisers Reports' network TV dollar revenue estimate—week ended May 26, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended May 26</th>
<th>Cumulative June 1-May 26</th>
<th>CBS Week ended May 26</th>
<th>Cumulative June 1-May 26</th>
<th>NBC Week ended May 26</th>
<th>Total minutes week ended May 26</th>
<th>Total dollars week ended May 26</th>
<th>1968 total minutes</th>
<th>1968 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$1,205.7</td>
<td>25,691.3</td>
<td>63,619.6</td>
<td>2,239.4</td>
<td>48,060.1</td>
<td>990</td>
<td>6,122.2</td>
<td>19,254</td>
<td>137,371.0</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>810.3</td>
<td>23,385.9</td>
<td>511.0</td>
<td>20,959.9</td>
<td>524.2</td>
<td>9,927.5</td>
<td>251</td>
<td>1,845.6</td>
<td>5,191</td>
</tr>
<tr>
<td>Sunday</td>
<td>271.0</td>
<td>6,682.1</td>
<td>513.0</td>
<td>12,579.6</td>
<td>469.7</td>
<td>13,589.0</td>
<td>94</td>
<td>1,253.7</td>
<td>1,836</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>4,244.8</td>
<td>107,745.7</td>
<td>5,345.1</td>
<td>134,652.5</td>
<td>5,435.9</td>
<td>132,585.6</td>
<td>470</td>
<td>15,025.8</td>
<td>9,076</td>
</tr>
</tbody>
</table>

Correct: ABC-TV's 7:30-11 p.m. figure for the week ending May 19, 1968, should be reduced by 66.0. The correction is reflected in the above year-to-date figures.

Sunkist Growers Inc., Los Angeles, through Foote, Cone & Belding, same city, has scheduled a summer lemon promotion that will offer consumers a 25-cent coupon good toward the purchase of six or more Sunkist lemons in return for a box top or inner seal from any brand of tea. The offer will be carried to consumers primarily by a four-color, full-page ad in the July issue of Readers Digest. But a heavy schedule of network and local television announcements will reinforce the lemon-tea coupon offer. A special spot announcement will run on network TV in conjunction with other Sunkist orange and lemon commercials for the seven weeks from June 16 through July. Local spots will run in 64 key markets.

Metropolitan Life Insurance Co., through Young & Rubicam, both New York, will fully sponsor Pro Football Report following NBC-TV's American Football League games during 1968-69 season. Metropolitan Life has also renewed participating sponsorship in NBC-TV's Saturday Night at the Movies.

Armour and Co., through Young & Rubicam, both Chicago, has ordered a schedule for the third quarter on CBS Radio's News and Dimension, promoting Armour Star franks.

Birds Eye Division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will introduce five new products with spot-TV and print ads in northeastern and midwestern markets.

3M Co., St. Paul, through MacManus, John & Adams, New York, and United Air Lines, through Leo Burnett, both Chicago, will sponsor the Hawaiian International Open golf tournament for the second year. NBC-TV will broad-
cast the event from Honolulu Nov. 9-10 via satellite.

American Home Products is through John Murray, both New York, has made the first program purchase in ABC-TV’s The Don Rickles Show for the fall. The program will be on Fridays, 9-9:30 p.m. NYT.

‘How long can dull advertising hold out?’

American advertising too often undermines its own purposes because of its failure to come to terms with the psychology of affluence, its obsolete penchant for "gimmicky and exaggeration" in an age of sophistication, and its general adherence to "the 1936 picture of American society."

These were some of the views of Lee King, president and creative director of Edward H. Weiss & Co., Chicago, speaking to the Grand Rapids (Mich.) Advertising Club.

Mr. King pointed out that widespread prosperity is producing a new kind of American—one who rejects as phony the overt appeal to success, security and the snob instinct.

Such an approach might have been appropriate 35 years ago, he said, when our society was beset by basic economic worries, and "people in such circumstances needed symbols to help gratify those needs." Advertising has provided such symbols as "the man of distinction," recognizing that the consumer’s need went beyond the product itself to include a corresponding vision of status and worth, Mr. King said.

When we look at such an advertisement today, he declared, "it seems a little ludicrous to us . . . because we implicitly recognize that the consumer is no longer that person."

According to Mr. King, the best of today’s advertising has adjusted to today’s new developments with humor, understatement, candor, and "a totally new style of communication in which the salesmanship is so adroitly blended with the craftsmanship that you can hardly tell which is which and, what’s more, you don’t care."

"In a society which is laughing gimmicky and exaggeration out of existence," Mr. King asked, "how long can ordinary, dull advertising hold out?"

Yogi works for ACS

A new anti-smoking spot featuring Yogi Bear, aimed at young audiences and produced by Hanna-Barbera, is being made available to TV stations through local units of the American Cancer Society. The spot, available in 20- and 60-second versions, shows Yogi (above) admonishing his little pal Boo-Boo not to smoke and end up like the smoker who, animatedly, coughs his head off. The best way to quit smoking, Yogi counsels his friend, is never to start.

Rep. appointments . . .

- KAUS-TV Wichita Falls, Tex.: Blair Television, New York.
- WJAC Cadillac, Mich.; KGGM Albuquerque and KVSF Santa Fe, both New Mexico: Avery-Knodel, New York.

PGW offers review of new TV code standards

Peters, Griffin, Woodward, New York, has prepared a guide to the National Association of Broadcasters’ new television code standards, which become effective on Sept. 15.

The two-color folder is designed as a capsule review of changes in the code. It compares the old and the new code standards, element by element, covering nonprogram material, time allowed for nonprogram material, number of interruptions, billboards, number of consecutive announcements, length of station breaks and "integrated" announcements.

It also shows how the standards may apply to a sample network format covering a one-hour participating program followed immediately by a half-hour sponsored program during the 7:30-9 p.m. period on a weekday. PGW, TV station rep, points out that all nonprogram material following the credits after the end of the one-hour program is outside the "main body" and therefore does not count as an interruption. It adds this cautionary note: "Without proper attention this new element of the code would increase concentration of nonprogram material adjacent to local station-break position."

Copies of the booklet are available from any PGW office.

O&M loses Mead Johnson

Mead Johnson & Co., Evansville, Ind., will be moving its Metrecal diet products, Bib fruit juices and Palbum cereals out of Ogilvy & Mather, New York, as of Aug. 31. The account bills an estimated $7 million, with about $6.5 million in network and spot TV. A new agency has not yet been selected.

Scripto moves to D&C

Scripto Inc., Atlanta, with estimated billings of $1.5 million, has moved to Daniel & Charles, New York, after Marischal, an Interpublic company, resigned the account. Scripto spent over $1 million in network television in 1967 according to Television Bureau of Advertising figures.

Dear Brain:

Please send me the BRAIN for 18 weeks (no obligation). If we like what we receive we shall continue it (till forbidden) for $2.00 per week, to be billed every 13 weeks. Otherwise we shall notify you at the end of 18 weeks and there will be no charge for the trial period.

Mail to:

Brain Radio
Box 875
Lubbock, Tex. 79408
Daly walks out as VOA director

Says USIA boss Marks was undercutting his authority; praises staff as professional and dedicated

After a scant 12 months as head of the U.S. Information Agency's international broadcasting arm, Voice of America, John Charles Daly has decided it just isn't his line. The former host of CBS-TV's old What's My Line told USIA Director Leonard H. Marks, in a bluntly worded letter last Wednesday (June 5), that his decision to resign was "dictated solely" by certain administrative practices of Mr. Marks' office. He also emphasized the departure was not related to "any effort to control or affect the content of VOA broadcasts."

The inter-office tiff that prompted Mr. Daly's resignation comes shortly after his first year as VOA chief. Mr. Daly was appointed May 29, 1967, succeeding NBC newsman John Chancellor (Broadcasting, June 5, 1967).

Mr. Daly, who began his broadcasting career in Washington 31 years ago, joined CBS as a correspondent and news analyst in 1937, moved to ABC in 1949 and served as ABC vice president in charge of news, special events and public affairs from 1953 to 1960.

What piqued Mr. Daly were actions affecting senior VOA personnel that were allegedly initiated by Mr. Marks' office "during my recent absence from the country without advice to me." Mr. Daly said that when he returned to Washington, he protested "such maladministration."

Marks Stands Fast • "Despite these facts, and in full knowledge of the objection to such executive undercutting," he said, "an assistant representing your office has persisted in the previous action and directed the disposition of a senior VOA executive without discussion with, or reference to, my office."

During a phone conversation June 5, Mr. Daly said, Mrs. Marks had declined to rescind the order.

Though not mentioned in Mr. Daly's letter, a management study of the Voice was instituted some time ago under the direction of Howard Chernoff, retired commercial broadcaster who was a consultant to Mr. Marks (Closed Circuit, May 6). Mr. Chernoff was presumably the "assistant" to whom Mr. Daly referred in his letter.

Mr. Daly used his resignation letter to praise VOA as "highly professional" with a staff that is "dedicated ... to every specific value of the profession of journalism" that gives it distinction.

The VOA administration, he said, can have no less dedication or principle.

In a "Dear John" letter Mr. Marks said he accepted the resignation with regret. Mr. Daly and his colleagues, he said, had maintained the "highest standards of program integrity," and Mr. Daly "should derive great satisfaction from the record of achievement" made in his tenure.

"I hope that, as a journalist and a broadcaster," Mr. Marks said, "you will maintain your interest in the work of the agency and that we can in the future call upon your valued advice and counsel."

Mr. Daly declined to identify the persons involved in the dispute or to comment further on his letter. Mr. Marks could not immediately be reached for comment.

Impact of BBC local radio still doubtful

With eight months gone and 16 months to go, the success of the experiment in local radio broadcasting by the BBC in England is still a matter for speculation.

So far, local audience checks provide evidence that the listening public is apathetic. To counteract this pessimistic impression the BBC is now mounting a survey of its own which, it expects, will show that the broadcasts have made a real impact on local listening habits.

In fact, according to the number of VHF radio sets installed or on order, audience interest is relatively high, and the fundamental problem remains one of financing.

Hugh Pierce, manager of the project, confessed that "lack of money is a hell of a worry." He added: "I think there's going to have to be some rethinking on the financial side, but this is a problem for the General Post Office rather than for us."

The experiment will be completely reviewed by the postmaster general at the end of 1969, when the older stations will have been operating for two years. Six are already in service and the last two will go on the air in the next few weeks.

Results of the BBC survey are expected to provide the clue to local councils on whether to continue their participation or not. They are also expected to give a lead to the postmaster general on the hotly contested question of radio advertising which, many feel, could make the local stations viable commercial enterprises.

Abroad in brief ...

Commercial production • Colodzin Productions Inc., New York, through its affiliates, Zodiac Films Ltd., Montreal, will enter TV commercial production in the Canadian market. Zodiac is currently engaged in the importation, distribution and production of foreign films.

FC&B appointed • Foote, Cone & Belding Ltd., London, has been appointed by Ideal-Standard of Hull, the English subsidiary of American-Standard, Inc., to handle advertising. Ideal-Standard manufactures industrial and residential heating equipment and bathroom ware.

CBC's election service

Both the English and French networks of the Canadian Broadcasting Corp. will offer election-night coverage in Canada on June 25. On the CBC's northern service the returns will be heard in several Indian and Eskimo languages. The English and French reports will also be fed to stations of the Canadian Forces Brigade and air division stationed in West Germany.
French workers halt radio, TV

Newsmen seek journalistic freedom; total of 14,000 walkout on their jobs

A near-paralysis of broadcast activity in France was reported last week in an internal struggle against government interference in broadcasting. Striking broadcast newsmen seek a charter revision that would permit objective reporting on radio and TV (Broadcasting, June 3).

The broadcast strike was described as fully effective. It was sparked during the waves of worker-student strikes that rocked the DeGaulle government in recent weeks but which appeared to be receding last week.

The strike of broadcast newsmen, producers and directors and technicians—reported totaling 14,000—appeared more in line with classic French labor strikes of the past in which walkouts were called to dramatize differences in policies.

Among last week's developments was a concession by the DeGaulle government. The broadcast system's director general, Jacques-Bernard DuPont, was fired by the government on June 5 after he had hired outside technicians in an attempt to put facilities back on the air.

While technicians were striking principally for higher pay, newsmen and production people were at odds with the government over news objectivity. The walkouts had been spotty at first but by June 3 they had encompassed most personnel, including those in radio. Initially radio newsmen formed an unofficial cadre to broadcast news during the French crisis and for which members took "responsibility" as opposed to government directives, but on June 3 the radio journalists decided to walk out.

More Money • Just before the radio newsmen's action, Yves Guena, a newly appointed minister of information, offered newsmen higher pay. He did this in a broadcast on the air, promising also that the Gaullist government would study the demand for charter revision. The Guena broadcast was followed on the air by a newsmen's statement that police had surrounded the radio headquarters, that the offer was being rejected and radio newsmen would join their TV colleagues.

It was believed by French journalists that the ministry of information was stalling action until a decision on a charter revision is made by either President Charles DeGaulle or Premier Georges Pompidou. A general election has been called for June 23.

The French government used military technicians to man a reserve transmitter atop the Eiffel Tower in Paris. The transmitter was put into operation in the place of the regular transmitters. Only one news show nightly, Tele-Soir, was being telecast. No other programming was scheduled. The strike by technical personnel was in its 18th day last Thursday (June 6).

On that day striking broadcast newsmen voted a resolution informing their American colleagues of "regret at being unable in this critical moment in American history to do their work of reporting" full details of Senator Robert F. Kennedy's death and that they had cancelled planned demonstrations as a sign of mourning. They said the demonstrations were "planned this afternoon in Paris to obtain impartiality of reporting on the French radio and television which is a common goal of all its personnel."
A call for EIA leadership

Motorola's Galvin, addressing convention in Chicago, says association should chart communications policy

The Electronic Industries Association should take the leadership in coordinating the efforts of the electronics industry and the government to develop compatible systems of communications. This could involve efficient spectrum use as well as hardware standards.

This was the basic thrust of the report to the EIA membership given in Chicago last week by retiring EIA President Robert W. Galvin, board chairman of Motorola Inc. The annual meeting was the 44th convention of the EIA.

Mr. Galvin, taking note of the varied technical developments and the diverse EIA activities which involve communications policies and standards, said "no other association has the facilities, the broad industry representation or the established reputation to assume a leadership role in the development of compatible government and industry policies, standards and techniques required by the many and varied information systems."

Spectrum Use • He pointed out that many EIA activities and conferences with government agencies now are virtually routine. "In addition to long-established groups such as the land-mobile communications, microwave and broadcast-equipment sections and the newer CATV, amateur-radio and citizens-radio activities," he explained, "we have become deeply involved in studies of the most efficient use of the spectrum, proposed regulations of computer-communications networks and government plans for and uses of the new communication facilities."

The expanding uses of information networks in banking, transportation control and reservations, hospitals, libraries, education and the transmission of scientific, legal, technical and crime-detection data, Mr. Galvin said, "point to the ultimate growth of an industry equal to any but our defense and space market."

Mark Shepherd Jr., president of Texas Instruments Inc., was elected president of EIA succeeding Mr. Galvin (see page 64). The Motorola executive had served two terms.

At the EIA board meeting last Thursday the association's executive vice president, James Secrest, was re-elected. Three staff vice presidents also were re-elected: Jack Wayman, consumer products division, Tyler Nourse, parts division and distributor products, and William H. Moore, government products division.

Organization Study • Mr. Shepherd Thursday appointed L. Berkley Davis, Washington vice president of General Electric Co., to be chairman of an ad hoc committee which is to study the whole organization of EIA. The purpose is to consider "changes leading to a more effective structure to serve the complex electronics industry," Mr. Shepherd said.

"Public demand for color television continues strong although not as high as earlier forecasts indicated," Mr. Galvin reported. "Monochrome set sales are showing remarkable vitality in competition with color due largely to the popularity of portables and small-screen receivers. Color sales should hit an annual rate of six-million units and total TV-set sales should reach 11-million units or better, he said.

Mr. Galvin said the present trends for the electronic industry as a whole "are favorable although mixed." He said total factory sales of all products will hit a new high of about $23 billion this year, but the rate of growth will be less than in 1967.

Electronic industry sales (millions of dollars):

<table>
<thead>
<tr>
<th>Market</th>
<th>1967</th>
<th>1968*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>$4,224</td>
<td>$4,500</td>
<td>6.7</td>
</tr>
<tr>
<td>Industrial</td>
<td>5,738</td>
<td>6,100</td>
<td>6.3</td>
</tr>
<tr>
<td>Government</td>
<td>11,422</td>
<td>11,945</td>
<td>4.6</td>
</tr>
<tr>
<td>Replacement components</td>
<td>500</td>
<td>665</td>
<td>3.3</td>
</tr>
<tr>
<td>Total</td>
<td>$22,352</td>
<td>$23,310</td>
<td>4.8</td>
</tr>
</tbody>
</table>

*Estimated

Radio-TV imports for quarter down somewhat

Foreign label imports accounted for 43.5% of all radio sets sold in the U.S. during first quarter of 1968, according to the Electronics Industries Association.

Percentage peaked at 59.3% for all AM-FM or FM receivers.

In television, only 3.9% of sales in the first three months of the year bore labels of foreign makers. EIA did not separate monochrome from color TV set sales.

Among AM home receivers, 52% were foreign imports, and among AM-FM or FM only, 32.5%. Automobile radio imports ran 13.9% for AM sets, and 13% for AM-FM or FM only. For total radio, imports accounted for 36.5% of AM set sales, and 59.3% for AM-FM or FM-only sets.

In the first quarter last year, 45% of all home radios bore foreign labels, and 7% of all TV sets.

Total U.S. sales for the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>Home Radio</th>
<th>Auto Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM factory sales</td>
<td>1,039,862</td>
<td>2,237,178</td>
</tr>
<tr>
<td>AM/FM or FM</td>
<td>405,717</td>
<td>285,490</td>
</tr>
<tr>
<td>Imports, domestic label</td>
<td>717,596</td>
<td>953,068</td>
</tr>
<tr>
<td>Imports, foreign label</td>
<td>1,930,862</td>
<td>361,660</td>
</tr>
<tr>
<td>Total, U.S. sales</td>
<td>3,513,420</td>
<td>2,938,838</td>
</tr>
<tr>
<td>AM/FM or FM only</td>
<td>2,533,697</td>
<td>308,121</td>
</tr>
</tbody>
</table>

Television (Monochrome and color):

| Imports, domestic label | 2,848,157  |
| Imports, foreign label | 200,972    |
| Total, U.S. sales      | 108,945    | 2,796,047  |
FCC eases rules on translators

VHF power increase in West, UHFs' selling of spots authorized by commission

The FCC, following a wide-ranging review of its translator rules and policies, has decided to remove some of its shackles from translator operations in order to facilitate expansion of off-the-air television service.

The commission last week adopted rules permitting VHF translators west of the Mississippi (including Alaska and Hawaii) to increase power from 1 w to 10 w and authorizing UHF translators to originate spots soliciting and acknowledging financial support.

The commission initiated the translator proceeding last year as part of a continuing effort to develop means of helping television meet the needs for service that have led to the establishment and growth of the CATV industry (Broadcasting, June 6, 1967).

And the conclusion of the proceeding last week represents something of a victory for the National Television Translator Association which, first under Ed Craney, former Northwest broadcaster, and then Nat Allen, has pressed for liberalization of the translator rules.

Extends Area - One of the amendments adopted will permit VHF station licensees to operate VHF translators outside the stations' grade-B contour, unless the area is within another station's service area.

Another will permit stations to contribute to the maintenance and operating costs of community-owned VHF translators carrying their signals.

The new rules were adopted by all six commissioners present last week. But only three—Chairman Rosel H. Hyde and Commissioners Lee Loveinger and James J. Wadsworth—endorsed the final order. Commissioners Robert E. Lee, Kenneth A. Cox and Nicholas Johnson concurred in the result. Commissioner Robert T. Bartley was absent.

In permitting the power increase of some VHF translators to 10 w, the commission said it was taking "a calculated risk." It noted that translator service was not created to provide wide-area coverage but as a way for communities to obtain television reception at reasonable cost.

Or proceeding - The commission said it had been persuaded that the 1-w limit was inadequate to serve the needs of some communities. But it also said that, since UHF translators can be used where still higher power is needed—they are authorized to operate at up to 100 w—there is no justification for power above 10 w for VHF translators at places where there are no channel assignments. VHF translators may operate with 100 w on assigned but unoccupied channels.

The commission rejected requests from some of those offering comments in the proceeding that it increase the permissible power of VHF translators east of the Mississippi. However, it said it would consider requests for waivers of the 1-w limitation if they are accompanied by showings of need and of safeguards that would be employed against interference.

The new rule giving UHF translator operators limited authority to originate programming could go far to eliminate their financial problems. The spots, which will be limited to one 20-second announcement per hour, may include commercial messages for sponsoring organizations.

The FCC said the greater danger of interference on VHF channels bars extending the authorization for the solicitation spots to VHF translators.

Fighting CATV - The commission had considered permitting licensee-owned VHF translators to operate within the service area of other stations. The commission said that if a nonduplication condition were attached to such an authorization it would help the translator-owning station withstand CATV competition.

However, the commission dropped the idea, on the ground that it would tend to dislocate its national TV system of allocations and lead to a proliferation of VHF translators which would pose the danger of electrical interference to television stations and other users of the VHF portion of the spectrum.

UHF translators are not barred from operating within the service area of stations whose signals they don't carry. The commission said it had decided against imposing such restrictions in the interest of encouraging the development of UHF service.

One proposal the commission turned down, with "regret," would have provided for a rulemaking aimed at permitting translators to originate programming beyond the limited commercial announcements. The commission said there is considerable appeal in the proposal to give small communities an outlet for self-expression. But it said the technical hurdles involved in bringing the idea to life "appear insuperable at this time."

The commission said that it would have to continue to look to a proposal—now three years old—for establishing a new service of low-cost, low-power UHF stations that would operate in small and medium-sized communities (Broadcasting, June 14, 1965).

Added Actions - In other matters in the proceeding, the commission:

- Upped from 30 to 50 db the amount of attenuation required of VHF translators of more than 1 w in frequencies more than 3 mc above and below the upper edges of assigned channels. The commission said that the present 30 db requirement is "overly lenient."

- Rejected a proposal to permit translators to be used exclusively to relay television signals to other translators. The commission said translators are not intended to provide a point-to-point service.

- Put off for further study the question of whether it should adopt rules requiring translators to afford nonduplication protection to television stations. The commission said that, in the meantime, it would continue handling the issue on a case-by-case basis.

The commission also dropped proposals for lifting the ban on VHF translators in areas with predicted UHF service, for imposing special requirements on translators rebroadcasting educational television signals and for giving preference to television licensees over nonlicensees in granting authorizations for translators.

Technical topics...

Automatic film processor - Houston Photo Products Inc., Yuma, Ariz., has introduced an eight-foot-long film processor for 16mm and super 8mm Ektachrome film. Model E-16-8-30, designed for TV stations for processing color news reels as well as schools, small labs and industrial plants, will process from 15 to 18 100-foot reels per hour.

UHF to color - RCA Commercial Electronic Systems Division has received a contract to supply nearly $1 million in studio and transmitting equipment to WAB-TV Lorain-Cleveland. United Artist's UHF station. The station will use RCA color television film systems. WAB-TV will begin broadcasts this fall on channel 43.

Lab Glossary - A glossary of laboratory terms, a detachable foot-chart and diagrams and tips on how to prepare "A" and "B" 16 mm originals for printing are all contained in a new 28-page film and video-tape processing catalogue and price list offered without charge by Acme Film and Videotape Laboratories. Acme, a subsidiary of Filmways Inc., is located at 1161 North Highland Avenue, Hollywood, Calif. 90038.
Chris-Craft, W7 talk merger

Preliminary discussions have been held on the possible merger of Chris-Craft Industries Inc., Oakland, Calif., and Warner Brothers-Seven Arts Ltd., Toronto and New York, it was announced by the two companies last week.

The announcement said that "no terms for any merger or consolidation have been agreed to, nor is there any assurance that a satisfactory proposal will eventuate." The two companies are not now holding meetings, it was said.

Chris-Craft will consummate a merger later this month with the Baldwin-Montrose Chemical Co., which is the principal stockholder (BROADCASTING, May 20). The surviving company will be Chris-Craft, a major manufacturer of pleasure boats; owner of three TV stations (KOP-TV Los Angeles, WTCN-TV Minneapolis and KPTV-TV Portland, Ore.), and manufacturer of carpet and padding, mainly for the auto industry. Baldwin-Montrose manufactures industrial and agricultural chemicals.

No Stranger to TV = Herbert J. Siegel, chairman and president of Chris-Craft, is no stranger to the entertainment industry, including television. At one time, he was board chairman of General Artists Corp., a leading talent agency involved in TV packaging and sales, and was an executive with Official Films several years ago. He headed a dissident group that made an unsuccessful attempt to win control of Paramount Pictures Corp. The Siegel group subsequently sold its Paramount stock to Gulf & Western Industries, which then acquired Paramount as a subsidiary.

Warner Brothers-Seven Arts was formed last summer, resulting from the acquisition by Seven Arts of the assets of Warner Brothers. The merged company is active in the production and distribution of motion pictures to theaters and the distribution of series, specials and feature films to TV. Eliot Hyman is chairman of W7.

For the nine months ended March 31, Warner Brothers-Seven Arts had net income of almost $5.3 million, or $1.40 a share, on sales of $137.7 million. A combined statement of income of Chris-Craft and Baldwin-Montrose for 1967, according to a recent proxy statement, shows that combined revenue as approximately $85.8 million, with net income of almost $4 million, or $2.32 a share.

$35-million long-term debentures from MGM

Metro-Goldwyn-Mayer, New York, has filed a statement with the Securities and Exchange Commission seeking registration of $35-million in convertible subordinated debentures due 1993 (BROADCASTING, May 27). The debentures will be marketed by Merrill Lynch, Pierce, Fenner and Smith and The Blythe Co., both New York.

Net proceeds from the debentures and initial borrowing of $35 million under a $50-million, three-year revolving bank credit agreement will be used to repay short-term notes amounting to $70.5 million and to meet the rising costs of film production. MGM also has an $18,181,000 in long-term notes due in 1972.

ITT gets $19.6 million for some Comsat shares

International Telephone and Telegraph Corp. announced last week the offering of 316,250 shares of class B common stock of the Communications Satellite Corp., Washington, at $62.25 a share. The offer, reportedly, has already been sold out at $19.6 million.

ITT will retain 500,000 Comsat shares and remain its second largest stockholder. The largest block of Comsat stock is held by AT&T.

The offering was made through a nationwide group of underwriters headed by Kuhn, Loeb and Co. and Lazard Freres and Co.

Sonderling has plan to add new companies

Sonderling Broadcasting Corp. is actively seeking new acquisitions to further diversify, Egmont Sonderling, chairman and president of the group owner, told stockholders in Chicago last week at the company's first annual meeting since going public in May 1967. The expansion will be in the fields of TV program production, publishing and recreational industries and services, he indicated.

Sonderling, which has six AM and three FM outlets under its banner and in January acquired WLXY-TV Louisville, a fortnight ago bought Trim Telefilm Service Co., New York, an area distributor and expeditor of TV film commercials, for more than $1.5 million in stock and cash (BROADCASTING, June 3). Trim will be merged into Modern Teleservice Inc., New York, acquired earlier this year. Modern distributes TV commercials nationally.

Sonderling also has shown interest in purchasing WAST-TV Albany, N. Y., for $8.5 million (CLOSED CIRCUIT, May 6) and reportedly may sell WDIA Memphis and KFOX Long Beach, Calif. (CLOSED CIRCUIT, June 3).

Sonderling stockholders voted to create a new class of one million shares of preferred stock without par value to be issued as determined by the board of directors. They also approved an increase of authorized capital stock from two million to four million shares and the adoption of an employees' stock option plan. Sonderling Broadcasting scored record highs in revenues and incomes for the year 1967 and the first quarter of 1968 (BROADCASTING, June 3, April 15).

"We expect to increase sales and earnings for all of our broadcast properties in 1968," Mr. Sonderling reported. In May most of our stations reached new high levels of gross revenues and earnings," he said.

WJRJ-TV shows loss; wants to go public

Rice Broadcasting Co., licensee of WJRJ-TV (ch. 17) Atlanta—which began operations less than a year ago and as of March 31 had sustained a net loss of over $305,000—has decided to go public.

The company filed a statement with the Securities and Exchange Commission last week seeking registration of
130,000 shares of stock (approximately 35%) at $4.75 per share which is expected to yield $617,500. The original investors in the station, headed by Atlanta businessman Jack M. Rice, will retain 65% of the outstanding stock for which they paid $626,662 or $2.68 per share.

WJRR-TV will use $200,000 to pay short-term bank loans and the remainder will be used to meet operating expenses. Rice estimates that in the next year the company must be prepared to meet about $500,000 in operating expenses. As of March 31 the station incurred $413,801 in operating expenses, while receiving $108,105 in gross revenues (minus commissions) which resulted in a net loss of $355,000 or $1.67 a share.

Located in the nation's 21st market (19th TV market), the station got 71.9% of its revenue from local advertising, 14.9% from national spot and 13.2% from "miscellaneous", according to the registration statement. Atlanta Telemeter Inc., a pay-TV firm, is a wholly owned subsidiary of Rice Broadcasting.

W. R. McKinsey, Rice president, will receive $30,000 for 1968, $32,500 for 1969 and $35,000 in 1970. The remaining 13 officers and directors will each receive less than $30,000 annually. From Sept. 1 to Dec. 31, 1967, the 14 officers and directors of the station received an aggregate of $27,500.

Stock split approved by MCA stockholders

MCA Inc. stockholders approved a 3-for-2 stock split and an increase of authorized common shares without par value to 9,750,000 at the company's annual meeting in Chicago last week. At the 20-minute session stockholders also voted in favor of employee stock option and investment programs and re-elected present directors.

Worldwide production and distribution of TV programs accounted for about 45% of gross revenue in 1967, according to the MCA annual report distributed at the meeting. Motion pictures accounted for about 30% and music and records about 20%.

For the year ending Dec. 31, 1967:

<table>
<thead>
<tr>
<th>Year</th>
<th>1967</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income per common share</td>
<td>$3.20</td>
<td>$3.78</td>
</tr>
<tr>
<td>Revenues</td>
<td>224,338,698</td>
<td>218,127,703</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>28,130,140</td>
<td>26,560,194</td>
</tr>
<tr>
<td>Net Income</td>
<td>12,060,140</td>
<td>13,610,194</td>
</tr>
</tbody>
</table>

RCA offering sold out

A 300,000-share secondary stock offering by RCA was oversubscribed after reaching the market at $49.125 a share. The offering was worth $14,737,500 and was made through Merrill Lynch, Pierce, Fenner & Smith Inc., and Goodbody & Co. The source of the offering was not identified.

Rust Craft CATV is up, broadcasting down

Rust Craft Greeting Cards Inc., parent company of Rust Craft Broadcasting Corp., (group operator), reported the second-best year of its 61-year history, despite a net income drop in its broadcasting division. The company's annual report notes higher costs, attributable to conversion to full-color facilities, have not been offset by increased revenues.

Rust Craft, also a multiple CATV owner, had a 55% gain in CATV subscribers during the year bringing the total to 28,000 customers. Operating under the name of Neptune Broadcasting Corp., Rust Craft owns CATV systems in Steubenville and Martins Ferry, both Ohio, and Moundsville, W. Va. Rust Craft also has partial interests in CATV systems in East Liverpool, Marion, Lima and Lisbon, all Ohio, and in New Castle, Pa.

For year ended March 3:

<table>
<thead>
<tr>
<th>Year</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.85</td>
<td>$2.62</td>
</tr>
<tr>
<td>Sales</td>
<td>44,380,513</td>
<td>43,311,515</td>
</tr>
<tr>
<td>Net income</td>
<td>1,183,560</td>
<td>1,186,110</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>779,376</td>
<td>778,566</td>
</tr>
</tbody>
</table>

Notice

On May 28, negotiations were completed for the purchase of KOME Inc., Tulsa, Oklahoma by Tracy-Locke Company Inc., Dallas, Texas.

KOME Inc. was formerly owned by David Wagenwoord, who is the operator of WWOM-AM-FM-TV, New Orleans, Louisiana.

Tracy-Locke Company Inc. is one of the largest advertising agencies in the Southwest.

Sales price $500,000

Broker:

La Rue Media Brokers, Inc.
116 Central Park South
New York, N.Y. 10019
(212) 265-3450
KLYD fined $3,000 for alleged rigged contest

KLYD Bakersfield, Calif., has been notified by the FCC of its apparent liability for a $3,000 fine for what the commission said was contest rigging.

The commission's notification indicated that the station manager, Richard L. Venturino, apparently had rigged a "Win-a-Honda" contest in which four of the 12 motorcycle prizes went to relatives of advertisers or advertising agents. The commission said that the four winners were told by Mr. Venturino that they would be winners and what to do to get the prize. The commission also stated "it appears that the station manager engaged in a scheme for the purpose of prearranging or pre-determining the outcome of the 'Win-a-Honda' contest with intent to deceive the listening public. . . ."

Officials of Kern County Broadcasting Co., licensee of KLYD, disclaimed knowledge of situation. However the commission said "lack of knowledge on the part of the licensee does not relieve the licensee of the responsibility." The contest was held last October.

Drumbeats . . .

Listeners respond - Don Warren, host of the Good Morning Show on WQ Des Moines, Iowa, made an appeal for donations for 15-year-old Leanna Prill of Lanesboro, Iowa. Leanna, daughter of Mr. and Mrs. Richard Prill, has to have a kidney transplant, which will cost $20,000. Listeners in the WQ coverage area responded with over 4,000 pieces of mail containing $10,606.31.

Soap Box Derby - Among the local sponsoring organizations for Chevrolet's 31st Soap Box Derby are television and 39 radio stations. First-time sponsors are WDNA Danville, Va., WHLD Niagara Falls, N. Y., WEBO Owego, N. Y., and KEWH Topeka, Kan. The 244 local champions will compete for $150,000 in U. S. Savings Bonds and college scholarships in Akron, Ohio, on Aug. 24.

'High Eminence' - FCC Commissioner Lee Loevinger was awarded the outstanding achievement award by the University of Minnesota at the university's law school senior recognition exercises, in Minneapolis, on Friday (June 7). The award is given former students who "have achieved high eminence and distinction." Commissioner Loevinger is a former member of the Minnesota Supreme Court and was a chief of the Justice Department's antitrust division.

Faculty education - Corinthian Broadcasting Corp.'s first faculty internship in broadcast journalism was awarded to Gene R. Stebbins, assistant professor of speech at Sacramento (Calif.) State College, it was announced last week in New York. Mr. Stebbins will be serving his summer internship at one of Corinthian's five stations. Mr. Stebbins teaches broadcast writing, production and television direction and serves as advisor to KERS(FM), the college's station.

Top animal actors - Arnold, the pig featured in Filmways-CBS-TV's Green Acres series, is the top animal actor in television, according to a poll of television, motion picture and pet writers representing newspapers throughout the U. S. The poll, for the 18th consecutive year, was sponsored by the American Humane Association. An award for the best animal performance in a television commercial, presented for the first time this year, went to Zamba, the lion in the Dreyfus Fund commercials.

Successful auction - A five-day fund-raising auction for KLUX(TV) San Antonio, Tex., proved successful, according to Dr. Harvey Herbst, station manager of the educational channel, who announced the grand total earned by the event was $85,059.53.

'Esquire' honors art projects

Esquire magazine presented 21 "Business in the Arts" awards and 23 "honorable mention" citations last Monday (June 3) to companies sponsoring "noteworthy" art projects during 1967. Broadcast award winners were AT&T for sponsorship of the Bell Telephone Hour on NBC-TV; Burger Chef Systems Inc. for sponsorship of 12 Indianapolis Symphony Orchestra concerts televised in that city; Capitol Broadcasting Co., Raleigh, N.C., for sponsoring tours of National Opera Co.; Illinois Bell Telephone Co. for underwriting the Chicago Festival series of weekly programs on WTTW(TV) and WXXW (TV), both Chicago, and WBBZ-TV Boston, for creating the national instrumental competition.

The Speaker brings down the house

Speaker of the House John McCormack matched wits with teenage TV quiz winners in his Capitol Hill offices and the Massachusetts Democrats had the youngsters in stitches. Two teams of eighth-graders, winners of competition on Jr. High Quiz on WTAE-TV Pittsburgh under sponsorship of Pittsburgh National Bank, also visited other Washington officials including FCC Commissioner Nicholas Johnson. At left is R. Clifton Daniel, WTAE-TV public service director. In background to Speaker McCormack on right is Ricki Wertz, moderator of Jr. High Quiz, and Frank Bollinger of WTAE-TV.
**FATES & FORTUNES**

**BROADCAST ADVERTISING**


James K. Jurgensen, senior VP with Lilienfeld & Co., Chicago, named executive VP.

Earle Bower and John Deacon, account supervisors with Cunningham & Walsh, New York, elected VP's.

Jules Bacal, Edward Hannibal, Sidney Lerner and Thomas Ong, VP's, Benton & Bowles, New York, named associate creative directors.

Kenneth C. Mehrhof, VP and account group supervisor, Fuller & Smith & Ross, New York, named VP and manager. FSR's Pittsburgh office, succeeding John Leahy, who has resigned. Mr. Mehrhof will also be management supervisor of Alcoa account.

Jim Underwood, formerly with KRLD-TV Dallas-Fort Worth and on staff of Texas attorney general, named VP of Creative Agency Associates Inc., Dallas.

Mike Biety and Louis Fuller, account executives with Mathisson & Co., Milwaukee, named VP's.

Lee Kahn Block, media director; Margaret Dillon, PR account executive; Donald Hendry, account executive, and Tamara K. Homer, fashion director and account executive with Allerton Berman & Dean, New York, named VP's.

Roy D. Gould, TV-radio director of Hume, Smith, Mickelberry Advertising, Miami, named VP.

Richard Lane, with KPRO Riverside, Calif., named VP in charge of sales.

W. Warren Armstrong, account executive with Lieberman Associates Inc., Allentown, Pa., named VP.

John R. Vrba, general sales manager at KRTV(TV) Denver, named director of television sales for Avco Broadcasting Corp. (group owner), Cincinnati. Ken King, account executive at KRTV, succeeds Mr. Vrba as KRTV general sales manager.

Jack Mealer, with Swinn/Mealer Inc., Whittier, Calif., elected president of Western States Advertising Agencies Association.

Jeremiah Moynihan, associate media director of Campbell-Ewald Co., Detroit, named acting director of media.

Henry Halpern, VP at Basford Inc., New York, named media director for Communications Center Inc., that city.

Martin Mills, director of research and programming for Meeker Radio Inc., New York, named director of market planning and sales planning for Spanish International Network, that city.

Sangston Hettler Jr., account executive with NBC Radio, joins WEFM(FM) Chicago as director of sales development.

Paul Howard, art director for Ogilvy & Mather, New York, joins Wyse Advertising, that city, as senior art director.

Joseph G. Sheward, account executive with WTAG Philadelphia, named local sales manager.

Jim McLaughlin, with WNHK New Haven, Conn., joins Van Leeuwen Advertising Inc., that city, as broadcast creative director.

Stan Pappas, with Robert E. Eastman & Co., New York, named manager of company's San Francisco office. Mr. Pappas replaces Mark Hurd, whose future plans are unannounced.

Donald A. Wolff, with NBC Spot Sales, Chicago, named manager, John C. Butler Co., that city. Jack W. Kortegast, with KRLD-TV Dallas-Fort Worth, named manager, John C. Butler Co., Dallas.

Jack J. Moffitt, account executive with WJW-TV Cleveland, named general sales manager of WUAB-TV Lorain-Cleveland.

Stanley S. Stoller, local sales manager of WWOOC Washington, resigns after 23 years with station. He will announce plans following vacation.

**MEDIA**

Dave Taylor, general manager of KPRO Riverside, Calif., named executive VP. Ralph Lawler, with KPRO, named VP in charge of station operations.

George B. Storer Sr., chairman of Storer Broadcasting Co., Miami Beach.

**7 appointed by IVC**

International Video Corp., company based in Mountain View, Calif., which designs and manufactures equipment for commercial broadcast, cable television and educational TV applications, has announced seven marketing appointments. John D. Rockwell, general sales manager and treasurer for Maryland Telecommunications, named national sales manager of IVC. Richard J. Reilly, district sales manager for IVC, named western regional sales manager. Joseph S. Bottali, distributor sales manager, named eastern regional sales manager. William A. Fink, IVC marketing services manager, named director of market development and product planning. Paul W. Jantzen, contract administrator for Precision Instruments Co., named manager, sales and service administration. Frederick J. Haines, project engineer for IVC, appointed manager, applications engineering. Jerry Kraus, government sales manager for GPL division, General Precision Systems Inc., named district manager for Southern California.

Mr. Vrba        Mr. King

John R. Vrba, general sales manager at KRTV(TV) Denver, named director of television sales for Avco Broadcasting Corp. (group owner), Cincinnati. Ken King, account executive at KRTV, succeeds Mr. Vrba as KRTV general sales manager.

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George B. Storer Sr., chairman of Storer Broadcasting Co., Miami Beach.
Fla., also elected chairman of board of directors of Northeast Airlines Inc., Boston.

John F. Bayliss, VP and general manager of WSLR Akron, Ohio, elected executive VP of Welcome Radio stations WSLR and WOKO Albany, N. Y. He will continue as general manager of WSLR and will act in supervisory capacity with WOKO.

Elliott N. Tarnofsky, controller, Perfect Film Laboratories, New York. named controller, National Educational Television, that city.

Charles Renwick, program manager of WJW and WCJW(FM), both Cleveland, appointed general manager of WCJW.

Noble V. Blackwell, with WYOT Nashville, named VP and general manager.

Si Mael, VP and general manager of United Artists Records, New York, resigns, and begins his own company, Si Mael Associates, that city, new business and management consultant’s organization designed to serve record and entertainment industry.

Herbert R. Shein, program director of WEOK-AM-FM Poughkeepsie, N. Y., named general manager of WKIP-FM, that city.

Franklyn Warren, manager, international management services of NBC International Enterprises, New York, named director. He is succeeded by William H. Kratch, who was coordinator, international facilities.

Dee Gee, formerly with WESA Charleston, Pa., and KLFR(FM) Long Beach, Calif., joins KJLH(FM) Long Beach, Calif. as general manager.

John C. Soller, director of promotion and merchandising, WKRC-TV Cincinnati, appointed station manager, WKRC-FM.

Joseph R. Moore Jr., with WONE Panama City Beach, Fla., named station manager.

Bobby I. Bender, production manager of non-commercial WRUR(FM) Boston, named operation manager.


Alfred L. Schwartz, assistant general counsel of Metromedia Inc., group owner, New York, named general attorney.

Joe McFadden, personnel manager of WCAU Philadelphia, joins WPX, that city, as business manager.

Herbert A. Belkin, labor attorney for NBC, New York, named administrator, labor relations. West Coast. NBC.

PROGRAMING

Don R. Dillon, with Armed Forces Radio Broadcasting Corp., Cincinnati, joins WTFM(TV) Bloomington-Indianapolis as program manager, replacing Howard Zuckerman who goes into business for himself.

Michael T. Purcell, program manager of WPOT Brewster, N. Y., joins WEOO Poughkeepsie, N. Y. in similar capacity.

Frank Laster, program director at WLOR Thomasville, Ga., joins WKCY Harrisonburg, Va. as program operations manager.

Madeleine de Ryke, coordinator of foreign sales with Four Star Entertainment Corp., New York, appointed foreign sales manager.


Jesse R. Ragan, program manager for KMBC-TV Dallas, joins WMCM(TV) Nashville as operations manager. WMCM is due to go on air in July.

Jerry Janes, with WTMF(FM) Lake Success, N. Y., named program director.

George W. Wood, newscaster for WOAI San Antonio, Tex., named director of community services for WOAI-TV. Mr. Wood succeeds L. E. Richards, who retires.

Bill Jay Bumpus, director of news and public affairs at WLAC-TV Nashville. also named operations manager.

Crawford Hawkins, Jr., executive producer and general manager, Midwest branch, Pacific commercials division of Pacific Title Inc., Chicago, appointed executive producer. MPO Videotronics Inc., that city.

Dick Dietrich, with WJLR-TV Detroit, named executive producer.

NEWS

Sam Mercantini named news director of WJY(TV) Elkhart-South Bend, Ind. and WTRC-AM-FM Elkhart.

Len Martin, news editor of WDFL Flint, Mich., joins KQV-AM-FM Pittsburgh as news director.


Frank J. Schultz Jr., UPI, Dallas, named UPI’s regional executive for north Texas region.

Jim Loughman, with WNUS Chicago, appointed news director of WXTM Arlington Heights, Ill.

Thomas H. Eynon, community information officer for city of Saginaw,
Saginaw

of

New
department

Listener's Guide, appointed coordina-

tor, 20th Century-Fox, and

York.

Electro

communication

sumer

named

ant

wxrv(TV)

New

VP

EQUIPMENT

named

ator, 20th Century -Fox,

and

York.

BROADCASTING, June 10,

and

mustache

York.

G.

engineer

in

systems

of

those division.

division, Rick

with

products department.

Hill

of

Institute of

Technology

magazine, New

N. Y., appointed

of

of

Chief

of

Ralph F. Freas, formerly with Mod-

ern Hi-Fi & Stereo Guide and FM

Listener’s Guide, appointed coordina-

tor, corporate information, with NBC.

New York.

D. G. Phelan, with radio/television

department of Carl Byoir & Associates,

York,

joins publicity department of Hill & Knowlton, that city, as
director of radio/television.

Wallace R. Westphal, director of

public relations for wor-am-fm New

York, appointed director of advertising

and promotion for wor-fm.

Betsey Meese, wlvw(tv) Indian-

apolis, joins wkrc Cincinnati as direc-

tor of promotion and merchandising.

Howard Liebling, magazine coor-

dinator, 20th Century-Fox, New York,

named director of publicity and adver-

tising, Stanley Kramer Co., that city.

EQUIPMENT & ENGINEERING

Edmund R. Auer, controller for CBS

Laboratories, Stamford, Conn., named

VP for administration.

Earl R. Neely, with wor-am-fm-tv

New York, named chief engineer for

wxtv(tv) Paterson, N. J., due to be-

gin broadcasting in July.

Steve Gibson, with kpro Riverside,

Calif., named director of engineering.

Robert G. Berg, Northwest video

sales representative for Ampex Corp.,

Redwood City, Calif., appointed assis-

tant chief engineer at kiro-tv Seattle.

J. Lawrence Pozzi, maintenance su-

ervisor at kwhn-tv San Francisco,

named engineering manager.

Christopher S. Carver, manager of
electronic systems marketing in con-

sumer electronics division of General

Electric Co., Syracuse, N. Y., appointed

manager, business planning, in visual

communication products department.

Howard Falk, associate editor of

Electro -Technology magazine, New

York, joins The Institute of Elec-

trical and Electronics Engineers Inc., that
city, as manager of information serv-

dices development.

David E. Karmann, with engineer-

ning staff of Whitney Blake Co., New

Haven, Conn., named manager of

firm’s coaxial cable division.

Raymond E. Davis, Midwest sales

engineer for CATV systems division of

Jerrold Electronics Corp., Philadel-

phia, named southern regional manager

of that division, Atlanta.

Dennis E. Hersford, formerly man-

aging director of 3M Co. subsidiary in

The Netherlands, appointed marketing

manager of Mincon division of 3M


Donald S. Brown, formerly television

engineer with kwv-tv and radio engi-

neer with wpbn-am-fm, all Phila-

delphia, joins FCC, New York, as elec-

tronic engineer.

ALLIED FIELDS

Mike Heinberg, sales manager of

Media Statistics, Silver Spring, Md.,

resigns. No future plans announced.

Donald E. Bilger and Michael L.

Glaser form Washington law firm of

Bilger and Glaser. Both were associ-

ated with Smith, Pepper, Shack & L’Heureux

law firm in Washington before estab-

lishing their own practice. Mr. Bilger

previously was with Welch and Morgan.

Washington.

INTERNATIONAL

Kenneth Rive, chief, Gala Films, and

TV scriptwriter Lord (Ted) Williams,

form their own company in England, Gala

Co-Productions Ltd., which will produce

feature films to be shown first on

tv and later released to theaters.

Thomas Mayer, manager of broad-

casting division of the Marconi Co.

Chelmsford, Essex, England. appointed

general manager, components, with res-

ponsibility for Marconi microelec-

tronics division, specialized components
division, Hackbridge Crystal Works and

for Elliott-Automation Microelectronics

Ltd. He is succeeded by R. G. Williams,

who was manager of commercial serv-

ces of broadcasting division.

DEATHS

Arthur L. Malcarney, 55, executive

VP and a director of RCA, died May

28 at his home in Haddonfield, N. J.

He joined RCA in 1933 as inspector in

Camden, N. J., plant; and held posts of

foreman, superintendent, and plant

manager.

Graham Junior College

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Learn by doing. Two Year Work-Study Programs in

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agement. Communications, Liberal Arts. Profes-

sional training on School Station WOBY and

WSBB-TV. Activities. Placement. Dormitories.

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Graham Junior College (founded as Cambridge

School), 632 Beacon Street, Boston, Mass. 02215
manager before being elected VP in 1956 and executive VP in 1957. He was elected to board in 1961. Mr. Malcarney is survived by his wife, Anita, and three sons.

Cole A. Armstrong, 61, deputy director of Office of Telecommunications Management. Executive Offices of the President, died June 2 of apparent heart attack while working in garden at his home in Washington. Prior to joining White House staff in 1966. Mr. Armstrong was executive director of military communications division of Bell System. He is survived by his wife, Florence, and two daughters.

Walter H. Burnham, 81, retired vice-chairman of Doremus & Co., New York, died June 1 at Jersey Shore Medical Center at Neptune, N.J. He is survived by his wife, Anne, and three daughters.

Albert Spiro, 47, owner and general manager of WRLK New City, N.Y., died June 3 in Suffern, N.Y., of heart attack. Last year, his station was gutted by fire, then rebuilt, after broadcast of Mr. Spiro’s controversial Hot Line program. He blamed racists for fire (Broadcasting, July 31, 1967). He is survived by his wife, Elizabeth, son and daughter.

Charles Gay, 59, program director of WHO-TV Dayton, Ohio, died May 30 at Kettering Memorial Hospital in Dayton following heart attack. He is survived by his wife, Naomi, and son.

James B. Cahoon, 50, producer, writer and director of documentary and commercial motion pictures, died of cerebral hemorrhage on May 29 at Genesee hospital in Rochester, N.Y. Mr. Cahoon produced daily United Nations coverage and pilot films in mid-1950’s for CBS-TV. He is survived by his wife, Janet, and two daughters.

Merritt O. Hartson Sr., 44, engineer at WMAR-TV Baltimore for 18 years. Died May 31 following heart attack at his home in Randallstown, Md. He is survived by his wife, Doris, five daughters and one son.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 28 through June 3 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. CP = construction permit. D-day = designation of a temporary antenna, ERP = effective radiated power. kw = kilowatt. LAT = local antenna. LS = local system. M = megacycles. MOD = modernization. N = night. PSA = preservice service authority. SCA = subsidiary communications authorization. SH = specified hours. SSA = special service authorization. ST = special temporary authority. T = transmitter. UHF = ultra high frequency. VHF = very high frequency. W = watts. W = educational.

New TV stations

APPLICATION

Tyler, Tex.—Festival Broadcasting Co. Seeks UHF ch. 14 (470-476 mhz). ERP 399 kw vis. 115.6 kw aud. Ant. height above average terrain 660 ft.; ant. height above ground 460 ft. P. O. address: Suite 70. The Fair Petroleum Building, South Broadway Street, Tyler 75701. Estimated construction cost $766,000; first-year operating cost $335,000; revenue $575,000. Geographic coordinates 32° 20' 13" north lat.; 94° 36' 19" west long. Type trans. Type antenna: temporary. Principal: Principal: Texas Instruments Inc., 2800 Medical Center P.O. Box 3326, Austin, Texas. SCA. William A. MacHale, director of military communications. At least 13 years experience. Robert W. Galvin, president, Motorola Inc. Charles N. Hoffman, assistant VP, competitive analysis. Division research, Warwick Electronics Inc. re-elected chairman of EIA consumer products division. George H. Fezelli, president, Magnavox Consumer Electronics Co. re-elected division vice chairman. (EIA convention story on page 56).

FOR THE RECORD

edwin Tornberg & Company, Inc.

Negotiators For The Purchase And Sale Of Radio And TV Stations CataV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N.Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-1364 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

OTHER ACTIONS

Review board action on May 28 in San Francisco, TV broadcasting proceeding. Docs. 16878-16881, granted joint request filed on May 24 by Bay Broadcasting and General Teleradio, and extended time until ten days following approval for approval of settlement agreement to be submitted, within which to file exceptions to initial decision.

FCC denied application by Florida Gateway Television Co. for review of Review board action of April 13 denying joint petition.
tation be Florida Gateway, Community First Corp., and The New Horizons Telecasting Co. to apply to Georgia Television Co. (Doc. 15834, 15782-4). All applications were denied May 12 at Jacksonville, Fla. Action June 5.


■ Review board in Utica, N. Y., TV broadcast proceedings, 1968-9, denied appeal from Examiner's adverse ruling filed on March 7 by F. H. Inc. Action May 21.

ACTION ON MOTION

■ Hearing Examiner Charles F. DeMayo, Jr., on June 3 in Patchogue, N. Y. (Long Island Television Inc. and Granit Broadcasting Co.) TV proceeding, granted petition by Long Island for leave to amend application for renewal of license to show broadcast holdings of associated corporation. Petition rendered moot. Action May 29.

Existing TV stations

■ Commission has waived principal city coverage requirements of Sec. 73.685(a) of rules and regulations. Application of Channel 10 (TV) Athens, Ga. to move trans. site located five miles northeast of Monroe, Ga. and 16 miles northeast of Athens, Ga. on Stone Mountain, 20 miles west of its present location, was denied in west of Athens, and change site height from 1,800 ft. to 2,200 ft. in the Application of Pennsylvania Association of Maximum Service Telecasters Inc. and Selma Television, Inc. relating to station WTVP, Tuskegee, Ala. Tampa TV Bureau granted renewal of license. Action May 21.

■ FCC granted Hubbard Broadcasting Inc. permittee of WSGC-TV (Ch. 44, St. Petersburg, Fla., extension of time to complete construction. Time expires Aug. 31. Commission also granted facilities change for Hubbard to increase power from 3.0 kw to 25 kw by installing more efficient transmission line. Applications were opposed by WFLY-TV, ch. 6, Largo, Fla., which filed a motion to designate them for hearing. Action May 29.

■ FCC granted two experimental rule waivers to allow aural transmission of background music to accompany visual transmission of television news. Both are for limited use and for the condition that station concerned report viewer reaction to service. WLCA-TV Phoenix, Ariz., and KUTV (TV) Salt Lake City. Action June 5.

■ FCC notified permittees of eight UHF television stations that unless they advise commission within 30 days of intent to proceed with construction of new stations, applications will be cancelled and call letters deleted. Pending applications for extension of time to complete construction are: CIBS (TV) of San Francisco, Calif., and KFUP-TV (Ch. 4, Springfield, Ill.; WNOH (TV) Ch. 5, Syracuse, N. Y. WCCY (TV) Ch. 40, Fayetteville, N. C.; WDNB-TV, Ch. 65, Davenport, Ohio; KPVC-TV, Ch. 54, Portland, Ore., and WHTF (TV) Ch. 16, Longview, Tex. Action May 29.

ACTION ON MOTION

■ Hearing Examiner Millard F. French, on June 6 and Panama, Fla., TV broadcast proceedings, granted request by applicant and continued prehearing conference scheduled for June 4 to date to be set by subsequent order after action by commission on "petition for access to duplicated application" (Docs. 16478-8).

RULEMAKING ACTION

■ FCC denied petition for rulemaking filed by WAC-TF, Inc., licensee of WAC-TF, Montgomery, Ala., for reassignment of call letters. Petition to move to Tuscaloosa-Birmingham or to Birmingham, Ala., to WJHL-TV, licensee to Selma Television, Inc., permitted to occupy channel 8.

CALL LETTER APPLICATION

■ Nebraska Educational TV Commission, Hastings, Neb. Requests "KHINE-TV."
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, June 4, 1968

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>AM TV</th>
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STATION BOXSCORE
Compiled by FCC, April 30, 1968

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<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>
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<td>CP's deleted</td>
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1 Includes two AM's with operating with Special Temporary Authorization.
2 Includes three VHFs' operating with STA's, and one licensed UHF that is not on the air.

Review board in Bowling Green, Ohio, AM broadcast proceeding, Docs. 16290-91, granted to extend indicated and denied in all other respects petition to enrage issues filed March 2 by WY.WG Inc. and granted request for official notice and request for acceptance "nun pro tune" filed May 1 by Ohio Radio Inc. Action May 29.

Review board in Kettering, Ohio, AM broadcast proceeding, Docs. 17248-30, granted motion to withdraw petition to enrage issues filed on April 2 by Bloomington Broadcasting Co. and dismissed motion to enrage issues filed on April 18 by Bloomington Broadcasting Co. Action May 31.

ACTIONS ON MOTIONS

Review Examiner Millard F. French on June 3 in Clarkston, Wash. (Clarkston Broadcasters) AM proceeding, granted an ex parte request for withdrawal of complaint made at May 29 preliminary conference, and ordered that hearing presently scheduled for June 13 be continued to a date to be set at further preliminary hearing to be held July 2 (Doc. 18124).

Review Examiner Herbert Sharfman on June 3 in LeBaron and Bagnell, both Mis- souri (Unser Broadcasting Inc. and Lee Mace) FM and AM proceeding, denied motion by Risner to dismiss Mace's application. Risner had contended that Mace's application was defective. Mace's application had not complied with newspaper advertisement-out-of-hearing requirements of rule 1.594- (a)(2) (Docs. 17899, 18042-4).

DESIGNATED FOR HEARING

FCC designated for hearing applications
of Sumiton Broadcasting Co. and Cumlin Music Broadcasting Co. for new daytime AM stations to operate on 1560 kc.

Existing AM stations

FAL C Actions

Review board denied application by Frances C. Gagnon, Bernice Schwartz and Richard P. Mckeever, owners of KQXI Arvada, Colo. for a new nighttime directional operation with 10 kw power at Arvada, Colo. Members Berkemeyer, Pineko and Keasler participating. (Docs. 14817). Review board said that proposal would violate Sec. 73.28 (d)(1) (1956) and that no basis has been shown for waiver. Ann. June 4.

KFRM Salina, Kan.—Broadcast Bureau granted a license covering new AM station, specifying studio location at 122 Sixth St., Ainsworth. Action May 29.

KQXI Arvada, Colo.—Commission waived Sec. 73.24(f) of rules and granted Storz Broadcasting Co. CP to increase nighttime power from 2 kw to 5 kw, WBYG is licensed to operate on 1300 kc., 25 kw-N, 5 kw-LW with directional ant. Action May 29.

KTCW Wayne, Neb.—Broadcast Bureau granted license covering new station. Action May 29.

KOSG Pawhuska, Okla.—Broadcast Bureau granted license covering changes, specify type trans. Action June 3.

KCGW Moberg, Minn.—Commission granted application by Moberg Broadcasting Co. for a new daytime KOLV Moberg, S. D. on 1300 kc from 1 to 5 kw. Action May 29.

RULEMAKING PETITIONS


CALL LETTER APPLICATIONS

West Microwave Broadcasting Inc., Gret- na, La. Requests KGLA.

KOME, Unicorn Inc., Tulsa, Okla. Requests KCOM.

New FM stations

APPLICATIONS

Boyston Beach, Fla.—Board of Public Broadcasting, Dept. of Commerce, granted petition for new FM station at Boyston Beach, 92.1 mc. Ch. 25, 1 kw. Action May 29.


Dawson, Ga.—Dawson Broadcasting Co. Seeks 94.1 mc. Ch. 3 kw. Act. height above average terrain 228 ft. P. O. address: 110 North Main Street, Dawson, Ga. 31742. Estimated construction cost $3,000; revenue $5,000. Principals: W. C. Mears and Mrs. Ed Stevens (each 50%). Mr. Woodall is 25% owner of automobile dealership. Applicant is licensee of WDWD Dawson, Ga. Mr. Woodall is 25% owner of WGRA Cairo, Ga.; 37.5% owner of WBBK Greenwood, S. C.; 51% owner of WBKB Blakely, Ga.; 33.3% owner of WDSK Lakeside, Fla. and 25% owner of Miracle Radio Inc. Applicant to acquire control of WDBL Panama City, Fla. Ann. May 31.

Hinsdale, Ill.—Hinsdale Township High School Seeks 88.3 mc. Ch. 2 kw. Ant. height above average terrain 55 ft. P. O. address: 55th and Grant Streets, Hinsdale 60921. Estimated construction cost $7,000; first-year operating cost $1,000; revenue none. Principals: Applicant is public educational institution. Ann. May 31.

Saline, Ill.—Saline Broadcasting Co. Seeks 87.7 mc. Ch. 2 kw. Ant. height above average terrain 160 ft. P. O. address: 310 W. McManus St., Saline 62881. Estimated construction cost $14,500; first year operating revenue $10,000. Principals: Thomas S. Land and Bryan Davidson (each 50%). Messrs. Land and Davidson are owners and operators of both WFIW-AM-FM Fairfield and WABD Salem, both Illinois and Mr. Land has interest in farm. Ann. May 31.


FCC denied application filed by Basic Communications Inc. for waiver of mileage separation requirements for KXWX (KXWX) a station operating under Sec. 271 (a) of rules and acceptance of application for new FM station in Birmingham, Ala. to operate on ch. 246 (99.5 mc) with ERP of 35 kw and ant. height of 267 ft. Action May 29.

Alexandria, La.—KDBS Inc. Broadcasting Bureau granted 106.3 mc, ch. 262, 10 kw. Ant. height above average terrain 120 ft. P. O. address: Box 188. Estimated construction cost $30,500; first-year operating cost $15,000 to operations. Principals: Mrs. John L. G. Larrison, John L. G. Larrison, Mr. and Mrs. Emanuel, Mr. K. E. Larrison and Mr. B. Larrison are each jointly 50% owners of KLLA Leesville, and KDBS Alexandria, both Louisiana. Mr. Larrison owns and operates the radio station and owns commercial property. Mr. Larrison also owns commercial property in February. Ann. May 29.

OTHER ACTIONS

Review board in Vidalia, Ga., FM broadcast proceeding, Docs. 18014-15, granted joint petition for approval of agreement filed on May 1 by Radio Vidalia and Vidalia Broadcasting Co. for a new daytime FM station on 106.3 mc. Action May 29.

Review board in Berwick, Pa., PAFM broadcast proceeding, Docs. 17884-85, granted request for extension of time filed on May 5 by Berwick Broadcasting Corp. for an FM station, and P.A.M. Broadcasters Inc. and extended until June 10 time within which to file reply to comments on applications to broadcast. Action May 31.


the FAA report stating tower proposed would not constitute hazard to air navigation was enclosed. Dismissed as moot, motion by Mark Two Broadcasting Co. for extension of time to study Great River’s petition.

- Hearing Examiner Iazodore A. Honig on June 3 in New Orleans, (American Broadcasting Co., Loyola University) held that grant was unassailable for 25A at Sandusky.

RULEMAKING ACTION

- Commission denied petition filed by Augusta Broadcasting Co. requesting assignment of 39A, Augusta, Ga., which had proposed substitution of ch. 29A for 25A at Sandusky.

NEW CALLS FOR HEARING

- Commission has adopted order designating for hearing application for renewal of Regional Radio of Florida and Sunrise Broadcasting Corp. at Pompano Beach, Fla., to operate on ch. 274 (107.7 mc), ERP 68.8 kw, height 646 ft., with applications of Almondton Inc. of Florida and Sunrise Broadcasting Corp. at Pompano Beach for ERP of 100 kw, ant. height of 203 ft.

Action May 29.

Existing FM stations

APPLICATION


CALL LETTERS

KHBK-FM Monticello, Ar. - Broadcast Bureau granted license covering new station, subject to CP's.


KCRK(FM) El Cajon, Calif. - Broadcast Bureau granted CP to change ant. system, ant. height to 390 ft. Action May 29.

WBIC(FM) Indianapolis - Broadcast Bureau granted CP to install circular polarized type ant. change ERP to 29.5 kw, ant. height 376 ft. Action May 31.

KKSU-FM Kansas City, Mo. - Broadcast Bureau granted license covering new non-commercial community FM broadcast station. Action May 29.

WNES-FM Central City, Ky. - Broadcast Bureau granted CP to install new type ant. change ERP to 50 kw. Action May 31.

KNWA(FM) St. Louis, Mo. - Broadcast Bureau granted license covering new station, CP to change style and remote control point. Action May 29.

WIFI(FM) Philadelphia - Broadcast Bureau granted license, CP to change studio location to 1653 South 30th Street, Centralia. Action May 29.


WRLS-FM Hayward, Wis. - Broadcast Bureau granted license covering new station. Action May 31.


CALL LETTER APPLICATIONS

- WJW(FM), Broadcasting Corp., of Cleveland, Ohio, to relocate station WJW(FM) to Washington, D.C.

- KEBW-FM, Interstate Broadcasting Co., Breckenridge, Minn. to KKKW(FM) Winona, Minn.

- KLOH Inc., Pipestone, Minn. Requests KQOL(FM) Pipestone.

- KWAD Broadcasting Co., Wadena, Minn. Requests KKWS(FM).

CALL LETTER ACTIONS


- Central Broadcasting Inc., Independence, Kan. Granted KIND-FM.

- Pacific Northwest Broadcasting Corp., Eugene, Ore. Granted WAFV.


RENEWAL OF LICENSES, ALL STATIONS


- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KGBR Blackwell, Okla.; KLOR-FM Ponca City and KJQD(FM) Bethany, all Oklahoma, Actions May 29.

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KGBR Blackwell, Okla.; KLOR-FM Ponca City and KJQD(FM) Bethany, all Oklahoma, Actions May 29.

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ACTIONs


KSBG Lakeport, Calif.—Broadcast Bureau granted renewal of license for translator station at Lakeport. Action May 31.

K39PG: KCBW Broken Bow, Neb.; KCRB Chanute, Ks.; KKEW Topeka, Kan.; KLLC Parsons, Kan.; KIQZ Goodland, Kan.; KQNE Kearney, Neb.; KQPL Fairway, Kan.; KUUL Garden City, Kan.; KUGO (FM) Aurora, Neb.; KXIV Omaha, Neb. (Continued on page 78)

CATV

Fm.

K11A Kings Spring, Gaiplin, Ohio—Broadcast Bureau granted renewal of license for translator station. Action May 29.


K121A Boys Town, Neb.—Broadcast Bureau granted renewal of license for translator station. Action May 31.

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K121A Boys Town, Neb.—Broadcast Bureau granted renewal of license for translator station. Action May 31.
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<td>Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 Member APOOB</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>GEO. P. ADAIR ENG.</td>
<td>CO. CONSULTING ENGINEERS Radio-Television Communications-Electro 2009 K St., N.W.</td>
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<td>4th Floor Washington, D.C. 20006 Telephone: (202) 323-4664 Member APOOB</td>
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<tr>
<td>JULES COHEN</td>
<td>&amp; ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707</td>
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<td>Washington, D.C. 20036 Member APOOB</td>
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<td>PETE JOHNSON</td>
<td>&amp; Associates CONSULTING ENG.-TV ENGINEERS P.O. Box 4318 304-925-6281</td>
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<td>Charleston, West Virginia</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan 49036 Phone: 517-278-6733</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg. Wash., D.C. 20004 Telephone District 7-1205 Member APOOB</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering 1710 H St., N.W. Washington, D.C. 20006 Member APOOB</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 Member APOOB</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member APOOB</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Houdkins Street Lufkin, Texas 75901 684-9598 632-2821</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D.C. 20036 Phone 202-223-1180 Member APOOB</td>
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<td>ROSENE TELEVISION</td>
<td>SYSTEMS ENGINEERS 120 E. 56 St. New York N. Y. 10022 Phone: (212) 593-1793</td>
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<td>FRANK A. ZOELLER</td>
<td>TELEVISION SYSTEMS CONSULTANT 20 Years Experience Box 366 San Carlos, Cal. 94070 (415) 593-1793</td>
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<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. 783-0111 Washington, D.C. 20004 Member APOOB</td>
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<td>A. E. Towne Assoc.,</td>
<td>Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road</td>
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<td>San Carlos, California 94070 (415) 592-1394</td>
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<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers 317 Wyatt Bldg. Arlington, Texas 20005 Phone: 347-9061 Member APOOB</td>
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<tr>
<td>TERRILL W. KIRKSEY</td>
<td>Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661</td>
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<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 100,000* Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities. *AAB Continuing Readership Study</td>
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**Service Directory**

- **COMMERCIAL RADIO MONITORING CO.**
  - PRECISION FREQUENCY MEASUREMENTS
  - AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777

- **CAMBRIDGE CRYSTALS**
  - PRECISION FREQUENCY MEASURING SERVICE
  - SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810

- **PAUL DEAN FORD**
  - Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 (812) 533-1661

- **GAYTONI & JONES**
  - CONSULTING ENGINEERS 930 Warner Bldg. National 8-7757 Washington, D.C. 20004 Member APOOB

- **HAMMETT & EDISON**
  - CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-2706 Member APOOB

- **VIR N. JAMES**
  - CONSULTING ENGINEERS Application and Field Engineering 345 Colorado Blvd., 80206 Phone: (Area Code 303) 333-3562 TWX 910-901-0514 DENVER, COLORADO Member APOOB

- **ROSNER TELEVISION SYSTEMS**
  - ENGINEERS CONTRACTORS 29 South Mall Plainview N. Y. 11803

- **FRANK A. ZOELLER**
  - TELEVISION SYSTEMS CONSULTANT 20 Years Experience Box 366 San Carlos, Cal. 94070 (415) 593-1793

- **SPOT YOUR FIRM'S NAME HERE**
  - To Be Seen by 100,000* Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *AAB Continuing Readership Study
**SALES—Continued**

Salesman—$20,000 a year. Don't apply if you think you can earn that much on a commission-only basis in a major market. Small sales staff, large account list. Potential unlimited for qualified, professional salesman. We want only successful salesman with proven record in radio. Ours is a good music station with strong news image, excellent working conditions and sales tools. This is a job that requires personality as well as a thorough knowledge of how to prepare and deliver professional presentation based on ratings and statistics to agency and client. All replies confidential. Write Box F-112, BROADCASTING.

Major metropolitan radio station is seeking two young aggressive salesmen for local retail sales. Excellent earning potential for men with college degree. Send resume to Box F-127, BROADCASTING.

Experienced salesman ready to move with a progressive radio station in metro Florida market. Excellent opportunity. Send resume to Box F-168, BROADCASTING.

**SALES—Cont'd**


Challenging and rewarding opportunity for college graduate. Salary plus commission. Must desire to earn five figure income. Send full details, including experiences, past earnings, and references to managers. Opportunities exist in Illinois. All applications will be treated confidentially.

A great opportunity awaits in northeastern New England. Full time, year round, energetic salesman. Join our organization which is ranked No. 1. Near Myrtle market, but area has potential for right man. Ideal job hunting and sales and complete resume, including sales history, photo (1606) to WWDC, P.O. Box 1009, Hemingway, S. C. 29545.

Minneapolis-St. Paul. Need proved promotional salesman at once. Earn $400 to $500 per week for the working in America's most beautiful area selling the nation's most successful program, Community Club Awards. For one of the first radio stations country, WPBC AM-FM-Stereo. What more could you want? Call Bill Stewart, 612-889-7900.

Nation's leading broadcast school with 25 offices throughout the country is looking for good student counselor. Income ranges from $150 to $400 annually. One position available in each of the following cities: Birmingham, Ala.; Houston, Texas; Jacksonville, Los Angeles, Madison, Wisconsin; Phoenix, Pittsburgh, Pa.; Kalamazoo, Mich.; Dayton, Ohio; Kansas City, Mo.; Baltimore, Md.; Erie and Washington, D. C. In depth broadcast experience required. Applicants must be married and over 25. Send resume with photo to: Wm. Anderson, President, Box 18008, San Francisco 94118.

Florida gold coast seeking young family man for rewarding sales opportunity—network powerhouse, in America's most delightful resort setting. Draw, liberal commission, benefits and great opportunity for dedicated charger with young corporation. Call 1-895-278-1629.

Announcers

Wanted—HD Negro personality for full time contemporary station south. Must be R&B oriented and able to “talk that talk”—city is white-open for the right man. Send tape, photo and resume to Box D-338, BROADCASTING.

Looking for personality afternoon dj, MOR in mid-Atlantic market. Highly experienced. Send resume, tape & photo to Box E-333, BROADCASTING.

Conversation personalities needed for New England location. Must be R&B oriented and have good background helpful. Salary open according to ability. Send tape, photo, salary requirements first response. Box E-332, BROADCASTING.

Radio announcer for large small market station in South Carolina. Looking for a pro and will pay top dollar for right man. Send audition tape, photo, lists in confidence. Box F-5, BROADCASTING.

**SALES—Continued**

Salesman— appetizing salary—$20,000 a year. Don’t apply if you think you can’t earn that much on a commission-only basis in a major market. Small sales staff, large account list. Potential unlimited for qualified, professional salesman. We want only successful salesman with proven record in radio. Ours is a good music station with strong news image, excellent working conditions and sales tools. This is a job that requires personality as well as a thorough knowledge of how to prepare and deliver professional presentation based on ratings and statistics to agency and client. All replies confidential. Write Box F-112, BROADCASTING.

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Experienced salesman ready to move with a progressive radio station in metro Florida market. Excellent opportunity. Send resume to Box F-168, BROADCASTING.

**IMITATION IS THE SINCEREST FORM**

... and are we being flattered? Would you believe that classified users are receiving more responses than ever before, including “sales talk” from other publications? Evidently, BROADCASTING's expanding readership is paying off and making BROADCASTING the marketplace for everything and everybody in broadcaming.

When you have something to buy or sell, a vacancy to fill, or want to write your ideas in BROADCASTING's classified section, help you.

One salesman, must be hard worker, honest, reliable, sincere. Good account list. Eraw plus commission. Write, Gaye Lee, Manager.

DBX, Box 1008, Muskogee, Oklahoma 74401.

Salesman wanted. Take over established accounts. Could work into management. Guarantee and commission. KCHA, Charles City, Iowa.

If you’re ready to advance into sales we have an ideal opening for sales oriented job with something to prove. Contact Clint Formby, Manager, Radio Station KEAN, Myrtle Beach, C. 29554.

Council Bluffs—10% commission with guarantee! Need pro, good account list. FM station. Opportunity: Advance to strong station in city of 80,000 with Omaha as neighbor. Rush resume and photo collect. (712) 322-4041. Gary Brill, KRCB.


Dave Moss or Herb Hobler. 609-924-3600.
Broadcasting, June 10, 1968

Announcers—(Cont’d)

First-class. Upper Midwest, regional. Per-
manently established, all expenses pay-
ments 1st letter please. Box F-32, BROAD-CASTING.

“Swingin’” Negro personality for “swingin’” R&B full-time Ohio station. He will “go” if he gets a good voice, resume and picture to Box F-45, BROAD-CASTING.

Excellent experienced announcer an-
nounced in well-accepted station in north-
ern Michigan-Dakota. Box F-72, BROAD-CASTING.

Immediate opening for experienced an-
nouncer for major market 3-1 600 elimi-
natory. Send 7 1/2 tape and resume. WWSC,
Soomerset, PA. Box F-79, BROAD-CASTING.

Top journalist-broadcaster needed for na-
tional television network. Must have resi-
dence on the west coast. High performance,
gathering, writing and broadcasting only required plus equal opportunity for em-
ployer. Send tape and resume to News Di-
rector, Box F-81, BROAD-CASTING.

First class. Chicago. Permanent. Immediate.
All details permitting 1st letter please. Box F-110, BROAD-CASTING.

Play-by-play announcee—football, basket-
ball, hockey, and baseball—has excellent op-
portunity in 15th market. Send tape and
resume to Box F-130, BROAD-CASTING.

Immediate opening for experienced an-
nouncer to break into TV and still work in radio. Benefits, group insurance.
Send audition tape, complete resume and
letter to Will Shaver, KFBC Radio TV, Cheyenne, Wyoming 82001.

Station seeking well-accepted format station needs announcer. Send resume to Box F-192, BROAD-CASTING.

 Dependable announcer wanted for long es-
tablished station for newscasts. Good pay,
benefits and resume to Box F-194, BROAD-CASTING.

Immediate evening shift opening for experi-
enced pro newscaster. Contact George Witten,
KFTR, Rolla, Mo.

All-night man needed by hottest station in the
south. Excellent opportunity for right man. Must have first phone. Send tape and
resume to Jack Gale, WAYS, Charlotte, N.C.

Announcer, experienced for top rated metro
news fed station. Near Philadelphia, Contem-
porary M.O.R. format. No screamers. WCOJ, H-258, 2100 W. 45th St.

Where are all the good radio announcers? WFIX needs mature announcer for adult format station in one of the nation’s fast growing market with well established, bright young station. Good pay, shel-
ter for young family and resume to Manager, WFIX, Radio Hunter-
ville, Alabama 35804.

Announcer with desire to do some selling
WFIN In Georgetown, S. C. has opening for morning personality. Willing to settle in companion station. Must have college education, salary requirement and resume to Ted Pogue, WFIN.

Announcer-dj wanted. Send tape and resume to WIZE, Box 1104, Springfield, Ohio.

First phone announcer, no maintenance, M.O.R. station heavy on talk. Must run a
tight board, good production-conscious station. Good salary—vacation—hospitalization—

News and sports announcer needed. Gather, edit and deliver local news. Call high school

Thoughts—(Cont’d)

Experienced newsman ready to take over as director of new station. Write or phone Chuck Pettit, WSIV, Pekin, Ill. 346-2114.

Program—Production. Others

Program director for small market. Must be mature, responsible, have leadership qualities. Prefer good pay, fine community living, excellent proximity to large areas. Indiana. Box F-56, BROAD-CASTING.

Top program-production manger. Repu-
table, willing to establish major midwest mar-
ket AM-FM radio operation wants at once a
dynamic, experienced man who has pro-
ved record of developing and maintain-
ing top adult audience ratings in a major market. Will settle in your area—your
income. Rush full details including age,
track record, salary goals. Send tape to Box F-59, BROAD-CASTING.

Production manager for Pittsburgh area station. First class license helpful but not necessary. Send tape and resume to Box F-153, BROAD-CASTING.

Small market AM & FM would like to con-
tact Program Director who is also a Play
Announcer. Position in beautiful Florida
and board plus benefits. Send tape and resume to Box F-146, BROAD-CASTING.

Chief engineer needed for Baltimore-Washington area. Good direction experience necessary. Up to $25,000 to start. Box F-173, BROAD-CASTING.

Radio-TV engineer, first phone, middle 125 mi. north Mississippi. (Big time) NBC-
River, NBC-ABC affiliate. Full color. Top
benefits. Phone or wire Jim Martin, Chief
Engineer, 217-322-6840, WGEM-AM-FM-TV,
Hotel Quincy, Quincy, Illinois.

Technical director wanted, experienced chief or well trained qualified engineer for chief,
WJAZ, Albany, Georgia.

Experienced young announcer to care for our modern equipment plus 23 hours MOR an-
nouncing weekly. Permanent position. Beaut-
iful full time position. Send resume, start
WSTU /WMCF FM Stereo, Stuart, Florida.

News—(Cont’d)

Well-equipped central New York news op-
eration with 3 men seeks fourth full-time man with at least one year in radio. Must
handle heavy emphasis on local news and
UPI audio. Send tape, resume to Box E-286,
BROAD-CASTING.

Outstanding announcer with first phone needed for nation’s most successful good music station. Good voice, great attitude, good knowledge of music from the 1920’s to the present. Send resume and atten-
tion to Manager. Box F-82, BROAD-
CASTING.

Sharp young newsmen wanted for midwest radio-TV operation. Send tape and resume to Box F-101, BROAD-CASTING.

Newsmen wanted who can keep local news
news for established full-time newscaster
in pleasant prosperous Illinois city. Profes-
sional staff, gracious living away from met-
ropolitan pressure yet near big city. Best
working conditions, many fringe benefits.
Brand new, modern building, exceptionally
well equipment. Send tape, resume, photo
to Box F-117, BROAD-CASTING.

Reporter—writer. Has excellent opportunity in local market. Send resume and photo
to Box F-131, BROAD-CASTING.

Successful broadcasting group putting a station on the air that will serve a five county area near the US. Need a self starting newsmen who can gather and write local news. Good voice and authoritative delivery a must. Send letter, resume, salary requirements. All res-
umes confidential. Box F-142, BROAD-
CASTING.

No. 1 top 40 station looking for young, knowledgeable announcer. 6 p.m.-midnight. Must be able to write and edit and have other contacts. Jims Smith, WAMS, Wilmingtong, Delaware. 302-654-8300 at once.

Northwest Sak.

News—(Cont’d)

Successful broadcasting group putting a
station on the air that will serve a five county area near the US. Need a self starting
newsmen who can gather and write local news. Good voice and authoritative deliver-
y a must. Send letter, resume, salary require-
ments. All resumes confidential. Box F-142, BROAD-
CASTING.

Top references and credentials. Personal
billings and aggressive sales leadership. Box F-156, BROAD-CASTING.

Available as soon as profitable sale of my
present station is complete. Radio station
manager that brought two stations from
losers to profitable operations. Total 14 years experience in radio manage-
ment and sales and seven in announcing and
programming. 30 years old. Would es-
pecially enjoy opportunity to put new ideas
for good music station to work (in medium on west coast and operating below po-
tential). Prefer stock. Will consider all offers. Box F-157, BROAD-CASTING.

GM, strong sales, programming, agencies, 35. family man. East coast, salary plus override. References. Box F-136, BROAD-CASTING.

South

Sales

South... experienced sales manager with man-
agement ability and proven sales results. Mature dependable family man. Box F-90, BROAD-CASTING.
Situations Wanted

Sales—(cont'd)

Seeking first position, recent broadcast school graduate, 3rd endorsed, major, no experience. Will work hard, serious and production. Box F-148, BROADCASTING.

California: Looking for great salesman or saleswoman with experience, top man on staff of 4, records, etc. Box F-190, BROADCASTING.

Announcers

Negro soul jock, first class ticket, Working now. Box E-241, BROADCASTING.

10 yrs. in radio—29, single, army vet. 3rd phone endorsed. Strong on production. Last F, DJ, PD, and general mgr. Want to get back on the air in good music or country station. Experienced in all phases of radio programming. Box F-24, BROADCASTING.

Attention: CATV studios. C&W, gospel stations. 6 years experience, all phases. Family will relocate. Box F-33, BROADCASTING.

Modern C&W disc jockey—first phone. Program, farm and director experience. Top ratings. Married, sober, 50,000 watts or substantial metro only, sales record. Confidential. Box F-33, BROADCASTING.


Experienced ann/newsman seeks position in Long Island, New Jersey area. Box F-89, BROADCASTING.

Announcer, newsman, five years experience. Currently news director for major market. Bachelor's degree in speech, 23, no physical limitations. No local, no mining, professional at heart. Hurry, offer limited. Box F-33, BROADCASTING.

Conscientious draft free 3rd phone an- nouncer. Top 40 medium market like to advance. Production manager; two years experience. Available now! College, Write Box F-108, BROADCASTING.

DJ newscaster, pleasant personality, tight production, married, Northeast only. Box F-111, BROADCASTING.

Lady dj—experienced in radio TV—seeks work accessible to IRT, BMT or 8th Avenue subway—third class endorsement soon to be replaced by lst. Box F-113, BROADCASTING.

Mature man, married with 10 years experience in all phases: Announcer (tight house, good promotion), maintenance, sales, commercial sound, DJ. Drives deferred. Ready to work for you. Will relocate. Interested in sales. Have 3rd ticket, sales record for major, dependable, professional at heart. Hurry, offer limited. Box F-33, BROADCASTING.

Now available one good sound dj, whose newscaster, creative, Marconi, 2nd phase deferred. Ready to work for you. Will relocate. Interested in sales. Have 3rd ticket, sales record for major, dependable, professional at heart. Hurry, offer limited. Box F-33, BROADCASTING.

Plays-and-sports disc jockey. DJ newscaster, sales, tight board, third endorsed, versatile, creative, aggressive, authoritative newscaster, draft completed. Box F-98, BROADCASTING.

Mature man, married with 10 years experience in all phases: Announcer (tight house, good promotion), maintenance, sales, commercial sound, DJ. Drives deferred. Ready to work for you. Will relocate. Interested in sales. Have 3rd ticket, sales record for major, dependable, professional at heart. Hurry, offer limited. Box F-33, BROADCASTING.

10 years—all phases—reliable—top sports— want to move up—college degree—married— family. Box F-113, BROADCASTING.

C&W 1st phone-sales. Young, experienced large markets—good sales record. No doubts. Box F-118, BROADCASTING.

Smooth MOR mid-morning dj, with 1st phase, commercial sound desirable. Warms, believes, people-to-people voice. 15 years experience at all phases. Box F-120, BROADCASTING.

First phone, technically adept, desire week-end work. N.J. or E. Pa. Box F-138, BROADCASTING.

Announcers—(Cont'd)

First-phone top-forty PD, medium west market, seeking increased experience. Gimmick, $140. Box F-133, BROADCASTING.

Versatile dj-announcer-newscaster. MOR or Top 40. Have been PD, DJ, sales. Married. Northeast. Box F-140, BROADCASTING.

Announcer, MOR dj. Presently working small market. Ready move up. Much potential. Box F-145, BROADCASTING.

Sportscaster, 7 years experience including semi-pro. College market; desires to relocate, preferably west coast. Box F-157, BROADCASTING.

Experienced versatile announcer, broadcast graduate, 3rd endorsed, married. Eastern Mpls., Minn., or central Illinois. Box F-157, BROADCASTING.

DJ new, tight board, third endorsed, de- pendable, versatile. Relocate. Box F-158, BROADCASTING.

DJ-announcer, tight prod., 3rd end., adult sound, NYC or LA, $700-weekends. Box F-163, BROADCASTING.

Good voice announcer, DJ, authoritative newscaster. Experienced salesman. Perso- nalable. Familiar with CATV. No roster. Box F-165, BROADCASTING.

Mature announcer—some experience, 3rd draft. Excellent employment de- sired—$850 weekly. Box F-166, BROADCASTING.

Negro soul jock. Announcer, 3rd phone, 2nd board, to travel. Experiences, talk that talk. Box F-169, BROADCASTING.

College and broadcast graduate, 3rd end- orded, single, limited. Pleasant voice. Call Pitts. 412- 233-9293.

Trying to get started, recent broadcasting school grad with 1st phone. Very willing to learn, you or anyone with family. Call Joe after 5 p.m. at 312-425-0729.

First phone announcer, dj, Program and farm director experience. Excellent ratings, CWC, Top 40 for midwest only. Phone 316-AM6-3503. June 12, 13, or 14.

First phone, six years experience. Want to relocate, medium west market. Married. military completed. Minneapolis 612-724-9067.

Now available Chuck Boyles, former nati- pmg director and premier specialist in hard core telephone talk shown 7223 Floyd Lake Dr., Dallas, Tex. Tele: 341-1266.

Soul jock available. First phone. Broadcast training assistant Joe Johnson, 2800 South Boulevard, Dallas, Texas 75215.

Have 1st class ticket—no maintenance. Good voice. No experience. Box F-167, BROADCASTING.

Mature, intelligent announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western states. Four years parttime experience, de- free broadcast grad, currently USAF officer available July. Capt. Roger Schneider, Box 499, Kirtland AFB, N.M., 87113.


Mature, intelligent announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western states. Four years parttime experience, de- fine free broadcast grad, currently USAF officer available July. Capt. Roger Schneider, Box 499, Kirtland AFB, N.M., 87113.

Experience, reliable chief engineer avail- able immediately. Construction, mainte- nance, Installation and FM stereo. Maintenance engineering considered. Box F-169, BROADCASTING.

Experienced maintenance engineer-5 years draft-free, can also announce. Seeking chief or assistant, will relocate. Box F-91, BROADCASTING.


Technical

Chief or assistant desire leave small mar- ket, for big city. Box F-106, BROADCAST- ING.

Experienced chief engineer desires a good position at high quality station. Box F-120, BROADCASTING.

You have problems? I have 24 years AM/ FM chief's experience. Best work and per- sonal contacts. Will relocate. Box F-120, BROADCASTING.

Employed, available after July 1—two weeks notice. Box F-120, BROADCASTING.

460-thousand metro-radio news director seeks major market radio or TV reporting job with political and governmental em- phasis. Strong background in radio-TV journalism. 27. Radio-TV documentary talk tyme. 5 years experience. Send references. Write Box E-387, BROADCASTING.

I'm one of the hardest working news direc- tors in the business. I presently run a large radio news department in the top three. I want to organize and/or operate an all news station. I have some exciting ideas. Write Box F-128, BROADCASTING.

110% hustler! Small market news director seeking hard work in the central states/Rocky Mountain area. Creative, hard working, essential. 27. Single, 3rd, draft free. Box F-129, BROADCASTING.

Veteran radio newsmen: dependable, good voice, can have and will produce, references, midwest. Box F-167, BROADCASTING.

Cape Kennedy Coveralls, Exclusive for your details from Cape Kennedy News Bu- reau, P. O. Box 572 Cocoa, Fla. 32922

Prograrning—Production, Others

Hollywood network announcer, will record anything for your station for $ per word, reads tape and provides voice-overs, promos, pro- gram intros, etc. for unlimited use. Send check and pronunciation guide with copy. Preferred: RED BLANDARD, General Broadcasting Sys- tem, North Hollywood, Calif. 91020.

Copywriter with degree, experienced in women's programs, interviews, selling, des- es position, preferably in California, Flor- ida. Box F-143, BROADCASTING.

Want to change to "top 40"? Let's talk. I have major market PD experience. Box F- 147, BROADCASTING.

TV—Help Wanted—Management

Southwest major market "U" needs pro- fessional, result-producing, general sales manager. Excellent opportunity available. Excellent compensation plan, opportunity for corporate level position. Includes paid vacation, Plus percent- age, paid insurance, paid life insurance, paid retirement. Contact Joe Blanchard, General Broadcasting Sys- tem, Hollywood, 32703.

Management training program available for major market. Excellent opportunity. Sales experience beneficial but desire to succeed more important. Our company is growing fast and this is an excellent opportunity to get in on the ground floor of an important new industry. Broadcast career recruit- ing is a challenging and financially reward- ing career. If you can qualify for this management training program, send resume to Ron Curtis, President, Nationwide Broad- cast Personnel, Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611.

Sales

Television account executive for Wisconsin network affiliate. We'll provide the incentive and the opportunity to achieve ambiti- on, initiative, creativity and will to succeed. Box E-208, BROADCASTING.

Wanted: Experienced salesman for south- west multi-station market. Oklahoma or Texas preferred, $9,000.00 base, plus percent- age, paid vacation, life insurance, retirement plan, etc. Mailing accounts available. One of growing group of TV stations. Come and advance with us. Send resume to Box F-151, BROADCASTING.

Technical

Engineering personnel: 3 to 4 years experi- ence. Also open to new field with some exper- ience with 2 to 3 years experience. Send resume to Box F-123, BROADCASTING.
TELEVISION—Help Wanted

Technical—(Cont’d)

Wanted: Immediate opening for assistant chief engineer with a McCandless station. Fully loaded chain, fringe benefits and ideal working conditions. Experience a must. KOSD-T, Simi Valley, Calif. Resumes, please, Box 954, BROADCASTING.

Excellent opportunity for advancement. BROADCASTING, June 1324.

TV Radio engineer, first phone, middle 123. ml. north of St. Louis on the Mississippi River. Travel fringe benefits. Full color equipment. Phone or wire Jim Martinez, Chief Engineer, WTVL-TV, Box 2806, Lubbock, Texas 79406.

Wanted: Summer relief engineer with first phone—some operating experience. Possible full time employment in fall. Call Curran Wade, WNYF-TV, 716-648-9191, Jamestown, New York.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters No Junk. Supply Corp., 1314 Tiburtine St., Laredo, Texas 78040.

Used 10 kw FM transmitter, good condition and remote pick up gear 450 mHz or 180 mHz for WSH-S-FM, Vernon H. Baker, P.O. Box 869, Blackburg, Va. (703) 552-2267.


WANTED: Immediately, used heavy duty self-supporting tower 500-800 feet capable of supporting 50 kw. Contact Glenn Callison, The McLeon Corporation, 2200 West Jackson, Dallas, Texas 75247-5311.

Complete used FM package: Monaural 100, megacycles, 5 kw transmitter, 8 bay horizontal antenna, Remote control unit. Modulation and frequency monitors. Will also consider used tower, 360 minimum height. Need immediately. If you have all or any part, call John R. Kreike, (512) 8-4521, KVET, 113 West 6th St., Austin, Texas 78701.

TELEVISION—Help Wanted

Programing, Production, Others

Continuity and production director with major inside studio responsibility. Aggressive station in Gulf coast city wants experienced candidate. Send resume to Box F-89, BROADCASTING.


Newsmen: Experienced in all phases of radio and television news, able to relocate immediately. B.S., M.S. Current employer references. James Wollert, 860 W. Badger Rd., Madison, Wis.

Programing, Production, Others

Television engineer, first phone to Box F-126, BROADCASTING.

Continuity director—if you do all the work you believe others are doing, why not get out of the rut and join us for both. We are a small staff, on an explosive move and our competition is asleep. Send complete resume, first letter. Box 156, BROADCASTING.

Producer-director, New Florida university. CCTV programming supervises audio service. May develop FCC-3rd, will also accept overseas assignment. Box F-166, BROADCASTING.

Producer-director position needed. 6 years experience, preferably large network or independent production. Box F-159, BROADCASTING.

TELEVISION—Situations Wanted

Management

Attention stations, agencies, production units looking to fill or create position of Production coordinator, administrative assistant or other similar job. Broadcasting and film experience, good communication skills. Thrive on variety and problem solving. Degree. Box F-144, BROADCASTING.

Current major market AM-FM manager, 12 years all phases, management position. Box F-155, BROADCASTING.

Sales

TV sales manager in top 40. Bursting with ambition—but no place to go without waiting. Box 104, BROADCASTING.

Announcers

Currently announcer-weatherman, with experience in news, sports, production, writing, relocates anywhere but south. Married. Salary. Box F-28, BROADCASTING.

Attention California, 13 years in broadcasting, 6 years television weather, sports, news, variety at major position with established, professional organization offering fringe benefits. Will relocate. Want fast move for family. Prefer Southern California, but will answer all. Box F-172, BROADCASTING.

Technical

Chief or assistant desire leave small market for big city or major market. First phone, some maintenance, studio sound and film editing experience with major station. Graduate of USC cinema and TV major. Previous employment August 15, Ivan Kruglak, 1333 N. Kenmore, Los Angeles 80057.

We're moving our sports director up. He'll train you to run our television sports department if you really like sports and sports people. Experience less important than ability and enthusiasm. Send resume, complete with references, photo, and application to Box F-105, BROADCASTING.

We're looking for a full-service director. Job location: Dayton, Ohio. Excellent fringe benefits. Full color equipment. Phone or wire Jim Martinez, Chief Engineer, WTVL-TV, Box 2806, Lubbock, Texas 79406.
INSTRUCTIONS—(Cont’d)

Sikins is the nation’s largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran’s Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veteran’s Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55416.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veteran’s Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.


Announcing, programming, production, newswriting, public relations, personality operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The Nation’s newest and most complete facility including our own, commercial broadcast station—Approved for veteran’s training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.

Since 1946, Original course for FCC first-class radio operators now approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 6–Sept. 29. For information, reference and reservations write: American Radio Operating, Educational Institute, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

R.E.I. In beautiful Sarasota, Florida, Zing, Zap, Blop, you have a first class radio telephone license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 1–Sept. 30. For information, reference and reservations write: American Radio Operating, Educational Institute, 5075 Warner Avenue, Huntington Beach, California 92647.

"Boy, I say Boy, you not licencing?" They call me R.E.I. school in Fredericksburg, Virginia. FCC 1st Class Phone in (5) weeks. Tuition $250.00. Rooms & apartments $10–415 per week. Classes begin June 24, July 24, Sept. 3—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

New York City’s 1st phone school for people who cannot afford to make mistakes. Proven results. April 26 graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class Exam. They will send you valuable recommendations to help you get that job you want. Complete School for 675 years. Only $350.00. Call (212) 405-3355.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years F.M. teaching experience. Proven results. Bob Johnson Radio License Instruction, 1410 W. Boulevard, Cincinnati, Ohio 45229.

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 Broadcasting (Miami Beach, Florida). The nationally known six-weeks Elkins Training for an FCC first class license. Come and see the loop in Chicago. Fully GI approved. Elkins Radio License School, 1111 South Indiana Avenue, Chicago, Illinois 60604.

Help Wanted—Sales

One of America’s Great FM stations is looking for an experienced, proven, Mississippian. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your qualifications. A resume and references NOW!

WFBH Cincinnati
W. 8th and Masson Place

FM SALES MANAGER

We believe there is a big future in FM if you share our belief and are presently working as Sales Manager or Manager for FM station, are between 25 and 35, we want to see your resume. We can offer the right man a bright future in Florida. Send full details in first letter.

Box F-86, Broadcasting.
The science of kinesics suggests there are more than 700,000 distinct face, hand and finger movements that can communicate without speaking. This leads authorities to estimate that in face to face communications, the verbal message carries only 35% of the total social meaning.
Help Wanted

Sales

Sales Manager — $20,000+

This is a quality, good music station. Strong news department, 'Copter, etc., in major market. We need a dynamic sales manager with a proven record in one of the top 25 markets. This man must be able to carry an account list of top priority advertisers, and have firm guidelines in managing sales department, yet, have the ability to handle salesmen and sales situations with tact. Must be familiar with national as well as local sales and have the ability to handle administrative functions of an aggressive, quality sales organization. Must be able to plan and deliver highly professional presentations on an agency level. We want a sales manager who can manage, and if need be, outsell anyone of his salesmen. If you are what we're looking for, THIS WILL BE YOUR LAST MOVE. All replies strictly confidential. Write Box F-102, Broadcasting.

RADIO GENERAL SALES MANAGER

One of the west coast’s leading radio stations needs an aggressive, CREATIVE General Sales Manager. The position is available now.

The person for this job will be well experienced in running a sales team who have a good track record in local broadcasting, and have the imagination, organizational ability, and energy to develop and implement a successful local sales activity.

Please send qualifications and salary requirements to:
Box F-103, Broadcasting.

Help Wanted

Announcers

***************

CONTEMPORARY MOR

Southwest station looking for personality that projects warmth and believability. If you are a good radio salesmen looking for a home, we will start you at $10,000 per year. Forward resume, tape & picture.

Box F-84, Broadcasting.

***************

Help Wanted

Sales

Continued

Help Wanted

NEWS

Immediate opening for creative, driving Newman in 10kw Phila. Independent. Experience essential. Must be able to gather and write vibrant news copy, have authoritative tone, and be willing to work. Good opportunity for right man. Send tape and resume.

Jerry Groves, News Director, WBBC, Phila., Pa. 19103

UNDER-PAID NEWSMAN

We are seeking 3 major market newsmen for our group. If you have a McLendon delivery, with MetroMedia or Westinghouse news ability, we would like to see your material. If you have the talent... we have the money.

Box F-85, Broadcasting.

Programing — Production, Others

PROGRAM DIRECTOR

Our station is a Contemporary, T-40 #1 rated station. We want to stay there. If you are the one who can keep us #1, do a 5 hour air shift and take complete charge of internal operations, you are our man! Forward tape, resume and picture.

Box F-87, Broadcasting.

Situations Wanted — Management

Station Manager Available

Mid-July

Management | Need management know how! Veteran broadcast exec...12 years with all formats, MOR, Country & R&B. Wants solid operation in medium to large market.

Box E-111, Broadcasting.

Available: A/E...Sales Manager...Station Manager

WANTED: Opportunity as radio and/or TV sales manager, station manager, group executive or...top A/E opening leading to same.

Successful experience in most every phase of radio-TV. Owner-administrator of successful advertising agency 10 years. B.S. degree in Business Administration and Marketing. Recent, up-to-date college in statistical analysis, marketing, sociology, social-ethology, etc.

Left well-known radio/TV operation as top salesman to enter agency business. Now want to get back to my first and true love—broadcasting. Don’t let my 48 years bias your judgment against me. I’ve got plenty to offer...and can make money for you. I look young, feel young, think young.

Will relocate anywhere but northeast. Will accept reasonable compensation for top opportunity.

Box F-161, Broadcasting.

TELEVISION — Help Wanted

Multiple Leaseback

CATV system in mid-west wants experienced manager. Sales, promotional and financial experience helpful. Good salary, advancement and other benefits available. Send firm full background information to:

Box F-77, Broadcasting.

Help Wanted — Sales

TV ACCOUNT EXECUTIVE

Fast growing, most exciting, and selling more spots than any other station. Has immediate opening in local sales department for experienced media salesman. Potential $20,000+ in commission against guarantee. Send resume to:

WDCA-TV, 5020 RIVER ROAD, WASHINGTON, D.C. 20016

For Best Results

You Can't Top A

CLASSIFIED AD

As seen in

Broadcasting

THE MAGAZINE OF TELEVISION AND RADIO

For the Week of June 10, 1968

ANNOUNCER

Small Chicago Radio Agency needs commercial announcer 3-6 PM. 5 Days Week. Can lead to full time.

Box F-158, Broadcasting.
NEED HELP?
Your ad here...
gives you an international audience
For Rates See Page 90.

FOR SALE
Stations—(Cont’d)

La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

WHY BUY AN FM?
build your own.
Over 900 open freqs. 48 states. Operate
for $1,000 mo., with revenue potential
$4,500 mo. If you have decided to enter
FM and if you have at least $20,000
liquid strength—call collect 213-246-4874

STRONG UHF
Top 50 Growth Market
Respectable Billings
(some say spectacular)
Wants affiliation with group situation
or experienced broadcast owner
Box F-170, Broadcasting.

ARIZONA
Small market 1 KW daytimer. One of the
fastest growing areas in the nation with a
fantastically bright future. Billing nearly tripled
in 21 months. Presently averaging $154 monthly
and climbing. Attractive terms.
Box F-162, Broadcasting.

SOUTHWEST MAJOR MARKET
Daytimer. Crossing over $200,000 with cash
flow of $33,000, Showing excellent profit.
Price at $350,000 with 29% down. Balance
in ten years.
Box F-96, Broadcasting.

MISCELLANEOUS
ATTENTION
MIDDLE-OF-THE-ROAD
STATIONS!
New MUSIC SERVICE from the Program
and Music Directors of leading Middle-of-
the Road stations. Weekly listing of 100
45's, plus breakdown of "BEST PLAY-
ABLE CUTS" from 5 new LP's each week.
Save your Program Department many hours
each week with this economical, already
proven MUSIC SERVICE. Write for FREE
SAMPLE and price for your station to:

THE MUSIC DIRECTOR, BOX 177,
CHEBILITY HILL, MASSACHU-
SETTS 02167.

Watch for the NEW LOOK
of Profitable Radio From
CHARLES EVENSON
PRODUCTIONS
Waupun, Wisconsin 53963

FOR SALE—Stations

Confidential Listings
RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.
G. BENNETT LARSON, INC.
R.C.A. Building, 5636 Sunset Blvd., Suite 701
Hollywood, California 90028 213/469-1171
BROKERS-CONSULTANTS

TELEVISION
Help Wanted
Technical

FAR EAST ASSIGNMENT
International Broadcasting Or-
ganization seeking qualified elec-
tronic engineers for challenging assignment.
Minimum of five years' mainte-
nance experience in all phases of
tel vision operations; basically, a
sound electronic engineer.
Separation from dependents is
requirement of position. However,
periodic home leave included as
condition of contract.
Salary and overseas allowances
commensurate with position.
Box F-18, Broadcasting.

ANCHOR MAN
Major market TV station needs winning
reporter-astr an. Send recent VTR and/or
film audition or aircheck, plus resume to:
Box F-180, Broadcasting.

Employment Service
527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shari o Barn ak, Director

BUSINESS OPPORTUNITY

TELEVISION
REP FIRM
We will Guide—Direct—Finance—the form-
ing of a National Rep Firm with principals
experienced in National Advertiser Oppor-
tunities for a select market. Prefer small
existing firm, or senior account people
interested in forming their own company.
We are not in the Rep Business. All
replies acknowledged and guaranteed to be
held in strictest confidence.
Reply to Box F-99, Broadcasting.

TELEVISION
Help Wanted
Technical

FAR EAST ASSIGNMENT
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Shari o Barn ak, Director

BUSINESS OPPORTUNITY

TELEVISION
REP FIRM
We will Guide—Direct—Finance—the form-
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experienced in National Advertiser Oppor-
tunities for a select market. Prefer small
existing firm, or senior account people
interested in forming their own company.
We are not in the Rep Business. All
replies acknowledged and guaranteed to be
held in strictest confidence.
Reply to Box F-99, Broadcasting.
COMMUNITY ANTELLY ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through June 5. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

**Indicates franchise has been granted.**

**Walde, Ark.**—Magnolia Cable TV has been granted a 20-year franchise.

**Blythe, Calif.**—Continental Transmission Corp., new CATV owner, has been granted a 20-year franchise. Monthly fee will be $9.50 for the 10-channel system. City will receive 2% of gross revenues for first two years and 5% thereafter.

**Ranauif, Iowa.**—Modern Cablevision Associates has applied for a franchise. Firm offers the city either 7% of annual gross revenue from the proposed system. Monthly fee would be $430; installation would be $5,500.

**San Joaquin county, Calif.**—General Electric Cablevision Inc. (multiple CATV owner) has been granted a franchise for unincorporated areas in the southern part of the county. City will receive 3% of annual gross revenues. Big Valley Cablevision, Stockton, Calif., was recently granted a franchise for unincorporated areas in northern part of the county.

**Atlanta, Ga.**—States Video (multiple CATV owner) has been granted a franchise. Firm plans a 19-channel system. Another applicant was KLZ-TV, Denver.

**Bartlesville, Okla.**—Broadcast Bureau granted assignment of license from Midwest Continental Television Co. for $55,000. Principal: W. E. Chapman. Vice president: John H. Bankhead. Ownership to be transferred to L. R. Matthews. Owner is reduced to 25 years of age.

**Bartlesville, Okla.**—Broadcast Bureau granted assignment of license from Midwest Continental Television Co. for $10,000. Principal: W. E. Chapman. Vice president: John H. Bankhead. Ownership to be transferred to L. R. Matthews. Owner is reduced to 25 years of age.

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Seven years ago Mal Beville returned to college, more than 30 years after he had earned his baccalaureate, to begin work on a master's degree in business administration.

"This was an example of planning my own future," Mr. Beville remarked, partly in jest, to a group of colleagues and friends who "gathered last month in Toots Shor's restaurant in New York to celebrate his early retirement at age 60 after 38 years of service with NBC.

"After all, I had spent so much time helping to plan NBC's future that it was only appropriate that I should plan for my own."

Mr. Beville's retirement as vice president, planning, NBC, became effective May 1, but he is still a consultant to the company on a one-day-a-week basis. His main occupation, starting this fall, will be as a professor of business administration at Southampton (L.I.) College.

Hugh Malcolm Beville Jr. (everybody calls him Mal) is a tall, trim, scholarly looking man who speaks easily but carefully on the developments and problems in broadcasting from the vantage point of almost four decades in the industry. He was the man behind-the-scenes who helped NBC meet such challenges as the measurement of the nation's radio audience; analytical studies of the various measurement services; evaluation of radio affiliation applicants; estimates of the number of homes with black-and-white TV sets and, later, the number of homes with color sets.

Numbers Game • Mr. Beville has always had a penchant for figures, and in 1930, armed with a B.S. degree in business administration, he accepted a position with NBC, which was organizing a statistical department. One of the department's first tasks, he recalled, was to analyze the value to NBC of radio stations that were seeking network affiliation. A concomitant duty was to set up guidelines for rates.

"By 1935 ratings had become very important," Mr. Beville observed. "There were efforts on the part of various industry groups to determine the best measurement techniques and our department played a role in testing them."

Prior to World War II, Mr. Beville was credited with having developed the first nationwide study of the daytime audience listening habits and the first comprehensive "Listener's Handbook" listening study. He noted that daytime business started to grow shortly after the study appeared, and he commented: "I can only surmise that our work had had a positive effect."

Mr. Beville interrupted his broadcasting career to serve in the U.S. Army during World War II. He rose from first lieutenant to lieutenant colonel from 1942-45, winning numerous decorations over the years. For one period of his army service, he was a member of the planning group in London under General Omar N. Bradley that worked out the details of the Normandy invasion.

Shortly before he was released from the Army in late 1945, he wrote a letter to a top official at NBC expressing reservations over the place of research in the network's corporate structure.

"I wrote that I was considering leaving NBC," Mr. Beville recounted, "because at that time research was a subdivision of the advertising and promotion department. I had become convinced that research should not function as a handmaiden of promotion and should operate independently. I expressed my views frankly, and fortunately, my superiors at NBC agreed completely with my position."

Mr. Beville's responsibilities were enlarged in the post-war years to embrace planning for the network as new developments emerged on the broadcast scene.

"In broadcasting, planning involves a long-range study of the opportunities and problems facing the industry, with particular emphasis on the future," Mr. Beville noted. "Among the areas we examined for NBC were investment in CATV; the entire question of satellite communications; pay television; proposals for placing broadcasting on a wired basis. And for many years, our department has issued quarterly estimates on the number of households with color sets."

Mr. Beville paused for a moment, and remarked: "It was our recommendation that helped persuade NBC to put feature films on the network on a regular basis."

Focusing on the Future • Shortly before his retirement, Mr. Beville and his aides in the corporate planning department completed a study titled "Television in the Seventies."

"By 1972, a trillion-dollar Gross National Product year, total advertising should top $23 billion," Mr. Beville predicted. "By the end of the decade, our studies point to an advertising total of $31.3 billion, an 82% increase over 1967."

He is most sanguine over the prospects for television's growth over the next decade. He noted that over the past 10 years, TV's share of advertising has increased from 12.2% in 1957 to 16.8% in 1967, with the largest part of this gain coming at the expense of newspapers.

"Our studies indicate that by 1977 television advertising should reach $6 billion, more than double the 1967 figure," Mr. Beville stated. "The network total is expected to double during the next decade to about $3 billion. We expect national spot to increase from last year's $900 million to about $2 billion by the end of the decade and local TV to exceed $1 billion in 1977, about 120% over last year's total."

Mr. Beville applied some of the skills and insights of the professional planner in charting his new life and career.

"I wanted to teach at a small school where there can be personal contact with the students," Mr. Beville explained. "Southampton has about 1,600 students. I wanted to teach only during the day. And I wanted quick access to the golf links and the water where I hope to do a lot of sailing."
Man and medium

ELECTION and radio coverage of the shocking attack on Senator Robert F. Kennedy in the early hours of last Wednesday and of events that followed was made possible by journalistic techniques and experience developed over many years. Like the coverage itself, these techniques were the product of many men. But no acceptable listing of the select few who figured most prominently in their development could fail to include William R. McAndrew, whose untimely death occurred less than a week earlier (Broadcasting, June 3).

As head of NBC News since 1951, Bill McAndrew had presided over a network news organization longer than any other man. He had been closely identified with significant innovations in television news from the time television news began to emerge as a recognizable force. The "instant news specials" the NBC White Papers, the documentary studies that took over an entire evening and many advances in election coverage were among the diverse developments that came under his leadership. He saw NBC News rise to eminence and television journalism to unchallenged dominance. A dedicated, determined but unassuming man, he would disclaim much personal credit for either, but in fact contributed much to both.

If there was any cause he advocated more outspokenly than most, it was the importance of complete, continuous coverage of big events from beginning to end. With the support of his superiors, he made NBC-TV "the full-text network" in the finest sense of the term. When Senator Kennedy was shot, CBS-TV had signed off and ABC-TV was in the process of doing so. Both responded quickly. But in view of the McAndrew heritage it seems especially appropriate, and not at all surprising, that NBC-TV was the only network that was still reporting the earlier story when the bigger story broke.

Attack and destroy

In this election year, when the focus is on broadcasting, the nation is witnessing the most audacious and unethical assault upon broadcasters ever contrived. It could spell the end of American-Plan "free" broadcasting.

The attack is from several directions. But it centers in the FCC minority of two who are obviously determined to ignore the law by directly controlling the programming and business operations of stations and networks. This minority has acquired the support of a new crop of "experts" in the House, whose approach is to attack and destroy, not knowing or apparently caring where the debris may fall.

What the public, so well satisfied with broadcast service that it long ago made radio-TV its number-one source of information, news and entertainment, now knows is that the motive is to grab the spectrum space occupied by television and divert the broadcast structure into a wired system for which the set owner would pay a monthly fee—pay television of a sort.

The National Association of Manufacturers, the big-business lobby, is for the spectrum grab because it would give free, private communications (land mobile) to its members. The Electronic Industries Association, representing equipment manufacturers who owe their multi-billion dollar businesses to the public demand for sets created by radio and television programming, is for the spectrum grab because it opens up an expanding market for land-mobile equipment, while retaining the television market, which would need receiving sets even with wired service.

Many newspapers blindly are abetting the attack-and-destroy campaign by headlines and editorial support because, whether or not they own stations, they resent the competition for news and business.

What these newspapers fail to comprehend is that one day they too may need a license to "deliver" their editions by facsimile. It may seem silly now to think of requiring newspapers or newsmagazines to "serve the public interest, convenience and necessity" as a condition of license renewal, but it could come to that.

Nicholas Johnson, who after two years was lifted from the Maritime Administration because he couldn't get along with anybody, is carrying on in the same vein at the FCC. He seems dedicated to trouble-making and has done nothing constructive in his two years on the FCC. His major goal has been to get publicity even if it meant repeatedly charging his majority colleagues with making a "mockery" of regulation. His number should be up.

What motivates Commissioner Kenneth Cox, who allowed his name to appear on the 308-page unauthorized and extralegal Oklahoma renewal report, is not publicity alone. During his five years on the FCC, and before, Mr. Cox has been consistent in espousing rigid control of program and business affairs, in defiance of the law—a sort of socialism.

Broadcasters are not wholly blameless. In their pursuit of profit—hardly improper in our free-enterprise system—some have made themselves vulnerable.

The cardinal sin, however, has been to allow almost complete collapse of their Washington lobbies, while the opposition has made enormous advances in tempo with technological change.

At a time when broadcasters win praise for mature reporting of an unpopular war in Vietnam, and for remarkably skillful handling of unprecedented turmoil at home, they find themselves under life-and-death fire. The answer can come only in reasoned and massive counterattack. Perhaps a start has been made by the National Association of Broadcasters. But it isn't enough. The first teams—the heads of networks and group entities—must move in.

If there is one attractive aspect of the various proposals for ripper legislation it is that it would enable the President to appoint a new commission, eliminating those who want only to attack and destroy.

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