DEPENDABLE WORKER seeks radio/tv employment. Will start on time every time. 24 hours a day, 7 days a week. As little as $60 a month. Easy to maintain: with proper handling will work for your station indefinitely. Call your Ampex distributor or our world headquarters: (415) 397-4400. I could be earning money for you next week. Ampex AG-440. Photo and credentials attached.
Front mounted electronics are easy to service. Plug-in modules help you keep downtime to a minimum with instant replacement from the front. Maintenance is fast and simple. All setup adjustments are made from the front.

Expandable to grow with your needs. You can start with one channel, then add a second, third or fourth for local production of commercials and the like, to make off-the-air time profitable. Modular electronics make it simple.

Plug-in relays save time, trouble. Downtime for relay replacement is held to a minimum because all relays are plug-in. And, since only one type of relay is used throughout, spares requirement is greatly reduced.

Deep-gap heads keep signal bright longer. Our advanced "deep-gap" head design keeps delivering full frequency response even as the head wears—many times longer than conventional heads.

Trouble-free operation comes from quality components. The AG-440 was designed and built with the best components available. Because the broadcaster's product depends on this recorder, every possible step is taken to insure that the AG-440 is the most dependable recorder made.

Expandable to grow with your needs. You can start with one channel, then add a second, third or fourth for local production of commercials and the like, to make off-the-air time profitable. Modular electronics make it simple.

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Your AG-440 can pay its own way. Ampex offers a unique choice of lease or extended payment plans. Order your AG-440 now; for as little as $50 a month you can put it to work for you right away and pay for it out of current earnings. Ampex AG-440 is the most popular professional recorder in broadcasting... you can depend on it!

Ampex Corporation, Professional Audio Products Division, 401 Broadway, Redwood City, California 94063

Ampex AG-440...the dependable one
The new channel 6 WTEV tower, reaching 1,049 feet above sea level, has vastly increased the effectiveness of this station throughout the greater Providence area.

*Increased efficiency in key areas, plus more powerful coverage of its entire market, is proved by a 53% increase in overall average audience.*

WTEV is on the move—soaring to new heights in service, programming, audience reach. This new WTEV is important in your sales picture.

*Based on Feb./March 1968 Nielsen estimates as compared with Feb./March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

Represented by

Television, Inc.
Minipiggyback

Latest in short-form, multimessage TV commercials is being offered by Lysol through Sullivan, Stauffer, Colwell & Bayles. It's 30-second spot containing two 15-second messages for two different products. Agency has tried to break into major Midwestern market by offering to pay minute rate for 30-second placement, but so far stations have rejected business. There's indication networks have turned down same approach.

Texas cleared

Despite automatic opposition of Commissioners Cox and Johnson, FCC this week is expected to approve several hundred renewal applications covering Texas broadcast stations. Entire roster of 418, however, won't be cleared because limited staff hasn't been able to process them.

One thing appears certain: There won't be sequel to Oklahoma renewal case provoked by FCC minority. Staff is being guided by majority views in processing for renewal all those cases that do not involve glaring infractions of rules.

Fraternal feeling

Television film distributors are reported to be serious again about forming trade association of leading and smaller program syndicators. Several informal meetings have been held and letters have been sent to sizable group of companies seeking their views and looking toward formal meeting in fall. There have been several other attempts at establishment of syndicator trade association in years past, but latest efforts seem to have evinced strong support for move.

Both ways

One of affiliation switches that prompted Leonard Goldenson last April to ask FCC to protect ABC-TV against erosion may not have been switch in conventional sense. Turns out WLWD(TV) Dayton, owned by Avco, wound up with first call on programs of both ABC-TV, with which it formerly had primary affiliation, and NBC-TV. And this week station officials will be in New York to tell networks which of their shows will be on WLWD next fall.

Meanwhile, there seems to be no rush among FCC commissioners to vote out affiliation restraints protecting ABC that were proposed by Commissioners Kenneth Cox and Robert Lee in response to Mr. Goldenson's call for help (Broadcasting, May 6). Indeed there are signs that most commissioners are cool to action.

Dull thud

FCC statement that broadcasters guilty of racial bias in employment practices face loss of license has hit industry with something less than awesome impact. Announcement of policy on July 5 (Broadcasting, July 8), received wide publicity. But thus far commission has received fewer than score of complaints traceable to announcement. And of these, only one appears to be kind commission had in mind. It involves program-production man who claims he was let go by network and has since been unable to find work with stations—all because of racial discrimination. Commission official said staff will make inquiries on that one.

Most of other complaints deal with programming and are rather vague. In some, commission is asking for more specifics. One complaint alleges Negro stations in certain city won't hire white DJ's. However, person making complaint doesn't say he was turned down for job at any of stations.

Too hot to touch

National Association of Broadcasters, which was only group to publicly oppose United Church of Christ petition last year regarding discriminatory broadcast employment practices, is not about to voice similar stand against FCC's new racial policy. NAB this week will advise membership it can't at this time oppose tenor of commission notice. ("We won't tolerate racial discrimination."). and explain impact proposed rules will have on stations.

Pay boost

FCC commissioners, who now draw $28,750 ($29,500 for chairman) probably will go up to $35,000 annual pay next year, along with opposite numbers at other independent agencies. New pay proposals, which would become effective automatically 30 days after transmission to next session of Congress, unless voted down, would also increase congressional salaries to about $42,500 and boost judicial pay scales and cabinet stipends in approximately same ratio.

While report of presidentially-appointed commission, headed by Fred Kappel, former AT&T chairman, to bring government executive pay into closer proximity with private stipends, presumably won't be made until next January, recommendations already are known in congressional and executive circles. There's no known opposition.

Moving in

Filmways, Inc., which has been on buying spree in determined effort to diversify, is now actively seeking properties in broadcast area. TV and movie production firm is looking at several station operations, including KIMA-TV Yakima, Wash.

Price of entry

If Enterprise Co. of Beaumont, Tex., is determined to pursue bid to acquire KFDM-TV Beaumont it will have to undergo FCC hearing on transfer application. Commission informed principals last week that it could not approve sale without hearing on question of whether transfer would result in concentration of control. Enterprise owns both newspapers in Beaumont. Commission action was said to have been on unanimous vote.

Observers say Justice Department will be encouraged in further interventions (Broadcasting, May 13, March 11) in station sales if Enterprise deal falls under threat of hearing—or if hearing is held and application is denied.

Money market

Sterling Communications Inc., New York, is reported to be in registration with SEC on $6 million convertible debenture offering, expected to become effective this week. Sterling Communications, with Time-Life Broadcast and J. Elroy McCaw, owns Sterling Information Services, New York. parent company of Manhattan Cable Television. MCT recently borrowed $10 million from Chase Manhattan Bank, to speed CATV connections in cable franchise area.
ABC Films
is proud to announce the seventh anniversary of

"Girl Talk."

"Virginia Graham's Girl Talk" is syndication's most successful daytime women's program.
And for good reason.
Programmed in any time period, in markets of varying sizes, in all regions of the country, against all types of competition, "Girl Talk" has set the pace in ratings for the past six years.
And time has not diminished its impact because "Girl Talk" doesn't stand still in a changing world. It leads. It leads in innovations, excitement, controversy. And new talent. Which is why Virginia and her guests have been capturing women for 1,095 half-hours while countless imitators have fallen by the wayside.

On June 7th Time Magazine referred to the show as "the brightest female panel discussion in television."
If you've had our "Girl Talk" on your schedule, you've probably renewed for the seventh season. If you haven't been fortunate enough to have Virginia Graham working for your station yet, contact your ABC Films representative.

NEW YORK/LOS ANGELES/CHICAGO/ATLANTA/DALLAS/LIMA/LONDON/MADRID/MEXICO CITY/PARIS/RIO DE JANEIRO/ROME/SYDNEY/TOKYO/TORONTO
WEEK IN BRIEF

FCC's second AM freeze in this decade takes broadcasters by surprise. FCC's manpower shortage in processing applications, budget problems prompt move that may consider AM, FM as single aural service. See...

AM FREEZE...19

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JTAC'S IDEA...26

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Group broadcaster Park Broadcasting Inc. buys four Midwest stations (WNAX Yankton, S. D.; WEBE Duluth, and KRSI-AM-FM St. Louis Park, all Minnesota) for $2.9 million from Gamble-Skogmo subsidiary. See...

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National Citizen's Committee for Public Broadcasting calls on Congress to act immediately on CPB appropriations, raise money levels to $56 million annually for first four years to $270 million annually by 1980. See...

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Hordes of radio-TV newsmen will converge on Miami Beach in two weeks and maybe Chicago in five weeks for extensive coverage of Republican and Democratic national conventions. See...

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Do one for love, not money.

You might win an award. WMAL-TV did.

The photograph you see is what’s happening. Now. In Vietnam. It could have been Korea. Normandy. Meuse-Argonne. The Delaware River two centuries ago. Because the American soldier has always defended freedom—and freedom has often stood where he fought or fell.

On Sunday, May 29 and again on Tuesday, May 31, 1967, WMAL-TV devoted prime time to the American citizen-soldier who is called to arms and the soldier-citizen who makes the Armed Services his career. “We Have Not Forgotten,” filmed at Arlington National Cemetery, was a respectful gift from WMAL-TV to the American public for Memorial Day. It won the George Washington Honor Medal Award from the Freedoms Foundation at Valley Forge for promoting better understanding of the American way of life.

We are grateful to the Foundation, and to Major General Curtis J. Herrick, Commanding General, Military District of Washington; The United States Army Band; and The Third Infantry, Old Guard, whose cooperation made the program possible.

“We Have Not Forgotten” was produced by our News and Public Affairs Department, the same group of talented professionals who present the award-winning News 7. Weeknights at 5:30 and 11:00. Weekends at 6:30 and 11:00 p.m.

WMAL-TV
The Evening Star Broadcasting Company
Washington, D.C.

Represented by Harrington, Righter & Parsons, Inc.
NBC offers bonanza to candidates

CUTS TV MINUTE RATE ON NETWORK BY 50%

Prices of minutes will be cut in half for political advertising on NBC-TV, from Aug. 1 to election day. Ernest Lee Jahncke Jr., vice president in charge of NBC political broadcast unit, is announcing today (July 22).

To assure candidates access to prime time, network will create one extra commercial minute in 60-minute and 90-minute nighttime participating programs whose existing commercial positions—six minutes in hour shows, nine minutes in 90-minute programs—are sold out to regular advertisers. When programs are not sold out, unsold positions will be available for political messages at 50% of card rate and additional position will not be created.

Affiliates were assured they would receive 100% compensation for political minutes even though NBC is selling them at 50% rate. They also were assured extra minutes would not extend beyond election eve, Nov. 4, and should not be regarded as precedent for any other purpose.

Special steps were taken, he said, because without them there might not be adequate inventory of minute participations for political advertisers as campaign develops. It is not feasible to withhold availabilities from normal sale, he said, because nature, extent and timing of political requirements cannot be determined in advance.

Other NBC sources said possibility of NBC-owned TV stations developing some form of reduced rate for political advertising on local and national-spot basis was under consideration.

Agencies handling campaigns for principal presidential contenders welcomed NBC move but indicated its chief value would come after August conventions, since most of their pre-convention plans have been made. CBS-TV spokesman said it sells political minutes at lowest card rate but certainly not for 50% off. ABC-TV had no immediate comment.

Extra prime-time minutes in NBC-TV's plan will be created primarily by shortening or eliminating promos, trailers and similar material and will be presented with one political minute paired with regular commercial minute.

Extra political minutes will not be created in singly or alternately sponsored programs or in movies (which already carry seven commercial minutes per hour) or in half-hour programs (on theory that four per half-hour would be too many), and political advertising will not be accepted in news and special-events programs (in belief these are not appropriate for political advertising).

Nor will extra minutes be created in daytime programming—area in which politicians thus far seem to have shown little interest (Broadcasting, June 24)—but any unsold existing daytime minutes will be available for political messages at one-half card rate.

Sale of time periods five minutes or longer will be at regular card rates.

In all, it was estimated prime-time plan would create about 70 political minute availabilities between mid-September and election day.

Reduced political rates—for which politicians have long clamored and which were proposed by FCC Chairman Rosel H. Hyde at National Association of Broadcasters convention last spring (Broadcasting, April 8)—will give candidates wide selection of price tags.

Minute prices always vary both seasonally and from program to program. Lowest rates of year are in effect now; highest will go into effect with start of new season in September. They can range widely.

Record revenues

Time Inc.'s six-month report, out Friday (July 19), showed record revenues, up 6% over 1967. Second quarter revenues went up 9% over last year's figure. Time said its broadcasting division contributed as well as other major divisions to increases.

For six months ended June 30:

<table>
<thead>
<tr>
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<th>1968</th>
<th>1967</th>
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<tr>
<td>Earned per share</td>
<td>$2.45</td>
<td>$2.21</td>
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<tr>
<td>Revenues</td>
<td>268,870,000</td>
<td>252,892,000</td>
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<tr>
<td>Net income</td>
<td>17,230,000</td>
<td>15,383,000</td>
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<tr>
<td>Shares outstanding</td>
<td>7,920,000</td>
<td>6,953,000</td>
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Committee pushes for FCC records; Hyde resisting

Dispute over subcommittee access to FCC information highlighted Friday (July 19) session of House Investigations Subcommittee into commission's approval of initial grants and subsequent transfer of Overmyer construction permits to AYC Corp.'s subsidiary (see page 40).

Representative John E. Moss (D-Calif.) demanded that FCC be directed to supply record of long-distance telephone calls. FCC Chairman Rosel H. Hyde protested request at independence of agency and his personal privacy. Chairman Harley O. Staggers (D-W.Va.) deferred ruling.

During questioning, committee counsel charged that FCC should have denied initial CP applications "on their face."

Subcommittee probed Atlanta, Pittsburgh and San Francisco grants, said financial liquidity wasn't shown and that resources didn't match requirements for putting stations on air.

Panel plans to proceed with inquiry on Houston and San Francisco CP's. probe renewal requests, then look at transfer of five CP's. Date for resumption of hearing was not set but could come this week.

Panel also quizzed Overmyer attorney Benito Gaugine on activities at FCC and in hearing room, stopped sales

Prime time for antismoking messages

NBC-TV is understood to be planning insertion of one-minute announcement in each of four prime-time shows next fall for anti-smoking health message. All programs are early-evening series with special youth appeal. Among shows definitely set to carry message, which reportedly would be carried on regular basis, are I Dream of Jeannie (Monday, 7:30-8 p.m., NYT) and Jerry Lewis Show (Tuesday, 7:30-8:30 p.m., NYT).

Anticigarette crusader John Banzhaf III has complaint before FCC charging that WNBC-TV, NBC owned station in New York, has not carried enough anti-smoking messages to comply with FCC fairness doctrine that's been extended to cigarette advertising (Broadcasting, June 17). He asked FCC to revoke station's license. NBC, as licensee, promptly denied charges.

NBC hasn't disclosed method by which it'll capture time for extra minute, but in past practice networks have developed procedures of shortening allotted time for such material as promos and credits.
William Carpenter, VP and Midwest sales manager, Metro TV Sales, Chicago, named VP and general manager. WNEW-TV New York. Mr. Carpenter succeeds Leonard T. Giarraputo, who moves to Playbill, recent acquisition of Metromedia Inc., as executive VP and general sales manager. Before joining Metro TV Sales two years ago, Mr. Carpenter was VP of H-R Representatives, in charge of its Corinthian sales division.

Joseph B. Somerset, VP for radio programming of Capital Cities Broadcasting and general manager of its WPAT-AM-FM Paterson, N. J., named senior VP as part of series of executive changes involving three Capital Cities stations. His corporate duties are being expanded to include “developing the broadcast potential” of newly acquired Fairchild Publications, presumably in area of TV and radio programming.

Louis Faust, VP and general sales manager of KPOL Los Angeles, named to succeed Mr. Somerset as general manager of WPAT-AM-FM. Charles William (Bill) Weaver, general manager of WKBW Buffalo, N. Y., moves to KPOL as VP and general manager, and Peter C. Newell, VP and station manager of WPAT-AM-FM, goes to WKBW as general manager. Frederick Custer, who has been general manager of KPOL, is expected to remain with Capital Cities in responsibilities to be announced.

Say AT&T program charges should be less, not more

AT&T, which has proposed increasing rates for radio and television program transmission, actually should be charging less, according to witnesses for ABC, CBS and NBC in FCC’s inquiry into AT&T rate structure.

Witnesses are John J. Renner of Jansky & Bailey Division of Atlantic Research Corp., and William Vickrey, professor of economics at Columbia University. Their testimony is being filed with commission today (Monday).

Mr. Renner said that even within approach to cost analysis taken by AT&T expert witness, company “grossly overstates” equipment and facilities attributed to program transmission service—“resulting in an over-allocation of costs to those services adding up to many millions of dollars.”

Mr. Vickrey said that reduction in costs of providing transmission service, plus increase in alternatives to AT&T “argue for a reduction in program transmission rates.” He said that in 20 years AT&T has been providing program transmission service, coaxial cable and microwave techniques have been developed to point where costs have been “dramatically reduced.”

Johnson to be featured at NATRA Miami meeting

FCC Commissioner Nicholas Johnson will be featured speaker at Aug. 14-18 Miami convention of National Association of TV-Radio Announcers. executive vice president Del Shields, WLIB, New York personality, announced Friday (July 19). He said Mr. Johnson has accepted invitation to talk at Aug. 17 luncheon.

To be held at Sheraton-Four Ambassadors, NATRA meet will stress how Negro broadcasters can expand ghetto service and enlarge own professional responsibility roles under white ownership. Aim also is to find better ways to alert management to changing black community conditions.

Mr. Shields said Aug. 16 workshop, “Part Two: Urban Crisis in America,” will bring together some principals from earlier New York session on subject (Broadcasting, May 20). Jessie Jackson is at Aug. 16 dinner. Representative John Conyers (D-Mich.) is to talk at Aug. 18 luncheon.

Elected to AP board

Election of four members to board of directors of Associated Press Radio and Television Association announced Friday (July 19).

Frank Balch, WJOY Burlington, Vt., re-elected to four-year term; Milton Cook, KACE Riverside, Calif., named to three years remaining in term of Gene Shumate, KCKK Ruxburg, Idaho, who is retiring; and Rex Davis, KXNO St. Louis, and Fred Hammond, WTVI New Orleans, elected to four-year terms.

Terms of 12 other board members expire in subsequent years. Ted McDowell, WMAL Washington, is APRTA president.

Democratic convention site still cliff hanger

Illinois Bell Telephone Co. Friday (July 19) again affirmed it will not go to binding arbitration in strike with International Brotherhood of Electrical Workers despite mounting pressures from city, other labor unions and Friday statement by Democratic National Committee that convention site might be in jeopardy (see page 52).

John B. Criswell, treasurer of Democratic party and convention executive director, warned “that a very few days remain in which an agreement could be reached, and thus the conduct of the convention could move ahead without serious harm.”

Mr. Criswell’s statement was made after talking with National Democratic Chairman John Bailey who denied Friday was deadline for decision on convention site move. Asked when deadline decision day might be, Mr. Criswell ducked question by saying “We re-examine the situation every day.”
Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward... or his army.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
A calendar of important meetings and events in the field of communications.

AUGUST

Aug. 5-7—Association of National Advertisers workshop on advanced administrative and planning techniques. Drake Oak Brook hotel, Chicago.

Aug. 5-9—Annual meeting American Bar Association. Among principal speakers are Senator Phillip A. Hart (D-Mich.); U.S. Cir-

AUGUST

Aug. 5—Deadline for filing reply comments on FCCs proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

Business

VICE PRESIDENT AND GENERAL MANAGER Maury Long

NATIONAL SALES MANAGER Warren W. Middleton (New York)

ADVERTISING DIRECTOR Ed Sellers

INSTITUTIONAL SALES MANAGER Eleanor Manning

PRODUCTION MANAGER George L. Dent; TRAFFIC MANAGER Harry Stevens; ASSISTANT PRODUCTION TRAFFIC MANAGER Bob Sandret; CLASSIFIED ADVERTISING Margaret E. Montague; ADVERTISING ASSISTANTS Carol Ann Cunningham, Dorothy Coll; SECRETARY TO THE GENERAL MANAGER Doris Kelly.

Circulation

CIRCULATION DIRECTOR David N. Whitcombe

SUBSCRIPTION MANAGER Mary A. Davis

William Criger, Kwentin Keenan, Stanley Falcetzi Jr., Jean Powers, Katherine Tucker.

Bureaus


Executive and publication headquarters: Broadcasting Publications Inc., 520 N. Dearborn St., Chicago, Ill. 60610. Telephone: (312) 329-4320.

DATEBOOK

July 14—Rules for the use of TV and radio signals by the Educational Broadcasting System.

July 22—Deadline for filing reply comments on FCCs proposed rulemaking to determine coverage of TV and STARS.

July 28—Deadline for filing reply comments on FCCs proposed rulemaking to require stations to operate for a limited period in the AM broadcast band.

August 26—Deadline for filing reply comments on FCCs proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

September


Sept. 6—Deadline for filing comments on FCCs proposed rulemaking to require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 6—Deadline for filing comments on FCCs proposed rulemaking to require broadcast licensees to show nondiscrimination in their employment practices.


Sept. 15—International Alliance of Theoretical Stage Employees and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention. Kansas City, Mo.

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

Sept. 16—Deadline for filing reply comments on FCCs proposed rulemaking for the specification of holdings requirements. The MERV proposal, a standard method for calculating radiation-for use in evaluating interference, coverage, and over-the-air permitted contours in standard broadcast service. Previous deadline was July 16.


KAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Bury the hatchet

EDITOR: Your editorial of July 8 ("Fantasy land") regarding the rash of print-sponsored hatchet jobs is a commendable one. . . .

The journalistic license that is continually practiced by our Gutenberg brethren would be comic if it were not believed by some otherwise rational people. A prime example of what I mean is the ever present "implied monopoly" image that is presented. A close examination of this always shows that newspapers have monopolies in the newspaper business in most sections of the United States.

Perhaps newspaper editors should seriously consider whether the apparent decline on the part of the public to rely on and believe their paper might just be the result of unprincipled and in many cases completely misleading reporting about television. This kind of thing is first of all bad for the country and in the long run will not make television go away. It might cause them to go away and that is something that shouldn't come to pass. —William J. Hart, general manager, Television Corp. of Michigan Inc. (WJCO Jackson and WLTX-TV Lansing [Onondaga]).

Another friendly service

EDITOR: Your local telephone company is now providing, free of charge, a new television rating service. The rating service is designated "numbers most frequently called" and is available in most metropolitan markets. All a time-buyer has to do is pick a town, get the "information operator" and ask her to list the call letters and channel of the area TV stations. Each information operator has, at her board, an abbreviated list, for quick reference, of those TV stations that "someone" has predefined as the "most frequently called." Unfortunately, a customer has to ask "for" the source before he finds out what list is being used. If you know there are other TV facilities in the market and demand that they look them up, of course, they will oblige, even giving you the telephone number.

I happened on this Bell rating service by accident while trying to get the telephone number of a new UHF service in Sacramento, California, KXTL-TV. The Sacramento information operator told me that there are only three TV's in town, KCRA-TV, channel 3, KXTV, channel 10 and KOVR, channel 13. The information supervisor, however, upon urging, located in the directory KVIE, education channel 6, and finally, KXTL, channel 40.

In checking to see if this Bell rating was properly available in all metro areas, I can report as follows: I tried New York City information to find that there were only five TV's; WNBC-TV, WABC-TV, WCBS-TV, WNEW-TV and WOR-TV. The New York Daily News station, WPXI-TV, failed to make the Bell Hit Parade, as did WJJD-TV, WNYC-TV WNYE-TV, WNDT-TV.

Although I only tried Los Angeles for a Bell rating on radio stations, I found there that no radio is listed under "numbers most frequently called." Although eminently fairer, it's not, I hope, a tocsin of things to come.

Might I suggest that all broadcasters check their Bell rating and if found "wanting" have all employees, daily, a dozen or more times a day, ask information for their station's number in order to "qualify." —John C. Gilmore, president, Community Club Awards, Westport, Conn.

The help that hurts

EDITOR: The next time you write a story which says, in the words of the great Irving Kahn [president-chairman of Teleprompter Corp., New York], or Triangle [Broadcasting, Sept. 18, 1967, et seq.], or one of the other CATV moguls, that "CATV helps UHF and doesn't hurt a UHF market," or "let's set up a test in some market," will you please put in some equal space for us?

The Wilkes-Barre-Scranton area has been the test market for 15 years; we have survived the five-channel age, and are slowly being strangled to death by the 12-channel noose. We have the results of the February American Research Bureau tabulation, which we got on a county-by-county basis, showing the listening done by the people in each county. ARB has given ADI [Area of Dominant Influence] status to several of our grade A counties. . . . to Philadelphia, not Wilkes-Barre! These are counties totally within our grade A and outside of anyone else's grade A. They show conclusively that listening veers to the larger market by anything from 10% in a low-penetration CATV county to 95% in a high-penetration CATV county. The average loss of viewers in our grade A and priority-B area is 43%. Who says they help?

With friends like them we can't afford anything but a muffled cry for help. —David M. Baltimore, general manager, WBSR Wilkes-Barre, Pa.
How to hit 'em
where they live?

With spot TV.
No other medium lets you hit your prime prospects so hard so often. It's this flexibility plus efficiency of cost that makes spot TV such a dramatically effective buy. And we can prove it to you. With new information, new techniques that make 1967 media thinking old-hat. In fact, Blair has a dramatic new story on the use of spot TV that you really ought to see. Better call your Blair man. Before your competition does.

BLAIR TELEVISION
Tell it like it is to television's generation

The television generation of consumers, if you will permit a personal theory, has effected some fascinating changes in the way we create advertising today. I think the basic change in the American consumer market is the tremendous increase in the number of young people. Few will quarrel with this point. But more important than their numbers is their influence on an older group that is unusually receptive to the attitudes, values and tastes of youth.

That receptivity is demonstrated when an old-established product, without changing its basic function, can dress up as a teeny-bopper and carve out a whole new market. The Kleenex "Boutique" commercial is an example.

Just Facts, Please • But the basic change in the consumer audience goes much deeper than mods clothes and psychedelic colors. Something significant has happened. The bumper crop of post-war babies has grown up. They've started families and become full-fledged consumers. These people are a little different as advertising prospects from the generation that preceded them.

They grew up disclaiming insincerity and phoniness—in religion, patriotism, moral codes, race relations—and in advertising. The tired cliches and formats that lazy writers had imposed on advertising for years became the source of satire for these people. The words, "Now, at last, an amazing new kind of..." will get a laugh out of them but not a sale.

While they were growing up they kept saying: "Tell it like it is." Copy that recognizes this plea, that talks like people talk, that doesn't try to con anyone, that has a ring of sincerity and logic to it, will be effective copy. As research and technology more and more erase the differences between competitive products and services, the personality of the product or service or company—as expressed by its copy—becomes the really important difference.

Seeing is Believing • The reality of the world we live in is perceived differently by these people than by those of us who formed our early impressions of it through Hollywood movies and pre-war magazines. This generation grew up with photo-journalism, European films and television news.

The beautiful, painted people who grinned at products in yesterday's advertising have no relationship to the life of a young consumer today. Effective models are real people. Consider the people who inhabit the Dial soap "Car Pool" commercial or the Contact "Rainy Day" spot.

Twenty years of television have affected how a visual message can be communicated to viewers. Many consumers have been living with the tube since the day they were born. They have seen and grown accustomed to more new visual techniques than were dreamed of before television took over film.

So a commercial need no longer be only a second-by-second flow of time. If techniques help communicate a selling idea, we can slow time down to illustrate the exhilaration of a child's energy—as you may see in the Ralston Chex "Running Boy" commercial. Or we can stop time, cut backwards into it and tailor it to our needs as you will recall in the "Airplane" corporate commercial for Monsanto.

The population that is over 25 is different too. Yet the difference isn't all due to the influence of the youth revolution. Most of them were born in a depression and grew up in a period of unprecedented abundance.

Instant Market • They are moving around more, travelling farther, seeking different ways of life. One family in every five will pull up its roots and move next year. They live with instant mass communication. They are presently in the midst of a social revolution.

The status quo and tradition can no longer carry the importance they once did. People are more willing to entertain a new idea and listen to a new theory. As a minor part of this new attitude they are willing to consider new products, new product forms and new product ideas that would have been laughed at in a less open-minded era—if they are presented in a way that catches their attention and relates the product to their lives. Watch the Sunbeam "Facemaker" and Pronto "Pushbutton World" spots.

Another characteristic of American consumers today—and one that may be related to the kind of dangers they are living with for the first time—is a real sense of humor. With so much around us that is deadly serious, a little humor in the less vital areas of our lives is welcome indeed.

A gentle smile at the human condition, some obvious and innocent exaggeration in situations or a little surprise ending will both please and sell. The Kleenex "Color Quake" and Chiffon "Marcella" spots illustrate this type of person-to-person communication instead of company-to-customer selling.

Commercials today also must communicate instantly. People are busier than ever before—in spite of or perhaps because of the new leisure. There is too much competition for their attention. On average, some 1,600 advertising messages are aimed at the consumer each day. What's more, he grew up surrounded by advertising. It is no longer fascinating as such.

Simplicity also has become more vital. How many of these 1,600 messages are going to stick in the prospect's memory? Only those that are pertinent to his or her life, that have one significant piece of information to convey and that communicate it clearly, dramatically, unusually and, above all, simply.

The old basic principles of advertising will always apply. But in the TV generation the changes are in the areas of execution, reflecting a deep, sympathetic and up-to-the-minute knowledge of the people we're talking to.

John O'Toole is vice president and creative director, Foote, Cone & Belding, Chicago. He also is member of the plans board. He joined FC&B in 1954 after working with BBDO and since then has served on virtually every account in the agency's Chicago office. He also served in FC&B's Hollywood office for two years as creative director prior to his present post. Mr. O'Toole is a native of Chicago, received his BA degree in journalism from Northwestern University in 1950.
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AM freeze startles broadcasters

Commission seems ready to curtail AM growth in favor of new allocation system that would consider AM and FM as a single aural service

For the second time in this decade, the FCC has stunned the broadcasting industry by imposing a freeze on applications for AM stations, and for major changes in existing ones, while it considers drastic revisions in AM allocations rules.

As in 1962, when the first freeze was imposed, the commission's concern is with the proliferation of AM stations. But this time, the commissioner appears determined to go beyond its goal of 1962 of slowing down the growth of AM and channeling its development into underserved markets—it is now considering a flat ban on new AM service except in underserved areas.

The commission order imposing the freeze—issued on Thursday without any advance warning—makes clear also that the commission will consider the question of whether a new allocation system should be adopted in which AM and FM would be considered a single aural service.

The commission action would appear to have contradictory implications for existing AM licensees. On the one hand, the commission is moving toward a decision that would protect many of them from new AM competition. But this same action could shunt would-be broadcasters into the role of competitors for existing operators' licenses; the number of competing AM applications filed on top of renewal applications has been on the rise since the present rules were adopted.

Yet, the commission's review could give further impetus to FM broadcasting, which is already providing increasing competition for AM stations; officials believe that barriers to AM broadcasting will divert would-be broadcasters into FM.

Length Uncertain = The commission's announcement of the freeze gave no indication of how long it would last. The previous one was in effect for two years—one year for the rules to be proposed, another for the proposals to be adopted. Commission sources said they expect new proposals for revising the AM allocation rules to be issued in about a month.

The failure of the rules adopted in July 1964 (Broadcasting, July 6, 1964) to accomplish all that the commission had in mind is part of the reason for the surprise action taken last week. Another is the commission's continuing manpower-shortage problem resulting from tight appropriations.

The commission had expected that tough engineering requirements provided for in the 1964 rules would slow down the number of AM applications. However, applicants for markets already being served by AM stations and their engineers proved more ingenious than the commission had expected. The rate of applications received and processed never diminished.

The commission noted last week that at the time the 1962 freeze was adopted, 3,871 AM stations were either licensed or under construction. By the end of July, the number will be 4,300. The number of FM stations jumped from 1,393 to 2,472. Combined with the applications on file or in hearing status, the commission said, the number of aural stations easily exceeds 7,000.

Furthermore, most of the new stations are going into areas already served by radio. And, sources said last week, the commission is now facing up to the question of whether, in view of the tight financial restraints the Budget Bureau and Congress hold on the commission, the relatively slight amount that new AM stations add to the gross national product warrants the time the commission staff spends processing the applications involved.

The administration sought for the commission, in the fiscal year ending next June 30, $21,271,000, an increase of $1,521,000 over the agency's present appropriation. This would not permit the commission to do much more than stay even with its present responsibility, but the commission will do well to get an even $20 million from Congress.

Priority Question = The question of whether the commission should further tighten its AM allocation rules came up first in connection with a discussion of the appropriation the agency should seek for the 1970 fiscal year. "It comes down to a question of priorities in determining assignments for available staff," one source said last week. "There may be better ways of using staff than in processing AM applications."

The questions the commission will consider during the freeze—begun as of July 19—indicate the commission is interested in restricting new AM service to underserved areas. The key question is whether "a significant national need for new AM stations or major..."
would not serve underserved areas still exists."

The commission will also consider whether presently available frequency space should be conserved for future use in areas that are developing and to eliminate what "white" areas remains, and whether AM assignments should continue to be made on a demand basis.

The commission indicated it might eliminate the present distinction between AM and FM by stating that it would consider whether the two services should be viewed as a single aural service. The commission made a tentative step in that direction in the adopted rules following the earlier freeze, when it prohibited FM stations from duplicating more than 50% of the service of a commonly owned AM in cities of more than 100,000 population.

**Didn't Work** In specifying these areas for review, the commission conceded the rules it adopted in 1964 failed to accomplish their goal. They had been designed to encourage the development of service in underserved areas by providing for less stringent daytime standards for applicants proposing to build a first local station in a community or to bring a first primary service to 25% of the area. They had also been intended to foster elimination of nighttime "white" area by requiring new nighttime applicants to provide a first primary service to 25% of their proposed service areas. (This was later liberalized to permit the proposal to qualify if they would provide primary service to 25% of the population.)

Another principal objective of the rules was to provide the continued erosion of existing service caused by increasing interference which had been growing rapidly under the previous ad hoc allocation method.

However, this last objective was the only one achieved to any degree. The commission noted last week that fewer than 10 waivers have been granted for proposals involving prohibited interference, and in each case the interference involved was "de minimis."

The commission said its rules met with "only limited success" in connection with the other objectives. Of 32 new stations authorized this year, only two proposed to serve any daytime "white" area, and in both cases the areas were relatively small. And since none of the new stations was authorized to operate on a fulltime basis, the commission added, no nighttime "white" area was eliminated.

Twenty-two of the new stations will bring a first local service to their respective communities. But the commission said the justification for the grants is "diminished by the fact that the Mexican population of the towns is only 2,850." Further offsetting any gains the grants will bring in service, in the commission's view, is the fact that, as the AM band becomes more congested, daytime-only authorizations tend to bar the establishment "of more desirable fulltime stations on the same or adjacent channels."

**Why the Halt** In imposing a freeze on new-station and major-changes applications, the commission said such action was necessary to prevent "a flood of new applications under the present rules" which would "frustrate the very purposes of the forthcoming rulemaking proceeding."

However, there will be exceptions to the freeze. The commission said it will accept applications required because of circumstances beyond the control of existing station applicants—where, for instance, a transmitter site change is necessary because of storm damage to existing equipment. Applications that are mutually exclusive with renewal applications will also be accepted, as will applications for changes in existing allocations which may be required by international commitments.

**Station total grows**

The bind in which the FCC finds itself in keeping up with its backlog of AM applications—a major reason for the commission's current review of its AM allocations policies—is indicated by the backlog and personnel figures the agency has submitted to Congress over the years.

The figures show that the number of AM stations has edged upward from 3,886 in 1962, when the present rules to slow the growth of AM were first proposed, to 4,300. The total of all broadcast stations jumped from 7,502 to 10,894 in the same period.

But there was an actual drop in the number of FCC personnel engaged in broadcast activities. There were 324 in 1962, 319 this year, according to estimates made in a presentation to the House Appropriations Subcommittee in February.

**N.J. applicants get consolidated hearing**

A dispute involving principals common to two separate groups of AM applications last week led the FCC to call for a consolidated hearing.

The first group includes a pair of mutually exclusive applications to operate on 1000 kc in New Jersey, one by Louis Vander Plate for Franklin with 250 w and the other by Radio New Jersey for Hackettstown with 1 kw and directional antenna. In the second group are five applications to operate on 1170 kc, of which four for New Jersey are mutually exclusive: Mid-State Broadcasting Co. for Lakewood with 5 kw and directional antenna; Arthur S. Stelloff for Toms River with 1 kw; Lake-River Broadcasting Corp. for Lakewood with 5 kw and directional antenna and Somerset Valley Broadcasting Co. for Somerville with 500 w and directional antenna. Also in this group is one for Orleans, Mass., by Seashore Broadcasting Co., Inc., which is mutually exclusive with the Stelloff application for Toms River.

The factual dispute was raised by Mr. Vander Plate, who questioned statements about a transmitter site made by Radio New Jersey for Hackettstown and Lake-River Broadcasting Corp. for Lakewood. He alleged that neither firm had made arrangements to lease land for a transmitter when its application was tendered and that both had made false representations to the commission. The dispute involves principals common to both Radio New Jersey and Lake-River. They opposed the allegations in a reply.
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No TV upheaval in the wind

President's Task Force on Telecommunications

is expected to take a moderate tone in its advice on what should happen to future of TV

Broadcasting may be a minor element in the report of the President's Task Force on Telecommunications Policy, which is due, if the staff can make it, by the end of next month, or, more likely, after Labor Day.

The 12-man task-force staff, fired up for the home stretch, has shifted into shirt-sleeved drafting sessions on the report for submission to its bosses, the representatives of major government departments and agencies concerned with telecommunications. When the final, official report of this group will go to the President himself is beginning to be problematical in the light of summer vacations, the political conventions and the elections this fall.

It's more than a fair deduction, it's learned, that the section on broadcasting will avoid bold, new proposals. There will be, in fact, little that can be considered radical for television at the present time, according to the best available information, although there undoubtedly will be suggestions for amplifying TV service—principally for specialized audiences. And, as part of this look to the future, references no doubt will be made to the wider use of cable TV as a means of supplying extra programs for those willing to pay for them. What intrigues the task-force staff, it's said, is that CATV uses no spectrum space.

Broadcasters' fears that the task force was leaning toward recommending an extreme shakeup of the present structure of television—that it was seemingly partial to a wired-city concept—are expected to prove unfounded. There's every indication, however, that the wired-city concept will be discussed and commented upon with some degree of favor.

The task-force staff, it's understood, is impressed with the ability of cable TV to act as a conduit for the transmission of extra TV programs, without requiring additional channels in the electromagnetic spectrum where many interests are clamoring for space. CATV in this view does offer a means of extending and supplementing present over-the-air broadcast TV.

Demand Issue • At the same time, there is expected to be a favorable inclination toward wired communications for new and old services that are non-broadcast in nature in major, high-population density markets in the light of the ever-increasing demands for more spectrum space.

The report is also expected to refer to some of the anomalies at the present time in the administration of the spectrum, now divided among various government-sponsored agencies, the FCC and the White House's Office of Telecommunications. There has been talk that the staff may well suggest that one of the federal government departments—the Department of Commerce or the Department of Transportation—up-rank its telecommunications officials to increase their responsibilities in this field, particularly in the area of government usage of the radio spectrum. The Bureau of the Budget was specifically asked by the President to look into the administration and regulation of telecommunications by the national government.

In line with the priorities set forth

Station local activity stressed in Land report

"There is really no need, in this report, to belabor the obvious: that television is the primary medium through which Americans come to know the world and each other." But Land devotes nearly a third of its study to demonstrating how local stations function in their role as a "central communications institution."

What ensues is a compilation of local station activity based on the written reports, some in-depth interviews and telephone follow-ups of those stations responding to NAB President Vincent T. Wasilewski's letter (see page 26). Out of 329 stations responding, Land says "not all these reports were usable." Two hundred-fifty two of them were. And that information is further broken down into four categories of 63 station each. The categories (once again, arbitrary) are public affairs, general education and information, community affairs, and local issues and politics.

But the chief hook on which Land places TV's community service hat is news. Land says it's "the major element in local programing," and has shown "enormous growth." And the report claims that "the sheer quantity of news available to the public on a combined network and local level bears full testimony to this growth."

Land reports that of 297 stations, 228 produce at least one half-hour daily newscast Monday through Friday; 127 produce at least two; 44 produce three, and 13 produce four such programs. In one-station markets 17 out of 20 stations produce one 30-minute daily news broadcast; 10 out of 20 small market stations produce two half-hour daily newscasts, and two stations provide four such daily programs.

But such coverage is "expensive," according to Land. Of 110 stations supplying such information 21 report news costs of from $50,000 to $100,000; 32 stations report from $100,000 to $200,000, and 27 from $200,000 to $500,000. And the question of profitability from a news operation is a moot one, says Land.

Excellence Begets Profits • The report suggests that stations that do the best news job and spend the most money are "most likely" to show profit. "In a single city, for example, one station spends over $100,000 a year on news and calls it a loss operation; a second spends over $150,000 and breaks even; and a third spends over $400,000 on news in the same market and makes a profit."

Of 139 stations reporting profit-and-loss for news, 57 reported a profit...
by the President when he appointed the task force last August (Broadcasting, Aug. 21, 1967). and its own determination of what is most significant, the task force is expected to spend its principal efforts in the area of international telecommunications. This includes policy determinations regarding the future of the Communications Satellite Corp.; of Intelsat, the international satellite communications consortium; and of the international record carriers and their desire to merge to permit the U.S. to have a single, flag telecommunications carrier. Also to be determined is the matter of a domestic satellite communications system.

Speculation among informed sources in the telecommunications industry anticipates that the task force is inclined to be sympathetic to the establishment of a multi-use domestic satellite system to be operated by Comsat; these same sources indicate that the task force is expected to look with favor on a merger of record carriers for of-off shore operations.

Staff to Members • The staff must submit its report first of all to the task force itself. This is a 16-man group of subcabinet level named last year by President Johnson. The task force proper is headed by Eugene V. Rostow, under secretary of state for political affairs, with James D. O'Connell, director of the Office of Telecommunications Management, as vice chairman. Also on the task force are Rosel H. Hyde, FCC chairman, as an ex officio member; Leonard H. Marks, director of the U.S. Information Agency and onetime Washington communications lawyer; Dean W. Coston, deputy under secretary of health, education and welfare and onetime radio engineer; as well as representatives of the Commerce, Transportation, Labor, State, Defense, and Justice Departments, and the Bureau of the Budget, Council of Economic Advisers, National Aeronautics and Space Administration, and Office of Science and Technology.

Nonetheless, the report is expected to be largely written, under supervision obviously, by the small, permanent staff, composed principally of young lawyers and economists.

Executive director of the task force staff is Alan R. Novak, 34-year-old attorney who is a special assistant to Mr. Rostow.

Deputy executive director is Frank E. Ioy, deputy assistant secretary of state for transportation and telecommunications.

Richard A. Posner, on leave from the Department of Justice, is general counsel of the staff. And Lee Johnson, on leave from the Rand Corp., is research director.

Other members: Walter Hinchman, OTM; Charles Osborne, Defense; Jan Deutsch, Yale University; Robert Starr, HEW; Oscar Gray, Transportation; Monroe Price, University of California (Los Angeles). Stephen Barnett, University of California (Berkeley), and James B. Sheridan, FCC. Aiding virtually full time are consultants Paul McAvoy, Massachusetts Institute of Technology, and Fred Morris, on leave from Radiation Inc.

(41%), 57 a loss (41%) and 23 break-even (18%). Whether the costs and the ultimate benefits of local news operations, Land warns that "the wired system concept poses a serious threat of halting this progress, and even of reversing it," because "by and large, [60% of] news operation is not profitable... ."

Land claims that under wire audiences for local outlets would decrease as a result of "the inevitable swing of the system in a national direction toward a greater supply of nationally originated entertainment... . Economic pressures on entrepreneurs forced to exist solely on the ability to turn a profit must result in fewer news services."

Land foresees an actual decrease in diversity in a "most significant area in our society," and concludes: "The social loss would be considerable."

Commission proposed for educational technology

To intensify a national effort for research and innovation in U.S. education the Committee for Economic Development has called for Congress to create an independent, nongovernmental commission similar in structure to the Corp. for Public Broadcasting.

The 75-page report of CED's research and policy committee, released last Friday (July 19), urged that the commission should be legally empowered to receive both governmental and private funds to stimulate new educational techniques. It cites estimates that public-school expenditures will jump 37% between 1966 and 1976, from $28.5 billion to $39 billion.

Among the new educational technology the report notes that television "holds considerable promise for improving the quality of instruction." Tele-

vision's flexibility allows it to be used on a decentralized basis, through the use of video tape, or on a large scale, through a central broadcast facility, it says. For a 100,000-student school system, the report says, annual software costs (lessons and programs) would range from $1 million to $3 million. It estimates the initial hardware cost at $1.250 per classroom, plus $100,000 for the system's central studio and transmission equipment. "If television were optionally installed in the 16,000 public-school systems that represent 75% to 80% of the national elementary and secondary school population, the annual cost would range from $265 million to $1.5 billion," the report estimates.

The Committee for Economic Development is comprised of leading business executives and educators.

The CED headquarters are in New York City.

Wire-grid plan blasted by Land

NAB-financed study lists achievements of broadcasting system

Broadcasting's answer to a television "wired-city" concept is now in the hands of the President's Task Force on Telecommunications Policy.

It's a 368-page study of program diversity ("Television and the 'Wired City'") that ultimately involved over 300 TV stations, and was commissioned by the National Association of Broadcasters and conducted on a two-month crash basis by Herman W. Land Associates, New York.

The Land study challenges the most abhorrent proposal (to broadcast interests) now before the task force — a nationwide wire-grid system, its components operated as common carriers, its 20 or more channels leased to broadcasters and others on demand, from which viewers, to get the service, probably would have to pay installation and monthly charges.

Purpose of Force • The task force was appointed by President Johnson last August (Broadcasting, Aug. 21, 1967) to take a hard look at whether the spectrum is now being used to best advantage. And but one proposal before it (it's to look principally at international telecommunications [see
More channels don't diversify programs

A primary target of the Land study is what is claimed by proponents of the wire-grid system—an increase in program diversity. Diversity, it is said, would occur with an increase in channels, and would provide programing serving specialized cultural interests.

Land says it won't happen. A statistical computation called a diversity index devised by Dr. Frederick Stuart, Hofstra University professor, purportedly shows there is only a "very limited" increase in program variety (diversity) with the addition of broadcast channels in a given community. The implication is that diversity would be no better served by wire. What diversity does occur tends to be a proliferation of the most popular types of programs already aired. The sole exception to this finding is an educational station which provides a "substantially higher" diversity index in any given market.

The methodology Land employs is to sample programing offered in 59 TV markets by culling regional issues of TV Guide for a sample week, and to assign every program to one of 20 arbitrary categories. Programs are categorized, for example, as dramatic adventure (Perry Mason) with continuing characters in a continuing series; drama, an original TV script with noncontinuity of characters, and serial melodrama (Peyton Place) with continuing principal characters, "made expressively for television: any violence usually off-stage and genteel."

Diversity Index • All feature films and all variety shows are lumped together in their respective categories. And Land notes: "It is, of course, extremely difficult to classify programs by any categorical scheme."

To measure program diversity Land "computes" a diversity index.

This is what the report concludes: There's no "statistical correlation observable" between diversity and the number of stations in a market; audience size per station is termed "more influential" in determining diversity.

But the most "significant increase" in diversity occurs when a second channel is added to a market; past the addition of a third channel, "the rate of increase in diversity begins to slow up and actually begins to go down past the sixth channel." Total increase in diversity from three to six channels is 4.51%.

A "more consistent" relationship between diversity and number of channels is found during prime time, but it is termed "slight" and "not significant"—a total increase of less than 10% from three to six channels.

What increase in diversity does occur is "more of the same" of the most popular entertainment types of programs now on the air (situation comedies and off-network reruns). And this phenomenon occurs, according to Land, "when stations are added beyond three."

ETV Affects Index • But ETV's prove an exception to this rule. Land says for a given number of stations, the diversity index is "substantially higher" when one of those stations is an ETV. That finding is reached because, it's noted, ETV's ordinarily concentrate on the types of programing commercial TV's program least. For example, instructional programs rank first in frequency of broadcast time on ETV, 14th on commercial stations. Feature films are 10th on ETV and first on commercial TV's. In a three-station market, if all stations were commercial and broadcasting feature films, variety shows or dramatic adventure (the top-ranked programs), the diversity index would be lower than if one of those stations were ETV, and were broadcasting an instructional program.

Land concludes that if the special-interest audience is to be best served, it should be through the development of public television (Corp. for Public Broadcasting). And he notes of public TV: "In a very real sense, the diversity sought for by proponents of wire is already largely existent, in the sense of being available to the great majority of Americans."

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page 22—), which the Land study was commissioned to dispute, is the wiredness committee. NAB, which footed a bill for the study of "less than $50,000," endorses it by saying: "Since the Land Associates were instructed to proceed with a maximum degree of independence and objectivity, their findings may not necessarily reflect in all aspects the official opinions of this association or its board of directors."

What the report attempts to put before the task force is why free, over-the-air local broadcasting service should not be supplanted by the wire-grid system. And nearly one-third of the report is devoted to a positive statement of broadcast achievements in local programing that merits preservation.

However nearly two-thirds of the report outlines commercial television's limitations in order to show why wire can't do a better job. And with its diversity index conclusions (see this page), Land would appear to bring into question the viability of some new television broadcast services.

Situation by 1980 • Based on certain revenue projections Land says that by 1980 advertising monies would support "just about" the number of stations as there are now total commercial channels allocated. And, as an alternative to the wire grid, Land claims that UHF may serve "substantial segments of the public with alternative programing" and make possible the creation of a fourth network. "Our projections over the next decade do indicate a greater opportunity for success than has existed until now. It is also not inconceivable that a decade from now may see even a fifth network attempt."

But Land's diversity index also shows that there isn't much diversity (variety) of programing under certain conditions with the addition of channels, and what diversity there is, is of the off-network rerun type of popular programs. Land suggests that "the question that naturally arises is whether this increase in the diversity of diversion with its concomitant replay feature is justification for the violent wrenching of institutions which is inherent in the proposed shift to the technology of wire."

Dra. Flannery welcomes Land's report, NAB is apparently eager to get the Land report in circulation among Washington, and public influential. It has already distributed copies to major newspaper columnists, and some members of the FCC and Congress. And in about three weeks it expects to have published from 5,000 to 10,000 copies of a paperback edition.

The thrust of the Land report is that the wire-grid system carries "a very real threat . . . to the principle of localism . . . embodied in the Communications Act." It poses the question "whether the possible gain that may be achieved in quantity of diversion is worth the social cost—the attrition or virtual elimination of significant service now provided by the local stations on the community level."

Land says it isn't worth the cost, and his arguments are supported with 252 "usable" station responses which Land says "seriously underrepresent the field as a whole."

The stations responded to a request
from NAB President Vincent T. Wasi-
lewski in a May letter in which he asked
TV members of NAB to provide Land
a report of their local programing ac-
tivities for 1967. Stations were asked to
report within the strictures of the FCC
program categories (which Land now
says are "hardly adequate for our pur-
poses") so as to indicate "any evi-
dence of impact" their programing had
on the community (BROADCASTING, May
20.)

What evolves out of those station
responses is a compendium of local pro-
graming efforts that show TV's serve
"significant social values" worth pre-
serving "as a matter of national policy"
(see page 22).

Land claims that the wire-grid sys-
tem threatens local public service and
details an elaborate cause-and-effect re-
relationship if that system were imposed.
Land foresees that nationally distributed
programs will be sent directly into the
home, bypassing local outlets.

Program entrepreneurs (networks, for
example) will avoid local affiliations and
the payments they make to the broad-
caster as local distributor. Those
networks that might maintain some
form of affiliate relationship, Land sug-
gests, would probably not be able to
withstand competition from groups op-
erating directly.

National spot advertising would be
channeled back to the networks, he
says, and the networks would add to
their revenues a substantial portion of
what is now national and regional spot
revenue. What's in store for "the newly
independent (formerly affiliated)" sta-
tions, Land says, is a smaller advertis-
ing pie, with smaller funds to invest in
the future to attract it.

More Syndication • To survive this
chain of events local stations would
have to maximize their reliance on syn-
ficated material and minimize their ex-
penditure on locally originated program-
ing. In this situation, Land claims, "the
prospect for vigorous local service are
not sanguine."

And what does wire have to offer? 
Land suggests, with a nod toward cur-
rent pay-TV experience (more feature
films), that the scale of mass entertain-
ment by its very size and dimen-
sion; productions will most likely
become more lavish and costly as the
competition for audience grows more
intense."

News and public affairs programing
under wire, Land speculates, might sup-
plement and eventually supplant indi-
vidual station efforts with a city-wide
news service. "Conceivably," he says,
"such a system might work because of
its efficiency, but necessarily at the ex-
 pense of the individuality, distinctive-
teness and competitive nature that are
characteristic of the television broadcast
structure today."

The major emphasis of the Land re-
port, however, is on why wire won't
work. And, to prove his point, Land
resurrects some hoary truisms that TV
critics have used as cudgels for years.
One of them: "Existing studies confirm
that the vast bulk of the viewing public
appears satisfied with the present serv-
ices that it is discontent voiced by a
minority, though the exact size of this
minority is still a matter of much con-
jecture." A "great majority" of those
people who assert the need for more ed-
cational and "uplift" programing tend
to respond to it by actual viewing.

And the study demonstrably deline-
ates TV's own problems in those areas
where it asks of wire-grid proponents:
Where are the creative resources to sus-
tain a multi-channel medium? Where is
the special-interest audience? Where is
the advertiser support for special-inter-
est programing.

And Land thrusts the message of the
report into the context of this "volatile
election year, when cataclysmic events
seem to follow one another with bewild-
ering speed." As early as the third page
he notes that "one need only consider
the impact of an abandonment of the
free, over-the-air system in the urban
'ghetto' areas . . . as to realize how ma-
jor the scale of what would be involved
in elimination of the free broadcast sta-
tion system."

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FCC reveals a UHF-sharing plan

Proposed rule would give land-mobile radio space
in channels 14-20 and 70-83 on geographical basis

The FCC has proposed opening up
both ends of the UHF portion of the
spectrum to the use of land-mobile ra-
dio operators who have complained of
increasing congestion in the frequencies
assigned to them.

The commission, in a notice of pro-
posed rulemaking, last week proposed
sharing the use of the lowest seven UHF
channels (14-20) with police, fire, and
other users of land-mobile radio.

And, in a combined notice of rule-
making and inquiry, it proposed setting
aside 115 megacycles between 806 and
960 mc for land-mobile use. Channels
70-83 lie between 806 and 890 mc, but
are occupied by only two television
stations and 600 translators. This lack of
use weighed heavily in the commis-
sion's decision.

Both notices were adopted by votes
of 5-to-1. The lone dissenter in each
case was Commissioner Robert E. Lee.
Commissioner Lee, long the commis-
sion's staunchest supporter of UHF
broadcasting, is known to feel that the
need for additional space for land mo-
 bile has not yet been established.

Excitement for the public in seeking
additional space for land mobile comes
after an intensive campaign waged by users of that ser-
vice, both directly in pleadings filed with
the agency, and indirectly through mem-
ers and committees of Congress.

At present, land mobile occupies 42 mega-
cycles in the 25-890 mc region.

An earlier step taken by the com-
mision involved the splitting of chan-
nels in the 450-470 mc band. However,
the commission says, the relief pro-
vided by that device will be exhausted
in major metropolitan areas, where the
need is greatest, in two or three years.

And the two steps taken last week,
both of which are aimed at relieving
congestion in the 25 major urban areas
of the country, are viewed by the com-
mission as complementary follow-ups to
that channel-splitting action.

In proposing the sharing plan, the
commission said the possibility that
land-mobile operators could use "some
of the lower UHF-TV channels in the
20-25 largest urban areas on a geo-
graphic allocation basis with appro-
priate protection to insure a minimum
of impact on television reception ap-
ppears to offer the best prospect for im-
mediate relief for land-mobile users."

It said that existing land-mobile equip-
ment designs could be modified to per-
mit use of the lowest UHF-TV chan-
nels within about six months and that
new or redesigned equipment could be
expected for the remaining channels
within one or two years. Land-mobile
radio operators now use frequencies
just below the UHF band.

Incentive Provided • And, in reallo-
cating the higher frequencies, commis-
sion sources say, the agency would be
providing the necessary incentive for
the development of equipment that
could be used in those bands. Land-
mobile radio operators have opposed
the reallocation of upper UHF channels
to their service on the ground that the
necessary equipment is not available.

The commission said it recognizes
that its proposed reallocation of fre-
quencies in the upper bands "will not
meet immediate needs" of the land-mo-
bile services and that several years of
developmental work may be required
to establish a viable service." However,
its felt it is appropriate to ex-
amine the 806-960 mc band "with a
view to its possible reservation" for land-mobile use.

And it is "persuaded that the burgeoning needs of the land-mobile service can be met on a long-term basis only through the allocation of additional spectrum space to that service."

The commission proposed using 75 megacycles of the 115 involved in the proceeding for a high-capacity common carrier system—of a kind long urged by AT&T—and 40 megacycles for private systems. The suggested reallocation would use 26 mc of space in the 890-942 mc band made available for non-government use by the Office of Telecommunications Management last month (Broadcasting, June 10).

Geographic Sharing • The commission's sharing proposal involves a reallocation of the seven lowest UHF channels on a geographic basis so as to avoid any conflict with TV station assignments contained in the commission's nationwide assignment plan. Land-mobile services would use the TV channels only in areas where they are not reserved for broadcasting.

The commission said that, in making land-mobile assignments under the sharing plan, it would not use the channel-separation standards it uses in making television station assignments. The "substantially lower power output levels of land-mobile stations and the much narrower bandwidth utilized" by land mobile would result in much lower levels of interference than would be caused by a television station, the commission noted. Accordingly, it said, land-mobile stations could operate with less restrictive mileage separations and still protect co-channel television stations.

The commission proposes standards for assuring co-channel and adjacent-channel protection, but said it disregarded all other assignment standards on the ground the "relatively low power" of land-mobile stations will cause little intermodulation or intermediate frequency (IF) beat problems.

The commission said the proposal is not concerned with the suballocation of frequency assignment structure, under which various land-mobile services may be given access to additional spectrum space. Present methods of apportioning such access have been criticized by broadcasters who say tighter regulation would yield more efficient use of available spectrum.

Suballocations Later • Eventual provision for suballocations will be made with due regard for "deficiencies in present procedures and the need for improved and more efficient ones," the commission said.

In proposing to reallocate the top 14 channels, plus space above the UHF band, to land mobile, the commission referred to the lack of television activity in UHF as a reason for its action. It said that in the 17 years since the adoption of a commission order which dealt with allocation of 470-500 mc to television and which discussed AT&T's requests for spectrum space for the establishment of a domestic public land-mobile service, "UHF-TV has not been fully utilized and little or no relief has been found for the common carrier land-mobile problem.

"We must recognize," the commission added, that "the spectrum can be used more effectively than is presently the case in the frequency range 806-960 mc and re-examine the matter in that light."

AT&T has said that a total of 75 megacycles would be desirable for an efficient high-capacity domestic public land-mobile service. The company estimated that 50 kilocycles spacing would provide high quality service to as many as 8,000 customers within a given area.

AT&T has indicated informally that it is willing to consider development in the vicinity of 900 mc, although private land-mobile interests prefer the lower frequencies.

The commission indicated that the use now being made of the upper UHF channels would not be a deterrent to reallocation. It referred to studies which held that the two television stations in the 70-83 mc region could be accomodated without great difficulty on lower channels. The studies also noted that land-mobile needs occur close to the heart of metropolitan areas while trans- lators, by their very nature, are well removed from such areas.

The New Arrangement • The proposal would reshape the table of frequency allocations as follows:

806-846 would be used for private land-mobile systems in the top 25 urbanized areas as projected for 1980. Translators would be permitted on the frequencies on a co-equal basis, channels 70-83 nationwide.

846-883.5 would be used for common-carrier mobile stations.

883.5-893 would be used for common-carrier base stations.

893-919 would be retained for government use. The frequency of 915 mc would continue to be designated for industrial, scientific and medical equipment, but emissions would be narrowed to plus or minus 4 megacycles from plus or minus 25 megacycles.

919-947 would be used for common carrier base stations.

947-952 would be used for broadcast auxiliary, as at present, but reduced from 942-952 mc.

952-960 would continue to be used by operational fixed stations; some 1,200 stations are assigned to the band.

The commission did not propose suballocation of the bands for private land-mobile users. It said that 40 megacycles is "appreciably less" than the amount needed to meet the demand anticipated by 1980, but added that "there is no way of determining" how much that demand can be met through common-carrier facilities. Aspects of the problem are the subject of a study being made for the commission by the Stanford Research Institute.

Both the sharing and the reallocation plans grew out of a study conducted by the commission's Land Mobile Frequency Relief Committee. They were two of three ideas relieving land-mobile congestion that were studied. The third idea, not likely to be pursued, involved the outright reallocation of from four to seven low UHF television channels.

Comments in both proceedings are due Dec. 2, and reply comments by Jan. 31, 1969.

JTAC's idea on allocations

Urges over-all evaluations; one suggestion is for drop-ins on fallow TV space

The influential Joint Technical Advisory Committee has proposed the adoption of a new philosophy of spectrum allocations—the concept of spectrum engineering.

JTAC, sponsored by the Institute of Electrical and Electronics Engineer and the Electronic Industries Association, urges the application of this new philosophy to foster the fullest utilization of the electromagnetic spectrum or a planned basis, instead of waiting for applicants to ask for space and weighing the request against the block as assignments authorized by the FCC to day. JTAC's recommendations were released last week under the title "Spectrum Engineering—the Key to Prog ress."

The two-inch thick tome size o a telephone directory was circulated widely to government offices in Wash ington, including the FCC, the Presi dent's Task Force on Telecommunications Policy, and other agencies. It sell for $15 a copy to members of IEEE or EIA.

The cost of initiating the proposal, according to Richard P. Gifford, GE who is chairman of JTAC and was chairman of the subcommittee working on the project, would be $3 million t
A Safety Supervisor's job is to check and aid truck drivers

...but not exclusively.

Flat tires, empty gas tanks, breakdowns and directions are only a small part of a Safety Supervisor's day. These road patrolmen are employed by many truck fleets to improve their own operations in the areas of safety, service and cost. They check driving habits, equipment, road hazards, ICC logs—a bit of everything. ... But they also take time to lend a helping hand to motorists in distress.

American Trucking Industry
Moon-Shot Proves TK-42 Performance

Unretouched Monitor Picture Reveals Resolution, Sensitivity and Dynamic Range of the RCA Color Camera
Unretouched photograph taken directly from monitor on Ektachrome daylight film, ASA 160, 2¼ x 2¼" format. Color temperature of monitor 9000K; color temperature of film 5500K.

High resolution in a color camera gives pictures the extra detail that produces finest programs and commercials. What does it take to provide this resolution capability? It takes a big 4½-inch image orthicon tube, which gives big picture sharpness. Add dynamic contrast range, to handle broad variations between highlight and shadow. And sensitivity, to cover wide ranges in lighting. In short it takes all three to produce the finest color pictures. We know RCA TK-42/43 cameras have all these capabilities—but we wanted to prove this kind of performance.

How could we prove it? We set up a camera with telescopic lens to shoot the moon. The proof is in the unretouched monitor photo above: Prominent features of lunar terrain are sharply distinguishable. The TK-42/43 provides resolution that captures the detail of craters on the moon; sensitivity to compensate for extreme loss of light with a telescopic lens; dynamic contrast range to faithfully reproduce the tremendous range of highlight-to-shadow areas. It shows that these cameras have got what it takes to turn on viewers. And you don’t have to shoot the moon to prove it! Ask your RCA Field Man.

RCA Color Camera set up to test technical capabilities. A casegrain type telescope, focal length 125 inches, was installed on the Camera to produce the moon-shot shown here.
A storm of protest, stirred by the marketing abuses of a small minority of companies, is sweeping the mainland of American business.

As the disturbance advances, it whips up waves of customer distrust and produces an outpouring of proposed consumer legislation.

Business is charged with insensitivity to the consumer's interests—false and misleading advertising, selling, packaging and labeling. Even some of the most respected industries are accused of "victimizing consumers," especially the poor.

It may seem that the tempest is focused only on certain types of enterprise, and that others, like distant islands, can carry on unperturbed—isolated from the turmoil.

One Business Mainland

But all commerce and industry in this country today are bound together into one inseparable community; and the winds of criticism that lash against some who sell in the consumer marketplace will be felt throughout the business world.

If mounting customer doubts and undue burdensome legislation or regulation curtail sales or profits of any type of consumer goods, it will hurt not only those who manufacture and retail these products but also those who supply these companies, including firms that sell only to business and industry.

And the more accustomed that the American people grow to the regulation and control of one segment of business, the more natural it will seem that all industry should be equally regulated.

That is why the Better Business Bureaus say to every responsible businessman in America, even those in kinds of business never accused of abusing customers:

"Join with us in helping lift the ethical standards of all advertising and selling through self-regulation. Join in helping business improve its relations with consumers and government, in helping protect all buyers, all honest business and the enterprise system."

Every Business Benefits

Every company, manufacturer as well as retailer, needs flourishing communities where fair dealing and customer confidence prevail. BBBs help create such communities.

Every company wants to safeguard employee buying power, and prevent the firm itself from dealing with dishonest merchants or fraudulent "charities." BBBs help provide such protection.

And every responsible company wants the public and government to know the truth about customer-business relations—such as the fact that nine out of ten customer calls to Better Business Bureaus today are inquiries, not complaints. Increasingly, the BBB National Expansion program will communicate these facts.

Already this program has activated the BBB Research and Education Foundation to conduct studies on subjects of consumer concern, and has opened an Office of National Affairs in Washington, D.C., to provide government as well as business with reliable data based on more than three million consumer contacts made each year by BBBs.

What You Can Do

Since it is indeed true that "no business is an island," every company has reason to back the BBBs.

To see how you and your firm can help produce a new high tide of confidence in the entire business community, call the manager of your nearest BBB, or contact the Association of Better Business Bureaus International, Chrysler Building, New York, N.Y. 10017.
The radio spectrum, Mr. Gifford observed at a news conference in Washington last week, supports a $20-billion-a-year industry. For only 5% of this sum, Mr. Gifford noted, the electronics industry could increase its annual gross by several billions.

Mr. Gifford acknowledged that the operating cost of putting the suggested system into effect would have to come from the federal government; although, he observed, funds might be raised by increasing license fees or instituting rental fees. This point is not developed in the JTAC report.

Nor does JTAC recommend which agency of the government should handle the proposed new system of spectrum allocations and management. It's apparent, however, that a new organization would have to be established to coordinate the "list-keeping" of government and non-government users of the spectrum, an integral part of the JTAC recommendations.

A principal feature of the report is the strong case made for sharing of channels where feasible on a geographic or time basis. This could mean, for example, that services using narrow-band channels might be inserted into the TV bands in certain localities.

Guard-Band Use * This possibility is exemplified in the report's section on frequency coordination and monitoring, where it is indicated that a narrow-band service could probably be integrated successfully into the guard band of a TV channel that is not being used in a particular city. The section points out that the FCC's national TV allocations principle assigns alternate TV channels to the same locality in order to obviate interference between the two TV channels.

"Within this unassigned channel," the report states, "narrow-band systems of lower power can conceivably operate without causing interference to the TV receiver or receiving interference from the TV transmitter."

Mr. Gifford saw the use of the spectrum increasing at the rate of 7% annually over the next 20 years, resulting in spectrum usage four times that of today.

One-Region Test * The report recommends a pilot project to put the frequency selection concept into experimental operation. This would be done in one region of the country, it was noted. And, it added, new and improved spectrum engineering analytical capabilities should be developed quickly and put into effect on a national level.

The group also suggested that immediate attention be given to improvement of spectrum monitoring to measure usage and to identify and help prevent interference: standardizing record-keeping by various services so that the data is transferable onto a national, coordinated data collection record; improving existing receiver standards and those of other devices that emit unintended radiation.

And, JTAC added, there is a distinct need for increased information on man-made radio noises and its effects, as well as side effects affecting nature as well as humans and man-made products that are incidental to the intended effects.

Wiesner Proposal * The project was initiated in 1963 when Dr. Jerome B. Wiesner, then acting special assistant for telecommunications to President Kennedy, wrote to JTAC suggesting that the group undertake an initial study of needed technical programs and the formulation of objectives in a national policy for electromagnetic compatibility. Dr. Wiesner is now provost of the Massachusetts Institute of Technology.

Then JTAC Chairman James D. O'Connell, now director of the Office of Telecommunications Management, and special telecommunications adviser to President Johnson, organized the special JTAC subcommittee for this purpose with Mr. Gifford as chairman.

Others who were active on the special subcommittee: Stuart L. Bailey, Jansky & Bailey; Stanley I. Cohn, ITT; Rexford Daniels, consulting engineer; Hugh H. Davids, GE; George W. Haydon, Department of Commerce; Jack W. Herbstreit, Department of Commerce (who resigned when he was named director of the International Radio Consultative Committee in Geneva); Alvin L. Hiebert, Rand Corp.; David R. Hull, Electronic Industries Association; Samuel A. Scharff, consulting engineer; Ralph M. Showers, University of Pennsylvania; Aaron H. Sullivan, consulting engineer (who resigned when he joined the Office of Telecommunications Management); Wilbur R. Vincent, GE, and H. Edward Weppler, AT&T.

FCC's plan to provide space for land mobile

The FCC would allocate up to six unassigned UHF channels to land-mobile radio in each of the major 25 markets in the country under the proposal to permit land-mobile radio to share the use of the lowest seven UHF channels (see page 25).

The areas and the channels that would be allocated to land mobile under the proposal follow:

New York-Northeastern New Jersey, channels 14, 15, 16 and 17; Los Angeles, 14, 15, 16 and 20; Chicago-Northwestern Indiana, 16, 17 and 18; Philadelphia-New Jersey, 14, 15, 19 and 20; Detroit, 15, 16, 17 and 18; San Francisco-Oakland, 17 and 18; Boston, 18, 19 and 20; Washington, D. C.-Maryland, Virginia, 16, 17 and 18; Pittsburgh, 18, 19 and 20; Cleveland, 14, 15 and 16; St. Louis-Illinois, 14, 15, 16 and 20; Baltimore, 16, 17 and 18; Minneapolis-St. Paul, 14, 15 and 20; Milwaukeee, 14, 15, 16 and 20; Houston, 18; Buffalo, N. Y., 14, 15, 16 and 20; Cincinnati 17; Dallas, 14 through 19; Kansas City, Mo.-Kansas, 14 and 18; Seattle, 14 and 18; Miami, 19 and 20; New Orleans, 14 through 18; San Diego, 17, 18 and 19; Denver, 16, 17 and 18; Atlanta, 19 and 20.

The commission proposes to authorize only that combination of ERP and antenna height above average terrain that would produce a maximum radiated field that is at least 50 dB below 64 dBu at the grade-B contour of the nearest co-channel television station or assignment and that does not exceed 64 dBu at the grade-B contour of the nearest adjacent channel TV station.

The commission would establish the grade-B contour of television stations within the 470-512 mc band at 43 miles for Zone 1 and 55 miles for all other zones, and would measure the distance from the station.
New dollars for spot radio, TV

Major retail manufacturers are keeping control of co-op advertising and are placing spots through their agencies with store-tags tails

Manufacturers' co-op advertising practices are undergoing "a significant change," with spot radio and TV as the beneficiaries.

That word came last week from the Station Representatives Association, which is playing a big role in making the change take place.

Instead of turning co-op funds over to retailers for them to use in local advertising, manufacturers are spending more of the money on commercials produced and placed by their agencies, with "store tags" at the end showing where the brands may be bought locally.

Nathan S. Lanning, assistant vice president and director of advertising for the hosiery division of Burlington Industries, moved to SRA in January as manager of a newly created Spot Development Division. Under SRA's managing director, M. S. Kellner, he has been concentrating on speeding the trend from conventional co-op—whose funds traditionally go into newspapers almost exclusively—to manufacturer-controlled advertising on spot TV and radio.

Although the trend has accelerated in the last few months and "is destined to alter the established retail co-op advertising situation," SRA officials said, it is not entirely new.

Oldtimers • They noted, for example, that Dupont, through N. W. Ayer & Son, has for some time been using local-market TV spots with store tags for the benefit of carpet mills using its fibers, and that Celanese Corp. for the past two spring seasons has used store-tagged TV spots tied in with specific manufacturers of women's apparel, men's wear and home furnishings. The Celanese campaign was placed by Powell, Schoenbrod & Hall, Chicago.

In addition to these indirect suppliers of branded fibers, SRA reported, several manufacturers who sell their products directly to stores have successfully supported their customers with store-tagged spot schedules.

Kayser-Roth was said to have gradually increased its use of store-tagged spot radio and TV commercials to maintain the dominant market position for its Supp-hose—with a noticeable decline in regular co-op newspaper advertising for the hosiery.

The ladies hosiery division of Burlington Industries launched this type of radio and TV program last October and is now using it in 47 markets through Doyle Dane Bernbach, New York. It has discontinued co-op subsidies on its Cameo band except to promote sale events.

Highlights • Among other recent developments reported by SRA:

- American Enka this fall will use local radio spots extensively, tying them in with the carpet mills that Enka supplies as well as with the local retail outlets. Delehanty, Kernit & Geller, New York, is the agency.

- Owens-Corning Fiberglas, which has been a heavy subsidizer of retail newspaper co-op advertising, plans tagged spot-TV schedules in more than 30 markets this fall to help retailers sell draperies made with its fiber. The agency is McCann-Erickson, New York.

- An Owens-Corning competitor, Pittsburgh Plate Glass, is reported to have discontinued retail newspaper co-op advertising for its drapery glass fiber but has not yet taken the step to tagged spot commercials. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

- The Wool Bureau, which has spent large sums with retailers to advertise apparel made with wool, is said to be planning a heavy spot-TV campaign this fall through AC&R Advertising, New York, a subsidiary of Ted Bates & Co., to replace its newspaper co-op program.

- Dupont, expanding its use of store-tagged spots, will promote its Cantrece year with them in approximately 25 markets this fall, through BBDO, New York.

- Among direct suppliers of branded items, Springs Mills, through Daniel & Charles, New York, is scheduling radio spots with store names in 200 markets for Spring Maid sheets and pillow cases, and another major brand in the same field is planning store-tagged TV spots in 20 to 25 markets.

- Among other as yet anonymous brands moving into tagged-spot programs, a manufacturer of corduroy slacks is planning a back-to-school promotion using radio in 40 markets; a prestige cosmetic brand has completed plans for a Christmas promotion on TV in major markets, and a quality carpet brand will use its co-op funds in 21 markets for a spot-TV schedule.

Fat Pie • SRA officials could not estimate the total volume of billings
these plans and campaigns represent but they made clear that the over-all target—co-op funds in general—is big. Most major department stores, they said, currently get as much as 50% of their total advertising funds from direct and indirect suppliers.

Although retailers' use of broadcast media, especially television, has increased substantially, stores historically have put the bulk of their co-op allowances—85% to 95%, according to SRA—into newspapers.

SRA officials said they had found no evidence that brand advertisers who have withdrawn co-op funds and put the money into store-tagged spot radio and TV have suffered or been penalized by the stores.

The presentation developed by Mr. Lanning describes the store-tagged spot-broadcast advertising plan as a "unique opportunity" for the supplier to extricate himself from the quagmire of co-op and improve his brand position at the same time.

"As the co-op practice developed," the presentation asserts, "it became questionable as to what amount, if any, the retailer spends on the advertisements. Because the effectiveness of many co-op ads, and their value to the manufacturer, have become questionable, the [co-op] subsidies in many cases are in reality merely inducements for the retailer to buy merchandise."

Moreover, the presentation continues, the current trend to broadcast advertising by many large stores can itself lead to "new and worse pitfalls" for the supplier, unless he takes steps "to change his local advertising policy."

Many Benefits * It is pointed out that store-tagged commercials produced, placed and controlled by the supplier and his agency enable the advertiser to maintain unity of them in local and national advertising, select target audiences, determine the timing and be assured of emphasis on his own brand.

The presentation reproduces newspaper pages on which three competing co-op advertisers get equal small-type mentions in the same ads, and a seven-column ad in which the supplier gets the one mention, also in small type.

"Whether you use a 10-second ID or a minute commercial," the presentation tells suppliers, "nobody is on stage with you, and the consumer's attention is all yours."

"In addition," it continues, "newspaper circulation has not kept pace with branch-store additions [or] with the suburban population increase" and therefore cannot compete with radio and TV coverage.

"When you graduate from co-op contributions to your own store-tagged broadcast," the presentation advises, "you get more for your money. For example, in Philadelphia $1,000 buys you a 733-line ad (at Gimbels vendor rate) in the Sunday Inquirer and you are seen in 279,700 homes."

In contrast, SRA notes, the same amount of money in Philadelphia "buys you 14 60-second radio spots with store tags and you receive 1,158,000 home impressions," or just $850 "buys you two 60-second TV spots in full color with store tags and you receive 672,000 home impressions."

The presentation also presents charts showing costs for TV spot campaigns in different day-parts in 12 different markets, includes a state-by-state list of radio and TV stations represented by SRA member firms.

Interpublic agencies merge

Pritchard, Wood Inc. and ITSM Inc., advertising agencies, both New York, will be merged in the next few weeks, officials said last week. Both are components of the Interpublic Group of Co.'s, New York. The new agency will be called Pritchard Wood Associates Inc.

YOU MAY NEVER SEE ONE MAN TAKE 233,934 PILLS*

BUT... WKZO Radio is the Right Medicine for Drug Sales in Greater Western Michigan

In Greater Western Michigan, WKZO has the competition bottled up when it comes to reaching the drug product outlets and market.

There are over 600 drug stores in WKZO's primary area; more than twice those in Station B's and 5 times those in Station C's.

Your Avery-Knodel man has the prescription for bigger sales in Greater Western Michigan... WKZO.

* A 19th century Englishman did. He also consumed 40,000 bottles of medicine before his death at 65.
Radio networks' health gets better and better

'67 time-talent income well over $60-million mark in CBS Radio's annual study of all networks

The number of advertisers and products represented on network radio continued to grow in 1967, contributing to a modest but steady rise in advertising on the medium.

The combined four-network advertising income in time and talent has risen steadily since the 1961 total of $45.2 million, and reached an estimated $60,757,000 in 1967. In 1966, the comparable figure was $59,867,000.

These are among the highlights of a detailed study of advertisers using network radio during each of the past seven years, as prepared and being released today (July 22) by CBS Radio.

Underscores Gains • George J. Arkedis, vice president of the CBS Radio division and general manager of the CBS Radio network, noted that the detailed report was prepared with the cooperation of the other networks, and offered this comment:

"The four radio networks had 213 advertisers in 1967, compared with 197 the year before. They advertised 345 different brands and services last year, compared with 339 in 1966.

"While the radio networks experienced a modest sales gain, we view this increased advertiser activity as an index of network radio's vitality, showing growing strength in a year marked by unsettled business conditions and by a decline in many sectors of the economy."

Mr. Arkedis cited two developments that he called "particularly exciting":

- The completion of the initial RADAR (Radio's All-Dimension Audience Research) study, supported by the four radio networks. RADAR will be able to show advertisers the reach and frequency they can attain by using all four networks at favorable rates. With results of the Spring 1968 RADAR study due in August, multiple network buying patterns are expected to increase.

- The emergence in 1967 of the Colgate-Palmolive Co. as the third-highest billing network radio advertiser. All four radio networks shared its schedule in 1967.

All four radio networks cooperated to develop the medium's list of 213 different corporate advertisers and 345 advertised brands or institutions. The 1967 total product and/or service count marks the second year that such a compilation was made.

The CBS Radio study showed that of the 213 different advertisers on the four radio networks, 113 were on CBS; 107 on NBC; 94 on ABC, and 70 on Mutual.

CBS Radio officials noted that the totals included three religious accounts on ABC, six on Mutual and five on NBC, but that CBS does not accept sponsorship of religious broadcasts. NBC officials, although not challenging this statement, said it should be pointed out that the CBS Radio accounts include three that appear to be "trade-outs," which are not accepted by NBC except for one in effect on a one-third cash, two-thirds trade basis.

Network Variations • CBS Radio's total of 113 advertisers in 1967 compares with 108 in 1966. It was stated. NBC had 107 sponsors last year and 97 in 1966; ABC had 94 in 1967, as against 80 in 1966 and Mutual had 70, down three from 1966.

Of the 345 advertised brands or institutions, 185 were on CBS: 166 on NBC; 140 on ABC and 92 on MBS.

The study showed that General Motors continued as the largest billing network radio advertiser in 1967, a distinction it also had in 1964, 1965 and 1966. P. Lorillard Co. was the second largest advertiser in this category, followed by Colgate-Palmolive and Bristol-Myers. Among advertising agencies, Needham, Harper & Steers emerged in first place in network radio billing, while second place was shared by Young & Rubicam and the Campbell-Ewald Co.

Combined advertising revenues for the four radio networks in 1967 were reported at 34.5% over 1961. The estimated dollar figure, it was said, grew from about $45.2 million in 1961 to about $60.8 million in 1967 (all figures through 1966 are from the FCC Broadcast Financial Data Reports, except for 1967, which was estimated by CBS Radio financial analysts).

Type of Clients • The study indicates that network radio continued to broaden its sources of revenues in 1967. The two leading product categories again were food, followed by cosmetics/toiletries/drugs/proprietary, as they were in the preceding three years.

Radio set sales reflected the public's involvement with the medium, CBS observed, though total purchases in 1967 of 43.1 million receivers did not equal the 1966 record of 47.2 million radios sold. But CBS noted that radio set sales continued far ahead of TV receiver sales and of daily and Sunday newspaper circulation increases. On Jan. 1, 1968, the total number of radio sets in working order was estimated at 281.8 million, an increase of 19.1 million over the same time last year.

Radio continues to dominate other media in terms of reach. CBS pointed out. Radio's total of 281 million receivers approaches four times the 74.5 million TV sets in homes and is well

The pace was as hot as the weather

Third-quarter sales on the CBS Radio network reached a peak in late June, with receipt of three 52-week orders on News on the Hour and Arthur Godfrey Time.

Ordering 52-week campaigns were Campana Corp., Division of Purex Corp., through Foote, Cone & Belding on Arthur Godfrey Time for a July start; The Anderson Co. through Reincke, Meyer & Finn, on News on The Hour for an August start; and Plough, Inc. through Lake-Spiro-Shurman, on News on the Hour for a September start.

Other third-quarter advertisers signed in late June:

For August start—Better Homes

and Gardens Magazine (J. Walter Thompson Co.), Florists' Transworld Delivery Association (Post, Keyes-Gardner), Morton Salt Co. (Needham, Harper & Steers), Pillsbury Co. (Campbell-Mithun), all on News on the Hour and Dimension; Alemite Division of Stewart-Warner Corp. (Earle Ludgin Co.) on News on the Hour.

For September start—Dow Corning Corp. (Campbell-Mithun) on Dimension; Holiday Inns of America (Cosmopolitan Agency) on Arthur Godfrey Time; Kellogg Co. (Leo Burnett Co.), Monsanto Co. (Foote, Cone & Belding) both on News on the Hour and Dimension.
Weekend daytime TV leads network overall gain of 3.9%.

Network television billings in the first half of 1968 rose to $748,873,500, a 3.9% increase over the same period last year, it was reported last week by the Television Bureau of Advertising.

The largest gain was registered in the weekend daytime sector, which advanced 7.1% over the first six months of 1967. Nighttime increased by 3.9% and week-day-time by 2.8%.

<table>
<thead>
<tr>
<th></th>
<th>Saturday-Sunday</th>
<th>Nighttime</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>60,572.4</td>
<td>50,566.6</td>
<td>$720,774.4</td>
</tr>
<tr>
<td>CBS</td>
<td>64,887.1</td>
<td>50,566.6</td>
<td>$774,873.5</td>
</tr>
<tr>
<td>NBC</td>
<td>+7.1</td>
<td>+3.9</td>
<td>+3.9</td>
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Network television net time and program billings by ray parts and by networks (paid 000)

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1968</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$30,624.6</td>
<td>$30,276.1</td>
<td>+0.3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>23,668.1</td>
<td>23,351.5</td>
<td>-1.4</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>6,536.5</td>
<td>7,374.6</td>
<td>+6.3</td>
</tr>
<tr>
<td>Nighttime</td>
<td>59,877.7</td>
<td>62,700.6</td>
<td>+4.7</td>
</tr>
<tr>
<td>Total</td>
<td>$90,502.3</td>
<td>$93,426.7</td>
<td>+3.2</td>
</tr>
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</table>

June

June-January

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<tr>
<th></th>
<th>Daytime</th>
<th>Monday-Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>$233,384.3</td>
<td>$242,485.5</td>
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</tr>
</tbody>
</table>

+3.9 Revised

Source: LNA/TVB

over four times the combined circulations of Life, Look, The Saturday Evening Post, Reader's Digest, McCall's, Ladies Home Journal and Better Homes and Garden.

The 1967 network radio advertisers, their agencies and the networks they used were listed by CBS Radio as follows:

A. P. Parts Corp.; see Dunhill International Inc. A to Z Rental Inc.; see Nationwide Industries Inc.

Allstate Insurance Co.; see Sears, Roebuck & Co. All Star Shows; Elvis Presley Christmas Album, ABC (Ken Clanton Adv.).

Amana Refrigeration Inc.; see Raytheon Co. Amerce Corp.; Ace combs, CBS, NBC (Ringgold/Kalish Walpert & Co.).

American Cyanamid Co.; Breck concentrate shampoo, NBC (Young & Rubicam; Sullivan, Stautfer, Colwell & Bayles).

American Dairy Association; Fluid milk, ABC, CBS (Compton Advertising).

American Express Co.; Travelers cheques, ABC, CBS (Tedder Credit cards, CBS (Ogilvy & Mather)).

American Federation of Labor & CIO; Institutional, ABC (Barnum, Feiner & Co.).

American Home Products; Whitewater Division Anacin, ABC; Dristan, ABC, CBS; Preparation H, MBS; (Brach Division) Brach Candies, CBS (John F. Murray Adv.; Arthur Meyerhoff Assoc.).

American Motors Corp.; Rambler passenger cars, ABC, CBS, NBC, MBS (Benton & Bowles).

American Motors Corp.; see Ridge Press Co.

American Telephone & Telegraph Co.; Long distance telephone service, ABC, CBS, NBC, MBS; Western Electric Co., CBS (Cunningham & Walsh; N. W. Ayer & Son).

American Tobacco Co.; Pall Mall, ABC, CBS, MBS, Tareyton, ABC, CBS, NBC, MBS; Lucky Strike, MBS; Rio Tan cigars, CBS, MBS (Sullivan, Stautfer, Colwell & Bayles; Gardner Adv.).

America's Future: Publication, MBS (Bertram J. Hauser).

Anway Corp.; Detergents, ABC (Stevens Inc.).

Anderson Co.; Windshield wipers, CBS, NBC (Reinke, Meyer & Fink).

Anheuser-Busch; Budweiser beer, CBS, NBC (O'Arcy Adv.).

Armstrong Co.; Epic floor wax, ABC, CBS, NBC (BBDO).


Association Investiments: Small loans, NBC (Campbell-Mithun).


Bankers Life & Casualty Co.; White Cross Hospital Plan, ABC (Marshall Johnson & Assc.).

Bartel Media Corp. (Macfadden Pub.); Pageant, CBS, True Story, CBS; Paperback Books, CBS; Sports, CBS (Direct).

Bata Shoe Co. (Weinbrenner Shoe Co.); Outdoor footwear, CBS; work shoes, CBS (The Marschak Co.).

Beatrice Foods Co. (Shedd Bartush Foods); Shedd's peanut butter and jelly, CBS (Smith-Winchester Adv.).

Benrus Watch Co.; Watches, ABC, CBS, NBC MBS (de Garmo, McCaffrey).

Block Drug Co.; Nytol, ABC, CBS; Polident denture cleanser, CBS; Poligrip adhesive, CBS; Tegrin, ABC; CBS (Sullivan, Stautfer, Colwell & Bayles).

Borden Co.; Aunt Jane's pickles, CBS; Gremora, ABC, CBS; Instant potatoes, ABC; Non-Such mincemeat, ABC, CBS; ReaLemon juice, CBS; Wyler & Company drink mix, ABC, CBS; Wyler & Company soup mixes, ABC, CBS, NBC (Gayer, Granville, Neethand, Harper & Stears; Young & Rubicam; Lilienfeld & Co.; Compton Adv.).

Borg-Warner Corp.; Borg-Warner Tapes, ABC (Edward H. Weisz).

Bristol-Myers Co.; Ammann medicated powder, ABC, CBS, NBC, Excedrin, ABC, CBS, NBC, MBS; No Doz, ABC, CBS, NBC, MBS (Young & Rubicam).

Brunswick Corp.; Kiehaefer Corp., Mercury outboard motors, NBC, MBS; Zebco Corp.—fishing equipment, NBC (Gardner Adv. Co.; Advertising Inc.).

Bryant Manufacturing Co.; see Carrier Corp.

California Federal Savings & Loan Association; Savings and loans, ABC (Melvin A. Jensen Adv.).

California Packing Corp.; see Del Monte Corp.

California Prune Advisory Board; Prunes, ABC (Botfords, Constantine & McCarthy).

Campbell Soup Co.; Campbell Soups, ABC, CBS, MBS, V-8 vegetable juice, CBS; Pepperidge farm stuffing CBS, NBC (BBDO); Needham, Harper & Steers; Ogilvy & Mather).

Canada Dry; Wink, ABC, NBC, MBS; Diet Drink, ABC, NBC (U. M. Mathes).

Canandaigua Industries Co.; Wild Irish Rose Wine, ABC (Hutcheson Adv. Co.).

Carrier Corp.—Bryant Manufacturing Co. Div.; Bryant air conditioners, NBC (Griswold-Eshelman).

Central Aircraft Co.; Private pilot lessons, CBS, MBS (Gardner Adv.).

Champagne, Inc.; see Metropolis Brewery of N. J. Champion Spark Plug Co.; Champion spark plugs, ABC, CBS (Walter Thompson).

Chanel Inc.; Channel perfume, NBC, MBS; (Norman, Craig & Kummel).

Christian Reformed Church; Religion, NBC, MBS (Griswold-Eshelman).

Chrysler Corp.; Certified car care, NBC, Chrysler general promotion, NBC; Dodge passenger cars, ABC, CBS, NBC; Marine engines, NBC; Plymouth passenger cars, ABC, CBS, NBC, MBS; Chrysler cars, NBC (Young & Rubicam; BBDO; Ross Roy).

Church & Dwight Co.; Arm & Hammer washing soda, ABC (Ross Roy).

CIBA Corp.; Binaca mouth wash, CBS (West, Weir & Bartel).

Cities Service Co.; Gasoline, ABC, CBS, NBC; oil, ABC, CBS, NBC (Grey Adv.).

Coffee Rich Co.; see Rich Products Corp.

Colgate-Palmolive Co.; Fab detergent, ABC, CBS, NBC, MBS; Cold Power detergent, ABC, CBS, NBC, MBS; Axol cleanser, ABC, CBS, NBC, MBS; Ultrabrite toothpaste, ABC, CBS, NBC, MBS; Wash N Dri towelettes, ABC, CBS (Ted Bates Co.).

CBS Television programs—fall season, CBS (BBDO).

C. G. Conn Ltd.; Conn organs, CBS (BBDO).

Continental Casualty Co.; Health insurance—Golden 65 Plan, CBS, NBC, Accident insurance, NBC (Post-Keyes-Gardner).

Coopers Inc.; Jockey underwear—men, NBC (Tatham-Laird).


Craig Corp. (Craig-Panorama, Inc., Div.); Tape recorders, NBC; radios, NBC; car stereo, NBC (Boyhart, Lovett & Dean).

Curtis Publishing Co.; Holiday Magazine, MBS; Ladies Home Journal, CBS, MBS; Saturday Evening Post, CBS, MBS; American Home, MBS (BBDO).

Dawn Bible Students Association; Religion, MBS (Wim, Gleeson Co.).

Del Monte Corp.; Del Monte catsup, ABC, CBS, NBC, MBS (McCann-Erickson).

Deltoma Corp. (Mackie Brothers); Real estate, ABC (Patrick Duffy Adv.).

Dow Corning Chemical Co.; Dow Corning adhesives, ABC; caulking compounds, ABC; die
cleaner & protector, ABC (Church & Guise with General Telephone International, Inc. (A. P. Parts Corp.))
A. P. mufflers, ABC (Carr Liggett Adv.)
Dunn & McCarthy Inc.: Enna Jettick shoes, CBS (Altmann, Stoller & Chalk Adv.)
E. I. du Pont de Nemours & Company, Inc., Zeroe anode rod, ABC, NBC, MBS, Botany, MBS; Remington Arms, MBS; Antron carpet fibers, NBC; Du Pont DACRON, NBC; Du Pont Orion 33, NBC; Du Pont Gold motor oil, NBC; Sten spinning line, NBC (BBD&D; N. W. Ayer & Son, Rumrill-Hoyt).
Eastman Dillon, Union Securities & Co.: In vestments, NBC (Callan & Carroll).
Eastman Kodak Co.: Eastman Kodak cameras, ABC; movie equipment, ABC; film, ABC (J. Walter Thomas).
Eaton Paper Corp.: see Texton Inc.
Esquire Inc.: Esquire Magazine, ABC (Gray Adv.).
Evangelical Foundation Inc.: Religion, NBC (Don Battie Adv.).
Eversharp Inc. (Schick Safety Razor Co, Div.): Schick razors, ABC, MBS; Schick blades, ABC, NBC, MBS; Schick cream, ABC, NBC, MBS (Compton Adv.).
F & F Labs Inc.: F & F cough drops, CBS, NBC; throat soothers, CBS, NBC (Lilienfeld & Co.).
Federal Broom & Mill Co.: Faribo blankets, CBS, Johnson Livingston Adv.).
Farmers Underwriters Association: Insurance, NBC (Honing-Cooper & Harrington).
Fawcett Publication Co.: Woman's Day Magazine, ABC, MBS (Dancer-FitzGerald-Sample).
Florida Citrus Commission: Frozen orange juice, ABC, CBS, NBC, MBS (Leeman & Newell).
Florida's Transworld Delivery Assoc.: Flower-by-wire, ABC, CBS, NBC, MBS (Post-Keyes-Gardener).
Ford Motor Co.: Autolite Spark Plugs, CBS, NBC; Ford passenger cars, ABC, CBS, NBC; Mercury passenger cars, ABC, NBC, tractors, ABC, MBS; Ford color-TV sets, ABC, CBS, NBC, MBS; institutional, MBS (U. W. Thompson, Kenyon & Eckhardt; BDDO).
Formula 409 Inc. see Harrell Corp.
Foster-Miller Co.: Don's pills, NBC, MBS (Street & Finney).
Franchise International Inc.: Heap Big Beef restaurants, NBC (Impact Advertising Agency). General Brewing Co.: Lucky Lager, MBS (Kampf, MOO).
General Conference of Seventh Day Adventists: Voice of Prophecy: Religion, NBC, MBS (Milton Carlson Co.).
General Electric Co.: Christmas tree lights, ABC (Ford & Davidson).
General Foods Corp.: Maxwell House coffee, ABC, CBS, NBC, MBS; Sanka coffee, CBS, NBC, MBS; Log Cabin syrup, CBS, NBC, MBS (Young & Rubicam; Benton & Bowles).
General Mills Inc.: Total cereal, ABC, CBS, NBC, MBS (Dancer-FitzGerald-Sample).
General Motors Corp.: Buick Div., ABC, NBC, MBS; Chevrolet Div., ABC, CBS, NBC, MBS; Fisher Body, CBS; Frigidaire, ABC, CBS, NBC, MBS; general promotion, ABC, NBC, MBS; Guardian Maintenance, ABC, Oldsmobile cars, ABC, NBC, MBS; United Motors Service, ABC; G. M. Genuine Parts, ABC, CBS, NBC, MBS; Opel cars, ABC, CBS (McCann-Erickson; Campbell-Ewald; D. P. Brother & Co.; Dancer-FitzGerald-Sample; MacManus, John & Adams).
General Telephone & Electronics Corp. (Sylvania Electric): Sylvania light bulbs—home, CBS, NBC (Doyle, Dane, Bernbach). Gillette Co.: Razor blades, CBS, NBC; razors, NBC, CBS; shave cream, CBS, NBC; Right Guard deodorant, CBS, NBC; Heads Up hair gromming, ABC, MBS; Matty Paper Mache, NBC; Toni Home Permanents, CBS, NBC (Clayne-Maxon; BDDO; Doyle Dane Bernbach; North Adv.).
Golden Press: see Western Publishing Inc.
B. F. Goodrich Co.: Goodrich tires—car, ABC, CBS, NBC (BDDO).
Goodyear Tire & Rubber Co.: Goodyear tires—car, ABC, CBS (Young & Rubicam).
W. R. Grace & Co. (Miller Brewing Co.): Miller High Life beer, ABC, NBC, MBS (Mathisson & Assoc., Inc.).
Buddy Graham Evangelical Association: Institutional, ABC, NBC, MBS (Walter F. Bennett Co.).
Great American Insurance Co.: Insurance, NBC (Doremus & Co.).
W. J. Hagerty & Sons Ltd. Inc.: Silver polish, ABC (Advertising & Sales Promotion Assoc.). Harrell Corp. (inc.): Formula 409, CBS (The Wilson Harrell Agency).
Hart, Schaffner & Marx (Jaymar-Ruby Inc.): Men's slacks, NBC (Alford Bietler & Co.).
Hartz Mountain Products Corp.: Pet foods, CBS (Gumbin-North Co.).
Hastings Manufacturing Co.: Casite oil additives, ABC, CBS, NBC (Bozelli & Jacobs).
Helman Products Corp.: Helman Pink Liq-Up, CBS (Burton, La Chiuse & Solghan). Highland Church of Christ: Religion, ABC, MBS (Fidelity Adv.).
Holiday Inns of America Inc.: Holiday Inns, ABC, NBC; Holiday Inns of America Inc.: Institutional, MBS.
Ingersoll-Rand Co.—: Mills Mills Co.: Mills Mills tools, ABC (Churigur & Cairns).
in-Sink-Erator Manufacturing Co.: Garbage disposal units, ABC, CBS (Peltscher, Janda & Assoc.).
International Harvester Co.: Cub Cadet tractors, NBC (Fote, Cone & Belding).
Jeffrey Martin Labs Inc.: Compoz, ABC, MBS (Wremen & Schorr).
Johnston & Jackson Inc.: Arrestin, MBS (Sullivan, Stauffer, Colwell & Bayles).
Kaiser Jeep Corp.: Jeeps, MBS (Compton Advertising).
Keebler Company: Keebler cookies, ABC, CBS; Keebler crackers, ABC, CBS, MBS (Young & Rubicam).
Kellogg Co.: All Bran, CBS; Bran Buds, CBS; Special K cereal, CBS, Product 19 cereal, ABC, CBS (Kellogg).
Kelly Services Inc.: General promotion, CBS (Ross Roy).
Kendall Refining Co.: see Witco Chemical Co. Inc.
Kentucky Fried Chicken Corp.: Kentucky Fried Chicken Food Service, (Nobley & Dury Adv.).
Kerr Glass Manufacturing Corp.: Kerr jars, caps, lids, CBS (Lowe Runkle Co.).
I. B. Kleinert Rubber Co.: Kleinert baby pants, ABC (Gray Advertising).
Knox Gelatine Inc.: Knox gelatin, ABC, CBS (O'Arcy Advertising).
Kohler Co.: Kohler plumbing fixtures, NBC (Clinton E. Frank).
Lehn & Fink: see Sterling Drug Inc.
Liggitt & Myers Tobacco Co.: Chesterfield cigarettes, ABC, CBS, MBS; Cream of Oats—instant, regular, NBC; Lark cigarettes, ABC, NBC, U. Walter Thompson.
Lindsay Ripe Olive Co.: Lindsay olives, CBS (Steinman, Cooper & Busse).
Longines Symphonette Society: Records, MBS (Kenilworth Adv. & Broadcast Prod.).
P. Lorillard Co.: Kent cigarettes, ABC, CBS, NBC; Tobacco, MBS; Tobacco, MBS. MBS (Portraits, ABC, CBS, NBC) Grey Advertising; Foote, Cone & Belding.
Luden's Inc.: Luden's cough drops, CBS, NBC (The Philadelphia Agency). Lutheran Church—Missouri Synod (Lutheran Layman's League Religion, NBC, MBS (Vladimir Adv.).
MacFadden-Bartell: see Bartell Corp.
Master Lock Co.: Master locks, NBC (Campbell-Milburn).
Mayflower Hotels: Hotel services, NBC (Laven son Bureau of Adv.).
McCraw-Edison Co. (American Laundry Machinery Industries Div.): Motor, Palmer Cleaning Centers, ABC; Martinizing dry cleaning process, NBC (Northlich, Stolley, Ralph Jones Co.).
Menley & James Labs.: see Smith, Kline & French Labs.
Meredith Corp. (Better Homes & Gardens Div.): Better Homes & Gardens magazine, ABC, CBS, NBC (Creswell, Munsell, Schubert & Zirbel).
Metropolitan Brewery of N. J. (Champlin Inc.): Champlay malt liquors, NBC (Al Paul Lepton Co.).
Miami Tourism: Tours, MBS (Miller, Bacon, Adroils & Simmons).
Miller Brewing Co.: see W. R. Grace & Co.
Minnesota State of: Minnesota resort promotion, CBS (White, Herzog & Neel). Minit-Mobil Corp.: Minit-Mobil, MBS; Mobil oil, ABC, CBS, NBC, MBS; Mobil credit card, ABC, CBS, NBC (Doyle Dane Bernbach).
Monroe Auto Equipment Co.: Monroe shock absorbers, CBS, NBC (The Alkin Kynett Co.).
Benjamin Moore & Co.: Benjamin Moore paints, ABC, CBS (Orether Adv.).
Mutual of Omaha Insurance Co.: Insurance, ABC, NBC (Bozelli & Jacobs).
National Biscuit Co.: National 100% Bran cereal, ABC, CBS, NBC, MBS; Premium saltine crackers, ABC, CBS, NBC (Ted Bates & Co.; McCann-Erickson).
National Dairy Products Corp. (Kraft Foods Mfg.): Kraft Music Hall, MBS; Kraft cheese, ABC; Kraft Foods TV program, NBC; Parkay margarine, ABC, CBS, NBC (Needham, Harper & Steers).
National Homes Corp.: National Homes, NBC (Garfield-Linn).
National Plastics Products Co., Inc.: see Standard Oil of New Jersey.
Nationalwide Corp.: Insurance, NBC, MBS (Ogilvy & Mather).
Nationalwide Industries, Inc. (A to Z Rental Inc.): A to Z Rental Center, NBC (Garfield-Linn).
Nestle Co., Inc.: De-Caf Instant Coffee, CBS (Dugdale & Co.).
Niagara Therapy Manufacturing Corp.: Niagara massage equipment, CBS (Franklin & Joseph).
North American Van Lines Inc.: Moving van service, CBS (Bonsib Inc.).
O'Brien Corp.: O'Brien paints, NBC (Clifton E. Frank).
Ocean Spray Cranberries Inc.: Ocean Spray cranberries, CBS (Doyle Dane Bernbach).
Olivielli Underwood Co.: Olivielli Underwood type-writers, NBC (Ketchum, MacLeod & Grove).
Corso & Product Co.: Car washer, NBC; Car vacuum, NBC (Gumut Inc.).
Outboard Marine Corp.: Lown Bower powe rers, NBC U. Walter Thompson.
Party-Tyme Products Inc.: Party-Tyme cocktail mix, ABC, CBS (Frank & Sigmund).
Parker Pen Co.: Parker Pens, MBS (Burnett).
Patio Foods Inc.: Patio Fresh Mexican dinners, CBS (Norsworthy-Mercer).
Pennsylvania Dry Mills Co.: see J. Raynolds.
Pennsylvania Grade Crude Oil Association: Pennsylvania crude oil, NBC (Meadium & Fewsmit).
<table>
<thead>
<tr>
<th>Day parts</th>
<th>Week ended July 7</th>
<th>Cume ended Jan. 1- July 7</th>
<th>Week ended July 7</th>
<th>Cume ended Jan. 1- July 7</th>
<th>Total minutes week ended July 7</th>
<th>Total dollars 1968</th>
<th>Total dollars 1968</th>
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<tr>
<td>Monday-Friday</td>
<td>1 p.m.</td>
<td>$ 145.8</td>
<td>10 a.m.-6 p.m.</td>
<td>818.5</td>
<td>12,020.6</td>
<td>$ 286.5</td>
<td>$ 8,896.7</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>6 p.m.</td>
<td>$ 244.2</td>
<td>10 a.m.-6 p.m.</td>
<td>818.5</td>
<td>12,020.6</td>
<td>$ 286.5</td>
<td>$ 8,896.7</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>6 p.m.</td>
<td>$ 270.0</td>
<td>6 p.m.-7:30 p.m.</td>
<td>571.7</td>
<td>7,320.1</td>
<td>$ 329.8</td>
<td>$ 6,664.5</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>$ 1,242.4</td>
<td>6 a.m.-7:30 p.m.</td>
<td>571.7</td>
<td>7,320.1</td>
<td>$ 329.8</td>
<td>$ 6,664.5</td>
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<td>Monday-Sunday</td>
<td>11 a.m.-11 p.m.</td>
<td>$ 217.2</td>
<td>7:30 a.m.-11 p.m.</td>
<td>3,154.9</td>
<td>128,887.9</td>
<td>$ 271,496.7</td>
<td>$ 768,873.8</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 a.m.-11 p.m.</td>
<td>$ 217.2</td>
<td>7:30 a.m.-11 p.m.</td>
<td>3,154.9</td>
<td>128,887.9</td>
<td>$ 271,496.7</td>
<td>$ 768,873.8</td>
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**Total** $5,371.1 $208,131.9 $7,376.9 $289,245.2 $7,490.6 $271,496.7 $1,659 $20,238.6 $49,311 $768,873.8
CBS rep firm splits sales division in N.Y.

CBS Television Stations National Sales has separated its New York sales force into two groups "in order to improve our service to the owned television stations and their advertisers," according to Theodore W. O'Connell Jr., vice president, general manager of the division. The station list will not be split between the two groups, CBS's rep firm noted.

Steven R. Orr, New York account executive, and Robert H. Perez, director of sales, Midwest, Chicago, will head the groups as director of sales. George E. Pious, national sales manager at WBMM-TV Chicago, succeeds Mr. Perez as director of sales. Midwest.

Mr. Orr, an account executive in New York since January 1967, was previously with CBS-owned WBMM-TV and National Sales in Chicago. Mr. Perez became director of sales, Midwest, in 1964, after serving as West Coast director of National Sales and account executive in New York, Los Angeles and Chicago.

Banking group signs for network specials

The Foundation for Full Service Banks will invest about $1.8 million in network-TV advertising during the 1968-69 season to promote its new name and symbol.

The more than 6,000 members of the former Foundation for Commercial Banks voted on the name change, and a simplified emblem designed by Sandgren and Murtha Co., New York, was authorized by the board of trustees. A blue circle with the words "A full service bank" replaces an octagon with a circle of seven stars surrounding the motto "full service bank."

The emblem will be introduced on a network special in November; the bank foundation is now negotiating with NBC-TV for the program. The foundation will also sponsor two repeat spe-
cials, How the Grinch Stole Christmas on CBS-TV in December and a Fred Astaire special on NBC-TV in February, and has half-sponsorship of a Julie Andrews special on NBC-TV in April.

The Grinch program first appeared under foundation sponsorship in 1966 and was repeated in 1967. The Fred Astaire special was broadcast in February 1968. The foundation's schedule last year also included an Andy Williams special on NBC-TV in November.

Ford puts $18 million in ABC-TV's season

Ford Motor Co. is investing over $18 million in ABC-TV sports and entertainment programming for the coming television season, with a significant part placed in 1968's fourth quarter.

For the third year in a row, Ford will fully sponsor ABC's The FBI, starring Efrem Zimbalist Jr. In addition, the Lincoln-Mercury and Truck Divisions of Ford will be major sponsors of ABC's Wide World of Sports. Lincoln-Mercury is also a contributing sponsor of The Professional Bowlers Tour on the network.

Ford, which had a quarter sponsorship of ABC's coverage of the winter Olympic Games from Grenoble in February, will be a quarter sponsor of the network's coverage of the summer Olympic games from Mexico City, Oct. 12-27. The advertising agencies for the Ford Motor Co. and its divisions are J. Walter Thompson, Gray Advertising and Kenyon & Eckhardt, all New York.

S.O.S. sale to Miles awaits FTC approval

The sale of the S. O. S. soap pad division to Miles Laboratories Inc. at a reported price of $56 million cash has been announced by General Foods Corp. The sale is subject to the approval of the Federal Trade Commission.

The move brings to a close the lengthy legal battle that began when the FTC ordered General Foods to divest itself of S. O. S., which it had bought several years before, under the federal Clayton antitrust law. The FTC charged that General Foods' huge advertising budget, with special emphasis on the leverage it exerted through large expenditures in TV advertising, made the S. O. S. acquisition an anticompetitive act. The trade commission's view was upheld by a federal appeals court and became legally binding when the U. S. Supreme Court last May declined to review the case.

During 1967, advertising for S. O. S. scouring pads totaled $746,500 in network TV and $976,500 in spot TV.

Gilbert makes its ties with McCarthy official

Gilbert Advertising, New York, after working unofficially on Senator Eugene McCarthy's campaign for the past month, was named the official agency last week by the McCarthy for President Committee.

Gilbert's first buy for the Minnesota Democrat, a half-hour on NBC-TV, was scheduled for Friday (July 19) at 9:30 p.m. EDT. Another half-hour is planned on CBS-TV July 26 at 8:30 p.m. EDT. No definite commitments have been made for other times, but the agency plans to use five-minute segments rather than short spot announcements.

The July 19 program was to include an introduction by actor Paul Newman and films of Senator McCarthy on the campaign trail.

Bishop reassigns its $2-million billings

Bishop Industries, Union, N. J., and its New York agency, Spade and Archer, ended their almost two-year association last week.

Bishop announced its products will be split between Heller & Silvas and Howards Marks Advertising, a subsidiary of Norman, Craig & Kummel. Heller & Silvas will handle Plus White Plus toothpaste, RD hairdressing, Begone deodorant and Algenarim Seafoam bath, with Marks slated to receive Hazel Bishop cosmetics, Lanolin Plus and Plus White toothpaste.

Billings are estimated at a little over $2 million, with the bulk in TV.

Rep appointments...


Agency appointments...

- Ralston Purina Co., St. Louis, has moved its Ry-Krisp account from Foote, Cone & Belding, Chicago, to D'Arcy Advertising, St. Louis. FC&B will continue to handle all Ralston cereals. Ralston Purina has been using spot TV for Ry-Krisp.
- Clougherty Packing Co., Los Angeles, has moved its Farmer John line of bacon, ham and pork products from
Dancer-Fitzgerald-Sample to MacManus; John & Adams, Beverly Hills, Calif. Farmer John's estimated $700,000 in annual billings is allocated almost entirely to radio and television.

- Carl Ally Inc., New York, has been appointed agency for Royal Crown Cola Co.'s new Gatorade soft drink. The trademark-owner, Stokely-Van Camp, will begin test marketing the beverage. D'Arcy Advertising Inc., New York, continues as agency for RC brands previously assigned.

**Business briefly ...**

Meredith Corp., for Better Homes and Gardens, Des Moines, Iowa, through J. Walter Thompson Co., Chicago, has signed for sponsorship on the American Information radio network for a campaign to run Aug. 16-22.


Robert Mazaltov & Son Inc., through Kingen Feleppa O'Dell, both New York, will begin a spot radio campaign this fall in New York and San Francisco to promote its custom needlework and rugs.

Fisher Body Division of General Motors Corp., Warren, Mich., through D. P. Brother & Co., Detroit, has bought time on CBS Radio tonight (July 22, 9:05 -9:15 p.m.) for highlights of its 35th annual Craftsman Guild Awards banquet, honoring the creative abilities of boys in building and designing cars.

Gulf Oil Corp., Pittsburgh, through Young & Rubicam, New York, bought half-sponsorship of Walt Disney's Wonderful World of Color for the 1968-69 season. RCA, through J. Walter Thompson, both New York, and Mirackle White Co., division of Beatrice Foods, through Spot Radio Advertising Agency, both Chicago, each purchased a quarter sponsorship.


Oscar Mayer & Co., Chicago, through J. Walter Thompson Co., last week confirmed co-sponsorship of The Flying Nun series on ABC-TV. It marked the meat packing firm's first major sponsorship of an ABC-TV series.

**VPI adds eight**

In preparation for an extensive expansion in all phases of TV commercial productions operations, VPI, a division of Electrograph Inc., announced the addition of eight directors to its staff in New York. Newly-appointed directors and their previous affiliations are Mark Shaw, Mark Shaw Productions; Ormond Gigli, MPO Videotronics; James Walsh, CPI Productions Inc.; Bill Cassidy, D'Arcy Advertising; Christopher Eaton, Pelican Films; Don Stewart, Filmez; George Nakana, Herb Skoble Associates; and Bob Wolf, Group Productions.
No let-up in Overmyer probe

NOW FCC UNDER FIRE FOR GRANTING CP'S IN FIRST PLACE

The House Investigations Subcommittee last week resumed its on-the-record investigation into last year's transfer of five UHF construction permits from Daniel H. Overmyer interests to a subsidiary of the AVC Corp. In the process the subcommittee broadened the issues to include a hard-hitting examination of the competence of the FCC in even granting initial permits to Mr. Overmyer.

Yet to come, if the subcommittee can find sufficient time to schedule further sessions, are case-by-case examinations of the commission's role in approving extensions of the Overmyer CP's and the subsequent FCC approval of the transfer of control of the CP's from the Overmyer interests to U. S. Communications Corp., the AVC Corp. subsidiary.

The subcommittee, after a long morning session with the FCC on Wednesday (July 17), called the commission and staff members back for more on Friday, but there was no indication that the Friday session would get beyond the initial CP grants. The Wednesday testimony barely completed subcommittee staff questioning on the Overmyer Cincinnati CP, the first of the five at issue.

A day earlier (July 16) the subcommittee had resumed its long-interrupted examination of the Overmyer transfer that it began last year with a surprise hearing called shortly after the FCC had approved the transfers to U. S. Communications Corp. At the time, after hearing from FCC Chairman Rosel H. Hyde, who defended the transfer, and dissenting Commissioner Kenneth Cox, who had objected to the financial complexity of the Overmyer-AVC Corp. transaction, Harley O. Staggers (D-W.Va.), the subcommittee chairman, said the principals to the deal would be later called to testify (BROADCASTING, Dec. 18, 1967).

At Issue - The Cox dissent, which was joined by Commissioners Robert T. Bartley and Nicholas Johnson, staked out the initial areas of the subcommittee's concern: erosion of the commission's interim policy then in full force against concentration of control of stations in the top-50 markets and "trafficking" in CP's—obtaining more than reimbursement for out-of-pocket expenses, or even, as Chairman Staggers and Representative John E. Moss (D-Calif.) indicated they would define the term, purchase of a permit without regard for the condition of the actual assets that ostensibly were being compensated for.

From the beginning it was clear that the prime subcommittee target was the FCC, and last week the emphasis placed on the FCC's performance in approving the original grants overshadowed points made during examination of the Overmyer and AVC interests.

Part of the House panel's criticism of the FCC was rooted in dealings between the subcommittee and the commission. More than once, subcommittee members and staff complained about not having been supplied with all pertinent FCC documents in the case. The alleged omissions were stoutly denied by FCC Chairman Hyde, but Subcommittee Chairman Staggers said Mr. Hyde would later hear a full account of his staff's difficulties in getting information from the commission.

Cold Trail - Much of the interrogation revolved around the lack of written information. Where, subcommittee counsel wanted to know, was any indication that Mr. Overmyer's financial information filed on the Cincinnati CP had been examined? Indeed, there seemed to be no written record of such an examination. Memos had not been supplied to the subcommittee, FCC staff members testified, because none were written.

Not all of the Overmyer financial filings passed unchallenged, the FCC testified, but in many cases questions were resolved informally by telephone. The explanation did not satisfy Mr. Moss, who felt that a trail of memos should have resulted and ordered that the missing memos be supplied for the record "promptly."

The thrust of the subcommittee questioning was that a careful examination of the initial Overmyer application for the Cincinnati CP should have raised sufficient question of the company's financial capability to require, at least, a further showing. It was brought out in testimony that:

- The commission accepted unverified and unaudited balance sheets despite a requirement on the form that the information be verified. The com-
mission responded that the requirement for verification had been changed by law to one of "certification"—and all items on an application were certified as true and correct by the filer when submitted. The form, however, had not been changed to reflect the change in law. That opened the commission to criticism for not updating its form during the six years that had passed since the law change.

- A request on the application for the principal's income after federal taxes was left blank, although such information is usually required where a principal is to back a station's financing with his personal assets. Mr. Hyde agreed that the information should always be requested, if omitted, "where it is material," but added that the applicant's financial qualifications could be "so obvious" that the requirement could be waived.

- The commission accepted copies of letters from banks saying that the banks were ready to talk business about loans to partially support station construction budgets as reported in the applications, although the subcommittee later found by writing to the banks that the letters weren't intended as commitments. Chairman Hyde said the commission did not accept them as evidence of commitments but as partial evidence that Mr. Overmyer showed financial capability.

- Responsibility for judging balance sheets (that were, according to Mr. Moss, "not very impressive") resided in a branch chief who, when asked by Representative Hastings Keith (R-Mass.) if he knew how to read a balance sheet, replied, "I know very little" about them. It was his practice, said Robert H. Alford, chief, transfer branch, to refer financial data to staff accountants whenever there was any question. But if Mr. Alford "can't read a balance sheet," Mr. Moss wondered, did he routinely refer all balance sheets to staff accountants for analysis? Not every one, Mr. Alford answered. "But you don't know anything about it," Congressman Moss charged. Mr. Alford said nine out of 10 were simple enough to pass without referring to staff, and, although he could not remember if he referred the document at issue, he added he was sure he must have, and that the staff advice was that it was all right.

- The commission accepted a letter from Robert F. Adams, former executive vice president of the Overmyer permittees, as committing the resources of Mr. Overmyer and his warehouse companies when, in fact, the subcommittee maintains, Mr. Adams did not have that authority. Mr. Adams' letter could only report that the resources, as he understood it, were pledged, subcommittee counsel noted, and the commission was in error in taking that report as evidence of a commitment.

The trafficking issue received most attention at the Tuesday appearance of the principals, and it's expected that trafficking will be further explored in depth when the subcommittee can get around to examining the commission on details of the transfer approval. But Subcommittee Chairman Staggers indicated he was convinced of the trafficking charge on Wednesday, when he recapitulated the issues as he saw them.

"One, that the licenses were even granted in the first place indicates something peculiar." Two, he said, grant of five CP's in the top-50 markets violated the commission's concentration rules. (The initial grants were made before the policy was in force, Mr. Hyde explained. When the subsequent transfers were made the policy was being abandoned.

And as a third point, Mr. Staggers charged Frank H. Reichel Jr., president of AVC Corp., with "trafficking in licenses." The chairman responded that testimony brought out late the previous day when Dr. Reichel admitted that neither he nor any one on his staff had inspected the Overmyer TV properties before consummating the sale and loan agreements that led to the CP transfers.

What Was Bought? - In that questioning, Congressman Moss made a similar charge. Upon learning that the deal had been put through, so to speak, site unseen, he asked Dr. Reichel directly: "Then you bought the construction permits?" After a long pause while the witness consulted with counsel, the colloquy resumed, but the charge, while not directly affirmed, was responded to only indirectly with a comment that "there had been considerable development."

The technical charge of trafficking in construction permits—recouping more than out-of-pocket expenses—was probed at length on the first day's session. Much time was spent by subcommittee counsel on an analysis on charges claimed by the Overmyer firm for CP development.

The subcommittee staff used Overmyer percentage allocations of time spent by various departments on TV projects to construct a dollar-amount schedule for the departments. Several of these—advertising and public relations, insurance and taxes, finance and development, and general treasury—were queried with the clear subcommittee implications that the amounts claimed were excessive. Mr. Overmyer and Thomas J. Byrnes, currently executive vice president of the Overmyer organizations and formerly controller of the TV companies, defended the budgetary allocations.

Later Mr. Overmyer said his true out-of-pocket expenses were more on
the order of $2 million but "for some reason," probably, he suggested, in an effort to put in a conservative claim, he agreed to a deal involving only $1,331,900. (AVC Corp. paid $1 million, slightly less than 80%. Mr. Overmyer withheld a 20% interest in the planned stations, while concurrently negotiating a complex loan agreement from AVC for $3 million, which also attracted subcommittee fire.)

Close Look # Criticisms were implied in additional questioning about financial statements filed with the commission, which didn't jibe with Internal Revenue Service filings that the subcommittee obtained, and the bank letters.

Messrs. Overmyer, Byrnes and Arthur M. Dorfner, who was financial vice president, then executive vice president of the Overmyer TV companies, and currently heads the Overmyer Toledo, Ohio, station, WWHO-TV (ch. 24), said the FCC received the companies' public statement, while the IRS filing was for a different set of warehouse companies—just those in operation. Consolidated statements filed with the commission included assets of warehouses under construction.

As for the bank letters, the Overmyer executives said they knew they weren't firm commitments, but they did represent the banks' willingness to negotiate loans when the time was right. Banks couldn't commit themselves over such long lead times as commission processes require, they said, so such letters were tendered, under advice of counsel, as good-faith efforts at arranging financing.

Bearing on underlying trafficking charges was testimony by Mr. Adams, who was executive vice president of the TV companies during their earlier development in 1964 and 1965. First to testify last week, he told the subcommittee that not much progress was made under his tenure toward getting the five stations on the air.

Slow Progress # The subcommittee staff was plainly seeking testimony from Mr. Adams that Overmyer was stalling about getting the projects underway. Finally asked directly if he thought Mr. Overmyer was stalling, he said "I was under the impression directly that that was so."

No construction work was undertaken during the period, he testified, and one site acquisition was detailed when Mr. Overmyer instructed Mr. Adams to offer $30,000 for a site that had been negotiated for $100,000. Mr. Adams said that Mr. Overmyer's own warehouse-property appraisers reported the property worth $80,000 to $100,000.

Subsequent testimony, however, showed that the property was ultimately purchased by Mr. Overmyer for a sum in the vicinity of $55,000.

The loan agreement with AVC Corp., with complex options, it was charged, was so constructed that Mr. Overmyer could not get less than $3 million for his retained 20% interest in the TV properties. Mr. Overmyer replied that it wasn't his understanding of the deal he made that it offered him a guaranteed $3 million.

Under terms of the stock-purchase and loan agreements, AVC Corp. can elect to buy out the remaining Overmyer 20% under a formula that depends on whether or not the stations are on the air (programing 112 hours a week for the preceding 18 months). If not, a fixed percentage of broadcast revenues as reported by the FCC in the appropriate markets is to be used. Either way, subcommittee counsel charges, Mr. Overmyer is bound to collect $3 million (the ceiling set in the agreements).

If AVC does not exercise its option to buy out the remaining Overmyer 20%, it is felt in the subcommittee, Mr. Overmyer still stands to profit by his investment, at least to the extent of 20% of what AVC has invested in developing the properties. AVC, it's noted, has considerably expanded the Overmyer budgets originally set for development of the stations.

Changing hands...

ANNOUNCED # The following station sales were reported last week subject to FCC approval:

- WNAK Yankton, S. D.; WEBC Duluth and KRSI-AM-FM St. Louis Park (Minneapolis), both Minnesota: Sold by Gamble-Skogmo Inc. to Park Broadcasting Inc. for $2.9 million (see page 45).

- WRAN Dover, N. J.: 86.25% interest sold by A. L. Blinder and associates to Kenneth Cowan and Bertran Harnett for $350,000. Buyers have interest in WGNY Newburgh, N. Y., and have an application pending before FCC for acquisition of KMEO Phoenix. Mr. Blinder is president of Esquire Publications (Esquire Magazine), Sam Kravetz, executive vice president and general manager of WRAN will retain his 13.75% interest and continue to manage the station. WRAN is a full-time station on 1510 kc with 1 kw days and 500 watts nights. Broker: Blackburn and Co.

- WBRY Waterbury, Conn.: Sold by Danny Stiles and associates to Lowell W. Paxson for $250,000. Mr. Paxson also owns WGSN-AM-FM and WMTF (TV) Jamestown, N. Y. WBRY is fulltime on...

**KGA** Spokane, Wash.: Sold by William J. Liddle and Edward B. Brownstein to Grady A. Sanders for $225,000. Mr. Sanders, president of a record company and a firm that sells musical concepts to radio stations, is also president and general manager of WHEL. New Albany, Ind. KGA, founded in 1926, is a full-time, clear channel class 1-B station on 1510 kc with 50 kw.

**Krus-AM-FM** Ruston, La.: Sold by Clarence E. Faulk to R. E. Hook and wife and Dan Hollingsworth for $125,000. Mr. Hook is 55% owner of WRUS-AM-FM Russellville, Ky., 44% owner of WICR Carrolton, Ala., 58% owner of WRUS-AM-FM Key West, Fla., 50% owner of WELZ Belzoni, Miss. and 55% owner of WMAG and WQST(FM), both Forest, Miss. Mr. Hook is also a 57% partner in a CP for a new FM at Carrolton, Ala. and sole owner of a CP for a new AM in Donaldsonville, La. He has controlling interest in CATV systems in Bastrop and Ruston, both Louisiana and in Kosciusko, Miss. Mr. Hollingsworth is chief engineer of WRBC and WJMI(FM), both Jackson, Miss. Krus is a full-time station on 1490 kc with 1 kw days and 250 watts nights. Krus-FM is on 107.1 mc with 3 kw.

**KSUN** Bisbee, Ariz.: Sold by Arlo Woolery to Howard Waterhouse for $66,000. Mr. Waterhouse is a Huntington, Ind., broker. KSUN, founded in 1933, is a full-time station on 1230 kc with 250 w. Broker: Chapman Associates.

APPROVED • The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 60).

**KKS** Pittsburg, Calif.: Sold by H. Duane Wadsworth to Donald C. Johnston for $350,000. Seller is owner of KPTL Carson City, Nev. Mr. Johnston is used car lot owner and has an interest in an electronics distributing firm. KKS, founded in 1949, is a full-time station on 990 kc with 5 kw.

American Finance buys two CATV systems

American Finance Co., a Washington-based, small-loan company whose offices blanket the Maryland and Virginia suburbs, has taken a further step into the CATV industry with the purchase of systems serving the Alexandria-Pineville area of Louisiana and Martinsville, Va.

The Alexandria-Pineville system, op-

erating under the name of Al-Pine Cable TV Inc., was purchased from Bruce Merrill, a multiple CATV owner, for an undisclosed price. The system serves about 6,000 subscribers out of a potential 30,000 and has 240 miles of plant. Installation and monthly service charges run $12.50 and $5, respectively.

Beginning operations in August 1967, the CATV system has a 12-channel capacity and imports the signals from Baton Rouge, Alexandria, Lake Charles and Lafayette, all Louisiana.

Second Buy • Also purchased by AFC was the Clear-View Cable TV Co., Martinsville, Va., from C. Harry Anglin, a multiple CATV owner, and again, price was not disclosed. The system, which also began in 1967, serves about 700 subscribers out of a potential 7700 and has a 12-channel capacity. Installation and monthly service charges run $20 and $5, respectively. The system has about 100 miles of plant.

L. J. Holroyd, AFC president, said that the company has also begun construction on a CATV system in Shelby, N. C., for which it had been granted a franchise last September.

AFC, operating under the name of Jefferson Cable Corp., already owns CATV systems in Charlottesville and Waynesboro, both Virginia, which serve approximately 5,000 and 2,000 subscribers, respectively.

ETV groups evaluate interconnection need

Representatives of educational television groups are preparing a presentation of their interim and long-range interconnection needs for submission to AT&T. The presentation will include data on the degree to which ETV stations can use AT&T off-peak facilities, as well as specifications of their prime-time requirements.

The ETV groups agreed to reduce their needs to writing after a meeting with AT&T representatives at the FCC on July 12. The participants were members of a working group appointed by commission Chairman Rosel H. Hyde to help in the implementation of the provision in the Public Broadcasting Act of 1967 providing for free or reduced-rate interconnection service.

During the meeting, AT&T representatives reported on the number of channel miles available for off-peak service—6,000 miles in the hours between 11 p.m. and 9 a.m. and 3,900 miles between 9 a.m. and 4 p.m. Information on mileage available between 4 p.m. and 11 p.m. was promised within a few weeks.

AT&T has offered to provide service

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**Contact Richard A. Shaheen in our Chicago office.**

**TEXAS** • Fulltimer in single station market close to major city. Personal circumstances have prevented present owner from taking advantage of possibilities. Economy is excellent and growth is constant. Price $100,000, $29,000 down, balance ten years, 7 per cent— but should payout in six years with modest increase in billings.

**Contact George W. Moore in our Dallas office.**

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in off-peak hours at a lower, though unspecified rate, than the 50 cents per mile now charged during the hours between 2 a.m. and 12 noon.

However, ETV representatives say they need daily prime-time service, from 3 p.m. to 11 p.m.

AT&T representatives said additional construction—which would mean additional costs—would be needed to meet those prime-time needs. But they said the company would do a better job to determine what those costs would be after getting the presentation promised by the ETV groups. AT&T spokesmen also said the company would look into the possibility of using channels now set aside for occasional use, such as sports and special events.

Radio interconnection will be taken up by the working group when the TV problems are resolved.

Groups represented at the meeting included the National Association of Educational Broadcasters, National Educational Television and Eastern Educational Network; National Association of Broadcasters, Corporation for Public Broadcasting, AT&T, United States Independent Telephone Association, Department of Health, Education and Welfare, Ford Foundation, and the commission's common carrier bureau, Broadcast Bureau and office of general counsel.

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Mr. Schwartz takes over the microphone to introduce Mayor Lindsay.

Sharp dialogue on ghetto life

New York broadcasters exchange views to open better understanding

A challenge was thrust upon a group of broadcasters meeting in Coopers-town, N. Y. on related problems of violence, riot coverage, civil rights and ghetto life, and the broadcasters accepted by extending an invitation of their own.

While participants at the New York State Broadcasters Association's seventh annual executive conference last week all voiced concern over the need to better communicate with minority groups in their communities, several executives, led by ABC officials Walter A. Schwartz, president of ABC Radio and also of NYSSBA, and Don Curran and Richard L. Beesly, vice president-general managers respectively of WABC and WABC-TV New York, offered to make facilities available at New York

He said he was much more concerned with the on-air product than with the personal attitudes of individual broadcasters.

Ronnie Moore, training director, Scholarship Education and Defense Fund for Racial Equality, urged that radio and TV newsmen stop donning blue jeans in an attempt to become "part of the community quickly." By being himself, the broadcaster will be trusted more by the minority neighborhood. Another leader, Ronald Van der Schaft, also of the training institute, suggested specifically that broadcasters drop the idea of having Negro talent conform to existing announcer styles in performing technique—"how will your listener know you've hired Negro talent if he never hears a Negro voice on your air?" he asked.

Joining Together • A suggestion that broadcast newsmen for competing stations pool their forces for proper riot coverage was voiced by Dr. Ralph W. Conant, Brandeis University professor and associate director of the Lemberg Center for the Study of Violence. He said broadcasters must waive business-as-usual and "wholesome competition" in riot coverage and combine their reporting in order to obtain necessary critical information quickly and accurately.

In the July 16 meeting, New York Mayor John V. Lindsay urged broadcasters to involve themselves and their stations more in the ghettos of their communities, noting that the "key to much of our violence is an absence of communication, especially with the young blacks." He said for many teenage dropouts, the radio and TV receivers function as their schools.

Mayor Lindsay urged broadcasters to hold on-air interviews and discussions with congressmen and state assemblymen on the President's Commission on Civil Disorders report so as to disseminate its views. Mayor Lindsay served as the commission's vice chairman.

New Laws • In other work sessions, imminent passage of New York state legislation guaranteeing privileged communication to broadcasters and other media was predicted, and a review was given of NYSSBA attempts to obtain clarification of FCC rules forbidding news of lotteries. New York broadcasters have requested a declaratory ruling from the commission that would strike down the prohibition and, the broadcasters hope, would permit them to promote the state's legalized lottery system which is designed to provide funds for the public-school system.

A call for radio to banish its apathetic approach by turning to creative selling was voiced by Robert E. Close, WMPR Binghamton, N. Y., a conference co-chairman. Maurice Webster, vice president, development, CBS Radio, said
"the creative man is supersed ing the media man at advertising agencies, so we must kill the image of radio as that square, dull medium." The low cost of producing radio commercials makes it feasible to change messages frequently, Mr. Webster said, but in TV advertising we must risk "tiresome repetition to amortize high costs."

A TV seminar, headed by Leslie G. Arries Jr., vice president, WEEN-TV Buffalo, presented the singlet out of radio and TV in proposed banning of cigarette advertising; discussed the trend of five-minute programs by political aspirants, and increasing problems imposed upon broadcasters by the prospect of more origination of programming by cable-TV operators.

**Park adds 3 radio outlets**

Gamble-Skogmo subsidiary to sell Midwest holdings for reported $2.9 million

Park Broadcasting Inc., a group broadcaster with stations in the mid-South, branched into the Midwest last week when it agreed to buy three radio properties for a reported $2.9 million. The acquisitions are subject to the usual FCC approval.

The stations are WNAX Yankton, S. D.; WJAT Dubuque and KRSI-AM-FM St. Louis Park (a suburb of Minneapolis), both in Minnesota. Seller is Areawide Communications, a subsidiary of Red Owl Stores Inc., recently purchased by Gamble-Skogmo Inc.

Elmer Smith, general manager of WNAX, will coordinate the operations of the three stations, it was announced. Staffs will be retained at each station, it was also declared.

**FCC Hearing Examiner Millard F. French last week proposed the denial of license renewal for WCGA Calhoun, Ga., and in the same action proposed denial of an application by John C. Roach for the same facilities.**

During the consolidated hearing on both applications, Examiner French concluded that Gordon County Broadcasting Co., licensee of WCGA, "does not possess the requisite qualifications to be a licensee of the commission." The conclusion was said to be based on commission findings that Gordon had participated in the filing of a strike application "for purposes of preventing grant of a construction permit to an applicant for a station in Calhoun."

WCGA's participation in the alleged strike application came while the station was under a commission probationary period. The commission, at that time, had renewed WCGA's license for a period of only one year due to what it termed "willful failure to comply with the commission's rules" concerning financial report forms. The commission said that the station failed to file required financial report forms with the FCC for a period of three years (Broadcasting, Sept. 11, 1967).

Examiner French, in proposing denial of the license renewal, charged that "irresponsible conduct displayed during the station's probationary period" and the station's tendency to "repeatedly engage in the same miscon tend even though operating under a one-year renewal, demonstrates convincingly that Gordon County is unfit to be a licensee."

In the case of Mr. Roach's new station application, Examiner French said that Mr. Roach "had failed to ascertain the needs and interests of the area to be served, and had misrepresented facts regarding his program contacts."

Both applications involve 500 kc with 1-kw daytime operation only.

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**LOCAL FALL PROGRAMMING TIME**

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<th>MEANS LOCAL MOVIES</th>
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<th>MEANS PRIME-TIME MOVIES</th>
<th>MEANS BLOCKBUSTER MOVIES</th>
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Merger idea still alive at ABC

Victory over Hughes, healthy report for second-quarter enhance company attractiveness to other possible partners

ABC was back in the merger market last week after billionaire Howard Hughes suddenly abandoned his fight to gain control when he seemed to have it won—at least on the stock market front.

Negotiations for merger with CIT Financial Corp., which had reached the drafting of a preliminary agreement but were broken off by CIT when Mr. Hughes made his dramatic $45-million overture, were expected to be resumed almost momentarily, if they had not already resumed.

But there was widespread speculation that ABC might also hold talks with other prospective merger partners. Its victory over Mr. Hughes, followed by a second-quarter report showing record earnings (see page 55), was generally viewed as enhancing the company’s attractiveness.

Quiet Everywhere • ABC officials would say no more than “no comment” to queries about merger prospects, in line with Securities and Exchange Commission requirements. A source normally close to the company, however, said Thursday (July 18) that “they’re drawing their breaths [after the Hughes battle] and deciding what to do next.”

CIT was similarly quiet, though a spokesman had been quoted earlier in the week as saying negotiations had not then been resumed.

Among potential merger partners reported in the recent past have been Ford Motor Co. and Monogram Industries. That doesn’t count International Telephone and Telegraph, which canceled a merger with ABC last Jan. 1 after protracted opposition by the Justice Department.

Speculation that ABC might explore union with companies other than CIT was fed by testimony by ABC President Leonard H. Goldenson, during one of several court proceedings that ABC invoked during its short but unrelenting fight against the Hughes take-over attempt, that after the Hughes move was made public he received telephone calls breaching deals that excelled that of Mr. Hughes. The presiding judge would not let him identify the callers.

The Hughes battle coincided with ABC’s offering of a $50-million convertible subordinated debenture issue and, in Wall Street opinion, contributed to its almost total success. A spokes-

man for Lehman Brothers, the underwriter, said the offer was “99.9% subscribed,” which he said was an “almost unheard-of-figer.” At one point, $100 debentures were trading as high as $110 or more.

Goldenson’s Remarks • President Goldenson, in his second-quarter report, noted the success of the debenture offering and said that “we have now completed our short-term financing arrangements which will give our company the needed financial stability for the foreseeable future.” This was regarded by observers both as increasing ABC’s merger potential and as giving management leverage to delay if it wished to make a more leisurely reconnaissance of merger possibilities.

ABC’s victory over the Hughes interests appeared to have been won almost by default. Through his wholly owned Hughes Tool Co., the billionaire industrialist on July 1 had made a tender offer for 2 million shares, or about 43%, of ABC stock at $74.25 a share. When the offer expired at 3 p.m. last Monday, just two weeks later, a total of 1.6-million shares, about 34%, had been tendered, according to a subsequent Hughes announcement. There seemed no question that 34% would represent effective control, and under the terms of the offer Hughes Tool could have acquired it if it wished.

But Hughes turned it down, attributing its decision to Mr. Goldenson’s “inordinate opposition” in the form of “public announcements,” “full-page newspaper advertisements,” “unwarranted litigation” and representations “that a tentative deal between ABC and the CIT Financial Corp. constitutes a more favorable arrangement for the company and its stockholders.”

Whether that was the whole reason, however, was a matter of considerable speculation.

In broadcasting and financial circles there was evident belief that other factors were also at work, including apprehension on the part of the elusive Mr. Hughes that he might have to make a public appearance when the FCC held hearings on the control transfer; a possible conclusion by the Hughes interests that FCC would never approve the deal anyway, and perhaps a decision by Mr. Hughes that he was making a mistake in getting involved with a publicly regulated company after his experience with Trans World Airlines—a company he gave up rather than make a personal appearance in court.

ABC Happy • Whatever the full reason for the decision, it left ABC officials jubilant. Said President Goldenson:

“Because of their confidence and faith in the future of our company, a substantial majority of our stockholders elected to reject the Hughes tender offer. The management and directors of the American Broadcasting Cos. deeply appreciate their support and shall do our utmost to justify their confidence in us.”

In announcing last Tuesday (July 16) that it “will not pursue its efforts to acquire the stock interests” in ABC, Hughes Tool said after reviewing the opposition put up by Mr. Goldenson:

“While Hughes Tool Co. has prevailed in the litigation precipitated by

Affiliates total 891 on ABC Radio networks

ABC Radio affiliates have reached 891, with announcement of 10 new ones signed among its four network-radio services.

The lineup of the American Entertainment Radio Network was said to have reached 233 with the addition of KFOX Long Beach-Los Angeles, and KBAY Big Spring, Tex.; the American Contemporary Radio Network total was put at 177 with the signing of WBIL Biloxi, Miss.; American Information Radio’s list reached 314 with the signing of KTON Belton, Tex.; WPNO Auburn, Me.; W2X Decatur, Ill., and WINE Brookfield-Danbury, Conn., and the American FM Radio Network numbered 167 with the joining of WLRW(FM) Champaign Ill.; WJRS-FM Jamestown, Ky., and WBMJ(FM) Hartford-Meriden, Conn.

ABC officials also said the addition of KFOX means that all four ABC radio networks are now represented in the Los Angeles market.
the ABC management, it has no desire to continue its offering if, as Mr. Goodson contends, it is not in the best interest of ABC or its stockholders. We most certainly have no desire to prejudice either ABC or its stockholders.

"Hughes Tool Co., believes that its offer was a fair one and that the contemplated infusion of capital and assistance would have strengthened the company competitively in better serving the American public as one of the three major broadcasting networks of the nation.

"Hughes Tool Co. reluctantly makes this announcement. The company had contemplated that by bolstering the structure of ABC, it would have contributed to the programing of the network to the end of its becoming a more effective and meaningful force in American life, particularly at a time when crime, violence and disunity are of increasing concern to our national leaders and the public as a whole."

Prologue to Withdrawal * The decision put an end to a hectic two weeks. In three court sessions, ABC suffered three setbacks. On July 10 and again on July 13, Judge Dudley B. Bonsal of the U. S. Southern District Court in New York denied ABC applications for temporary and permanent injunctions to stop the tender offer. Last Monday a three-judge panel in the U. S. Court of Appeals in New York refused to overrule Judge Bonsal's decision.

Judge Bonsal had noted in his denial of the ABC application that any ABC shares acquired by Hughes "shall not be sold or transferred or voted and shall remain in custody of the transfer agent, The First National City Bank, subject to the order of the court."

Judge Bonsal also pointed out that ABC could turn to the FCC, which could order Hughes to divest itself of the stock if it found the acquisition violated antitrust policies or the communications law. The Saturday hearing was considered unusual but was held because of last Monday's deadline on the tender offer.

In the U. S. Court of Appeals, the three-judge panel's opinion, delivered by Judge Henry J. Friendly, pointed to ABC's request before the FCC and added:

"We assume that the commission will act and act promptly on that request and, if it should act favorably to ABC, we can see no reason why ABC cannot then renew its application for an injunction and indeed seek divestiture of any shares that have been acquired. Perhaps it will have other remedies also if the commission should rule unfavorably.

FCC Ready * The commission was reported to be ready to act promptly on ABC's request for a declaratory ruling, filed on July 8. This plea asked the FCC to rule that the acquisition by Hughes of two million shares of ABC stock without prior commission approval constituted a prima facie violation of the Communications Act, even if Hughes Tool did not vote the stock.

As an alternative, ABC asked the commission to direct Hughes Tool to place any stock it acquired through the tender offer in a trust, with the trustee instructed to vote the shares in accordance with recommendations of the ABC management proxy committee.

Before Hughes called off his tender offer at noon last Tuesday, the commission staff had been in contact with counsel for ABC and Hughes. That morning various members of the FCC staff held a meeting with the commissioners and it was decided to hold oral argument on Thursday (July 18) on ABC's request for declaratory ruling.

It could not be ascertained whether the commission would have insisted on Howard Hughes' appearance. One source said that it might not be necessary for Mr. Hughes to appear if the shares of stock acquired were placed into a foundation from which he would be insulated. On the other hand, the source added, Mr. Hughes probably would have been ordered to testify at the commission's full hearing if the stock were held by one of the corporations he owned.

Issue Evaporates * The issue of Mr. Hughes's appearance became a moot point when the commission received word later Tuesday that Hughes Tool Co. was withdrawing its tender offer.

ABC stock meanwhile fluctuated with the flow of events. It was trading at about 58% on the New York Stock Exchange when the Hughes offer of 74½ came, climbed to a closing of 69½ the same day, and passed 72 the following week. Last Tuesday, after the Hughes withdrawal, it closed at 67½, and last Thursday it closed at 65½.

Pulse to issue report to supplement studies

The radio and advertising industries will no longer have to suffer a 'seven-year itch' between Pulse Inc. circulation studies according to the ratings firm. The company has announced plans to publish a supplement, CP/Update, to be issued as often as there is a call for it.

The new publication will fill in the gaps between editions of Circulation Pulse, now being mailed seven years after the last one appeared. CP subscribers will get a 20% discount on the supplement, which will appear in the form of individual county reports to be issued when a subscriber asks for one and to be sent automatically to every other agency on the supplement's mailing list.

Circulation Pulse is a two-volume study subscribed to by over 500 broadcast stations and 70 advertising agencies. It is a state-by-state, county-to-county study of radio circulation in the U. S. Data given includes weekly homes reached and percentage saturation, weekly persons reached, audience shares, weekly homes reached and daily homes reached.

FCC appropriation passed

The Senate late Thursday (July 18) passed and sent to conference the Independent Offices Appropriations bill, which includes funds for the FCC. The Senate accepted the appropriations committee's recommendation for the commission, which provides an increase of $250,000 over the House-approved appropriation (Broadcasting, July 15). The increase, to stand, will need agreement by House conferees. The total appropriation for the commission, as voted by the Senate, is $20 million.

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BROADCASTING, July 22, 1968
Congress pressed on CPB money

Hoving group sends report to all congressmen
recommending immediate release of CPB funds

The National Citizens Committee for Public Broadcasting, in a "state of the industry" report released last week, called on Congress to act im-
mediately on app-
propriations un-
der the Public Broadcasting Act of 1967.

Speaking for the committee of 120 educators, busi-
nessmen, authors and artists at a news conference in New York Monday (July 15), Chairman Thomas P. F. Hoving, director of the Metropoli-
tan Museum of Art, stressed the ur-
gency for action on authorizations of $9 million for the Corporation for Public Broadcasting and $12.5 million for public broadcasting facilities.

"Such inactivity when it concerns
one of the greatest powers to calm,
settle and balance an uncalm, unset-
tied and unbalanced society is a fact of incredible arrogance directed at the people," he said. Government and in-
dustry regulation cannot change the
quality in broadcasting, he noted;
"What can change programing is com-
petition: the kind of competition public
broadcasting can provide if it has the
resources."

The report also recommended that
money levels be raised to those recom-
manded by the Carnegie Commission:
$56 million annually for the first four
years, leading to $270 million annually
by 1980.

Also Sought - Other proposals in-
cluded free or reduced interconnection
rates, long-range financing using a com-
bination of methods, a large-scale ad-
vancing campaign, programing for
authors, public service, training programs for talent and an enlargement of the committee.

A supplement to the report outlined
individual stations' current and desire-
ble budgets and programing informa-
tion. The average annual budgets for
the eight largest community stations
(Boston, Chicago, Los Angeles, New
York, Philadelphia, Pittsburgh, San
Francisco and Washington) are $1-
875,000, and their estimated desirable
budgets exceed $3,250,000. A median
budget for 137 other stations surveyed
is $150,000-$300,000, with a desired
estimate at $500,000-$600,000. The
stations reported a local-production av-
erage of 4.5-7 hours per week with an
increase to 12-14 hours weekly con-
sidered desirable.

Mr. Hoving sent the report to all
congressmen with a letter urging ap-
proval of the authorizations. Although
Congress acted with great speed in
passing the act, he said, it now needs
a push in the waning days of the ses-
sion. "Nations all over the world con-
sider public television high priority-
the U. S. could learn a lesson from
them," he added.

"The State of Public Broadcasting—
A Report to the American People, July
1968" is the result of a mandate of the
committee's first full membership
meeting in New Orleans in February.

Telephone groups appeal
commission CATV order

An appeal to a federal appeals court
in Washington has been filed by a group
of telephone companies against the
FCC's June 26 order requiring those
providing CATV circuits to first secure
a certificate of convenience and neces-
sity from the FCC (BROADCASTING,
July 1).

The appeals were filed last week by
Associated Bell System Companies,
General Telephone Co. of California,
General Telephone System and United
Utilities Inc. They claim the FCC rul-
ing is in error in imposing the require-
ments of Section 214 of the Communi-
cation Act into the CATV field. All
are engaged in various areas in pro-
vinding CATV circuits for lease to cable
TV franchise holders.

Earlier the companies had received
a 10-day stay of the order from the
commission itself pending their appeal
to the federal court. During this time,
the FCC said, no new construction may
be begun and current construction is to
be discontinued (BROADCASTING, July
8).

Banner year for complaints

A year-end tabulation of complaints
on broadcast matters received by the
Complaints and Compliance Division
of the FCC Broadcast Bureau shows
32,526 for the year ending June 30,
1968. The previous year's total was
21,515. Subjects covered were adver-
sing, alleged violations of law or FCC
rules, programing and miscellaneous
criticism. Total communications-com-
plaints, comments and inquiries—re-
ceived in fiscal 1968 amounted to 67,-
710, compared with 58,902 the pre-
ceding year.

Loyola announces Paul Segal memorial scholarship

A four-year scholarship has been
established by Loyola University of
New Orleans in memory of pioneer
communications lawyer Paul Segal,
who died May 24 (BROAD-
CASTING, May
27). The Paul
Segal Scholar-
ship in the de-
partment of
communications will be presented an-
nually to the
winner of a nationwide competition in
motion pictures.

The scholarship was announced by
Loyola's president, the Very Rev.
Homer R. Jolley, S.J., who praised
Mr. Segal for his work in behalf of
the university and said that he was a
man "whose life ... was directed

Mr. Segal

Mr. Hoving

THE MEDIA

BROADCASTING, July 22, 1968

48
One more CATV wants NY-Philadelphia signal

In response to petitions by Philadelphia TV stations, the FCC has consolidated still another CATV firm into its pending hearing on CATV carriage of New York signals into Philadelphia.

The latest issue concerns a proposal by Lower Bucks County (Pa.) Cablevision Inc. to add three New York signals to its operating systems in Levittown and Bristol, as well as a proposed system in Pennedel Borough, all Pennsylvania. Lower Bucks already carries New York independents WNEW-TV, WOR-TV, WPIX(TV) and WNDT(TV) in Levittown and Bristol. On April 24, the firm announced its intention to add New York network affiliates WBBF-TV, WNBC-TV and WABC-TV to existing coverage; this proposal in turn drew a series of opposing petitions from Philadelphia stations. Their chief request—granted by the FCC—was that Lower Bucks be prohibited from carriage of New York network stations until the matter could be examined in the already pending consolidated hearing.

The larger hearing was called March 13 to deal with 24 requests by CATV’s for permission to bring New York stations into the Philadelphia market (Broadcasting, March 18 et seq.). FCC rules state that if the Grade B contours of two major markets overlap, consideration must be given to the possibility that CATV carriage of signals from one market to the other could adversely affect independent UHF stations. New York and Philadelphia are ranked first and fourth, respectively, among national markets.

Industry groups back TV’s in Colo. case

Four broadcast groups have rallied to the side of two Colorado television stations battling the introduction of CATV in their areas.

The organizations filing a joint brief last week in the U. S. Court of Appeals for the District of Columbia are the National Association of Broadcasters, the All-Channel Television Society, the National TV Association and the Colorado Translator Association. They filed in behalf of the litigation instituted last month by KDKD-TV Colorado Springs and KOAS-TV Pueblo.

At issue is the FCC’s authorization last April of CATV service in Colorado Springs over the objections of the two TV stations (Broadcasting, April 15). The stations claim that the commission should have ordered a hearing on their protests that claimed they would suffer adverse economic impact if the CATV system was permitted to operate.

Earlier this month the federal appeals court in Washington stayed the FCC’s order pending a decision on the merits of the stations’ appeals.

WAKR gives big boost to U. of Akron ETV

The Summit Radio Corp., licensee of WAKR-AM-TV Akron, Ohio, has donated its transmitting equipment and tower to the University of Akron.

With the FCC reallocation of channel 49 as an educational channel, WAKR-TV changed to channel 23. The University of Akron is now the sole applicant for the reallocated channel.

The equipment and tower together are valued at $250,000, the university reported.

Dr. Norman P. Aubert, president of the university, said that at the outset, evening telecasts featuring adult education programs dealing primarily in the fine arts would be shown and that “other educational programs during the day and evening would follow in due course.”
LIN shifts its diversified holdings

COMPLEX SELLS CATV SYSTEM, BUYS ADONIS RADIO

In a three-pronged move, LIN Broadcasting Corp. has announced plans to sell its CATV operations, to buy a New York-based broker of radio and TV advertising and to have its stock listed on the American Stock Exchange.

Sale of the company’s 10 CATV systems to Broadcast Industries Corp., one of LIN’s major stockholders, for $4 million is in final stages of negotiations. LIN reported last week. The cable TV systems, under the name of Gregg Cablevision Inc., serve about 9,500 subscribers in Daleville, Ala.; Crestview and Niceville, both Florida; Berea and Danville, both Kentucky; Hobbs, N.M., and Huntington, Martin and McKenzie, all Tennessee. Gregg Cablevision also holds franchises for other communities in those states and a number in Illinois.

Broadcast Industries is composed of principals of the now defunct Medallion Pictures Corp. which merged with LIN in 1966 when the company went public. It is now a 5.3% shareholder of LIN.

N. Y. Broker • The acquisition of Adonis Radio Corp., New York, will involve an exchange of an undisclosed amount of LIN’s common stock, the company announced. Adonis stockholders must first approve the transaction, it was noted.

Adonis, called a leading specialist in advertising and media buying in LIN’s announcement, has good sales volume and an attractive profit potential, according to Frederic Gregg Jr., president and chairman of LIN. Mr. Gregg said that the company would complement LIN’s other activities in broadcasting and in the distribution of television programming. Adonis chief executives are Sy Rosen, president, and Jerry Shapiro, executive vice president. It is said to be expecting to buy $5 million worth of TV and radio time this year and is one of a new breed of buying agents that have entered the “negotiated” media buying arena (Broadcasting, July 15).

Stock Listing • Mr. Gregg also said that LIN would move immediately to have its shares listed on Amex. LIN common has been sold over the counter since the company made its first public offering in 1966. Last Thursday LIN common was quoted 28 bid, 29 asked.

The Nashville-based complex owns two television stations, six AM and five FM stations, a national chain of art galleries, a telephone answering service, a variety of direct marketing companies, the Miss Teen-Age America pageant, and LIN/Medallion Pictures, feature and series films for TV.

LIN’s broadcast stations are WAVY-TV Norfolk – Portsmouth, Va.; WAND-TV Decatur, Ill.; WAKY Louisville, Ky.; KEEL Shreveport, La.; KAKY Little Rock, Ark., WBFF-AM-FM Rochester, N.Y., WIL-AM-FM St. Louis, KILT and KOST (FM) Houston. Pending FCC approval is its application to buy WJAZ Hackensack, N.J., for $5.5 million (Broadcasting, April 1).

ACTS lacks permanent secretary-treasurer

A search is on for a new secretary-treasurer of All-Channel Television Society (ACTS), a selection that spokesmen said last week may take several months. Robert F. Adams, who has been in the posts for the past 18 months, has agreed to continue in them until his replacement is found.

Mr. Adams said the pressure of his own business, particularly the creation of a media brokerage division of his management consultancy company, Adams Broadcast Services Inc., New York, made it necessary for him to withdraw from an administrative role at ACTS and said he probably would continue with the organization as an officer.

Also released was a verification of election of other corporate officers of ACTS. William L. Putnam, president of Springfield Television Broadcasting Corp., is president; David M. Baltimore, WARE-TV Wilkes-Barre, Pa., is vice chairman; and Leonard B. Stevens, U.S. Communications Corp., Philadelphia, is vice president.

KPIK rating claims earn wrath of FCC

KPIK-AM-FM Colorado Springs has received short-term license renewals of one year from the FCC.

The commission action comes as a result of the stations’ response to inquiries concerning station claims on their rating in the Colorado Springs area. According to the commission, the stations had told advertisers and potential advertisers that they were “rated number two in Colorado Springs with the bulk of the voting public” and that they “pull at least 65% of the military audience.”

The commission asked the stations to comment on the basis for these claims and said the replies stated that the contention that KPIK had the second largest listening audience was based on “an outdated 1962 Pulse Survey.” The commission said that the reference to “the bulk of the voting public” stemmed from indications that a country and western format is most popular with middle class adults. The estimate of the military audience, according to the commission, was based on a “survey made by a sergeant in the Public Information Office at ENT Air Force Base.”

The commission had told the stations earlier this year that “its coverage claims were inconsistent with the guidelines set by the Federal Trade Commission and endorsed by the FCC.” In issuing the short-term renewals last week, the commission indicated that stations have often been warned on improper use of broadcast ratings. KPIK’s responses to FCC inquiries showed that the stations “failed to meet responsibilities in this area.”

Hearing ordered on Yakima UHF grant

The FCC has designated the application of Apple Valley Broadcasting Inc. for channel 35 at Yakima, Wash., for hearing on a trafficking charge against Morgan Murphy, the applicant’s principal stockholder.

The order follows a remand by the U.S. Court of Appeals for Washington, D.C., of a case in which the commission’s grant of the facility to Apple Valley had been appealed by KIMA-TV Yakima. The commission had requested the remand (Broadcasting, July 1).

The issue had originally been raised by KIMA-TV in a petition to deny Apple Valley’s application. KIMA-TV alleged that Morgan Murphy between 1958 and 1965 had sold seven AM, two FM and three TV stations.

Earlier Approval • The commission denied the issue in setting Apple Valley’s application for a consolidated hearing along with two other applicants. That hearing was terminated on approval of a merger agreement among the competing applicants and the construction permit was granted to Apple Valley by the review board.

The commission has now vacated its order denying KIMA-TV’s application for review of that review board action. It has also stayed the effectiveness of the board’s order approving the agreement among the three applicants and making the grant to Apple Valley.

The commission’s change of mind on exploring the trafficking issue followed several decisions by the commission and the court indicating concern over that question.
Radio, TV news ready for conventions
OVER 2,000 FROM NETWORKS, NEWS SERVICES TO COVER EVENTS

Hordes of radio and television newsmen will converge on Miami Beach in two weeks and presumably on Chicago—or wherever the event is held—in five weeks for extensive coverage of the Republican and Democratic national conventions.

Following are breakdowns of what networks and news services will be doing:

**ABC**

ABC will use nearly 400 people in Miami Aug. 5-8 for its nightly 90-minute television roundups, short reports on all four radio networks, and standbys for live coverage when warranted. Each television wrapup, starting at 9:30 p.m. EDT, will include a report on the important theme of the day; a roundtable discussion with correspondents covering the candidates, moderated by Bill Lawrence, ABC News' political editor; a filmed "insiders" report covering some topic that "might otherwise be left out in gavel-to-gavel coverage," with Frank Reynolds as managing editor; commentaries by William F. Buckley Jr. and Gore Vidal, anchored by Howard K. Smith; An update on the day's events and predictions by Bill Lawrence about the coming day's happenings.

*Time* magazine and B. F. Goodrich have signed as television sponsors of ABC coverage.

ABC-TV will expand its half-hour *Issues and Answers* programs Sunday, Aug. 4, and Sunday, Aug. 25, to one-hour preconvention specials at 1-2 p.m. EDT. Key convention figures will be guests on the programs. Senate Minority Leader Everett McKinley Dirksen (R-Ill.), Republican chairman of the platform committee, and Gov. Daniel J. Evans of Washington, the Republican convention keynoter, will appear Aug. 4. One of the guests Aug. 25 will be Representative Hale Boggs (D-La.) Democratic chairman of the platform committee.

The preconvention specials will also be fed to the American Information Radio Network.

During the conventions, the Information Network will carry three-and-a-half-to-five-minute reports and features 14 times throughout the evening. Steve Bell and Roger Sharp will be the anchormen. The Entertainment Network will feature four-minute reports three or four times a night with Bob Wilson and Tom Schell. The FM Network's reports by Harold Steele will be four-and-a-half minutes long, three or four times a night. Don Gardiner and Bruce Brown will broadcast the three-and-a-half-minute reports on the Contemporary Network three or four times during the evening.

An ABC spokesman said the same basic schedule will be kept for the Democratic convention Aug. 26-29.

**CBS**

CBS will field around 800 for full coverage of the evening sessions of both conventions. CBS-TV's live broadcasts of the Republican convention will begin at 7:30 p.m. EDT and run to conclusion. The formal opening of the Republican meeting Aug. 5 will be televised from 10 a.m. to 1 p.m. EDT. Preliminary activities the week of July 28 will be covered on CBS's morning and evening news, with pre-emption of regular programing if warranted.

Walter Cronkite will be CBS-TV's anchorman, aided by analysts Eric Sevareid, Roger Mudd and Harry Reasoner, correspondents Mike Wallace, Joseph Benti, John Hart, Ike Pappas, Dan Rather, and Bill Stout, and reporters Bill Plante, Bruce Morton, Morton Dean, Marya McLaughlin, Terry Drinkwater, Martin Agronsky, Nelson Benton, George Herr, Bert Quint, Hughes Rudd, Robert Schakne, Daniel Schorr and David Schoumaker.

CBS Radio will summarize convention activities in 10-minute reports every half-hour during all sessions, in addition to selective live coverage. Robert Trout and Dallas Townsend are the radio anchormen, and Alexander Kendrick will serve as analyst. The television personnel will also be heard on radio.

CBS News is responsible for pool coverage at the Democratic convention.

CBS-TV has over 30 fractional sponsors and expects to have more by convention time.

**Mutual**

Mutual's staff of 90 will cover each night session in full and will send about 40 five-minute inserts for each conven-
Anchormen for the radio network are Steve McCormick and Charles King; Walter Winchell and author Victor Lasky will provide sidebars. Other reporters on the scene will be George Hamilton Combs, Phil Clarke, Dick Ross, Charles Batchelder, Forrest Boyd, Joe Campbell, Whitney Bolton and Frank Singiser.

Mutual said it is responsible for the audio pool for all radio and television networks and any individual stations that want to subscribe.

NBC

Nearly 800 people from NBC will be on hand for the two conventions.

One-hour previews on the evenings before each convention have been added to NBC News' coverage on NBC-TV and radio.

Gulf Oil Corp., through Young & Rubicam Inc., will be the sole sponsor for both the previews and the conventions.

Participants in the Republican telecast on Aug. 4 (6:30-7:30 p.m. EDT) and the Democratic special on Aug. 25 (6:30-7:30 p.m. EDT) will be correspondents Chet Huntley and David Brinkley, anchormen for the conventions; floor reporters Frank McGee, John Chancellor, Sander Vanocur and Edwin Newman; and state delegation reporters. The telecasts will include scenes at party headquarters, candidates' headquarters and other significant locations.

The two radio previews will be broadcast Aug. 4 (9-10 p.m. EDT) and Aug. 25 (9-10 p.m. EDT).

Handling the radio specials will be Russ Ward and Peter Hackes, convention anchormen; Bill Ryan, analyst; and floor reporters Wilson Hall, Ron Nessen, Paul Friedman and Len Tucker.

Regular convention coverage on NBC begins Monday, Aug. 5, on NBC-TV's Today show (7-9:30 a.m. EDT).

The Republicans will be covered on both radio and television in two morning sessions Aug. 5 and Aug. 9 and in five all-evening sessions. Four all-evening sessions have been scheduled for the Democratic convention starting Monday, Aug. 26.

Platform committee meetings during the week preceding each convention will be summarized in half-hour broadcasts, 4:30-5 p.m., by anchorman Frank McGee.

NBC News will handle pool coverage at the Republican convention, and, as pool producer for satellite transmission in August, will feed foreign broadcasters with convention material.

UPI Audio

UPI will send a staff of nearly 150 to the conventions. Its audio network reports will be anchored by Wally Bruner and Don Fitch, assisted by John Chambers, Scott Peters, Bill Greenwood, Ed Kerins, Bill Reilly, John Burnett and Jim Brodsky. Commentaries by George Marder and reports on the lighter side will be conducted.

UPI will carry each session live, with special morning and evening wraps and daily analysis at 4:50 p.m. EDT.

UPI's television newsmagazine coverage will be handled by a staff of 19, directed by Burt Reinhardt, Reese Schonfeld and Paul Sisco.

The combined total of some 2,000 newsmen will be operating with a vast amount of equipment for the first color telecasts of political conventions. ABC will house its technical apparatus in 13 trailers and three mobile units, as well as constructing a central control room and anchor rooms. CBS has sent a fleet of 22 technical vans, 18 mobile units and 20 trailers, and will build a newsroom, studios and anchor booth. Mutual will construct its own studio at the convention site, but will also have available the facilities of its new Caribbean news bureau at the Sheraton-Four Ambassadors hotel. NBC plans to send eight trailers, seven equipment vans and three mobile units, but will use the floor space with a broadcast center including newsrooms, anchor rooms, video-tape facilities, and film-editing equipment. UPI Audio is installing a trailer complex near the main convention floor in cooperation with RKO General and Westinghouse Broadcasting.

The impasse in Chicago

A tragic-comic opera.

That is about the way the Illinois Bell Telephone Co. strike appeared late last week in Chicago. There still was a stalemate in efforts to settle the strike and to get communications gear installed for the Democratic National Convention there next month.

The dispute between the phone company and a local of the International Brotherhood of Electrical Workers has been underway for more than two months. A recent effort by a top mediator failed (BROADCASTING, July 15).

Democratic National Committee officials still were confident the convention will be held in Chicago as planned and the phone strike will somehow be settled or bypassed. Convention coordinator John Meek spent much of Thursday (July 18) at the International Amphitheatre for on-site planning with CBS-TV representatives who are handling the network pool facilities.

On Thursday Chicago Mayor Richard J. Daley met privately with Illinois Bell President James Cook and then with various officials of the Chicago Federation of Labor who asked the mayor to be heard. Mr. Cook had no comments but the labor leaders did, especially the teamsters.

Labor's Sentiments The labor leaders told newsmen they had become very "disturbed" over the impasse and said they now are studying and considering their next moves. This was interpreted by observers as suggesting possible new pressures to force Illinois Bell into binding arbitration as proposed earlier in the week by IBEW. The phone company claims the IBEW officials cannot go to arbitration without first obtaining membership approval.

Meanwhile the IBEW local has filed an unfair practices complaint with the National Labor Relations Board and said it also will petition the U. S. district court there for an injunction to require Illinois Bell to arbitrate. Illinois Bell contends it cannot be forced to settlement on wage terms far in excess of those made with a number of other
Nixon and TV: changing a '60 weak suit into a '68 trump

The Nixon for President Committee apparently is not waiting for the formality of the Republican Convention. It has started this month a powerful, slickly produced television campaign for the Presidency. The campaign is taking what the Nixon camp calls “a new political approach.” It’s using a program “that has the touch of the old town hall,” on which Mr. Nixon answers the unprompted and unrehearsed questions of a citizens’ panel.

The Nixon Answer, as the program is called, already has run in a half-hour version in eight markets in Ohio and six markets each in Illinois and Michigan. Last week and over last weekend it ran in an hour version in nine markets in California. No official figures were given out for the television expenditures in the campaign, but one reliable industry source estimated that time on the stations in California, including charges for pre-empting an hour on network outlets, would amount to $15,000.

Another Approach: Also in preparation as part of the assault on the Presidency is another hour show that may run in California late this week. Tentatively called The Nixon Coffee Klatch, this program reportedly also will take the homely, person-to-person approach of the program that already has played.

Format for The Nixon Answer is a panel consisting of what’s claimed to be a cross-section of citizens from each state. They are said to be chosen at random and told there are no questions that should be asked and no questions that shouldn’t be asked. They also are instructed “to ask every question they can come up with.”

The programs—there is a different one with different citizens panels for each state—are taped in color. In the program seen in California, Mr. Nixon appeared relaxed, cheerful and without a trace of the five o'clock shadow that plagued him in his 1960 run for the Presidency. Asked on the program by a panelist why he was taking this route to communicate with people, Mr. Nixon pointed out that Americans today “want to participate, they want a part of the action.” He went on to explain that person-to-person contact is essential because “I get a pretty good idea of what’s on your mind, what the people are thinking, and then I am required to think myself about these issues that people are concerned about.”

There were six panelists on the California program, three registered Democrats and three registered Republicans. One of the panelists was a Mexican-American lawyer from Los Angeles and another was a Negro bank executive from San Francisco. All of the panelists were highly attractive, personable and articulate. Some of the panelists acknowledged to the press that they were acquainted with Herb Klein, top press and communications aide to Mr. Nixon. Other members of the panel indicated they knew people who either work for Fuller & Smith & Ross Inc., the New York-based advertising agency that’s buying television time for the campaign, or are aides in the Nixon camp.

Shakespeare Handling: The Nixon Answer television concept and the actual programs apparently were conceived and produced by Frank J. Shakespeare Jr., president, CBS Television Services Division. Last month Mr. Shakespeare took a leave of absence to participate in the presidential campaign of Mr. Nixon (Broadcasting, June 24).

The programs were taped at Tele-Tape Productions Inc. in New York. Panelists were given airplane transportation to the city and housed for a night at the expense of the Nixon for President Committee. The California panelists arrived in New York on July 8, stayed overnight at the New York Hilton hotel, and participated in the program the next morning.

Prior to this taping, Mr. Nixon engaged in a lengthy conversation, on camera, with professional basketball star Wilt Chamberlain, a member of the former Vice President’s campaign staff. Some five minutes of this conversation was inserted at the end of the Nixon Answer program shown in California. The portion telecast had Mr. Nixon doing most of the questioning and Mr. Chamberlain supplying the answers.

The programs taped for Ohio, Illinois and Michigan were each a half-hour in length. They were shown in prime time in a total of 20 markets in the three states during a week period that began July 10. A total of 10 stations are being and have been used in California, each for an hour in prime time, ranging from 7:30-8:30 to 10-11 p.m.

House sends along copyright extension

The House passed and sent to the President last week a bill to extend for one year all copyright renewals set to expire during 1969. The bill, which continues protection until Dec. 31, 1969, also covers copyright renewals extended as the result of previous legislation until the end of 1968.

The action protects approximately 69,000 copyright holders who would

unions earlier.

Illinois Bell officials said they will accept any plan that city and union officials might work out to have the convention installation work separated from the contract negotiation battle. Democratic spokesmen continued hopeful some compromise will be reached so installation on an obvious crash basis could begin this week. But union sources repeatedly quashed such suggestions that city workers or other "neutrals" might begin the amphitheater work prior to settlement.

This week some network contracts go into effect for construction of special studio and other facilities at the amphitheatre, the contractors having already bought supplies for their jobs. Whether there will be any lines or coaxial cables to hook up in these expensive facilities still awaits the final act of the multi-million-dollar labor melodrama now being played in Chicago.

The actors are real. So are the emotions.

So is the money.

BROADCASTING, July 22, 1968
House panel toys with 315 suspension

The House Commerce Committee held an action-packed session last week on a Section 315 suspension that would permit TV debates between major presidential candidates, but recessed until Tuesday (July 23) without taking official action on the matter.

Some reports two weekends ago that the suspension was dead proved to be exaggerated, but committee discussion—as pieced together after the closed-doors of the committee session were opened and the embattled congressmen emerged—showed that a suspension, although technically alive, was still very much in peril.

The resolution before the committee (S. J. Res. 175), as passed by the Senate, would exempt broadcasters from presidential splinter-party equal-time demands, from after the conventions until the November election. Committee Chairman Harley O. Staggers (D-W.Va.) reportedly wants to continue committee consideration until the matter is voted up or down. Last week’s discussion complicated the agenda considerably, as the following reconstructed play-by-play of significant motions indicates:

- **Kill Editorials** - Congressman John E. Moss (D-Calif.) opened with a substitute resolution that would ban all broadcast editorials for or against candidates. The Moss substitute made no mention whatsoever of a 315 suspension for debates.
- **Representative Brock Adams** (D-Wash.) moved to amend the Moss substitute by reattaching the Senate-passed suspension language.
- **Congressman Albert W. Watson** (R-S.C.) moved to substitute the original 315-suspension resolution, but was ruled out of order on the grounds that a substitute could not substitute for identical language.
- **Representative Clarence (Bud) Brown Jr.** (R-Ohio) moved to amend the amended Moss substitute to change the word "editorialize" to "express a preference for." Congressman Samuel N. Friedel (D-Md.), presiding in the absence of Chairman Staggers, who had to leave, ruled the Brown amendment out of order.
- Mr. Brown appealed the ruling, presumably for Mr. Staggers to rule on as a first order of business Tuesday.
- And while the appeal was pending, Congressman William Springer (R-Ill.) said he thought maybe Mr. Moss’s "editorialize" and Mr. Brown’s "express preference for" should both be used.

**Procedures** - Unless there are further improvisations Tuesday, the normal course of events would be to pass on the successive amendments and substitutions in reverse order of their proposal. An editorializing ban or any other change would have to be accepted by the Senate in a subsequent conference committee.

In one formal action last week, a procedural matter, the committee voted not to table the suspension resolution. Both friends and foes of suspension agreed the vote did not reflect committee sentiment for or against a suspension.

A pay-TV resolution, which is to be offered by Representative James Harvey (R-Mich.), was not discussed. It would request another years delay by the FCC in consideration of its subscription-television docket. The committee pay-TV resolution faces opposition within the panel, but reportedly has the support of Chairman Staggers.

FCC asks stations for political fill-in

The FCC has sent questionnaires to all station licensees in an effort to obtain information on the broadcast of political activities during the primary and general election campaigns this year.

The questionnaire, required to be answered by Dec. 10, asks for a listing of program time and announcements paid for by candidates or supporters, time given free to candidates or supporters and total program time.

Also requested is information on network political broadcasting, plus amounts spent with the stations in connection with presidential, vice-presidential, senatorial and gubernatorial elections.

**Ethnic groups seek aid of Congress, FCC**

The Americans of Italian Descent Inc. (AID) and the Polish Guardian Society (PAGS) have planned steps to eliminate "defamatory portrayals of nationality, racial or religious groups" on television.

At a joint meeting in New York July 14, the groups decided to ask Congress to pass laws giving the FCC authority to enforce protective measures of the National Association of Broadcasters’ television code, and to ask the FCC to enlarge its power of license suspension to include a provision for ethnic, racial or religious defamatory remarks.

Leonard Jarzab, president of PAGS, said Polish-Americans are particularly resentful of Polish jokes on NBC-TV’s “Rowan and Martin’s Laugh-In,” and that PAGS is considering legal action against
the network. NBC officials had no comment last week.

AID's complaint, according to program coordinator Joseph Jordan, is about the stereotyped Italian criminal appearing generally in television, radio and movies.

Another for ABC-TV movies

The ABC-TV programming department, which already has designated 20th Century-Fox TV as the major supplier for its projected Movie of The Week, last week named Thomas-Spelling Productions, Hollywood, as another significant contributor to the upcoming series. Thomas-Spelling, which currently is turning out The Guns of Will Sonnett and Mod Squad for the network, has been signed to produce six of the at least 26 feature film-type shows (each 90-minutes), that ABC-TV plans to present each week during the 1969-70 season. 20th Century-Fox will supply as many as 13 of the TV features. Other production companies also will contribute to the movie series but the base for production will be at 20th Century-Fox (Broadcasting, June 3).

WGA earnings up 27%

Members of the Writers Guild of America earned a record $2,833,698 for the first six months of this year from domestic and foreign residuals, for royalties and from revenue for feature films sold to television. These earnings amount to a 27% increase over the $2,234,785 earned by the writers for the first six months of 1967, which proved to be a record year for the WGA. For the six months ended June 30, 1968, writers earned $1,336,199 from domestic residuals; $294,882 from foreign residuals; $687,995 in royalties; and $514,621 from movies sold to television.

WBC's man in Havana

Merwin Sigale, Miami reporter and expert on Cuban affairs, will broadcast four or five programs a week from Cuba for the Westinghouse Broadcasting's radio stations: WNZ Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, WOWO Ft. Wayne, Ind., WIND Chicago and KFWB Los Angeles.

Mr. Sigale's reports will cover food rationing, "liberty and the pursuit of happiness in Cuba," as well as the celebration of the anniversary of the revolutionary 26th of July movement. On his return from Cuba in early August, Mr. Sigale will in addition prepare a four-to-six part series on Cuba for WBC stations.

FINANCIAL REPORTS

ABC rings up record quarter

Broadcast, theater divisions lead 10% earnings rise; capital, nonrecurring gains push first half up 24%

ABC's second-quarter earnings from operations were "the highest for any such period in the history of the company" despite the federal-income-tax increase and heavy costs related to TV and radio coverage of the assassinations of the Rev. Martin Luther King Jr. and Senator Robert F. Kennedy. President Leonard H. Goldenson announced Thursday (July 18).

Operating earnings for the second quarter were up about 10% from the same period last year. For the first six months they were down about 19%, but capital and nonrecurring gains lifted six-month net earnings 24% above last year's levels.

The 10% federal-income-tax surcharge was said to have reduced earnings for the second quarter by 10 cents a share and for the first six months by 14 cents a share. Effects of coverage of the assassinations were not estimated.

Mr. Goldenson said the ABC Broadcast Division's second-quarter earnings were at a record high for that period, and the Theater Division's were the highest for any second quarter since 1950. Comparable quarterly results in the phonograph-record business were lower, "reflecting general conditions in the record industry and initial costs relating to the company's entry in motion-picture film production," he asserted.

He noted that ABC had successfully concluded its $50-million convertible subordinated debenture issue (see page 46) and said that "we have now completed our short- and long-term financing arrangements which will give our company the needed financial stability for the foreseeable future."

Mr. Goldenson also called attention to ABC's completion last Monday (July 15) of its acquisition of KXYZ-AM-FM Houston; the premiere on Wednesday (July 17) of ABC's first major motion-picture production, "For Love of Ivy" (two others are scheduled for release in mid-October), official opening Thursday (July 18) of the ABC Marine World recreation, educational and research complex at Redwood City, near San Francisco, and opening of six new ABC motion-picture theaters since the first of the year.

National General alters offer to Great American

National General Corp., Beverly Hills-based diversified entertainment company with TV production interests, last week revised its previously announced offer to acquire any or all of the outstanding stock of Great American Holding Corp.

National General said the revised offer for each share of Great American, a New York-based insurance holding company, consists of $50 principal amount of a new National General 4% sinking fund convertible debenture and a new 10-year warrant to purchase one share of National General common at $45 a share. The original offer was for $45 principal amount of the same new National General debenture and 0.4

ABC's earnings for the second quarter and first six months:

<table>
<thead>
<tr>
<th></th>
<th>Second Quarter</th>
<th></th>
<th>Six Months</th>
<th></th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.93</td>
<td>$0.83</td>
<td>$2.04</td>
<td>$1.66</td>
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<td>Earnings from operations before federal income tax</td>
<td>$9,225,000</td>
<td>$7,480,000</td>
<td>$13,020,000</td>
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<td>Provisions for federal income tax</td>
<td>$4,800,000</td>
<td>$3,500,000</td>
<td>$7,150,000</td>
<td>$7,050,000</td>
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<tr>
<td>Earnings from operations before extraordinary items</td>
<td>$4,375,000</td>
<td>$3,980,000</td>
<td>$6,475,000</td>
<td>$8,005,000</td>
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<td>Capital &amp; nonrecurring gains net, after applicable income tax</td>
<td>$50,000</td>
<td>$(85,000)</td>
<td>$2,180,000</td>
<td>$(225,000)</td>
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<tr>
<td>Net earnings</td>
<td>$4,425,000</td>
<td>$3,895,000</td>
<td>$6,792,000</td>
<td>$7,880,000</td>
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<tr>
<td>Earnings per share from operations before extraordinary items</td>
<td>$0.92</td>
<td>$0.85</td>
<td>$1.37</td>
<td>$1.71</td>
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</tbody>
</table>

*Includes earnings for the first three months ended March 30, 1968, as adjusted for the retroactive 10% federal-income-tax surcharge.
of a share of National General common which was then selling for about $60 a share.

Great American is currently considering a merger proposal from AMK Corp.

Company reports...

Metromedia Inc., group broadcaster, TV program producer and syndicator with other diversified interests, reported record revenues and net income for the quarter and six-month periods for the period ended June 30. Metromedia's board declared a regular quarterly dividend of 12 1/2 cents per common share payable on Sept. 15 to holders of record Aug 23.

\[
\begin{array}{l|l|l}
\text{Earnings per share} & 1968 & 1967 \\
\text{Gross revenues} & 89,655,721 & 75,200,179 \\
\text{Net income} & 4,666,713 & 2,759,168 \\
\text{Average number of shares outstanding*} & 4,939,529 & 4,352,186 \\
\end{array}
\]

*Shares adjusted for two-for-one stock split distributed June 14, 1968.

Papert, Koenig, Lois Inc., New York advertising agency, reported a drop in net income and earnings per share as well as in gross billings for the six months ended May 31.

\[
\begin{array}{l|l|l}
\text{Earnings per share} & 1968 & 1967 \\
\text{Gross billings} & 19,499,484 & 20,007,832 \\
\text{Commission and service fee income} & 3,099,888 & 3,041,397 \\
\text{Net income after taxes and other income deductions} & 119,218 & 193,376 \\
\text{Net income after taxes and annual net income} & 721,837 & 810,787 \\
\end{array}
\]

Scripps-Howard Broadcasting Co., Cincinnati, a group owner, reported increases in income and earnings for the 12-week period ended June 15:

\[
\begin{array}{l|l|l}
\text{Earnings per share} & 1968 & 1967 \\
\text{Revenues} & 5,208,045 & 4,640,996 \\
\text{Net income} & 1,257,682 & 1,126,235 \\
\end{array}
\]

Financial notes...

- Doyle Dane Bernbach, New York, has announced a dividend of 22 cents per share payable July 15 to stockholders of record June 28.
- Crowell Collier and MacMillan Inc., New York, reports it has acquired for cash Association Films Inc., New York, a distributor of industrial and educational films to television and nontheatrical outlets. No personnel changes are contemplated. Robert D. Mitchell will continue as president of Association Films.
- Board of directors of Ogilvy & Mather International Inc., New York advertising agency, declared a regular quarterly dividend of twelve and one-half cents per share payable Aug. 30 to stockholders of record Aug. 9.
- Storer Broadcasting Co., group broadcaster, last week declared a quarterly dividend of 25 cents per share, payable Sept. 10 to stockholders of record August 23.
- Scantlin Electronics Inc., Los Angeles, reports that net income for the first half of 1968 amounted to $273,000 on sales of $4,388,000. This compares with net income of $89,032 on sales of $3,887,315 for the comparable period of 1967.

MGM earnings drop in 40-week period

Metro-Goldwyn-Mayer Inc. showed a decline in net earnings for the 40 weeks ended June 6 as a result of a loss of $485,000 in the third fiscal quarter.

Robert H. O'Brien, president, said the deficit in the third quarter was attributable largely to a slump in the record division and also to declines in rentals from feature films to theaters and some mid-season cancellations of MGM TV series. For 40 weeks ended June 6:

\[
\begin{array}{l|l|l}
\text{Income per share} & 1968 & 1967 \\
\text{Gross revenue} & 168,641,000 & 168,728,000 \\
\text{Net profit} & 8,748,000 & 9,728,000 \\
\end{array}
\]

FATES & FORTUNES

BROADCAST ADVERTISING

Edward T. Baczewski, account group supervisor, and Lowell K. Cohn, assistant director, creative services, Cunningham & Walsh, New York, elected senior VP's.


Sampson P. Bowers and James Ellers, management supervisors; Sol Katz, director of research and marketing; John H. Lamberi, senior creative officer, all Warwick & Legler, New York, named senior VP's.

Robert L. Garrison, senior VP and manager, McCann-Erickson Inc. Los Angeles, resigns to become VP, marketing, Hertz Corp., New York. Russ Johnston, with M-E. New York, succeeds Mr. Garrison.

Dwight Bohmbach, creative director, Knox Reeves Advertising, Minneapolis, named senior VP.

Sal J. Agovino, general sales manager, Katz Radio, New York, elected VP.

John F. Budd Jr., VP and account supervisor, and G. Thomas Lyon, VP and account executive, both Carl Byoir & Associates Inc., New York, named group VP's.

Dr. Max A. Ferm, VP and account supervisor, Shaller-Rubin Co., New York, named senior VP and elected to board.

Larry Gershom, account executive, NBC Television Spot Sales, appointed manager, eastern office, New York.

Ralph Widman, formerly with Caldwell-Van Riper Inc. and WPAA, both Dallas, joins Busby, Finch and Woods Inc. as manager of rep's Dallas office.

John J. Cosgrove, with CBS Television Stations National Sales, joins CBS-owned WCAU-TV Philadelphia as sales manager.

James A. Gustafson, sales manager, WTTG-TV Washington, appointed retail sales manager, newly created position.

Richard K. Schops, supervisor, Ogilvy & Mather, New York, joins Television Advertising Representatives Inc., that city, as manager, special projects, succeeding Arma E. Andon, who has
been named VP, marketing and research.

Tom Battista, account executive for KNXT(TV) Los Angeles, appointed retail sales manager of newly established station retail sales department.

Horace Parks appointed sales manager, WNOV Milwaukee.

George L. Sansbury, assistant sales manager, WSTW(TV) Florence, S.C., appointed sales manager.

Bill McRae, eastern sales manager, H-R Radio, New York, appointed national sales manager, succeeded by Jack Canning, assistant eastern sales manager.

Robert M. Williams, national sales manager, WLS Chicago, appointed general sales manager.

Sherman H. Brown, general manager, WVIC-AM-FM East Lansing, Mich., joins WXTR-TV Kettering, Ohio, as general sales manager.

Bernie Goodman, account executive, WBBM Chicago, appointed general sales manager, KEBS Tijuana, Mexico.

Cal Rockefeller, account executive, Winius-Brandon Co., Houston, joins Bozell & Jacobs Inc., that city, as director, radio and television.

Donald G. Carr and Edmond P. Zalewski, account executives. Campbell-Ewald Co., Detroit, appointed account supervisors.

Russ Alben, creative supervisor, Grey Advertising Inc., New York, joins Carson/Roberts/Inc., Los Angeles, as copy head.

Dick Schaller, account executive, KHVN-TV Honolulu, appointed to newly created position of local sales manager.

Richard G. Maynard, account executive, WQAD-TV Moline, Ill., joins XYZ TV Inc., licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado, as general sales manager.

Gary B. Smart, account executive, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed local sales manager.

Ronald L. Sack, director of promotion and program development, ABC owned radio stations. New York, appointed VP and general manager, KXYZ-AM-FM Houston, newly acquired by ABC.

Joseph J. Madden named to newly created position of controller, Sonderling Broadcasting Corp. (group owner), New York.

J. T. Ricketson, VP, The Ledger, Lakeland, and Gainesville Sun, also elected VP, WESH-TV Daytona Beach-Orlando, all Florida, all affiliated with Cowles Communications Inc., New York.

Joseph B. Foster, station manager, WBTW(TV) Florence, S.C. named assistant VP.

Varner Paulsen, VP and general manager of Metromedia KNEW Oakland, Calif., given additional assignment as general manager of company’s KSAN(FM) San Francisco, and William Lee Dalton designated VP and general manager of newly acquired WASH(FM) Washington (Broadcasting, June 24), whose operations were to be taken over by Metromedia last Friday (July 19). In adding KSAN responsibilities, Mr. Paulsen succeeds Reid Leath, who has taken leave of absence. Mr. Dalton, new WASH head, formerly was executive VP and general manager of WEEZ Chester, Pa., and before that was with Metromedia’s WHK Cleveland and WIP Philadelphia.

Robert L. Maynard, general manager, WMTW-TV Poland Spring, Me. (Portland), joins KOA-TV Denver in same capacity, succeeding Dick Harris, who joins KHVN-TV Honolulu as general manager. Richard B. Belkin, program director, WRGB-AM-FM Schenectady, N. Y., joins KOA-AM-FM as general manager.

Steve Schoen, formerly with KDAN Eureka, Calif., KUDI, Great Falls and KOPI Butte, both Montana, joins KYLT Missoula, Mont. as general manager.


Alvin L. Smith, sales manager of LIN Broadcasting Corp.’s WAKY Louisville, Ky., appointed general manager succeeding Donald W. Meyers, who joins LIN’s headquarters in Nashville.

Lee Marts, sales manager, KCMO-TV Kansas City, Mo., appointed station manager. Mr. Marts is succeeded by Bill McReynolds, administrative assistant to VP and general manager.

Ralph D. Pittman, Lee G. Lovett, Joseph F. Hennessey and John N. Papa join form Washington law firm under name of Pittman, Lovett and Hennessey.


Philip J. Hennessey III, associated with Washington law firm of Robb, Porter, Kistler and Parkinson, becomes partner.


Curran Wade, operations manager, WNYR(TV) Jamestown, N. Y., also appointed operations manager, WKS-N-AM-FM, that city. Both are Trend Broadcasting Inc. stations.

Jerry Jacob appointed station manager in reorganization of WNOV Milwaukee. Bill Kenner appointed assistant station manager, and Cecil Hale appointed operations manager.

PROGRAMING

Don Van Atta, director of live nighttime programs, NBC-TV, Burbank, Calif., resigns to form Greg Garrison-Don Van Atta Productions, Hollywood, for production of TV specials, series and pilots.

Edward J. DeGray, former VP with ABC Radio and Trans-Tel Corp., both New York, joins WXTV(TV) Paterson, N. J., as VP and director.

Cy Chemak, producer, Universal Television, named executive producer of NBC-TV's Ironside series.

Fred Tatashore joins Westinghouse Broadcasting Co.'s Mike Douglas Show as associate producer.

Zev Puterman, creator and producer of Metromedia Television's Les Crane Show, appointed executive director in charge of program development for KTTV(TV) Los Angeles, Metromedia station.

Douglas D. Shull, executive director, Country magazine, resigns to begin his own musical commercial production firm, Supersound Inc., Nashville. Address of new firm is 805 18th Street South.

Cahn Avis Gerard Advertising, Baltimore has acquired interest in Arizona Productions, that city. Officers of new corporation are: Claude Gerard, president; Maurice Azaizel; VP; George B. Avis, treasurer; Stanley L. Cahn, secretary. New offices located at 1123 North Eutaw Street, Baltimore 21201.

Jon Ross, executive producer, KTTL(TV) Los Angeles, appointed program director, succeeding James S. Gates, who becomes president of VTV Enterprises.

Gus Lewis, with WYLD New Orleans, appointed program director.

Jim Frazier appointed program director, WNOV Milwaukee.

Norman A. Lunele, manager, merchandising, NBC, New York, also named VP, NBC Films.

Gil Friesen, general manager. A&M Records (Herb Alpert and Jerry Moss), Hollywood, named VP, with assignments in TV production.

Bob Feid, national sales manager, succeeds Mr. Friesen as general manager.

Ben Comb, with KATV(TV) Little Rock, Ark., appointed director of public affairs and special projects.

Charles Price, newsmen, WFGA-TV Jacksonville, Fla., joins WJCT(TV), that city, as director of special projects.

Paul Reece, announcer, WTII(TV) Florence, S. C. appointed production manager, Jack Phipps, assistant program-production manager. appointed program manager.

Thom Sherwood, with WJW Columbus, Ind., joins WNB Binghamton, N.Y. as program director.

Ed Whatley joins WSHE-TV Montgomery, Ala. as production manager.

NEWS


Jack Bausman, newsmen, AP, Frankfurt, Germany, bureau, appointed bureau chief. Moscow, succeeding Henry Bradsher, who takes leave of absence to accept Nieman Fellowship. George McArthur appointed Saigon correspondent in charge of AP operations in Vietnam, succeeding Bob Tuckman, who retires after 28 years with AP.

Sherman Bazell, news director, WBB-TV Boston, joins KHOM-TV San Francisco as news manager.

Ted Kavanau producer, 10 O'Clock News, WNEW-TV New York, appointed to newly created position of executive producer, Metromedia television news, New York, concentrating on 10
Hickox retires from NBC

Sheldon B. Hickox Jr., director of station relations, NBC West Coast, is retiring Sept. 1 after 39 years with NBC. Mr. Hickox joined the network in 1929 as assistant to the manager of sales traffic. He was named supervisor of commercial traffic four years later and in 1935 was appointed assistant manager of station relations. In 1939, he was named manager, station relations, and in 1949, director. He was named director of station relations NBC West Coast, in 1954.

Succeeding Mr. Hickox is William M. Kelly, regional manager, station relations, NBC New York. Mr. Kelly joined the network in 1947 as a page on the guest relations staff and moved to television network operations in 1948. He was assistant on co-op sales, station relations department, and later became supervisor of radio and television contracts for the department. He has been a regional manager in NBC's station relations department since 1953.

Robert M. Adams, director of promotion, WTOP-TV Washington, joins WNBC-TV New York as advertising and promotion manager.

Rev. Leroy B. Cloyd appointed PR director at WIGO Atlanta.

EQUIPMENT & ENGINEERING

Dr. Stafford L. Hopwood, Jr., with CBS Laboratories, Stamford, Conn., named VP, business development, and professional products.

Tucker P. Madawick, manager, industrial design, home instruments, RCA Sales Corp., Indianapolis, elected VP.

George C. Kanen, VP and associate with Jack A. Richel Associates Inc., Washington, appointed director of engineering for all Foote, Cone & Belding majority-held community antenna television systems.

Leo E. Rymarz, engineering supervisor, WWJ-TV Detroit, appointed chief engineer, WWJ-AM-FM.

George W. Watson, assistant chief engineer, WDBC-AM-FM Hartford, Conn., appointed chief engineer.

G. L. Bidwell, manager ETV planning, GPL division, General Precision Systems, Pleasantville, N. Y., appointed manager, eastern region TV distribution.

INTERNATIONAL

Elmer F. Jaspan, general manager, WMLK Milwaukee, joins CKLW-TV Windsor, Ont.-Detroit as director of operations.

Thomas E. Kuehlb, with American Forces Network, Europe, appointed program director, Stuttgart. Germany studio station, succeeding Vincent B. Miller, who transfers to nework headquarters Frankfurt, as chief of network production.

DEATHS

Gene Wilkey, 51, retired VP, CBS Television Stations, and former general manager, KMEX-TV St. Louis, died July 15 following long illness, at Barnes hospital, that city. Mr. Wilkey was associated with CBS for 24 years. After his retirement, he continued working under special assignment. He began his career in broadcasting in 1944 as program director, WCCO Minneapolis. He is survived by his wife, Emeele, and son.

Stephen Boyd (Bud) Hayward, 43, VP of broadcasting division of Canadian Marconi Co., Montreal, died July 13 at his home in Pointe Claire, Que. He was director of all broadcasting activities of Canadian Marconi, including CCFP-AM-FM-TV Montreal.

Westbrook Van Voorhis, 64, narrator of The March of Time, radio and motion picture documentaries in 1930's and 1940's, died July 13 in New Milford (Conn.) hospital. Death was attributed to cancer. Mr. Van Voorhis also had been news broadcaster for Mutual, CBS and WOR New York and had voiced television and film documentaries and commercials. He began as announcer in late 1920's. In recent years, Mr. Van Voorhis was free-lance announcer and narrator.

Fernando Perez Menendez, 51, sports editor, Spanish language branch, Voice of America, Washington, died July 12, of heart attack at his home in Alexandria, Va. He is survived by his wife, Helen, son and two daughters.

Paul C. O'Harra, 69, who retired in 1963 after 38 years with CBS engineering department in Los Angeles, died July 6 in San Diego. He is survived

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by his wife and daughter.

C. Brooks Middleton, 69, senior director, The Middleton Co., San Diego agency, died July 7 at his home. He is survived by his wife, Virginia, and two sons.

Frank S. Lane, 63, executive secretary, Oklahoma Broadcasters Association and former manager, KRMG Tulsa, died July 11 after long illness. Mr. Lane entered broadcasting in 1925 as first announcer on KREU Bristow (now KVOO Tulsa).

James S. McMurry, 51, director of sales, WLMD Laurel, Md., died July 17 of cancer at Veterans hospital, Baltimore. He is survived by his wife, Monterey, and son.

William E. MacDonald, 63, farm service director, KFOR Lincoln, Neb., died July 11 in Lincoln. He is survived by his wife, Thelma, son and daughter.

Allyn Edwards, 53, radio and television announcer on New York area stations since 1945, died July 9 of heart attack at his home in New York. He is survived by his wife, Margaret and four daughters.

William F. Budde, 69, former controller and auditor of KKKK St. Louis, died May 27 at his home in suburban St. Louis. He started with KKKK in 1941 and left station in 1957.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 10 through July 17 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced; ant.—antenna; aur.—aural; CATV—community antenna television; CR—critical hours; CP—construction permit; D-day DA—directional antenna; ERP—effective radiated power. ke—kilocycles; kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PAs—preset service authority. SCA—subsidary communications authorization. SH—specified hours SSA—special service authorization. STA—special temporary authorization; trans.—transmitter. UHF—ultra-high frequency. VHF—very high frequency. vis.—visual. watts—watts. ——educational.

New TV stations

OTHER ACTIONS

- Review board on July 12 in San Francisco, TV broadcast proceeding, Docs. 16678-16681, granted joint petition under Sec. 1.525, filed June 4 by Bay Broadcasting Co., and Reporter Broadcasting Co.; agreement submitted therewith approved; application of Reporter Broadcasting Co., dismissed; application of Bay Broadcasting Co., granted; proceeding terminated.
- Review board in Largo, Fla., TV broadcast proceeding, Doc. 17081, granted motion to correct transcript filed May 27 by WLCY-TV Inc., Action July 16.
- Review board in Aurora, Ill., TV broadcast proceeding, Docs. 17040-21, granted joint request for approval of agreement filed May 20 by Ajill Broadcasting Co. and South Kan-Kendall Broadcasting Corp., agreement approved; application of Ajill Broadcasting Co. is dismissed with pending proceedings terminated. Action July 17.
- Review board on July 17 in Boston, TV broadcast proceeding, Docs. 17742-53, granted joint request for approval of agreement filed June 12 by Patriot State Television Inc. and Boston Heritage Broadcasting Inc.; agreement approved; application of Patriot State Television Inc. dismissed with prejudice; and application of Boston Heritage Broadcasting Inc. is retained in hearing status.
- Review board in Pattschegue, N. Y., TV broadcast proceeding, Docs. 17689-90, granted petition for extension of time filed July 9 by Broadcast Bureau, extended to July 19 time within which to file responsive pleadings to the joint petition for approval of agreement and grant of remaining application without further hearing. Action July 16.
- Review board in Medford Ore., TV broadcast proceeding, Docs. 17681-88, granted petition to enlarge issues filed June 7 by Broadcast Bureau. Action July 16.

ACTIONS ON MOTIONS

- Hearing Examiner David I. Kraushaar on July 11 in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. [BWMG] TV proceeding), by separate actions, granted petitions by Broadcast Bureau for leave to accept late filed proposed findings of fact and conclusions, and all applicants may respond to late-filed proposed findings of fact and conclusions. Action July 17.

Existing TV stations

CALL LETTER APPLICATIONS

- Anderson TV Corp., Anderson, Ind. requests WAIV-TV.

CALL LETTER ACTIONS

- Nebraska Educational Television Commission, Hastings, Neb. granted *KHINE-TV.
- Community Television Network of Cleveland, Cleveland, granted WCTF-TV.
- The McLendon Corp., Dallas. Granted KLIX-TV.

New AM stations

APPLICATION

Plattsburgh, Neb.—Platt Broadcasting Co. seeks 1,000 kc, 6.25 kw., P.O. address: 625 Fifth Avenue, Plattsburgh, N. Y. Estimated construction cost $56,741.70; first-year operating cost $32,000, revenue $60,000. Principals: Michael F. Starr, archie, and Warga (each 50%). Mr. Starr, attorney, is vice president of Wood Broadcasting Group Inc., licensee of KOMZ and KOWH-FM Omaha, KSIB Sioux Falls, S. D., KUDL and KJFC-FM both Kansas City, Mo. Mr. Warga is owner of insurance and real estate brokerage firm, Ann. July 17.

OTHER ACTIONS

- Review board on July 11 in Springfield, Mo., AM broadcast proceeding, Docs. 17521-23, granted petition for extension of time filed July 9 by Uomoh Broadcasting Co., extended to July 22 time within which to file response to Broadcast Bureau's opposition to joint request for approval of agreement and petition for leave to amend.

ACTIONS ON MOTIONS

- Hearing Examiner Baill P. Cooper on July 10, in St. Petersburg, Fla. (Sun City Broadcasting, Inc.) AM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer, scheduled for prehearing conference September 9 and hearing for October 2 (Docs. 18235-26).
- Hearing Examiner Jay A. Kyle on July 10 in Statesboro, Ga. (Quay Broadcasting Co.) FM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer, scheduled for conference September 9 and hearing for October 2 (Docs. 18235-26).
- Hearing Examiner Herbert Sharman on July 11 in Lebanon and Bagnell, both Missouri (Blazer Broadcasting Inc., St. Louis) FM and AM proceeding, upon unopposed oral request of counsel for Lee Mace, scheduled for joint prehearing conference for June 16 to discuss procedure in light of review being considered of filing and enrollment of issues (Docs. 17896, 18043-46). 
- Office of opinions and review on July 5 in St. Louis, Mo., and Ohio (Horizon Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Co.) AM proceeding, granted petition by Midwest Broadcasting Co., extended time to and including July 18 to file application for review of re-
**FINAL ACTIONS**

**KZNG Hot Springs, Ark.**—Broadcast Bureau granted CP to increase daytime power to 250 watts, AM, and install new trans. and change call to 97.3. Applicant is president of Hot Springs Broadcasting Co., which previously held license for 1200-kw AM station in Hot Springs. Opposition filed by WATW Inc. of Arlington, Va., and by the Broadcasting Bureau. Action July 11.

**KOY Phoenix—Broadcast Bureau granted CP for new station to be located at 29th and Van Buren Sts., Phoenix. Applicant is president of KOY, which also owns WNNS at 17th and Van Buren Sts. Action July 12.

**WBRD Redondo Beach, Calif.**—Broadcast Bureau granted CP for new station to be located at 2600 S. Catalina St., Redondo Beach. Applicant is president of Redondo Broadcasting Co. Action July 11.

**WMEG East Galie, Fla.**—Broadcast Bureau granted license covering installation of new 500-watt AM station to be located at 4501 S. Federal Hwy. Applicant is president of WMEG, Inc. Action July 10.

**WEBY, 17945, BROADCASTING, Va.**—Broadcast Bureau granted license for new station, to be located at 30th and Main Sts., Hereinreich Bros., will operate. Action July 11, 1968.

**VIEW Existing station at 201 Vine St., Kansas City, Mo., has been granted license covering renewal of license for WCAG and John C. Roach for new AM station at 17613. Action July 7.

**FACIAL ACTION**

**FCC awarded license for new station WATW Ashland, Wis., to WISX, Inc., for $500. Action July 8.**

**WQCS Queen City Broadcasting System Inc., Alma, Ga.**—Applications for construction permit to file by Farm Bureau in Washington, D.C., for relocation of main studio to 801 South Bayside Drive, Miami. Action July 11.

**KFRM-FM Colorado Springs—Broadcast Bureau granted mod. of license covering change in studio location to 200 North Nevada Ave., Colorado Springs. Condition: Action July 12.**

**WALV-AM Atlanta**—Broadcast Bureau granted CP to install new horizontal type trans. and type ant. Action June 25.

**WFMS-FM St. Augustine, Fla.**—Broadcast Bureau granted CP to install new type trans. and type ant. Action July 8.

**WPHIA-FM Palm Bay, Fla.**—Broadcast Bureau granted CP to install circular polarized type ant. make changes in transmitting equipment. Action July 15.

**KFRM-FM San Jose, Calif.**—Broadcast Bureau granted mod. of CP to change type trans. Action June 25.

**KREG-FM Miami Beach, Fla.**—Broadcast Bureau granted mod. of license covering relocation of main studio to 601 South Bayside Drive, Miami. Action July 11.

**KWSO-FM Oak Park, Ill.**—Broadcast Bureau granted CP to install new type trans. of new horizontal type trans. Action July 15.

**KBSX-AM Chico, Calif.**—Broadcast Bureau granted CP to change type trans. and type ant. Action July 15.


**WINW-FM Binghamton, N. Y.**—Broadcast Bureau granted license covering change in location from 2276 New York St. to 370 Main St., Johnson St., and Nottawa Ave., Binghamton. Action July 15.

**WFSM-FM Klinic, N. C.**—Broadcast Bureau granted CP to install new horizontal type trans. Action July 15.

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SUMMARY OF BROADCASTING

Compiled by FCC, July 16, 1968

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<td>82 29</td>
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1Includes two AM's operating with Special Temporary Authorization.
2Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

ACTION ON MOTIONS

Hearing Examiner Forrest L. McClenning to serve as presiding officer, scheduled pre-hearing conference for Sept. 26, and hearing for Oct. 31 (Does. 18248-49).

Hearing Examiner Thomas H. Donahue on July 3 in Lincoln, Neb. (Contemporary Broadcasting Corp. and KXFM-AM Inc. (KXFM-FM) FM proceeding, by motion of KXFM Inc., extended date for filing reply to oppositions to KXFM petition for leave to amend on July 13 (Docs. 17941, 18174).

CALL LETTER APPLICATIONS

KDFM (FM), Hendrickson and Knapp Broadcasting Co., Walnut Creek, Calif. Requests KEZERFM.


WAGR-FM, Southeastern Broadcasting Corp., Lumberton, N. C. Requests WISK-FM.

CALL LETTER ACTIONS

Del Ray Broadcasting Co., Indio, Calif. Granted KINJ-FM.

KDKO-AM Inc., Alexandria, La. Granted KDBS-FM.

KLOH Inc., Pipestone, Minn. Granted KKLPC-FM.

KWAD Broadcasting Co., Wadens, Minn. Granted KYWDFS-FM.

WVWM-FM, New South Communications.


WIWNO-FM, Williams City Broadcasting System, Bryan, Ohio. Granted WWMS-FM.


RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliary: KDIH-FM Des Moines, Iowa; WJJZ-FM Pittsburgh, Pa.; WKLK-FM Cloquet, Minn. Action July 11.


Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliary: KPEZ-KRP-KCPA-FM Spokane, Wash. Action July 11.

OWNERSHIP CHANGES

APPLICATIONS

WAGC, Centre, Ala. Seeks assignment of license from Freeman H. Bone to Radio Centre Inc. for purpose of incorporation. No monetary consideration or change of ownership involved.

KIFM (FM) Bakersfield, Calif. Seeks assignment of license from California Broadcasting Co. to Kern International Communications for $50,000. Principals of stereo Broadcasting Co., Inc. (51%) and James W. Summers, vice president and general manager, are former employees of the original KIFM Co. and General Broadcasting Co. (59%).

WGST-AM Atlanta, Ga. Seeks assignment of license from The General Broadcasting Co., Inc. for incorporation. No monetary consideration or change of ownership involved.

WJW Columbus, Ohio. Seeks assignment of license from Davidson Broadcasting Co. to Stephen D. Frankum, John (Continued on page 72)
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ANNOUNCERS—(Cont'd)

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. Must be capable to go into last letter. If you're our man, you can look forward to ample earnings and profitable relationship with a growing company. Box F-193, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production. MOR setting for total information by farm director, sports director andnewsmen. This is a regional station in small market with professional hard-working staff. Send tape, photo and complete resume to Box G-4, BROADCASTING.

Announcer needed August 18, 1968: must have 3rd license, 1 year experience, and transportation. Send tape, references and starting salary. Station is middle of the road and segmented C&W. If you are not looking for permanency, don't reply. Box G-112, BROADCASTING.

Announcer—sales ... here's your opportunity to grow. Morning, air, production, sales. We'd like young master of all, KFMD, Dubuque, Iowa.

Immediate opening for announcer and play-by-play combination. Baseball, basketball and football high school schedule involved. Send resume and samples to G. D. Warland, Manager, KJFF, Webster City, Iowa.

KLIF is looking for a morning drive man. Some of this slot will be worked by heavyweight like Bruce Hayes, Ken Downe, true H. H. Koon and Jack Woods. Do you belong on the list? Contact Don Barrett, Nati. PD, McLendon Corporation, 2008 Jackson Street, Dallas, Texas.

Kansas opportunity, announcer with 3rd class license. Can also do sports or sales, but not essential. Stable staff, good town, top station, KOFO, Ottawa, Kans.
Help Wanted

Announcers—(Cont'd)

Station will de 70 college and high school football and basketball games. Need sports- caster of ability; sales ability important. Send resume, references and picture to KOLT, Scottsbluff, Nebraska.

Immediate opening for experienced announcer. Previous exposure to NBC, or similar situation required. Good voice. Must have year round vacation lend...hunting, fishing. Next to Mexico. Pay: $125 weekly. Apply for area news. Send tapes and resume to Joe Young, KVUZ, Langley, Iowa.

First phone—morning man—modern MOR 1250-4150 per week. Call 216-998-3700 or send tape to WAGL, Ashland, Ohio.

Morning man needed, send tape and resume to WSMB, Belfast, Maine 04915 or contact Scott Standish, WSHK, Bangor, Maine.

Negro announcer—minimum 2 years experience, capable of fast paced talk and gospel. Involves travel to local churches, supermarkets, etc. Good experience with health and life insurance programs, public relations, company paid retirement. Pleasant working conditions and surrounding. Send resume, photo, tape to Bob Todd, Operations Director, Radio Station WGEE, Indianapolis, Indiana. Personal interview, phone calls welcome.

Immediate opening for evening MOR personality. Must be experienced and able to produce and direct a tight and bright show. Opening in two years. Professional staff. Florida resort area. Send resume to WCOA, Radio, (NCS), P. O. Box 1569, Pensacola, Fl.

FLWLS, fulltime, 5 kw, 560 ke, CBS, established 1318, Beckley, W. Virginia, will have openings September 1 for announcer. Looking for first phone, news, play by play, Mojo, etc. Send ability, good copy, samples and phone calls. Personal interview mandatory.

Announcer/salesman. Minimum one year commercial or AFTRS-type experience. Need excellent personality and excellent abilities. Excellent opportunity for advancement. Tape, references required. Send to Manager, Box 1452, Beckley, W. Va. 25501.

 Experienced announcer for prestige station. Resort town. WDLR, Traverse City, Michigan 49684.

Low pressure middle of road announcer for late afternoon and evening shift 5 days 3rd class license...permanent position. Good voice, and ability. Send resume and tape to WLWR, Box 3065, Champaign, Illinois.

Immediate opening for experienced afternoon announcer. Previous selling helpful. Send complete resume, salary requirements and air check to Box G-103, WPAG, Lansing, Michigan.

Country music dj—morning shift, tight modern format—PD material—top rated metro market. Good voice, strong personality, good copy, references, salary requirements to Don Kern, WSHO, New Orleans, La. 70130.

Wanted morning man and play-by-play high school football, baseball and basketball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Miss., 861-2926.

Immediate opening ... sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audio samples, to: Bob Lee, WSFA- TV, AM-FM Harrisonburg, Va.

Need first ticket dj. Experience preferred chance to learn and move into management. Send tape and resume to WHRD, Middletown, Del. 19726.

Help Wanted

Announcers—(Cont'd)

Immediate opening for a lot phone all night dj at leading West Coast top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Slauson Broadcasting Group, Utica, New York.

Need a real swinger with personality for MOR format. Must have minimum of 2 yrs. experience on air. Salary and talent. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

No. 1 rated modern country music station in Tucson wants first phone dj for 6 p.m. to midnight shift. Send complete resume, photo, salade, references and aircheck of board work, production and news to Jim Blyne, Box 5945, Tucson, Arizona 85703.

Wanted announcer with first phone ticket emphasis on announcing—no maintenance, CWV station, must have good copy and good pay. Immediate opening. Call 703-535-5269, 703-677-4800 nights.

Technical

Chief engineer, Baltimore-Washington area. Good directional experience necessary. Up to $525 weekly to start. Box F-172, BROADCASTING.

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of equipment. Good copy, exposure to Negro programming. Salary plus travel allowance. Box F-245, BROADCASTING.

Chief engineer needed. Man who believes in maintenance, but who can handle any that does come along. 1 kw non-directional transmitter and good copy, stable low pressure with most equipment fairly new. Minimum $500 weekly. No kids. No announcing, no board work. Send complete resume to Box G-135, BROADCASTING.

Immediate opening for board operator steady and permanent—Chicago station 3rd class license required. Box G-199, BROADCASTING.

Qualified chief engineer needed by Pennsylvania fulltime non-directional AM-only station. Must excel in maintenance and construction for complete "take over." Well equipped station. Good working conditions. Details in confidence first letter. Box G-316, BROADCASTING.

Chief engineer for AM-FM stereo. Plan to expand IGM automation system soon. Extra lane to coast morning and afternoon--sales. Contact Stephen T. Lindberg, WBEBU, Beaufort, South Carolina 29903.

Chief engineer, good maintenance. Opening at 3-station group. Send resume to WEBO, Owego, N. Y.

Engineer WGH, Newport News-Norfolk, Virginia. 1 kw radio operation has an opening for one of the engineering and maritime engineer. Must have FCC first class license. Contact Chief Engineer, WGH, Phone 703-826-1310.

Chief engineer for 24 hour FM and background music operation. Full time permanent...light equipment sales. Contact: Frank Stewart, WLRW, Champaign, Illinois 61821-5411.

Wanted a chief engineer. No experience needed. We will train. Send resume and photo to: Bob Lee, WSFA-TV, AM-FM Harrisonburg Va.

Announcer—producer-copywriter, man we are looking for experienced or inexperienced young man. Must be devoted to news, not music. Box G-229, BROADCASTING.

News director—ex-urban NYC daytimer. Salary open. Box G-308, BROADCASTING.

Northeast fulltimer looking for aggressive young man with one years experience, but who can produce a show that people can handle any that does come along. 1 kw non-directional transmitter and good copy, stable low pressure with most equipment fairly new. Minimum $500 weekly. No kids. No announcing, no board work. Send complete resume to Box G-135, BROADCASTING.

WHWH Princeton, N. J. 500 watt full time 1 kw morning metro needs morning man to replace Army-bound staffer. Good voice, aggressive reporter. Prefer two-three years experience. Will consider journalism grad or newspaper experience. Call Dave Mose 609-922-6075, Box 1560, Princeton, N. J. resume and tape.

Michigan regional has fine opportunity for good young man or woman. A chance to move from small to medium market. WPAG, Ann Arbor.

News director for small market midwest station. Great opportunity for beginner willing to work. Write M. O. Simundson, WPOL Radio, Box 212-A, Pontiac, Ill., 61104.

Top flight newsmen needed exciting new two-man morning show WTOA, Trenton, N. J. New Jersey's most powerful station with 50,000 watts over Philadelphia. Manager, former top new man, has gotten show off and running, new ready for first rate man to take over. Call Herb Hobler 609-896-9795, or Box 756, Trenton, N. J. resume and tape.

Programing—Production, Others

Help Wanted

Chief engineer—maintenance for three tower directional. WAVE Baltimore. Call Mr. Snowberger (301) 759-8616.

NEWS

Upstate New York area has news opening in premier operation. 5 years minimum. Journalism background preferred. Gather, write, read good copy, send tape, resume, references and photo. Box G-103, BROADCASTING.

Pennsylvania station . . . looking for a morning personality with news and pro- abilities. Must be aggressive and community minded. Send resume and tape to Box G-173, BROADCASTING.

Negro newsmen for tight format, top-rated ethnic stations. Must be aggressive and experienced in news writing, delivery, Union scale. Pacific coast. Immediate. Box G-226, BROADCASTING.

Equal opportunity contemporary station looking for experienced or inexperienced young newsmen. Must be devoted to news, not music. Box G-229, BROADCASTING.

NEWHAM Princeton, N. J. 500 watt full time 1 kw morning metro needs morning man to replace Army-bound staffer. Good voice, aggressive reporter. Prefer two-three years experience. Will consider journalism grad or newspaper experience. Call Dave Mose 609-922-6075, Box 1560, Princeton, N. J. resume and tape.

Advancement guaranteed...our last three news directors went to 50,000 watt stations. While others have found comfortable jobs within our six station family. Not a large department, but one that offers tremendous flexibility and growth, if you're chosen to carry on the tradition. Send photo and re- sume to Manager, WTLU, Lansing, Michigan.

Michigan regional has fine opportunity for a good young man or woman. A chance to move from small to medium market. WPAG, Ann Arbor.

News director for small market midwest station. Great opportunity for beginner willing to work. Write M. O. Simundson, WPOL Radio, Box 212-A, Pontiac, Ill., 61104.

Top flight newsmen needed exciting new two-man morning show WTOA, Trenton, N. J. New Jersey's most powerful station with 50,000 watts over Philadelphia. Manager, former top new man, has gotten show off and running, new ready for first rate man to take over. Call Herb Hobler 609-896-9795, or Box 756, Trenton, N. J. resume and tape.

Program—Production, Others

Wanted a chief engineer. No experience needed. We will train. Send resume and photo to: Bob Lee, WSFA-TV, AM-FM Harrisonburg Va.

Need first ticket dj. Experience preferred chance to learn and move into management. Send tape and resume to WHRD, Middletown, Del. 19726.


Announcer-producer-copywriter, man we will want will be particularly strong in produc- tion ability, copywriting, and some crypto-copywriting. New York city location. Box G-318, BROADCASTING.
Help Wanted

prog.—Production, Others—(Cont'd)

Production director—announcer. Creative conceptual ability and good air sound necessary to lead leading ad station in important Florida market. CBS affiliate. Send resume and tape to Carl Hamburger, Manager, WDBO, Orlando, Florida.

Program Director. Adult, self-starting, detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and compatible network. Box G-176, BROADCASTING.

Situations Wanted

Management

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

West coast operations manager seeks mid-level management in California, Oregon, or Washington. Strong administrator with creative sales approach. Family, college references. Box G-246, BROADCASTING.

Family man late 30's for qualified, major market management, or major market sales management, seeks opportunity. Degree, several years of management experience. Current broadcast employment does not offer necessary responsibility. Seeking responsible position in sales department. Very important than area, but prefers southwest, west, or midwest. Box G-303, BROADCASTING.

Manager. Currently compatible employed. Successful, professional, creative. Oriented to sales, programing, promotion in control. Sober, family man, active in community, Box G-202, BROADCASTING.

Agressive young man with local and national sales experience seeks position as radio station manager. Box G-322, BROADCASTING.

Annoncers


Dj, tight board, good news commercials, third phone. Box G-83, BROADCASTING.

Experienced rock jock, third, production, tight board, gazing southwesterly, for afternoon drive time. Box G-96, BROADCASTING.

Experienced, responsible, listenable MOR personality, 3rd phone, 1165 minimum. Box G-198, BROADCASTING.

Rock, blues and top forty contemporary disc jockey. Authoritative newscaster. Draft free. Box G-207, BROADCASTING.

Hip personable jock; experienced announcer/newsman; college; versatile. Box G-241, BROADCASTING.

New York City metropolitan area prestige minimum, ambitions, interested in major market. In broadcasting field since 1965. Can write and broadcast news. Box G-258, BROADCASTING.

DJ-announcer-broadcast grad—draft exempt—work hard for experience. Box G-259, BROADCASTING.

Situations Wanted—(Cont'd)

To progressive management: If your coverage area is all or part of the eight county New York metropolitan area or the tri-state area, I have a z-a-i-e-a-able idea that should bring additional dollar, that means sales, sales. Providing you are progressive. I am an announcer who's sales minded, with both formal and air personality geared to the area. With a B.B.C. masters, broadcast graduate, 3rd endorsed, married. I've had the benefit of sales management experience. Where the timing is right, current and future sales are waiting for us. Box G-216, BROADCASTING.

Top sales talent. Show jock 1st phone, metro experience, prefer west coast but will consider all. Box G-218, BROADCASTING.


Beginner, bright, dj, announcer/sportscaster seeks career with top panel. Broadcasting school professional training. Dependable family man, prefer Georgia or Florida. Box G-287, BROADCASTING.

Experienced dj, news, third endorsed. Tight board, dependable, relocate. Box G-294, BROADCASTING.

Two years experience, some college. third, good voice. Box G-296, BROADCASTING.

Professional for MOR latex market. Versatile, creative. Can do talk. Box G-298, BROADCASTING.

DJ-announcer newscaster, 3rd endorsed, tight board. Good morning, married, northeast. Box G-301, BROADCASTING.

Experienced top 46 dj presently in central NY desire on current operation. Florida, Great ratings. Reply Box G-302, BROADCASTING.

Announcer, 25 yrs. experience—news, news writing, narration, good music dj, control board. Needing a booth for independent work. Box G-307, BROADCASTING.

Experienced, mature announcer, radio and/or TV. Strong play-by-play, adlib, commercials. Knows music, but not rock. $140 average minimum. Available immediately. Box G-309, BROADCASTING.

Contemporary announcer seeks medium market. Veteran. Good board, news. Box G-312, BROADCASTING.

Nationally known personality jock with top ratings at 50,000 watt giant of the east. Seeks position as radio personality in central NY desire on current operation. Any market. National, and local experience preferable pro with successful ratings as radio and TV personality and as pd. Fast rating climber. Tape, photo, resume. Box G-316, BROADCASTING.

First phone combo, mature family man. Little experience. Box G-323, BROADCASTING.

Negro dj, Good voice, 3rd phone. Inex- posed, young. Seeks break. Box G-327, BROADCASTING.

Fun in the morning! MOR music-talk humor. Have copy that's available. Excellent, varied background, Northeast major markets preferred. Box G-259, BROADCASTING.

County—dj with 3rd ticket. Call 816-71- 2156.


City views, experiences, 3rd phone. Box G-337, BROADCASTING.

Detroit area stations... An ambitious in- dividual who is ready to present self to you. My qualifications are respectable. Schooled in news, production, programing, sales, traffic, promotion, public service, community affairs, soon to be schooled in advance production. Third phone, 1st career. Box G-345, BROADCASTING.

If you are looking for an announcer or an air personality, consider my name. I'm a 313-535-9200. Would travel if offer was lucrative.

Situations Wanted—(Cont'd)

New York metropolitan area announcer interested in a major market. Can write and broadcast news, plays. Former station manager, Thomas St. Woodbridge, New Jersey, 201-Mercury 4-5024.

Technical

Major market chief with 20 years directional experience, DP and audio construction, maintenance engineering management. Box G-178, BROADCASTING.

Chief engineer—experienced AM/FM, con- tainers preferred. Send resume to WDBO, Florida, southeast. Box G-236, BROADCASTING.

NEWS

Left a top ten market news reader/writer slot to become a NYC network editor. Want to return to what I do best. Ten years experience on-air, off-air. Former news director. Legwork a specialty, East and southwest preferred. Box G-238, BROADCASTING.

Attention: Sports oriented stations in small markets. Experienced newscaster, begins job immediately. Good, experienced, adjacent geographic, college graduate, newscaster begins job immediately. 3rd endorsement. Box G-263, BROADCASTING.

Young, experienced radio newsmamannonouncer seeks position in radio-television. Opportunity to do news on top news and public affairs stations more important than numbers. Box G-264, BROADCASTING.


Official Republican convention contact; free lance, daily feature bumper phone; or help you with local/one man crew, emphasis California or Massachusetts preferred. Cable John Robert, 779 Mandeville Blvd, Westwood, Calif.; will return your call collect.

Programing—Production, Others

Experienced female copy-writer, with background in traffic. Can type 76 wpm and take shorthand. Senior copy-writer. Box G-249, BROADCASTING.

My dream is to do a shot of beautiful music station. 50 kw AM, 9VX-FM, with graphics to make dream a reality! Work air shift, 618-G, Box G-294, BROADCASTING.

Colleges, Universities: Midwestern university graduate, 18 years broadcasting experience, seeking broadcasting or publicity position. Fax 431 my box. Box G-276, BROADCASTING.

Look, this is what I can do for you, be your music dir., dj, production, gather & read news write copy, & traffic too. Can we get together? Box G-274, BROADCASTING.

General manager: Rating troubles? Top ratings getter, with experience in major markets as jock and pd, seeks permanent, challenging program directorship. Box G-317, BROADCASTING.

Attention Station Managers and/or ad agency. The most talented and creative copy and production man I've had the pleasure of working with is ready to graduate from my program. A good man (excuse me, Stan), but very versatile. Also announces as a jock. He's a 431 my box. Box G-277, Howell, Michigan, FS: If you know of a needy Jock Call me, name, 431 my box. Box G-317, BROADCASTING.

Attention Station Managers and/or ad agency. The most talented and creative copy and production man I've had the pleasure of working with is ready to graduate from my program. A good man (excuse me, Stan), but very versatile. Also announces as a jock. He's a 431 my box. Box G-277, Howell, Michigan, FS: If you know of a needy Jock Call me, name, 431 my box. Box G-317, BROADCASTING.

Program and operations manager in LA market will relocate on coast or northwest. 15 yrs. broadcast experience. Former CBS, UPI, and munic- ipal airman, production and copy, administrator, and music programmer. 213-260-8139 or 404 Oceanview Blvd, Montrose, Calif. 91020.
TELEVISION—Help Wanted

Sales

Lin Broadcasting's WAVY-TV has immediate openings for account executive due to promotion and training opportunities. Requires background desired but not required. Prior sales experience essential. All replies held confidential. Send resume and telephone number to: Box 1600, Norfolk, Virginia 23501.

TV account executive—fastest growing exciting and creative openings in TV. Send photo and resume to: Sales, WDBA-TV, Channel 30, Wash., D. C. 20016.

Announcers

Immediate opening—sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audition photo to: Bob Lee, WSVA-TV, AM-FM, Harrisonburg, Va.

Technical

TV engineer with good technical qualifications for maintenance and operation of a full-color television station. The best of working and living conditions. Send resume and telephone number.

First class engineer for TV transmitter operation in medium North central market. We are looking for a technically competent and professionally motivated individual who organizes and works well with others. A long-term commitment is desired. Salary dependent upon experience and ability.

Transmitter supervisor—midwest VHF needs transmitter supervisor, experience in GE preferred. Must be able to take complete charge of transmitter and fringe facilities. Good pay for qualified man.

Television engineers. Large midwest VHF station expanding operations has immediate openings for technicians with operation experience and FCC license. Prefer color oriented technicians with experience in all aspects of video tape operation. All inquiries held in strict confidence.

First phone engineer for studio switching and transmission operator, permanent posting. Location: Lapeer, Michigan. Send resume and telephone number.

Attention Radio and TV technicians. Move up to excellent position in the Educational Television Field. Immediate opening for transmitter operator/technician at South Carolina ETV station near Barnwell & Aiken. S. C. First Class FCC license required. Must have experience in actual transmitter operation. Send resume and telephone number to: Box 287, BROADCASTING.

TV engineer—Complete knowledge of video and RF system design. TV studio and control system knowledge. Must be able to work effectively with groups of individuals. Group work, leadership, and communication skills required. Position includes assignment to Video Engineering Co., Inc., Biggs Rd. & 1st Place, N. E., Washington, D. C.

Full color station needs engineers with experience in all phases of RCA television equipment, RCA color camera—also need experience in microwave transmission. Candidate must have good reputation for being a good team player.

Florida, beaches, fishing and money for two engineers. Color experience necessary. Positions are permanent. Call Chief Engineer—305-968-2500.

TELEVISION—Production, Others—(Cont'd)

Excellent opportunity for man with basic experience to advance quickly. Duties to include operating color camera, setting up lighting. Directing and other responsibilities to be determined by this individual. Must have background, including salary requirements to Program Director, WSNV, Box 28, South Bend, Ind.

TELEVISION—Situation Vacant

Management

Assistant manager: Right-hand TV admin, aggressive top man. Married, experienced, adaptable. Box G-183, BROADCASTING.

Sales

Account executive excellent track record major market, desires sales management with future. Mature family man eighteen years experience all departments. Box G-255, BROADCASTING.

Sales/sales-management. Excellent record, best references. TVB-trained, professional, creative selling, handling of accounts, Sober, family man. Active in community. Prefer major market. Box G-311, BROADCASTING.

Announcers

Experience interviewed host, news and sportscaster, announcer, P.D. seeking large market, married. Box G-287, BROADCASTING.

Technical

Chief engineer double affinity with station interested in good engineering practices and quality operation. Box G-77, BROADCASTING.

TV engineer available to design, make FCC application, organize and operate color television station. Years experience in all technical phases of installation and operation. Box G-188, BROADCASTING.

Need a cost and quality conscious chief engineer to build your color television station. Must be able to debug your established operation! Box G-280, BROADCASTING.

TV engineer, 1st phone, 8 yrs. experience, UHF GE and RCA transmitter, microwave radio, studio. Box G-300, BROADCASTING.

21 position in your TV station. I bring 12 years suitable experience. Excellent opportunity for man with general supervision experience in TV, FM and AM. Box G-315, BROADCASTING.

News

Sportscaster, 15 years experience. TV sports, news background. Box G-297, BROADCASTING.

Program—Production, Others

Producer with special aptitude for children's programs. TV directing experience desirable, but not essential. FTLY station in north east. Box G-253, BROADCASTING.

Commercial specialist. If you can create, write and edit top notch color film commercials on a limited budget as well as direct television commercials. You're our man. Send samples of work and resume. Box G-281, BROADCASTING.

Producer-director, 1 to 2 years experience to join network sufficiently supported Florida station. Expanding in local and in sales, must have experience with salary requirements and audition VTR, if possible. Box G-288, BROADCASTING.

Independent station on east coast needs production personnel: air switchers, cameramen, film editors. Send resume and salary requirements. Box G-289, BROADCASTING.

Production assistant for radio-television department in advertising at university in midwest. Work in student broadcasting co-op. Opportunity to work in commercial business. Send resume and application to: Box G-288, BROADCASTING.

Experienced production manager for southeast VHF station. Full color ABC affiliate. Salary commensurate with experience and background. Send resume and photo upon inquiry. Box G-319, BROADCASTING.

Midwestern VHF full color station has openings for sports producer, full color engineer, sales, general manager. Box G-319, BROADCASTING.

Wanted: Program director for new commercial UHF in Boston. Forward complete resume with salary requirements. Include all documents to Gen'l Mgr., Station WREP-TV, 1188 Commonwealth Ave., Boston, Mass. 02134.

Four years TV seeking permanent position with quality station. Assistant director. Mid-west or mid-south. Box G-284, BROADCASTING.

Director, 5 years in medium market. Experience in all phases of broadcasting. College graduate and graduate work. Presently engaged with full color VHF in news and commercial directing capacities. Prefer mid-Atlantic or southeast. Box G-356, BROADCASTING.


Assistant engineer for weekly Saturday evening TV special. Box G-309, BROADCASTING.

Assistant to TV station's production department. Box G-289, BROADCASTING.

Technical director for new station in southeast. Must be capable of designing and building studio facilities. Box G-281, BROADCASTING.

Assistant engineer for ABC affiliate. Applicants must have experience in all aspects of VHF color television. Box G-288, BROADCASTING.

Assistant to TV station's production department. Box G-289, BROADCASTING.

Technical director for new station in southeast. Must be capable of designing and building studio facilities. Box G-281, BROADCASTING.

Assistant engineer for ABC affiliate. Applicants must have experience in all aspects of VHF color television. Box G-288, BROADCASTING.

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Assistant to TV station's production department. Box G-289, BROADCASTING.

Technical director for new station in southeast. Must be capable of designing and building studio facilities. Box G-281, BROADCASTING.
TELEVISION—Situations Wanted

PROG.—PRODUCTION, OTHERS—(Cont'd)

College graduate with degree in broadcasting, journalism minor and writing experience desires work, preferably in promotion of TV station, WXYZ, 221 N. Sixth St., Niles, Michigan.

College graduate who wants to move up in TV field, having 3 years of experience in commercial TV experience. Draft exempt. Engaged in producing TV. Resume on request. For further information, write to M. Vogt, 136 Rosewood Dr., Dayton, Ohio 45415.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—50 twenty foot sections six and one eighty inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For VHF—12 expanded single expansion hangers for three and one eighty inch rigid transmission line, 2 kw transmitter, 8 bay antennas, 100.7 MHz fixed frequency monitor, 400 ft. or over tower, also need microphones, speaker, and etc. Call John H. Kreiger, 512-GR 8-8021, KYET, 113 West 8th Street, Austin, Texas 78701.

Field intensity meter, Nems-Clarke model 200. Complete with calibra- tion date to Sam Schmid, WSHO, 637 Common St., New Orleans, La.

Collins 20-V, 180’ tower, inexpensive audio console—tape recorder. Box G-261, BROAD- CASTING.

Channel 60 filterplexer and klystrons. Box G-261, BROADCASTING.

Broadcast census need all makes and models. Contact: The Mate Corporation, Box 6656, Birmingham, Alabama 35210.

Used 108-C Rust remote control studio unit in operating condition. Contact Charles Delpenderg, KOLY, Morbridge, S.D. 57707.

UHF Station Equipment, Color and B&W for small market Studios, Box G-262, BROADCASTING.

FOR SALE—Equipment

Cable—helix, styrofoam, spiraline, etc., and fittings. Unused mat’l—large stock.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter.

General Electric Type 120-V tube chart, 14 kilowatt. 17,000 lbs. 2222 W. Elect., Box 4668, Oakland, Calif. 94623, phone 412-523-5517.


Amplex Cinecas—not needed by automated studio. 500 rear screen projectors, 12500 feet,一台 equipment, cartage free if you buy all three, KTBT, Garden Grove, California.

One transmitter, General Electric, TT24A, 100 watts, channel 18 w/tubes, one Antenna, Audio Box, 1721 W. Highland and Texas Ave., El Paso, Texas 79901.

Amplex Coumatic health center, 3,500 hours and Excellent condition 1,600.00.

Contact Milt Nicholas, chief engineer, WKEI, Kewanee, Illinois.

For Sale: 340 feet of 1-1/4" HD-7-50A Andrew Helix coaxial transmission line, like new, used in 11 TV stations. No connectors—ends sealed 125.00. Also one Lapp 5024B flat insulator—capable of supporting 5000V—$400.00. J. Stelling, KEEF, Radio, Box 1111, Nacogdoches, Texas 75965.

For sale: portable Amplex VR-660 B VTR, black and white broadcast spec, new parts, less than one year old. Will take a loss on purchase or write or wire Car- olan Wade, Trend Broadcasting, Box 1196, Jamestown, N. Y. 14701.

MISCELLANEOUS

Declays: 6000 classified gag lines, $5.00. Comedy catalog free. Ed Currin, Box 1063, Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto signs, decks, chairman buttons, etc. Write Business Builders, Box 146, Opelika, Alabama 36801.

Anyone knowing the whereabouts of Don- ald F. Gates top-level, Please contact Jim Kimbrell at 501-442-1941.


$50.00 reward for information to the pres- ent whereabouts of the King of El Camino, Lameco, also may be known as Bobby Noonan or Bobby Key. Repleh, Belger, Bell, a confidential. Box G-175, BROADCASTING.

Big Jon and Sparky available fifteen min- utes during your weekly New Productions. Details and auditions, Jon Arthur Programs, 4532 Fulton St., San Fran- cisco 4127.

INSTRUCTIONS


WANTED TO TRADE

The nationally known six-weeks Elkins Training School at the newly opened Institute of Conveniency located on the loop in Chicago. Fully equipped TV and Radio Laboratory School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation’s largest and most re-pected TV Training School. Complete course in six weeks. Fully approved by Veteran’s Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 6003 Wood road, Dallas, Texas 75235.


The Masters, Elkins Radio License School of Atlanta, Georgia. Highest success rate of all First Class license schools. Fully approved by Veteran’s Training. Write Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30308.


In the air and right away. All taught by highly qualified radio and television teachers. The nation’s newest, finest and most complete facilities including our special broadcast station—XEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75235.

Announcing, programming, production, news- casting and spot production courses in operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified radio and television teachers. The nation’s newest, finest and most complete facilities including our special broadcast station—XEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)


Since 1946. Original course for FCC first class radio technicians. Authorized in six weeks. Approved for veterans. Low-cost dormitory training, reservations required. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, Apr. 2. For further information and reservations write William B. Ogden Radio Operato- Engineering School, 507 Warren Avenue, Huntington Beach, California 92647. (Formerly of RCA.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen FCC license classes in six weeks. Proven results. Bob Johnson Radio License Instruction, 1066D Duncan, Manhattan Beach, Calif. 90266.


Going to Kansas City, Kansas City here I come. They want a Radio License, and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Free phone placement. Apartments $12-15 per week. Call Old Joe Old Joe. Classes begin July 29, Sept. 5, Oct. 7, Call The Pope at W.B.A. 64110 or write R.E.I., 64110, Grenada Road, Kansas City, Missouri 64109.

New York City’s 1st phone school for people who cannot make mistakes. Proven results: April 68 graduating class passed FCC first class exam, 100% passed FCC 1st Class exam; New programmed methods and earn while you learn job opportu- nities, Contact AT&T, 28 W. 43rd St., N.Y.C. Phone Ox 8-9345. Training for Technicians, Combo-men, and Amateur Operators.

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 Operation (Formerly broadcast- ing industry since 1937). Make your careers today. Nationally known, theory class August 5. Most experienced personalized instruction and low costs—finest accommodations available close-by. Call: Allisville. Don Martin School, 1633 N. Cherokee, Hollywood, Calif. (213) RG 3-965.

Help Wanted

WJOY and WJOY-FM
BURLINGTON, VERMONT

Looking for:

*Newman*  *Salesman*  *Program Director*  *Play by Play man* or combinations thereof

Apply to: Frank Balch, General Manager, WJOY, Joy Drive South Burlington, Vt.

NEED HELP?
*Place your AD in
BROADCASTING, July 22, 1968*
GHOTI? George Bernard Shaw developed that word to display the difficulty in English communication. According to him, the $gh$ is pronounced as an $f$ like in cough, the $o$ like an $i$ in women, and the $ti$ like $sh$ as in nation. So the word, ghoti, is pronounced quite simply, fish.
YOUR FUTURE STARTS HERE

A solid career opportunity in sales with a well-established, growing firm that likes to see people move ahead fast. We're based in New York and work with radio and TV management throughout the country. You may be a station manager or sales manager or the top salesman in your operation. Maybe you're that promotion manager who really should be selling. Here's where it all pays off—a chance to grow in responsibilities and high earnings. Limited travel. Most important, your ability will be quickly recognized and rewarded. Don't miss this opportunity. Reply: Box G-325, Broadcasting.

Help Wanted—Announcers

PROS ONLY
Top jack/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and resume to: Box G-111, Broadcasting

RADIO-TV ANNOUNCER
RADIO: MOR with good production & news announcing.
TV: Spotcasting & on-camera commercial work.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo, plus complete resume to: Box G-279, Broadcasting. All material will be returned.

Programing.—Production, Others

AUDIO PRODUCTS MANAGER
Custom audio equipment manufacturer has immediate opening for Audio Products Manager with thorough technical knowledge of complex audio systems and is familiar with transistorized equipment. Responsibility includes sales administration, customer communication, bids and proposals, and product management.
Located in progressive medium-size midwest city. Salary commensurate with experience and complete company benefits.
Call or send resume to Robert T. Fluent, Employment Manager, 217/222-8202.

GATES RADIO COMPANY
A DIVISION OF HARRIS/INTERTYPE CORPORATION
QUINCY, ILLINOIS 62301
AN EQUAL OPPORTUNITY EMPLOYER (M & F)

TALK PERSONALITY PRO
Literate, humorous [Giggles to Guffaws], amazing "mad-lib," phone shows, controversy, celeb-interviews audience partic. Over 20yrs. every phase radio-TV, top ratings.
Brochure, bio, audio tapes on request. Employed fine radio stations, "All talk" station, but reached earning potential. Box G-247, Broadcasting.

Situations Wanted

Announcers

Situations Wanted

Programing.—Production, Others

Radio Owners Would You Like To:
1. Dramatically increase your stations' billings and profits?
2. Be top rated with revitalized programing?
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We represent a team of accepted top name professional broadcast experts who can accomplish these goals for you. For only a percentage of your increases and an option to buy your station at a later date, our management team can be working for you. We're limiting our activity to the top 50 markets and will accept only 7 stations. All inquiries will be kept absolutely confidential.
Box G-324, Broadcasting.

Local Sales Manager
Do you; want to live near New York City, Philadelphia and Jersey coast... want to earn more money... talk retailer language... like to be on a winning team... YES... then send complete resume to:
Box G-245, Broadcasting.

Technical

ENGINES
Major Washington Consulting Engineer Firm has positions available for two engineers interested in AM-FM-TV al-locations and all other engineering factors related to broadcasting and allied fields. Compensation proportional to ability and experience. Many fringe benefits. All replies confidential.
Box G-36, Broadcasting

NEWS
NEWSMAN
Solid air-man, reporter, writer. At least 5 years experience. Journalism graduate preferred. Send resume, writing samples, air-check to:
Lincoln Harner
WTOP Radio
Washington, D.C. 20016

Sales

ART DIRECTOR
We are looking for a Graphic Artist with high style and administrative ability to head Art Department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.
Box G-269, Broadcasting.

Situations Wanted—Management

IF YOU WANT a respectable 40 years-old executive with a Credit degree and 20 years experience, you are reading the wrong ad. BUT IF YOU WANT a young self-made man, a jet-age executive who will produce so much he'll soon own your company, read ahead.

AVAILABLE IN AUGUST 1968
Ambitious, creative, energetic, personable, cultured, fluent in three languages, reads two more. Thoroughly experienced in Planning, Management, National and Local Sales, Operations, Programming, Production, Talent; with R & TV stations, & Production Co.

ARE YOU.........
A National or Regional Network?
A National RFP Company?
An Advertising or Public Relations Agency?
A Radio or TV Station Group?
A VHF or UHF Commercial Station?
A Motion Picture and/or VTR Productions Co.?
Able to pay $20,000 or more?
IF SO..........
Send full details of your needs.

APPLY AT ONCE
BOX G-282, BROADCASTING
FREE to all qualified applicants:
ONE personalized, beautifully typewritten, autographed LETTER
ONE masterfully designed RESUME, for fast, comprehensive evaluation
ONE artistically produced B&W PHOTOGRAPH, for easy recognition

AN EQUAL OPPORTUNITY EMPLOYEE

BROADCASTING, July 22, 1968
PROG.—Production, Others—(Cont’d)

WANT A TAKE-CHARGE PROGRAM DIRECTOR?
Dynamic 12-year veteran. Proven record, able to inspire staff, deliver ratings. Board
shift ok. Now with 50 kw, Midwest. Prefer
director. College grad, married. My last
resume will wait.
Box G-265, Broadcasting.

TELEVISION—Help Wanted
Management

Immediate Opening

TV Business
Manager/Controller

Major New England market

Must be capable of evaluating present
system and recommending changes for
automated system to include budgets, dis-
bursements, payroll, general ledger, traf-
fic, billing, production, program and film
 costs. Send resume to include minimum
salary requirements and earliest date avail-
able to:
Box G-210, Broadcasting.

Announcers

TV-RADIO ANNOUNCER
TV: Sportscasting & on-camera commer-
cial work
RADIO: MOR with good production &
news announcing.
Beautiful mid-size community under
100,000. Send VTR, SOF, or tape and
photo plus complete resume to:
Box G-280, Broadcasting.
All material will be returned.

Programing.—Production, Others

ART DIRECTOR
We are looking for a graphic artist with
high style and administrative ability to
head art department in major eastern
market television station. Send complete
resume of professional experience im-
mediate. Salary negotiable.
Box G-208, Broadcasting.
An Equal Opportunity Employer.

PROGRAM DIRECTOR
Due to a recent promotion, we have an
immediate opening for a program director
at WLWD in Dayton Ohio. Candidates
should have substantial administrative and
programming experience. Including manage-
ment of local live programing employees
selection and supervision, labor contract
administration and budget administration. A
top compensation package will be offered
to the person selected for this job. Send a
complete confidential resume of your ex-
perience education and current income to:
Mr. Donald L. Dahlem, Vice-Presi-
dent-General Manager, WLWD, 4595
Avco Dr., Dayton, Ohio 45401.
An Equal Opportunity Employer (M/F)

TELEVISION—Help Wanted
Prog.—Production, Others—(Cont’d)

TV WEATHER SPECIALIST
For expanding news operation, top ten
market VHF. Must combine showman-
ship with know-how. Salary open.
Send video tape to:
Box G-248, Broadcasting.

MISCELLANEOUS

IT'S HOT!!!
WATCH FOR IT FROM
CHARLES EVENSON
PRODUCTIONS
Waupun, Wisconsin

$ RATINGS & MONEY $
AMERICA'S MOST SUCCESSFUL NEW RADIO
FEATURE gets ratings and makes money
for stations already on it from coast to
toast. If you use CONTESTS, PLAY OLDIES,
and have NEWS, are ROCK, MOR or TALK, it'll
GET RATINGS & MAKE MONEY for you.
"...and AMERICA LISTENED".
The greatest new idea for radio in
twenty years. CALL or WRITE for DEMO,
DETAILS, REFERENCES from stations al-
ready making money & getting RATINGS.
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MISCELLANEOUS—(Con’t)

MAKE BONUS BUCKS!!
A proven winner in the North-
west. Sell 1968 pocketsize (20
pages) FOOTBALL SCHED-
ULES to your clients. All the
major college conferences, the
pros, and YOUR LOCAL
HIGH SCHOOL TEAMS. Your
station or client's name and
message on front and back.
"Pick-A-Winner" page too. For
sample:

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Box 123
Spokane, Wash. 99214

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Once in a lifetime offer.
Combination broadcast school—electronics school.
Licensed school franchise in New York City available. Not a correspondence school. This is a
residence school. We will get you licensed and approved by state. $15,000 required. Four
territories in New York City available... Long Island, Staten Island, New Jersey and Westchester. Upstate New York available also.
Contact Franchise Director:
New York School of Announcing
& Speech, 165 West 40th Street,
New York, N. Y.

Employment Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Specialist Personnel Director

FOR SALE—Stations

Confidential Listings

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Robert-Carole, Inc.
525 East Church Road
Philadelphia, Pa. 19117
215-635-1501

La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
212-3430

BROADCASTING, July 22, 1968

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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through July 17. 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.

Sunnyvale, Calif.—Nation Wide Cablevision Inc. and H & B Communications Corp., Los Angeles (both multiple CATV owners), have each applied for a franchise. Lake County Cable TV Inc. holds a franchise for the city.

Sunset Beach, Calif.—Foxboro Cablevision Co., a subsidiary of Cablevision Corp., of America (multiple CATV owner), has been granted a 25-year franchise. Installation and monthly fee for the 12-channel system will be $15 and $5 respectively. City will receive $2,500 for license period and $500 for each 5-year renewal.

San Diego, Calif.—Purlihan Cablevision Inc. has applied for CATV franchise a 60-mile area about Colonel Cablevision Corp., National Cablevision Inc., and CATV Owners of America, all Boston (all multiple CATV owners). Port Austin, Mich.—Huron Cable TV Co., Port Hope-Harbor Beach, Mich., has been granted a franchise.

Santa Fe, N.M.—Capital City Cablevision Inc. has subsidiary operations in Ingwood, Calif. (multiple CATV owner), Hesperia, Calif. (multiple CATV owner), and Santa Fe (multiple CATV owner). The Santa Fe Cablevision Co. currently holds a franchise; however, its annual installations and monthly fees will be $10 and $5.25 respectively.

Alfred, N.Y.—Teletorah Corp. has been granted a franchise in the city and county of Cattaraugus, N.Y., a franchise for two 20-channel systems in Cattaraugus, Westfield and Perry, N.Y. Another applicant is Lake Shore Broadcast, owned by group broadcaster Simon Goldman. Mr. Goldman also owns WDOE Dunkirk, N.Y., and WECT East Rochester, N.Y.

Huntington Bay, N.Y.—Huntington TV Cable Co. has been granted a 20-year franchise in this Long Island community. The CATV owner, J. R. Towne, has been granted a franchise.

Newark, Ohio.—K-Fidelity Cable Inc., Blackwell, Ohio (multiple CATV owner), has been granted a franchise.

New Eagle, Pa.—Video Inc. McKeever, Pa. (multiple CATV owner), has been granted a franchise.

Scrapleton, Pa.—Joseph Dobbs and International Telemeter, Los Angeles (multiple CATV owners), have been granted a franchise. Monthly fees for International Telemeter’s franchise city would receive 61% of the first $200,000, 81% on the second $200,000 of all gross revenues thereafter, plus guaranteed annual minimums of $10,000 the first year and $5,000 the second year, with a $10,000 third year and thereafter, with a $50,000 sum guaranteed by a $10,000 bond. WICK Scranton, Previous applicants are Continental Video TV Cable Corp., Kenmore (multiple CATV owner), and Tel - Antenna Corp., Total Television Cable Inc., Northeastern Pennsylvania TV Cable Co., Inc., and Global Video Cable Systems Inc. (multiple CATV owner).
In broadcasting, where the exception is commonplace and innovation most everybody's pastime, Joseph Dembo is, as one of his associates expresses it, "a rare bird."

If it's unusual—and perhaps unique—for a veteran (20-year) newsman to become a network vice president and general manager of its radio station in New York, then Mr. Dembo, CBS Radio vice president and general manager of WCBS New York, is indeed different.

Mr. Dembo's appointment was effective June 19, 1967, and now, a year later, it's still made its impression. "It took me three days to recover from shock," Mr. Dembo said the other day. Few people can recall a similar circumstance of a veteran newsman named manager of a CBS-owned station, and some say Mr. Dembo's appointment was a first.

Though shocking to Mr. Dembo, the new job was logical to CBS's management. WCBS, it had been decided, would become an all-news and information operation. Why not place a man at the helm with experience in news and an understanding of its place in broadcasting?

Radio Background - "I'm a radio baby," Mr. Dembo said, with no newspaper or wire-service background. "I don't subscribe to the theory that one must have a background in print to be a good radio broadcaster.

"There's a new breed emerging of radio newsmen without a print background," he continued. "We no longer raid other news media; students now go into radio news directly."

Mr. Dembo in true news style is elbow deep in whatever the assignment. Last June it was to convert to news. It fell to Mr. Dembo to draw up the format, hire the people and to implement his design.

For some, the events that followed—particularly one in which a private plane levelled the station's transmitting tower facility—were traumatic. Joe Dembo undoubtedly treated this as he handled major events as newsman, editor, writer-announcer or show producer. At the time WCBS's tower was put out-of-commission and the station silenced (on Aug. 27, 1967, less than 24 hours before WCBS was to begin a first-phasing of conversion to news), Mr. Dembo was at home. He says he cannot remember any single moment during the period when he did not have the receivers of both his home telephones in his hands.

WCBS subsequently was loaned facilities until it could replace its damaged equipment. But in the meantime last-minute changes had to be made in the advertising of the debut of the new format (advertising-promotion, at a cost exceeding a budgeted $400,000.

WCBS puts a newsman in the driver's seat

had already been prepared and much of it had been run). The station got through that first phase, and by December 1967 it was on schedule with the second-phase of full news and information with the exception of the weekday Arthur Godfrey show and Music Till Down.

The building of WCBS's new news format was "a gigantic challenge," Mr. Dembo recalled, but on "a level every newsman dreams of." It took "sweat and tears but without capable professionals, we could not have done as well." Mr. Dembo noted the shortage of "capable professionals" in broadcast news—"we swept the country and now one year later, we still don't have everybody we need."

A dimension of Mr. Dembo's job that is now completed for the most part is the numbers involved: WCBS has 125 people working on news (including three news directors). "We have perhaps the largest news staff" of any radio outlet in the U.S.

While he must keep abreast of all administrative duties that go with a general managership (technical operation, sales, promotion, advertising), Mr. Dembo finds the time to keep his fingers on the station's news pulse by "maintaining strong departmental holds in all areas. It wouldn't make sense if I were limited to sales matters only at the expense of the news operation," he said.

The first year was "rough" (as much as 16 hours a day at the station), but now the going is smoother. He still does five broadcasts daily of three-minute editorials.

"We cover New York as it never has been before. WCBS has three helicopters, five suburban bureaus and the CBS network news facilities, a film-theater critic, travel editor, man who reports on restaurants, book and magazine reviewers, an on-air child psychologist and a college professor who reviews the press."

A Perennial Critic - Most of all, Mr. Dembo likes to keep in touch—whether it's a hot-breaking news story or a new play in town. "I've kept up my interest in what goes on in the theater. Occasionally I sub for our reviewer." (He estimates that over the years, he's reviewed "hundreds of plays by phone on opening night.")

Mr. Dembo has a farm in upstate New York in the foothills of the Berkshires where he raises cows, puts together in the outdoors, plays around with his shortwave radio or works on his stamp collection, he enjoys his family and he includes the Dembo's giant silver Royal poodle, Barcelona.

He speaks of two men as having given him inspiration in the radio news field: the late Edward R. Murrow in the more recent years, and, when he started in the business, Jim Howe, who owned WCTC New Brunswick, N.J.

He believes that WCTC was "ahead of its time" with a concept that "radio ought to be phonograph records put around the news, and not the other way around." He's proud of that association and his associates: Mr. Dembo was the station's news director; Don Meany, who is now vice president in charge of NBC News, was program director; Herb Kaplow, now NBC news correspondent, was staff announcer, and Ken Bernstein, NBC's Moscow correspondent, was a news writer.

WEEK'S PROFILE

EDITORIALS

Hard choice

It takes no gift of insight to recognize that President Johnson is having trouble finding a suitable occupant for the vacant seat on the FCC.

The best intelligence emanating from the White House is that the President wants an appointee who will avoid the wild extremes of regulation, including program control, that the FCC's vocal minority advocates. But he also needs an appointee who will be invulnerable to political attack. For a President whose family fortune is largely based on broadcast properties, it is a particularly sensitive selection.

For all the difficulties that he faces, the President cannot indefinitely postpone a decision if the public or the FCC's licensees are to be properly served. The longer the seat stays open, the more unstable the FCC will become. Decisions on which the incumbents are evenly divided must be left for future resolution. The atmosphere of divisiveness will be accentuated by the activist maneuverings of Nicholas Johnson and Kenneth Cox.

If the President acts swiftly, there is time for an appointee to be confirmed by the Senate in this session, especially if the session is extended, as now seems probable, beyond the early-August adjournment date that had originally been pencilled in. He could wait until the Congress quits and make a recess appointment. That, however, might affect the choice of candidates available. A recess appointee may take office, but he has no assurance of confirmation when the Senate returns, especially if political conditions have been changed by the November election.

It is regrettable that John S. Hayes, now U. S. ambassador to Switzerland and former president of the Post-Newsweek Stations, opted against the FCC assignment to stay in the diplomatic corps (AT DEADLINE, July 15). Mr. Hayes is the kind of forceful but even-handed man who could contribute much wisdom and character to FCC regulation.

Hopefully the President will find another whose qualities match those of Mr. Hayes.

One is enough

It would have avoided a lot of anguish and extra expense if the Democratic National Committee, in its first decision, had chosen Miami for its 1968 convention. The uncertainties and dislocations caused by the telephone strike in Chicago only pointed up the original mistake of the parties in choosing separate convention sites.

Television coverage has become the dominant element in the political mechanism, and that coverage is only complicated when Republicans and Democrats meet in different cities within the same month. In future election years it must be hoped that both parties will agree to meet in the same place so that the elaborate communications system required for modern reporting need not be duplicated.

Depends on who gets it

BLAMING television when anything goes wrong has become the national pastime, but Carroll Rosenbloom, owner of the Baltimore Colts football team, has carried the game beyond the point of the ridiculous. Mr. Rosenbloom says television was responsible for the strike of players in the National Football League.

How's that? Well, says, Mr. Rosenbloom, according to an AP dispatch, CBS-TV paid $22 million to broadcast the National League games and "with this kind of dough around, the demands of the players got out of line."

Funny, but we didn't hear any complaint from Mr. Rosenbloom when the network and the league signed the contract. There have, however, been some complaints from CBS-TV, which is having trouble recovering its investment, and from its affiliates, which take reduced compensation to help defray the huge payments to the league.

Bright side

ONE salutary result may flow from the abandoned attempt by Howard Hughes to gain working control of ABC. Mr. Hughes proved that capturing a publicly held broadcast licensee takes more than money. It also takes the approval of the FCC and almost certainly means a full FCC hearing.

The knowledge that they must prove their qualifications in an open proceeding before the FCC may deter future venturers from attempting raids on corporations that hold broadcast licenses. This is not to say that raids are by nature wrong. It is to say that raiders must be willing to disclose their ultimate intentions. And that in itself will be a deterrent to the purely speculative plungers who might want to enter broadcasting only for a financial killing.

Epithet

HOW not to win friends and influence people in broadcasting was demonstrated last week by the crusading National Citizens Committee for Public Broadcasting. In a news release accompanying an extensive report apparently sent to everybody in the Congressional Directory plus other "influentials," the committee called for swift congressional approval of a $21.5-million appropriation to help finance public television and end "airwave pollution." The report itself was lower key than the news release, but it was the release that hit the headlines.

This comes in bad grace from a lobbying group that espouses subsidized television. Commercial broadcasters have not sought to thwart public television; indeed one entity—CBS—was quick to make the initial contribution of $1 million to help the Corp. for Public Broadcasting get started, and commercial broadcasters all over the country have donated money and equipment to noncommercial broadcast enterprises.
How long before YOU know it's a turkey?

A store turkey costs only a few dollars, but the television breed can cost thousands! How much can you save by staying in step with the likes and dislikes of viewers... through the fastest possible feedback on your programming?

NSI's New York Instantaneous Audimeter gives you reliable estimates for today's program audience—today by telephone. Or, the entire day's report tomorrow by teletype. Or every Monday, a printed report mailed, covering the week through Sunday. Call 212-956-2500 and choose the speed that best meets your need.

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FAST, RELIABLE, ACCREDITED SERVICE

The Inevitable Turkey... busily reducing an audience and wasting TV profits.

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1290 Avenue of the Americas - New York, N.Y. 10019
Beeline Country...awfully big in Pharmaceuticals

and BEELINE RADIO KFBK is a proven way to reach an important part of this market.

The perfect prescription for high sales in the Sacramento Valley area is putting Beeline Radio KFBK on your media schedule. This market has over $100 million spent on drug supplies alone. And this is just part of over $2.36 billion in retail sales.

The total KFBK market has nearly one and a half million people in 21 Northern California counties with $3.9 billion in effective buying income.

So, to keep your sales moving at a lively pace in a lively market, put your message on Beeline Radio KFBK. Remember, KFBK is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: Sales Management's Survey of Buying Power — June 1967

McClatchy Broadcasting

KATZ RADIO — NATIONAL REPRESENTATIVE